

Goal 1: Teaching & Learning

We believe the goal can be achieved by ensuring the following objectives are met:

In the area of Finance:

- Funding for high quality academic and co-curricular programs

In the area of Personnel and Organizational Capacity:

- Campus spaces that stimulate learning
- Advisors who provide effective and sound academic counsel
- Faculty who are dynamic teachers

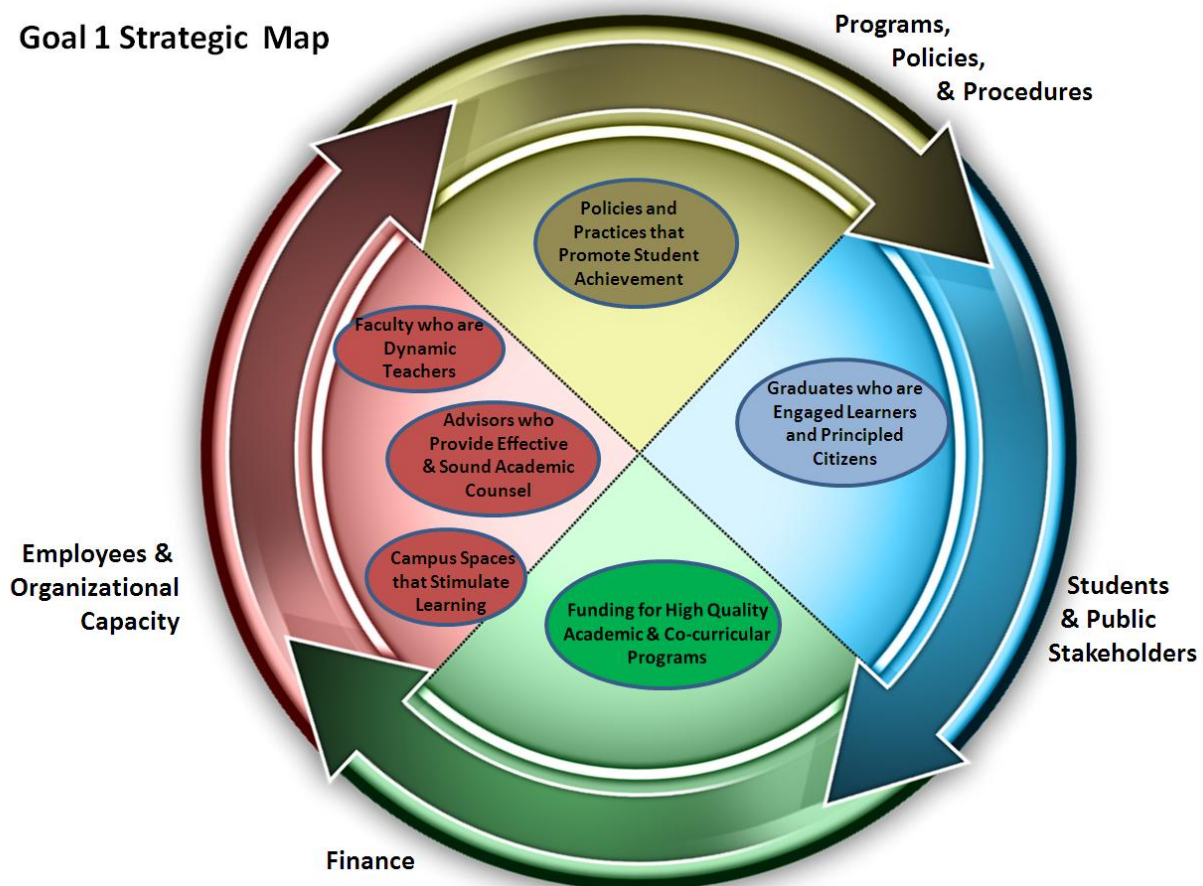
In the area of Programs, Policies and Procedures:

- Policies and practices that promote student achievement

In the area of Students and Public Stakeholders:

- Graduates who are engaged learners and principled citizens

Goal 1 Strategic Map



Goal 2: Research, Scholarship & Creative Achievement

We believe the goal can be achieved by ensuring the following objectives are met:

In the area of Finance:

- Stable source of funding for research, scholarship and creative endeavors

In the area of Employees and Organizational Capacity:

