

# PRESIDENT'S REPORT



**Dr. George E. Cooper**  
**Board of Trustees Meeting**  
**September 29, 2010**



# Mission

South Carolina State University (SC State) is a historically Black public 1890 land-grant senior comprehensive institution of approximately 4,500-6,000 students. 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 SC State University Board of Trustees on March 30, 2010 and by the South Carolina Commission on Higher Education May 6, 2010.)*



# Vision

- Fully express our Land-Grant Mission
- Teaching and learning will be our utmost priority (undergraduate and graduate programs)
- Be ranked among the top 25% of Public HBCU's (nationally)
- Be among the top 25% among 1890 Land-Grant Universities (regionally)
- Be a respected partner among SC Institutions



# 2006-2011 Continuing Priorities

*We will continue our focus on the major University priorities for the 2010-2011 Academic Year. The priorities were determined to ensure and maintain strength in the academy.*

- QEP (subject to approval by SACS)
- Honors College
- Student Success and Retention
- Improved use of technology
- New Communications Major
- Program Accreditations
  - NCATE
  - Music
  - NCAA
  - SACS
- Student Recruitment



# Goals

As we look to the future, the University is in the process of developing the 2011-2016 Strategic Plan. The plan will outline the University priorities and areas of concentration for enhancing our operations with input from the following:

*Board of Trustees*

*Faculty/Staff*

*Alumni*

*Students*

*Key Stakeholders*

As we transition into our new strategic planning process, we will continue to focus on the major areas as outlined in the Blueprint that follows.



## BLUEPRINT FOR THE FUTURE

### Academic Infrastructure

- Maintain academic curricula and delivery strategies that reflect current professional standards, projected trends that are consistent with CHE mandates, and needs of today's students

### Administrative and Physical Infrastructure

- Ensure administrative efficiency and accountability through planning, development, assessment and total quality management
- Implement fiscal management systems that ensure accountability at all levels of financial responsibility
- Provide facilities and technology that meet enrollment and administrative needs

### Human Resources

- Recruit, retain and develop qualified and competent faculty and staff

### Institutional Advancement

- Forge partnerships with alumni, friends, foundations, corporations, and other key publics to promote participation in fund-raising efforts
- Enhance university relations with these stakeholders

### Research Development

- Promote research that supports the university's instruction and service activities as defined by strategic goals

### Student Life

- Develop and implement a comprehensive enrollment plan to recruit, retain and graduate students
- Create a campus community conducive to the holistic development of students, while exposing them to diverse educational activities in a global environment



# Planning, Management And Evaluation

*Ensure administrative efficiency and accountability through planning, development, assessment and total quality management.*

- Develop the 2011-2016 Strategic Plan
- Create a Culture of Assessment that is data driven
- Strengthen data management through implementation of the Data Warehouse



# Academic Infrastructure

*Align academic programs with market; maintain academic curricula and delivery strategies that reflect current professional standards, projected trends that are consistent with CHE mandates, and needs of today's students.*

- Enhance the quality of academic programs
- Provide educational opportunities to persons in Orangeburg and surrounding communities
- Increase student retention and success
- Internationalize the curriculum and student experiences
- Engage in more collaborative initiatives within academic units and across units



# Administrative and Physical Infrastructure

*Implement fiscal management systems that ensure accountability at all levels of financial responsibility; provide facilities and technology that meet enrollment and administrative needs.*

- Assess bond indebtedness
- Reduce deferred maintenance
- Implement the Energy Contract
- Enhance and maximize the use of technology
- Implement long-term fiscal and facilities planning strategies
- Assess Technology (Banner/Registration)



# Institutional Advancement

*Forge partnerships with alumni, friends, foundations, corporations, and other key publics to promote participation in fund-raising efforts and enhance university relations with these stakeholders.*

- Increase annual giving and the endowment
- Implement Moves Management Process - Prospective donors
- Facilitate effective communication and collaboration between representatives from industry and the University
- Assist industry partners with research, outreach and hiring goals.
- Increase financial support and in-kind contributions.
- Increase corporate involvement in University programs and initiatives.



# Human Resources

*Recruit, retain and develop qualified and competent faculty and staff.*

- Develop a comprehensive Succession Planning strategy and process
- Provide training for new managers
- Provide more training on university policies and procedures
- Enhance customer service initiatives



# Research Development

*Promote research that supports the university's instruction and service activities as defined by strategic goals.*

- Ensure High-Quality Research and Administrative Infrastructure and Support at SC State
- Promote Technology Transfer
- Enhance Visibility of SC State Research
- Promote Community Service



# Student Life

*Develop and implement a comprehensive enrollment plan to recruit, retain and graduate students; create a campus community conducive to the holistic development of students, while exposing them to diverse educational activities in a global environment.*

- Enhance/Streamline Enrollment and Registration Process
- Enhance the marketing and recruitment plan for enrolling a larger and more diverse student body
- Establish Living and Learning Communities in the residence halls
- Enhance extra-curricular activities
- Develop a campus-wide Health and Wellness Program
- Enhance safety and security on campus through education and community policing.



# Athletics

*Enhance efficiency of operations for a broad-based athletic program and continue to provide opportunities for student-athletes to develop academically and athletically.*

- Enhance Marketing and Exposure
- Promote student-athlete academic achievement
- Continue to educate University and stakeholders on NCAA Compliance
- Continue Game Management Plan
- Increase Planned Giving Opportunities
- Seek NCAA recertification (2010-2011)



## Accomplishments (2009-2010)

- The inaugural class of SC State's Honors College converged on campus this fall
- New Major in Communications and Mandarin Chinese Classes this fall
- Reaffirmation of our business program by AACSB; Engineering programs by ABET; and Felton Laboratory School was reaffirmed for accreditation by SACS-COC this year.
- Recertification of the Speech-Language-Hearing Clinic by the South Carolina Department of Health and Environmental Control (DHEC)
- SC State was named a Conn-Selmer School. As a result of this title, SC State will have access to clinicians, music pedagogues to host staff development workshops for our music faculty as well as university and high school faculty within the State.



## Accomplishments (2010-2011)

- Two new alumni chapters were chartered: Northern Virginia and Lake City, SC.
- The "American Dream" of homeownership was provided to 11 low-to-moderate income families through the Community Development Program. Six of the families each received an \$18,000 forgivable loan, while the other five families each received a \$5,000 to \$10,000 forgivable loan.
- The USDA AgDiscovery Program was held on the campus of SC State University for the first time. The enrichment program allowed youth from across the southeastern region to experience work in the agricultural arena.
- Expanded Partnership with the Penn Center (Beaufort)
- Total fundraising increased by 30%
- The research funding level increased by approximately 23% over the last year



**Access | Opportunity | Integrity | Excellence | Respect**