



**CITY OF FORT LAUDERDALE
City Commission Agenda Memo
CONFERENCE MEETING**

#19-1197

TO: Honorable Mayor & Members of the
Fort Lauderdale City Commission

FROM: Chris Lagerbloom, ICMA-CM, City Manager

DATE: December 17, 2019

TITLE: Broward UP Presentation – **(Commission Districts 1, 2, 3, and 4)**

This memorandum outlines the partnership opportunities between Broward College and the City in support of the workforce development strategy.

Broward College has expanded its business model to offer workforce training and support services in six zip codes with high unemployment rates and low education attainment levels, including the 33311-zip code in Fort Lauderdale. This opportunity to partner with Broward College aligns with the Fort Lauderdale Press Play 2024 objective to create educational pathways and partnerships for workforce development.

Broward UP (Unlimited Potential)

Broward College is disrupting the traditional model of higher education to positively impact Broward County residents. Broward UP, UP meaning unlimited potential, is expanding the college's business model to deliver workforce education courses and programs, along with career readiness and related support services in areas most affected by intergenerational poverty and lack of economic mobility. Broward College seeks to actualize every resident's unlimited potential by building strong community, municipal, and nonprofit partnerships to raise the educational attainment levels and positively impact the economic mobility of area residents.

Broward UP is designed to place educational and training opportunities, as well as related support services, in the heart of communities with disproportionately high unemployment and low education attainment. Refer to Exhibit 1 for a list of current Broward UP workforce training courses. Additional training options are in the process of being added.

Instead of recruiting students to existing Broward College campuses, which tend to be located outside the economically challenged communities, Broward UP seeks to move into communities. Broward UP brings college to underrepresented communities as a

means of increasing awareness, exposure and access to post-secondary learning opportunities. Likewise, it brings support services into the communities to encourage certificate and degree completion and job readiness skills. Broward UP represents a paradigm shift for Broward College in two ways: 1) offering courses, training, and certifications free of charge and 2) locating the courses, training, certifications, and support services directly in community locations. Refer to Exhibit 2 for a map of Broward College locations relative to economically challenged communities before and after the launch of Broward UP. Additional strategic partnerships are being pursued to leverage community contexts for educational and training programs.

Overall, the mission of Broward UP is to remove barriers to meaningful employment by providing training, education, and support for residents to realize their unlimited potential. Broward College aims to remove the training barriers of time, technology and transportation to help residents start or progress on a career pathway. To fulfill these objectives, three goals have been identified for Broward UP Communities: increase college access and attendance; improve degree and certificate attainment; and to holistically raise economic mobility. Refer to Exhibit 3 for additional facts about how Broward UP is structured and operationalized.

Next Steps

With Commission support, the next step is to finalize the terms of a memorandum of understanding between the City and Broward College in support of the City's workforce development strategy. Please refer to Exhibit 4 for the preliminary scope of work for the partnership. Additional partnership opportunities are being explored in alignment with the City's other educational objectives.

Strategic Connections

This item supports the *Press Play Fort Lauderdale 2024 Strategic Plan*, specifically advancing:

- The Business Development Focus area
- Goal 5: Build an attractive global and local economic marketplace
- Objective: Create educational pathways and partnerships for workforce development.

This item advances the *Fast Forward Fort Lauderdale 2035 Vision Plan: We Are Prosperous*.

Attachments

Exhibit 1 – Broward UP Workforce Training Courses

Exhibit 2 – Broward UP Maps

Exhibit 3 – Broward UP Quick Facts

Exhibit 4 – Preliminary Scope of Work for Broward College and City of Fort Lauderdale partnership

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