



College of Information and Communications

UNIVERSITY OF SOUTH CAROLINA

FY23 Goals

1

Undergraduate Enrollment

Increase Undergraduate Yield

Increase yield of admitted undergraduates to 30% for Fall 2023.

- Reimagined Student Days to focus on common themes of storytelling, content creation, and exploration across all majors.
- Initiated letter writing campaign to engage faculty with prospective students with 27% faculty participation.
- Increased deposits by 11% over prior year as of March 6, 2023.

Diversify Student Population

Improve diversity in the college to reflect South Carolina.

- Conducted 4 High School Roadshows to build career awareness and connections with over 100 students.
- Held third summer HBCU Digital Media Experience—a week-long immersive bootcamp with 13 students.

Add Value to Student Experience

Improve student experience in the classroom and abroad.

- Over 1,200 students are taking advantage of free access to Adobe Creative Cloud programs and monthly trainings.
- Over 85 students are registered for second annual Study Abroad with no program fee to Barcelona for summer 2023.

Foster Curricular Innovation

Build courses and degrees that appeal to students and promote career readiness.

- Developing 3 new majors: Sports Media, Social & Emerging Media, and Digital Strategy & Analytics.
- Launching new MS degrees in Data & Media and Cyber Leadership.
- Revised or created 30 courses to better meet student needs.
- Collaborating on grad degrees with College of Social Work and DMSB.

Remove Barriers to Student Success

Student Services team reviewed curricular mapping and course offerings to:

- Removed restrictions for non-majors increasing credit hours by 36%.
- Partnered with UAC to streamline transfer process resulting in a 64% increase.
- Offered additional sections of intro courses to better meet demand.
- Used EAB Navigate to project seats needed in required courses.

2

Educational Programs



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Academic Community

Faculty hiring

Invest in strong leadership.

- Hiring two new directors to lead academic programs.
- Appointed Associate Dean of Research to boost funding.

Hire faculty in key academic areas.

- Searching this year for expertise: virtual reality, social media analytics, journalism, data science, and cyber.
- Searching for a UNESCO chair holder.

Staff replenishment

Continue to rebuild staff post-COVID.

- Replaced 7 key staff members in comms, development, student services, career services, lab and administrative support.
- Added 3 staff to build recruiting team and research lab support.

FY24 Goals

Enrollment Growth & Curricular Innovation

Continue to develop programs and courses that prepare students for careers.

- Continue to improve yield through outreach and innovative programming.
- Collaborate with USC Beaufort Department of Education on 4+1 pathway program to MLIS.
- Finalize 2+2 Information Science degree pathway with Midlands Technical College.
- Finalize Master's in Creative Advertising in partnership with Miami Ad School.

External Funding & Sponsored Research

Increase externally funded grants and contracts.

- Associate Dean of Research will develop a plan to boost external funding.
- Nominate faculty for training programs and better support grant writing.
- Collaborate with other colleges, such as School of Public Health, on relevant research areas.

External Partnerships, Big Ideas, & Brand Building

Expand relationships with partners to provide better opportunities for students.

- Polling project with Post & Courier
- UNESCO reports and conference/ events
- Sports Center partnership with HRSM
- Hearst sponsorship and relationship building
- Continue growth of college professional advisory council