

Memo

To: Kennie Hobbs, Jr., Assistant City Manager/Finance Director

From: Julie N. Brown, Operations Administrator

Date: December 7, 2018

Re: Broward College Meeting Overview

Over the past couple of months, Economic Development Staff has engaged Broward College in reference to establishing a satellite campus within the City of Lauderhill. Broward College has indicated that they will be meeting with 11 cities in Broward that have been identified as impact zones. These zones are defined by unemployment levels, income and educational attainment. In Lauderhill, both the 33311 and the 33313 zip codes have been included in their target areas. Last week, staff had a follow up meeting with Gregory Haile, Broward College President, Dr. Mildred Coyne, Executive Director and their associates. President Haile is extremely conscientious of increasing the accessibility of higher education in the most depleted areas such as Lauderhill.

During the meeting, City staff emphasized the current initiatives that are being undertaken with regards to improving both our residential and commercial tax bases. Broward College representatives were particularly impressed with residential programs such as the STEM Program at Lauderhill 6-12, the CRA's Empowerment Series and the upcoming Entrepreneurship Center. Additionally, they were pleased to hear of Lauderhill's efforts to transform its commercial thoroughfares with the Commercial Façade Program, and improve City parks and community facilities with GO Bond Funding projects. Finally, College officials commended the City on its strategic priority of elevating its staff through the tuition reimbursement program.

They would like to further recognize the City's efforts in expanding higher education through an official marketing piece.

As a follow up to the meeting, Dr. Coyne has attached a MOU for the City's review and comment. The MOU is reflective of the shared initiatives discussed in the meeting, and outlines the potential programming that can be offered by Broward College. While there is need to provide a direct path for Lauderhill 6-12 students after they graduate high school, College officials stated that they have the ability to facilitate programs such as employer-sponsored scholarship programs, onsite career days and dual enrollment classes that would provide a mechanism for students to graduate with college credits. They also have several fast-track programs certification programs in the areas of Information Technology, Marine and Aviation Industries, the Start-up Now Business Accelerator and Entrepreneurship Development programs. Specifically, these programs will allow residents to earn certifications that can help them secure employment quickly and achieve significantly higher earning potential directly after graduation. Additionally, the Fire/EMS Training Programs that were discussed should be included in the memorandum.

Based on our discussion, Broward College is not likely to purchase a facility in the City, but it was stated that they would consider leasing space or collaborating with the City on a joint venture. To date, staff has forwarded the contact information for the UV Group, which has vacant space at 5950 Oakland Park Blvd (the former International Beauty School) and on the east side at Lauderhill Mall. Site visits have been scheduled by Broward College with the Leasing Representative.