



**UNIVERSITY OF SOUTH CAROLINA
UNION**

2008-2013 STRATEGIC PLAN

I. Executive Summary

A. Vision, Mission & Goals

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.

USC Union continues to make strides in attaining a reputation as a beacon for educational and economic development. Joint programs in nursing (with USC Upstate) and engineering (with the College of Engineering and Computing as well as with Spartanburg Community College) are being developed. Enrollment in Palmetto Programs degree programs has increased. Additional concurrent courses are being offered at area high schools. Online courses are now being offered in computer science and biology. Assessment and analysis of student learning outcomes has begun. New faculty in natural sciences and foreign language are in the process of being hired to support new programs and to strengthen transfer opportunities to four-year colleges and universities.

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>).

USC Union is constantly working to do a better job in achieving its mission. A new admissions recruiter has been hired to seek additional students from every part of the service area. Expansion of the concurrent program, Palmetto Programs and offering online courses has increased academic opportunities. More student organizations and closer coordination with local arts associations has created new social and cultural activities for the students and the community. New programs leading to degrees in fields with a high demand for workers such as nursing and engineering are being developed. USC Union provides leadership and resources for understanding addressing economic

development issues via the Union County Chamber of Commerce, the Economic Development Task Force of the Community Indicators Project, the Upstate Investment Board (WIB), the United Way Board, and other organizations.

Goal 1 – Increase enrollment through the expansion of existing programs and the development of new programs.

Goal 2 – Improve Student Learning.

Goal 3 – Transform the image of USC Union.