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

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

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

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

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

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

Objective 1.2.2: Strengthen opportunities for immersive learning

Objective 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

Strategy 2.1: Recruit a promising and diverse student body

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

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

Objective2.1.3: Emphasize affordability by providing a quality education at a net-cost rate that is highly competitive in South Carolina

Objective 2.1.4: Strengthen and expand the integrated marketing and matriculation plan

Objective 2.1.5: Enhance the university's reputation as a high-quality residential university of choice

Strategy 2.2: Achieve a greater percentage of student retention, progression, and graduation

Objective 2.2.1: Improve and augment student academic support

Objective 2.2.2: Enhance our reputation for service excellence

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

Objective 2.2.4: Align policies and procedures to support student completion

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

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

Objective 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

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

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

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

Strategy 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

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

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

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

Strategy 3.3: Foster the University's commitment to excellence and innovation

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

Objective 3.3.2 Support innovation and creative approaches to teaching and learning

Objective 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

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

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

Objective 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

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

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

Objective 4.2.2: Expand opportunities for civic engagement

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

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

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