FY 24 and FY 25
Strategic Goals and Objectives

Hospitality, Retail and Sport Management
UNIVERSITY OF SOUTH CAROLINA

FY 24 Goals	Indicators and Notes
1. Increase URM programming and recruitment efforts.	Recruited B2F faculty in SPTE (8/24)
	Recruited 2 URM faculty in RETL (8/23)
	Recruited 2 URM faculty in SPTE (8/24)
	Delivered Opportunity and Engagement Symposium
	Held listening sessions and multiple panel discussions

FY 24 Goals	Indicators and Notes
2. Increase awareness of and advocacy for HRSM areas of excellence.	Hired two additional Marketing and Communications professionals (n = 6 FTE now in MarCom)

FY 24 Goals	Indicators and Notes
3. Increase graduate student enrollment.	MS in Retailing Innovation reintroduced for Fall 2024
	Appointed Assoc Dean for Graduate Education (7/24)

FY 24 Goals	Indicators and Notes
4. Establish and stabilize permanent leadership in key areas.	Onboarded new Dean of HRSM (6/23)
	Search is ongoing for Director of School of HTMT
	Reappointed two department chairs for Fall 2024

FY 25 Goals	Indicators and Notes
1. Complete comprehensive strategic planning process designed to better align resources and initiatives with core missions and measurable objectives.	Will engage a consultant to guide strategic planning process for the College (Summer - Fall 2024) and each Department and School (Spring - Summer 2025)

FY 25 Goals	Indicators and Notes
2. Strategically increase undergraduate enrollment to achieve a milestone of 3,000 undergraduate students by the year 2027 and 300 graduate students by 2030.	Fall 2023 undergraduate enrollment was 2,715
	Fall 2023 graduate enrollment was 139

FY 25 Goals	Indicators and Notes
3. Significantly increase the participation rate in global education initiatives, aiming to engage at least 300 HRSM students annually by the year of 2030.	Strategic expansion of faculty led study abroad (200 students annually) through the development of college-wide programs.
	Award 30 need based scholarships annually that cover programmatic fees.

FY 25 Goals	Indicators and Notes
4. Construct a robust online and distance education infrastructure that will catalyze the advancement and successful delivery of fully online graduate degrees and certificate programs across all three units.	Create and adopt an Online and Distance Education Operating plan
	Hire an Instructional Designer
	Hire an Enrollment Marketing Manager
	Renovate space in CH for recording studio
	Hire an Online Education Recruitment Coordinator

5. Establish a comprehensive workload policy to optimize the allocation and management of financial resources, while enhancing research and teaching productivity and efficiency.	Create and adopt a new Faculty Assignment Report (FAR) tool
	Integrate the FAR in the Annual Performance Reviews
	Integrate the FAR in the Tenure and Promotion Policies in each unit

| 6. Implement a merit pay framework designed to motivate and recognize outstanding contributions in teaching and research, thereby rewarding faculty who demonstrate exceptional performance and productivity. | Adopt in time for August 2025 merit pay cycle |

7. Initiate and Launch the HRSM Innovation Fund by Fall of 2024	Invest annually to promote professional development opportunities in artificial intelligence, technology integration, and trend analyses for students, faculty, and staff.
	Fund will support new AI Analyst and Educator Position
	Fund will support three domestic Innovation Study tours (one for each unit)

8. Explore the establishment of research and education centers across at least three strategically chosen cities, aligning with the core strategic interests of each academic department/school.	Sport and Entertainment Management (Charlotte)
	Retailing (New York City)
	Hospitality and Tourism Management (Charleston)

| 9. Hire an AI Analyst and Educator that will be charged with the ongoing task of enriching the HRSM academic community with the latest AI trends, skills, and knowledge and creating large language models of user/student generated feedback. | Through a structured program of professional development and education, the AIAE will ensure that faculty, staff, and students are equipped with advanced AI competencies, positioning HRSM as a leader in AI education, utilization, and applications. |

10. Establish a reimagined research infrastructure that will catalyze research output that meets (2027) and ultimately exceeds (2030) research metrics of peer programs in each unit.	Publications per TT faculty member to average 3 per year by 2027
	Proposal submissions to increase to at least 30 per year across HRSM by 2030.
	Expenditures to increase to $1M annually across HRSM by 2030.