



# KENNEDY & COMPANY



## USC AIKEN MISSION, VISION, & PRIORITIES - UPDATED

*April 2023*

# DRAFT MISSION & VISION STATEMENTS

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## Mission

*The University of South Carolina Aiken is a regional public comprehensive university that cultivates a diverse population of engaged citizens who provide lifelong contributions in their careers and communities. Our dedicated faculty, staff, and industry partners guide undergraduate and graduate students through a transformative educational journey that uses engaged teaching and learning practices to blend the liberal arts, sciences, and professional disciplines with research and experiential opportunities that are aligned with economic and societal needs. We are a center for innovation that serves the region through entrepreneurial partnerships, public service, community leadership, relevant research, educational outreach, the visual and performing arts, and intercollegiate athletics.*

## Vision

*To create a campus community that values each individual, acts as a vibrant hub of activity in our region, partners with government and industry to address societal and economic issues, and transforms undergraduate and graduate students into engaged global citizens.*

# DRAFT STRATEGIC PRIORITIES

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## Deliver a Flexible & Relevant Curriculum

- Expand and support experiential learning opportunities for each student (e.g. research/internship/leadership)
- Bolster career management and graduate school preparation and tracking resources to drive post-graduation success
- Enhance industry connectivity (Boards to advise on relevant curricula, mentorships, hiring)
- Facilitate transfers in and early major changes; establish alternative options for highly competitive majors
- Develop a clear process and standards for regular review of both existing and new programs/courses

## Address the Pressing Needs of the Region

- Nurture existing partnerships – e.g. DOE, DOD, Savannah River
- Expand partnerships to represent the major industry sectors in the region
- Launch new programs that are aligned with the talent and research needs of the region (e.g. K-12 education, aging population, etc)
- Conduct applied research in areas that drive regional social and economic needs

## Reimagine the Composition of the Student Body

- Expand graduate education
- Align curriculum and resources with admits
- Emphasize student success, retention, transfers in, non-traditional in UG
- Lower administrative barriers for applicants through direct admission and dual enrollment programs

## Enhance the Campus Experience

- Build a vibrant campus community, based on respect and the value of each person
- Cultivate a sense of belonging through personal connections with each other and the University
- Retool orientation to ease student transition to college
- Target upfit of dorms and dining options as immediate priority areas for improvements
- Establish a culture of continuous assessment and targeted improvements to drive student, faculty, and staff development and well-being.

## Bolster a Sustainable Foundation

- Build out brand identity and proof points; address gaps
- Overhaul website and adapt social media and other marketing
- Advance fundraising efforts including annual campaigns and major gifts
- Improve internal communication and transparency
- Identify and address drivers of faculty and staff attrition

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