



## UNIVERSITY OF SOUTH CAROLINA UNION 2007-2012 STRATEGIC PLAN

**Vision:** Recognized as the “beacon between the interstates”, USC Union has a regional reputation for inspiring and challenging students to further their education and for working with corporate, civic, and educational leaders to address the economic development needs of Union County and our service area.

**Working mission:** The University of South Carolina Union strives to provide the people of Union and surrounding counties an intellectual, social, cultural, and physical setting which challenges them to grow in many ways and to develop a desire for lifelong learning. (This is a synopsis of the official mission, which may be found at the following: <http://uscunion.sc.edu/mission.html>).

**Long-Term Goals:** The highest priority of USC Union, Goal #1 in our strategic plan, is devoted to increasing revenue and enrollments. The development of new programs and the enhancement of existing curriculum as shown in the initiatives in last year's Goal #1 and the proposed initiatives for this coming year are part of the plan for enhancing future revenue streams. By extension, goals # 2 and #3 are intended to provide support to the same end, namely, increase revenues.

***Goal 1*** *Increase enrollment through development of new programs, enhancing existing curriculum, and improving retention.*

***Goal 2*** *Improve learning environment.*

***Goal 3*** *Improve research, assessment, and planning activities.*

USC Union is well positioned to forge ahead with the transfer preparation part of its vision and mission. USC Union is aggressively seeking out opportunities to:

- increase its market share of college bound students from high schools in its service area.
- expand its high school concurrent programs to give high school students first-hand experience with USC Union.
- explore ways to increase our admissions quality profile using concurrent programs, such as developing a high school “honors” program or using the

“smart classroom” technologies to reach more students at local high school campuses.

- improve “change of school” relations with USC Upstate.

USC Union is attempting to address the economic development needs of its service area with the following:

- create a robotics training center by partnering with local industry, local government and Spartanburg Community College, wherein USC Union would deliver all the general education courses and Spartanburg Community College would deliver the technical courses and training.
- explore the feasibility of creating a “satellite” nursing program in Union by partnering with USC Upstate.
- provide leadership and resources to address the economic development issues of our service area by working with the Union County Chamber of Commerce, the Laurens County Chamber of Commerce, the Economic Development Task Force of the Community Indicators Project, the Upstate Investment Board (WIB), Spartanburg Community College, the United Way Board, and other organizations.