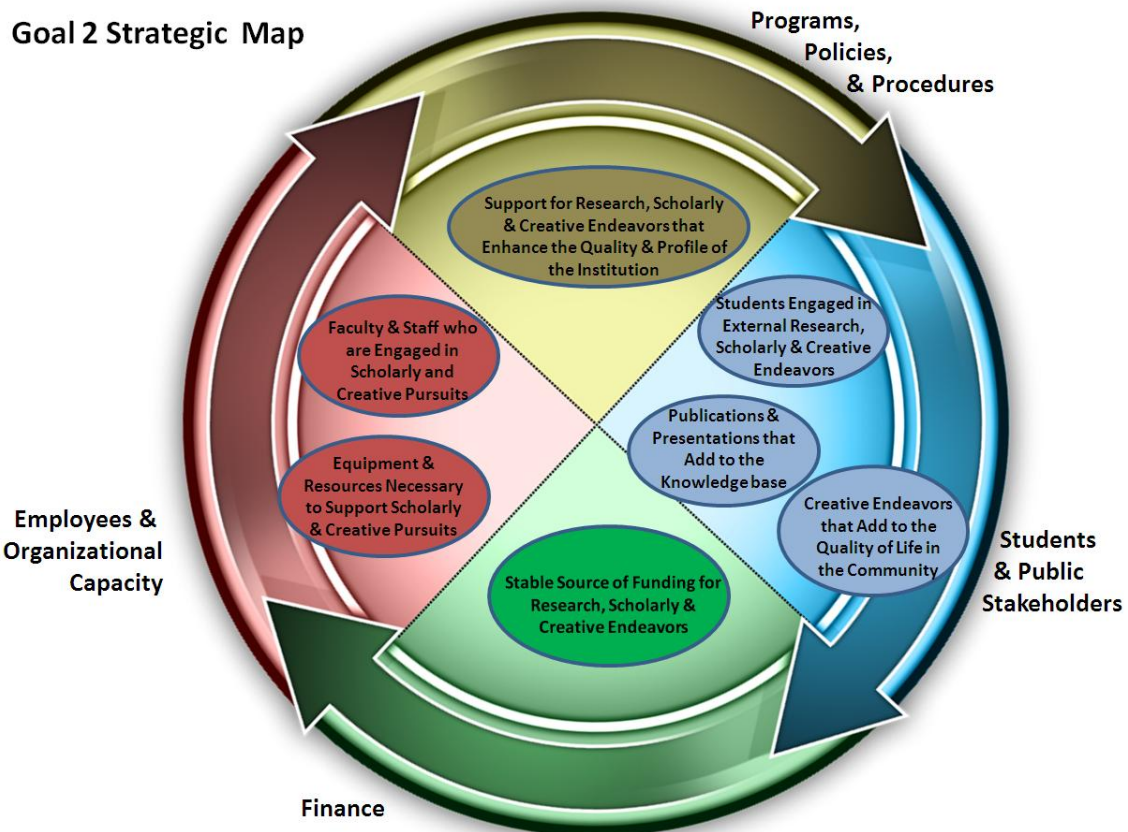
- Equipment and resources necessary to support scholarly and creative pursuits
- Faculty and staff who are engaged in scholarly and creative endeavors

In the area of Programs, Policies and Procedures:

- Support for research, scholarly and creative endeavors that enhance the quality and profile of the institution

In the area of Students and Public Stakeholders:

- Students engaged in external research, scholarly and creative endeavors
- Publications and presentations that add to the knowledge base
- Creative endeavors that add to the quality of life in the community



Goal 3: Service Excellence

We believe the goal can be achieved by ensuring the following objectives are met:

In the area of Finance:

- Efficient and sustainable partnerships and programs

In the area of Employees and Organizational Capacity:

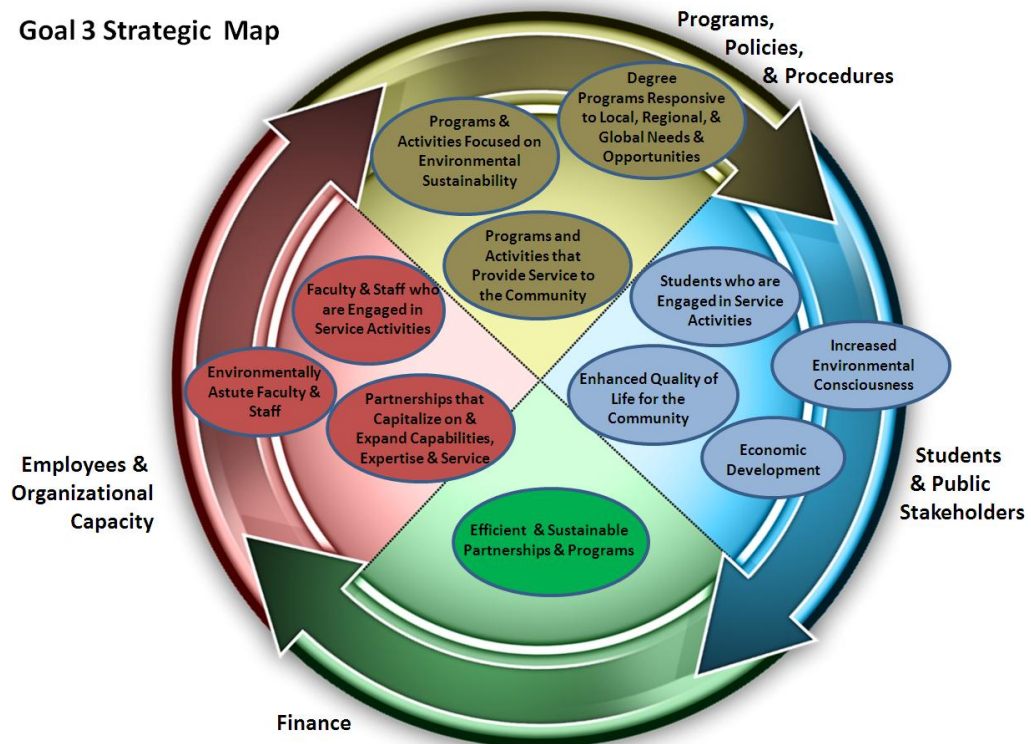
- Partnerships that capitalize on and expand capabilities, expertise, and service
- Faculty and staff who are engaged in service activities
- Environmentally astute faculty and staff

