

Academic Excellence

Goal 1. USC Aiken will be a leading institution of public undergraduate and graduate education that produces alumni with the capacity for productive professional lives.

Deliver academic excellence through high-level programs

- a. Recruit and retain high performing and diverse faculty and staff who place a primacy on student learning and development.
- b. Use evidence-based assessments to maintain a culture of continuous improvement in academic programs.

Implement and sustain pedagogical and developmental opportunities

- c. Provide development opportunities to faculty and staff to enhance teaching, learning, professional competency, position-relevant skills, and leadership.
- d. Enhance innovation and creative collaboration on research and learning by faculty and students.
- e. Enhance the use of high impact practices, including but not limited to: service learning, undergraduate research, classroom engagement pedagogies, and co-curricular opportunities that foster critical thinking, discovery, and interdisciplinary connectivity.
- f. Increase resources and support to faculty and staff to foster and improve academic advising.

Enhance and utilize initiatives that support student success, retention, progression, and degree attainment.

- g. Implement initiatives that improve student career, professional, and leadership readiness.
- h. Review and revise the first year experience courses and programs to ensure alignment with best practices for new freshmen and transfer students.
- i. Develop and implement plans to support student persistence and degree attainment.
- j. Use actionable data and explore new approaches to obtain retention, progression, and graduation rates above our peer institutions.
- k. Provide a wide range of opportunities designed to increase student resilience, collaboration, leadership, entrepreneurialism, and technology/media skills that help prepare students for careers that may not currently exist.

Enhance technological infrastructure and its use

- l. Leverage and expand technology that supports teaching and learning.
- m. Offer the curriculum through multiple modalities to enhance student flexibility, ease scheduling issues, and enhance "on your time" learning opportunities.

Engaged and Successful Students

Goal 2. USC Aiken will increase student engagement in scholarly, social, and civic arenas.

Nurture student achievement in and out of the classroom

- a. Assist students in becoming independent learners who strive for high standards
- b. Provide resources and support to faculty and staff to enhance mentoring.

- c. Implement a diversity strategic plan.
- d. Increase participation in internships, job shadowing, soft-skill development, and student work experiences on and off campus to enhance career/professional readiness of students

Stimulate civic, social, and cultural engagement on campus and in the community

- e. Foster the ideals of diversity, inclusion, and the lived experience of belonging throughout the university community.
- f. Foster the sense of a supportive, connected campus community and cultivate a fierce pride among internal constituents through athletics, traditions, and co-curricular initiatives.
- g. Cultivate a shared understanding of the Pacer Community values.
- h. Increase student participation in community service and civic engagement activities.

Build Mutually Beneficial Partnerships

Goal 3. USC Aiken will develop partnerships that support the university mission, provide synergy, and enhance opportunities.

Expand and leverage local partnerships

- a. Grow local opportunities for internship, job shadowing, and post-graduate employment.
- b. Collaborate with secondary schools, technical and community colleges, business, industry, and government to facilitate workforce development, economic, social, cultural, and educational opportunities in our region to continue strengthening University presence in the geographical area.
- c. Develop and implement intentional and consistent connections to the region.

Expand national and international partnerships

- d. Create additional opportunities for faculty and students to engage with our COPLAC partners.
- e. Expand international partnerships for enrollment, curriculum, research, and study abroad.

Enhance our relationships with partnering constituents

- f. Continue to cultivate, solicit, and steward our alumni and affinity groups.
- g. Build a meaningful and supportive relationship with parents and guardians of our student body.
- h. Identify, cultivate, solicit, and steward institutional constituents to help sustain and grow the university's endowment.
- i. Refine processes in preparation of the next major Capital Campaign

Effective Resource (Operations) Management

Goal 4. USC Aiken will manage operations, communications, and resources effectively, efficiently, and ethically.

Enhance and deploy resources strategically and effectively

- a. Implement employee retention, compensation, support, and productivity plans to support institutional excellence.

- b. Build a sense of community pride through continuous improvement of the physical plant and campus grounds in accordance with the campus facilities master plan.
- c. Implement innovative enterprise technology to promote efficiency and improve agility.
- d. Provide support and training for optimum deployment of enterprise technology.

Conduct operations responsibly to promote sustainability

- e. Ensure a culture that is committed to ethical stewardship of resources that actively incorporates efficiencies, risk management, and compliance strategies into the decision-making framework.
- f. Ensure sustainable and optimal utilization of campus resources that link the budget to strategic goals.
- g. Review, strengthen, and implement emergency preparedness, campus safety, disaster recovery, enterprise risk management, and business continuity plans.
- h. Employ meaningful, data-informed assessments across units and support unit reviews that use goal setting, data analysis, and enhancement planning to ensure continuous improvement.
- i. Increase operational and financial flexibility.
- j. Develop/revise policies that enable USC Aiken to respond quickly to emerging trends in the regional workforce.

Strengthen communication at all levels of the university

- k. Promote individual responsibility to be informed campus citizens.
- l. Develop, implement, and evaluate effectiveness of a distinctive and consistent brand message.
- m. Develop and implement a five-year strategic marketing plan to raise brand awareness among prospective students and their influencers.

Utilize enrollment management as a tool to help create a sustainable and viable university community.

- n. Implement a comprehensive five-year strategic enrollment plan that will increase enrollment (in both face-to-face and online programs) and link that plan to the marketing plan of the university.
- o. Develop and implement a summer enrollment marketing strategy that attracts both current USC Aiken students and students from other institutions who live locally and are returning home for the summer.
- p. Implement a plan to increase non-resident and international student populations to enhance diversity.

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