University of South Carolina Beaufort

Strategic Plan Goals, Objectives & Strategies

2028

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USCB Strategic Plan 2028

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 institution in the University of South Carolina system, offering baccalaureate degrees in the liberal arts, the sciences, and professional disciplines and master's degrees in response to regional demand 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:
UofSC system Board of Trustees August 23, 2024
SC Commission on Higher Education February 6, 2025

USCB VALUES

Cultural Appreciation
Academic Excellence
Resourcefulness
Engagement and Partnerships
Student Success

USCB GOALS & OBJECTIVES

Cultural Appreciation

Goal: Champion fairness and broaden representation within the University community.

Objective I: Growth

Strategy I:	Increase recruitment efforts for students (including increased financial aid opportunities), faculty, and staff from diverse and underrepresented communities
Strategy II:	Improve retention of students, faculty, and staff from diverse and underrepresented communities.

Objective II: Student Experience

Strategy I:	Implement services, spaces and programming that cultivate a welcoming and supportive climate for members of diverse and underrepresented communities

Objective III: Academic and Co-Curricular Experience

Strategy I:	Encourage fairness and broad representation in academic and co-curricular community learning opportunities.

Academic Excellence

Goal: Expand and enhance the rigorous, experiential academic environment through ongoing innovation and design thinking, and prepare students to function in a global society.

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

Strategy I:	Re-envision and build academic programs to enhance relevance, in consultation with program representatives and community/industry leaders.
Strategy II:	Re-examine and realign general education outcomes to address key components of problem solving, data literacy, technological literacy, social responsibility, and a growth mindset while facilitating the educational goals of traditional, transfer, adult and other nontraditional students.
Strategy III:	Create an Innovation Center with a focus on the multitude of ways water impacts life and culture in the Lowcountry and beyond.

Objective II: Increase experiential learning to enhance career preparation.

Strategy I:	Identify a Coordinator for Experiential Learning who will monitor offerings, improve the quality of the student experience, and track participation in those experiences.
Strategy II:	Ensure every graduate completes at least one internship, research, service learning, study abroad, or other applied learning experience.

Objective III: Support faculty development, research, and scholarship to promote entrepreneurship, innovation, and interdisciplinary collaboration.

Strategy I:	Promote, incentivize, and recognize faculty accomplishments, research, and interdisciplinary initiatives.
Strategy II:	Continually modernize teaching to reflect technological advances impacting the workforce and economy.

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:	Establish a university-wide committee to review and revise (as necessary) critical institutional processes and/or policies.
Strategy II:	Develop critical policy and process employee training sessions to be offered to employees on a scheduled basis.
Strategy III:	Develop recommended training curriculum tracks for common employee job categories and responsibilities.

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

Strategy I:	Establish scheduled process to review online and blended course offerings through a nationally recognized, faculty-driven, peer review process to assess high-quality instruction and student engagement.
Strategy II:	Create a unified research data storage solution.
Strategy III:	Expand technology resources available in the makerspace to expand opportunities for faculty to engage technology into curriculum deliver, research, and student engagement projects.

Objective III: Ensure accountability, transparency, and data-informed analysis for decision making.

Strategy I:	Expand multi-year institutional dashboard data to support forecasting, operating trends and other analysis critical for decision-making and resource prioritization.
Strategy II:	Develop an annual USCB Operating Budget that details resources allocated to divisions and departments from all revenue sources.
Strategy III:	Deliver semiannual budget updates to campus.

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

Strategy I:	Develop a multi-year business plan that identifies annual student FTE growth goals (by campus location) and the annual investments in recruitment and retention strategies essential to reach the annual goals.
Strategy II:	Establish a process of resource allocation that identifies, aligns with, and supports enrollment growth.

Strategy III: Develop campus program plans to maximize use of the benefits and opportunities available from unique resources at each location without creating unnecessary duplication of delivery and/or internal competition for resources.

Strategy IV: Develop sustainability plan to reduce energy usage per square foot through implementation of LED lighting and higher efficiency HVAC systems and other efficiency strategies.

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 upon existing relationships with local and state government officials and municipalities including BJHEC, city and town council, mayors, state elected officials, and CHE to enhance USCB's standing in the community.

Strategy II: Enhance connections with schools in the area, state, region, and select markets around the country and world, including:

- Hiring and replacing remote recruiters in Atlanta and Charlotte
- Online marketing in select areas (geofencing, YouTube, etc.)

Strategy III: Work with Echo Delta Agency to develop a comprehensive plan on brand awareness and recruitment

- Include select markets across the state, region, and country
- Develop stronger partnership between marketing to prospective students through Admissions and overall University brand awareness.

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

Strategy I: Expand alumni events (young and older alumni) and encourage greater interaction between alumni, the university, and current students.

Strategy II: Institute a program and process to keep track and publicize alumni accomplishments to fellow alumni, prospective students, and current student body.

Strategy III: Develop communication strategies and advertising to promote activities that the local community can be involved in (e.g., OLLI, NCAA Peachbelt Athletics, CFA activities, meetings, catering on campus, etc.)

Student Success

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

Objective I: Foster a campus culture of collective responsibility for student success by enhancing collaboration among academic and non-academic units.

Strategy I:	Establish a university-wide retention and persistence committee aimed at increasing first-year retention and addressing achievement and graduation gaps.
Strategy II:	Write a university-wide retention plan focused on eliminating barriers to success, increasing student engagement, supporting student well-being, and cultivating a sense of belonging.
Strategy III:	Use university data to determine student outreach and interventions based on specific risk factors or academic challenges.

Objective II: Improve traditional and non-traditional student achievement, retention, persistence to graduation, and success beyond the university.

Strategy I:	Develop and implement a comprehensive professional development plan for advisors focused on comprehensive and proactive advising.
Strategy II:	Ensure all students have an academic map that enables them to progress along their educational pathway.

Objective III: Improve student support services (advising, counseling, financial aid, wellness, dining, etc.) and student experiences, and enhance opportunities for student engagement.

Strategy I:	Enhance academic support services such as tutoring and the writing center and improve the marketing of services.
Strategy II:	Ensure support for students whose financial concerns might hinder their success at the University.
Strategy III:	Improve the student experience by enhancing curricular and co-curricular offerings in academic and non-academic units that increase student engagement, support student well-being, and cultivate a sense of belonging.
Strategy IV:	Support formal and informal student career advising to promote positive post-graduation outcomes.