In the area of Programs, Policies and Procedures:

- Degree programs that are responsive to local, regional, and global needs and opportunities
- Programs and activities that provide service to the community
- Programs and activities focused on environmental sustainability

In the area of Students and Public Stakeholders:

- Students who are engaged in service activities
- Enhanced quality of life for the community
- Increased environmental consciousness
- Economic Development



Goal 4: Quality of Life in the University Community

We believe the goal can be achieved by ensuring the following objectives are met:

In the area of Finance:

- Financial plan that advances university goals and objectives

In the area of Employees and Organizational Capacity:

- High quality and diverse faculty and staff
- Enhanced campus community

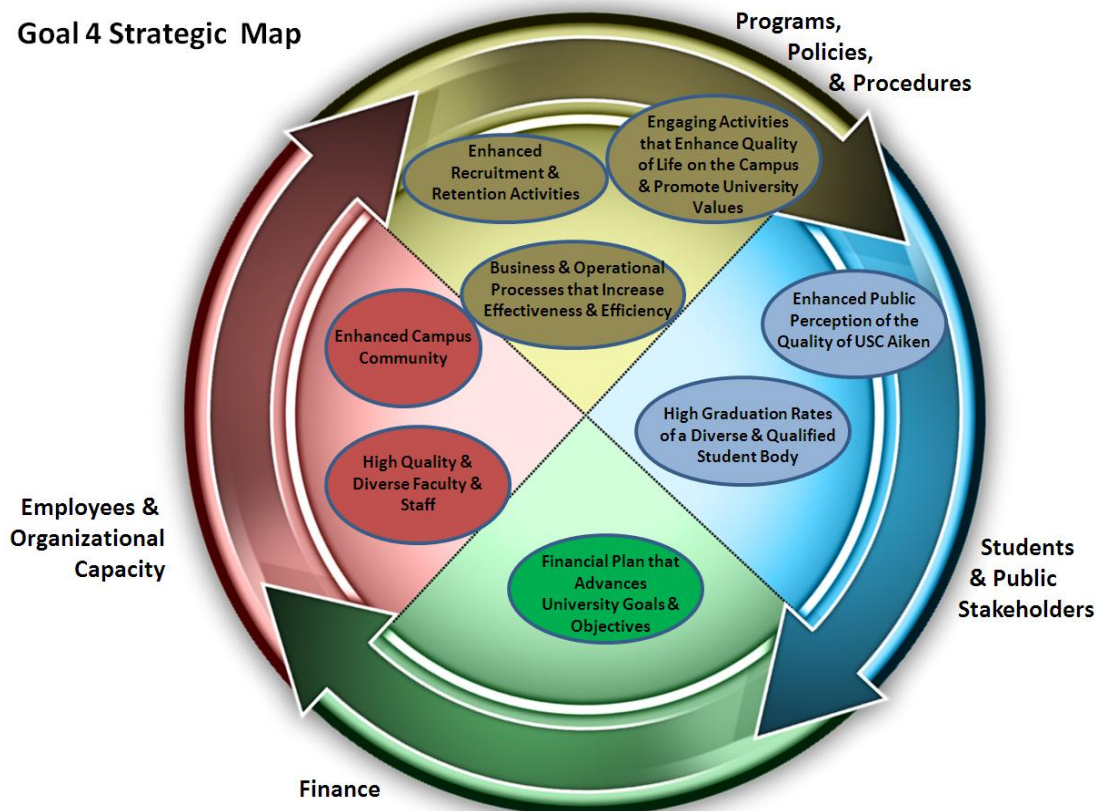
In the area of Programs, Policies and Procedures:

- Enhanced recruitment and retention activities
- Engaging activities that enhance the quality of life on the campus and promote university values
- Business and operational processes that increase effectiveness and efficiency

In the area of Students and Public Stakeholders:

- Higher graduation rates of a diverse and qualified student body
- Enhanced public perception of the quality of USC Aiken

Goal 4 Strategic Map



Goal 5: Recognition & Visibility

We believe the goal can be achieved by ensuring the following objectives are met:

In the area of Finance:

- Alumni and donor relationships that enhance USC Aiken

In the area of Employees and Organizational Capacity:

- Faculty and staff who pursue excellence in all endeavors

In the area of Programs, Policies and Procedures:

- Recognition and visibility of university achievements

In the area of Students and Public Stakeholders:

- Students who pursue excellence in all endeavors
- Student pride in and commitment to USC Aiken
- Community pride in and commitment to USC Aiken

