

University of South Carolina Beaufort



Strategic Plan Goals, Objectives & Strategies

2021

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USCB Strategic Plan 2021

People, Programs and Progress

USCB VISION STATEMENT

USCB will foster student success by engaging students in an academically rigorous experience that develops individual resourcefulness and cultural appreciation.

USCB MISSION STATEMENT

The University of South Carolina Beaufort (USCB) responds to regional needs, draws upon regional strengths, and prepares graduates to contribute locally, nationally, and internationally with its focus on teaching, research, and service. USCB is a public, comprehensive, multi-campus institution (1,800 to 3,600 students) in the University of South Carolina system, offering associate, baccalaureate, and master's degrees in the liberal arts, the sciences, and professional disciplines through on-site and distance delivery methods. Serving a diverse population, USCB enriches the quality of life for students and area residents through artistic and cultural offerings; collaborations with regional, national, and international partners; and lifelong learning opportunities.

Approvals:

USCB Chancellor's Cabinet February 6, 2017

USCB Faculty Senate February 17, 2017

USC system Board of Trustees April 21, 2017

Pending Approval by the SC Commission on Higher Education

USCB VALUES

Cultural Appreciation

Academic Excellence

Resourcefulness

Engagement and Partnerships

Student Success

USCB GOALS & OBJECTIVES

Cultural Appreciation

Goal: Enhance the diversity and inclusivity of the University community.

Objective I: *Cultivate a more inclusive and diverse environment where students feel free to discuss ideas and broaden their cultural perspective.*

- Strategy I:** Develop and implement a plan to recruit and retain a more diverse student and faculty/ staff population from a variety of countries, ethnicities, cultural backgrounds, and socio-economic contexts.
- Strategy II:** Develop an office to assist international students.
- Strategy III:** Offer programs and training that promote cross-cultural and cross-national understanding.

Academic Excellence

Goal: Expand and enhance the rigorous, experiential academic environment.

Objective I: *Strengthen and develop academic opportunities to meet the needs of a dynamic and changing world.*

- Strategy I:** Identify areas of growth, and recommend new programs in consultation with program representatives and community/industry leaders.
- Strategy II:** Formalize an office of International Studies to emphasize understanding the world at large and preparing students for global citizenship.
- Strategy III:** Create an Honors Program to recognize academically talented and motivated students and provide them with a personalized educational experience.
- Strategy IV:** Establish an office devoted to assisting high-achieving students in the pursuit of nationally competitive fellowships.

Objective II: *Offer experiential learning so every graduate will have at least one internship, research, service learning, or applied learning experience to enhance career preparation.*

- Strategy I:** Successfully implement the 2014-2019 Quality Enhancement Plan (QEP): Students Connected: Fieldwork for the Future.
- Strategy II:** Create a Center for Student Research to promote opportunities to increase student research and scholarship.

Objective III: *Support faculty development, research, and scholarship to promote excellence and innovation.*

- Strategy I:** Establish a Center for Teaching and Learning.
- Strategy II:** Increase incentives for faculty research programs.

Resourcefulness

Goal: Continuously improve efficiency and effectiveness of services and processes to support the growth of the university.

Objective I: Nurture an environment where institutional functions and processes are constantly improved.

- Strategy I:** Ensure employee satisfaction with the quality of recruitment, onboarding, and retention efforts.
- Strategy II:** Develop a more welcoming onboarding process that is connected with expanded orientation for all faculty and staff; improve employee separation processes.
- Strategy III:** Provide training and workshops on implementation of policies and processes.

Objective II: Explore and implement creative technology to enhance teaching, research and university operations.

- Strategy I:** Expand online course offerings.
- Strategy II:** Create a unified research data storage solution.
- Strategy III:** Formalize a standard upgrade cycle for faculty and staff computers.

Objective III: Ensure accountability and transparency.

- Strategy I:** Collect, analyze, and provide comparative data for informed decision making.
- Strategy II:** Revise and streamline the annual Institutional Effectiveness and Outcomes Assessment (IE-OA) process.
- Strategy III:** Earn, and maintain appropriate national, regional, and programmatic accreditations.
- Strategy IV:** Ensure accountability to local, state, and federal agencies.
- Strategy V:** Develop visual representations for key processes that impact multiple departments.

Objective IV: Promote the fiscal and environmental sustainability of the university and each of its campuses: Beaufort, Bluffton and Hilton Head Island.

- Strategy I:** Grow total enrollment to 2,500 students by 2021.
- Strategy II:** Establish a process of resource allocation that identifies, aligns and supports enrollment growth.
- Strategy III:** Establish sustainable environmental practices that are unique to each campus' facilities and settings
- Strategy IV:** Employ programs and services that address the unique features, needs and opportunities of each campus.

Engagement and Partnerships

Goal: Expand and deepen partnerships with organizations whose mission, goals, and future are enhanced by alignment with the university mission.

Objective I: Expand relationships with key government, business, educational and nonprofit entities to provide the resources to create exceptional facilities, systems and infrastructure that will advance the university goals.

Strategy I: Build public, private and corporate donor collaborations to fund the university's multi-year priorities, including the academic strategic plan, facilities master plan and athletics development plan.

Strategy II: Increase messaging as to the university's value, academic excellence, economic development and cultural enhancement.

Objective II: Expand and enhance interactions with the community through cultural events, athletics, lifelong learning, and professional continuing education.

Strategy I: Identify existing and potential opportunities for faculty, staff, and students, and implement durable partnerships that lead to lifelong learning.

Strategy II: Raise the profile of existing Community Outreach programs and create new programs that meet needs of the region.

Strategy III: Support and enhance university-wide cultural outreach programs.

Student Success

Goal: Equip students for success within the university and beyond graduation.

Objective I: Foster a campus culture of collective responsibility for improving student achievement, retention, persistence to graduation, and success beyond the university.

Strategy I: Create an intentional experience for first-year students that builds community and establishes a solid foundation for lifelong learning.

Strategy II: Ensure quality academic advising that supports major exploration, graduate and professional school preparation, and employability.

Strategy III: Provide positive intercollegiate athletics, intramural and recreational experiences.