University of South Carolina Aiken Strategic Plan
Four Goals in Support of One Vision to Move Forward Together

**Goal 1: Provide Distinctive, High Quality Educational Experiences**

**Objective 1.1: Reinforce quality teaching and learning as the preeminent activities of this University**

*Strategy 1.1.1: Distinguish the university by enhancing and leveraging our liberal arts focus*

*Strategy 1.1.2: Foster strategies that result in a more integrated and dynamic focus on global studies*

**Objective 1.2: Enhance excellence by implementing and supporting student engagement and immersive learning both inside and beyond the classroom.**

*Strategy 1.2.1: Expand opportunities for faculty to learn about and implement innovative approaches to teaching, learning and scholarship*

*Strategy 1.2.2: Strengthen opportunities for immersive learning*

*Strategy 1.2.3: Explore ways to expand and improve upon delivery methods to enhance learning and provide greater student access*

**Goal 2: Enroll, Retain, Develop and Graduate a Diverse Student Body**

**Objective 2.1: Recruit a promising and diverse student body**

*Strategy 2.1.1: Create new degree programs, majors, minors, concentrations and certificates to complement traditional programs of study*

*Strategy 2.1.2: Ensure strategic growth of the student body appropriate to our mission*

*Strategy 2.1.3: Emphasize affordability by providing a quality education at a net-cost rate that is highly competitive in South Carolina*

*Strategy 2.1.4: Strengthen and expand the integrated marketing and matriculation plan*

*Strategy 2.1.5: Enhance the university’s reputation as a high-quality residential university of choice*
Objective 2.2: Achieve a greater percentage of student retention, progression, and graduation

Strategy 2.2.1: Improve and augment student academic support

Strategy 2.2.2: Enhance our reputation for service excellence

Strategy 2.2.3: Make better use of technology and available data related to retention

Strategy 2.2.4: Align policies and procedures to support student completion

Objective 2.3: Develop responsible and socially conscious graduates who are ready to lead, work and contribute to their communities

Strategy 2.3.1: Build on opportunities for student development in leadership, teamwork and career-readiness

Strategy 2.3.2: Increase and coordinate programming that explores issues of personal wellness, decision making and social responsibility of students

Goal 3: Develop and manage resources effectively, efficiently and ethically to support the University’s mission

Objective 3.1: Provide additional support to faculty and staff that promotes job satisfaction and offers opportunities to better serve our constituents

Strategy 3.1.1: Review organization structure to enhance the accomplishment of mission and identify campus synergies

Strategy 3.1.2: Recruit, nurture and retain a high-quality and diverse faculty and staff

Objective 3.2: Ensure a culture that is committed to ethical stewardship and that actively incorporates efficiencies and risk management strategies into its decision making framework

Strategy 3.2.1: Develop and initiate a process to actively seek out opportunities for greater efficiency across all functions of the University

Strategy 3.2.2: Ensure sustainable and optimal utilization of campus resources that link the budget to strategic goals

Strategy 3.2.3: Review, strengthen and implement emergency preparedness, disaster recovery and business continuity plans

Objective 3.3: Foster the University’s commitment to excellence and innovation

Strategy 3.3.1: Enhance financial security and excellence through intentional fundraising, grantmanship, stewardship, friend building and vibrant alumni relations

Strategy 3.3.2 Support innovation and creative approaches to teaching and learning

Strategy 3.3.3 Employ meaningful academic program and support unit reviews that uses goal setting, data analysis, and enhancement planning to ensure continuous improvement
Goal 4: Create Collaborative Partnerships and Innovative Solutions to Advance our Community, Region, and State

Objective 4.1: Collaborate intentionally with K-16 to build stronger educational opportunities for the region and state

Strategy 4.1.1: Serve as a key resource in the region for the creation of STEM initiatives in our partner K-16 institutions

Strategy 4.1.2: Serve as a key resource in the region for the creation of initiatives in the arts, humanities behavioral and social sciences, wellness, and pre-professional areas with our partner K-16 institutions

Objective 4.2: Leverage our intellectual capital to support and augment a dynamic region and state

Strategy 4.2.1: Expand and enhance partnerships in support of economic, educational and personal development for the citizens and enterprises in our region

Strategy 4.2.2: Expand opportunities for civic engagement

Objective 4.3: Expand our Global Presence through national and international collaborations

Strategy 4.3.1: Encourage and support faculty seeking international research, teaching, collaborations and exchanges

Strategy 4.3.2: Seek opportunities with our local business and industry for national and international internship experiences and exchanges