# 2018-2022 STRATEGIC PLAN
## for South Carolina State University

## VISION

SC State will excel as a comprehensive university offering collaborative educational and research experiences designed to transform the lives of students, families, and communities, preparing them to meet the social, technological, and economic challenges of the future.
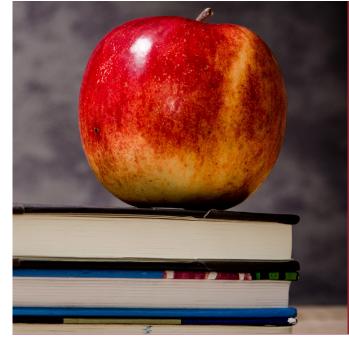
## MISSION

South Carolina State University (SC State) is a historically Black public 1890 land-grant senior comprehensive institution. Located in Orangeburg, South Carolina, SC State University is committed to providing affordable and accessible quality baccalaureate programs in the areas of business, applied professional sciences, mathematics, natural sciences, engineering, engineering technology, education, arts, and humanities. A number of programs are offered at the master's level in teaching, human services and agribusiness, and the educational specialist and doctorate programs are offered in educational administration.

SC State University prepares highly skilled, competent and socially aware graduates to enable them to work and live productively in a dynamic, global society. Through technology and traditional methods of teaching and learning, research and service, the University enhances the quality of life of citizens and contributes to the economic development of the state and nation.

(This mission statement was approved by the S.C. State University Board of Trustees on October 9, 2018 and by the South Carolina Commission on Higher Education on October 23, 2018.)

## Strategic Initiative 1: Ensure Fiscal Stability

**GOAL 1** Develop a financial budget model and balanced budgets that align resources with strategic goals.
**GOAL 2** Maintain a positive net position to ensure adequate cash flows and increase debt flows.
**GOAL 3** Increase philanthropic giving and the alumni, faculty, and staff giving participation rate.
**GOAL 4** Develop a Capital Campaign.

## Strategic Initiative 2: Enhance Student Enrollment and Success

**GOAL 1** Diversify and increase student enrollment.
**GOAL 2** Increase the overall retention rate.
**GOAL 3** Increase the number of offered student internships and placement in jobs, graduate, and professional schools.
**GOAL 4** Increase and improve mentoring and advising programs, leadership training, civic/community engagement, and international awareness.
**GOAL 5** Develop an initial design for a new Student Activity, Learning, and Innovation Center.
**GOAL 6** Increase the six-year graduation rate.

## Strategic Initiative 3: Transform the Curriculum and Research Programs

**GOAL 1** Realign academic programs to workforce demands and include experiential learning.
**GOAL 2** Increase the number of programs delivered via distance and online education.
**GOAL 3** Recruit and retain a high-quality, diverse faculty.
**GOAL 4** Increase research and grant funding and collaboration across the University while improving the efficacy of 1890 Research and Extension.

## Strategic Initiative 4: Improve the Campus Environment

**GOAL 1** Update academic, residential, administrative and athletic facilities to ensure an environment conducive to successful educational outcomes.
**GOAL 2** Improve safety and security on campus, leveraging campus and communiy collaboration.
**GOAL 3** Update, revisit, and realign the Facilities Master Plan with the University's strategic initiatives.
**GOAL 4** Implement a network-based ("cloud first"), secure, tools-centric IT Infrastructure.
**GOAL 5** Improve the overall student campus experience.

## Strategic Initiative 5: Enhance the University Brand

**GOAL 1** Create a University brand that is recognized on local, regional, national, and international levels.
**GOAL 2** Increase and improve internal and external communications to promote the University.
**GOAL 3** Improve customer service to all stakeholders and foster a caring environment on campus.
**GOAL 4** Enhance the recognition and sustainability of the Marching 101 Band and the Athletics Program.