

**USCB STRATEGIC PLAN
2010 - 2015
GOALS AND OBJECTIVES**

University Goal 1	<u>Teaching and Learning:</u>	USCB will improve the quality of education by expanding its curriculum and stressing disciplinary knowledge and academic skill development characterized by critical inquiry, depth of understanding, tolerance, and accountability. The University will emphasize research, scholarship, and creative achievement as integral to effective teaching in all academic areas and will promote quality teaching and scholarship by providing appropriate faculty-development support.
University Goal 2	<u>Research, Scholarship and Creative Achievement:</u>	Recognizing the intrinsic value of research, scholarship, and creativity and their importance to the region and to engaged teaching, the University will foster research, scholarship, and creative activity by recruiting, retaining, and supporting faculty members who are or will become nationally and internationally recognized as highly productive contributors to their fields. The University will assist faculty to identify and compete for extramural funding to support research and creative activities.
University Goal 3	<u>Service Excellence:</u>	USCB will be actively engaged at all levels in making all of our services customer-focused and excellence driven. Our campus and community relationships will be sustained by adherence to our core values – integrity, collaboration, innovation, responsiveness, accountability, and excellence. Our academic programs will respond to regional needs and promote a high overall quality of life. University members will exhibit good citizenship by using professional and personal expertise to improve our communities. On our campuses, every person and system will be dedicated to fulfilling the academic aspirations of those students who choose to be members of this learning community.
University Goal 4	<u>Quality of Life in the University Community:</u>	USCB will attract the most deserving and promising students at every level, regardless of background and economic circumstance. The University will integrate strong academic programs with cultural and co-curricular experiences to foster a sense of community and quality of life that nurtures the whole person.
University Goal 5	<u>Recognition, Visibility, and Community Involvement:</u>	USCB will strive to complement and grow the region’s strengths by continuing to develop the University’s facilities, programs, activities, and community involvement. The University will increase its visibility by highlighting the accomplishments of students, faculty, and staff. Where possible, USCB will attain appropriate accreditations. It will provide Lowcountry citizens with educational opportunities for lifelong learning and cultural enrichment, and develop and maintain partnerships with other entities to better serve the educational needs of the geographic region.

Objectives

- I. Strengthen and expand academic offerings
- II. Strengthen and expand student support services
- III. Expand and diversify student population
- IV. Support scholarship and the pedagogy of the faculty
- V. Provide an environment conducive to teaching & learning
- VI. Build the university's reputation and strengthen its base of support
- VII. Develop appropriate partnerships that support the University's mission
- VIII. Maintain access & affordability
- IX. Improve service excellence university-wide

GOAL 1: Teaching and Learning

I. Strengthen and expand academic offerings

Strategies:

Hospitality Management/nutrition concentration

Tactics:

Institute concentration in nutrition

Hire instructor – registered dietician

Investigate health care admin as a concentration

Explore ecotourism concentration

Nursing

Investigate resource requirements for expansion

Education

Add elementary education as major

Hire a faculty member/program lead

Explore math/science secondary

Explore art education (professional demands)

Studio art

New media hire

Nursing alternatives

Explore PA requirements

Gerontology

Explore concentration as part of sociology

Criminology

Explore concentration as part of sociology

Liberal arts interdisciplinary studies

Strengthen interdisciplinary degree

Sustainability/environmental studies

Investigate sustainability /environmental studies

Computational science/math/computer science

Develop plan for departmental structure

Continue to explore new programs tied to economic development
Partnerships to expand funding/facilities

V. Provide an environment conducive to teaching and learning.

Strategy:

Support the campus-wide master plan

Develop capitol master plan for all institutional needs

Successful implementation of ERP system

Implementation of Touch Net system

Fund professional development for faculty and staff

Tactics:

Consider internal grant program for staff PD

Support teaching and learning using technology

Tactics:

Hire instructional designer

Implement Academic Support Center

Tactics:

Hire ASC director

Hire disabilities/study skills specialist

Improve grounds keeping

Tactics:

Investigate in-house vs. contract alternatives

Continue on present track for construction planning

Implement annual property management program

Implement annual renovation schedule for all facilities

Improve campus security

Tactics:

Increase video monitoring technology on both campuses
Provide SC/SLED certification for all DPS officers on HHG campus
Implement access control in all student housing
Continuous improvement of emergency planning

Goal 2: Research and Creative Activity

IV. Support scholarship and the pedagogy of the faculty

Strategies:

Support Sea Islands Institute

Tactics:

Sustain funding model

Continue to support grants opportunities

Tactic:

Fund one course release per department for research and scholarship

Goal 3: Service Excellence

I. Strengthen and expand student support services.

Strategy:

Implement ERP system

Provide a reliable solution for RA connectivity for emergencies

II. Expand and diversify student population.

V. Provide an environment conducive to teaching and learning.

Expand catering possibilities for food service

Tactic:

Utilize conference space in library HHG campus

Bookstore-

Evaluate set-term text use

Evaluate common text per common course

IX. Improve service excellence university-wide

Strategies:

Improve processes, systems, infrastructure and work flow to provide efficiency, quality and cost effectiveness across and within all units

Develop & implement a central policy for IT infrastructure upgrades

Tactics:

Develop IT plan with costs

Evaluate hardware and software across the institution

Evaluate classroom instructional technology

Plan and implement a utility back-up system for IT servers

New space for data system

Leverage existing technology to the extent possible to reduce paperwork

Goal 4: Quality of life in the University community

II. Expand and strengthen student support services.

VI. Build the University's reputation and strengthen its base of support.

VIII. Maintain access and affordability.

Strategies:

Implementation of Touch Net system

Goal 5: Recognition and visibility and Community Involvement

VI. Build the University's reputation and strengthen its base of support.

Strategies:

Restructure development, marketing, visitor reception

Branding initiative

Web restructure and content

Social media strategy

Development –

Lunch with the Chancellor on HB campus

Develop and implement OLLI building fundraising plan

Develop list of fundraising priorities

VII. Develop appropriate partnerships that support the University's mission.

Strategy:

Enhance relationships with key partners

Tactics:

Increase regional school district partnerships

Approved by Administrative Council 7/18/2011