



I. Enrollment Growth & Curricular Innovation

SMART Goal	Results
la. Increase undergraduate enrollment to 1,850 in Fall 2024 and 2,000 in Fall 2025.	<ul style="list-style-type: none"> Increased undergraduate enrollment by 14% to 2,014 students for Fall 2024, exceeding goal of 1,850 by 9%. New sports media BA has more Fall 2025 applications than any existing CIC major. Updated Fall 2025 undergraduate enrollment goal to 2,075, or 3% increase. Increased deposits for Fall 2025 by 13% over prior year as of February 11, 2025.
lb. Increase graduate enrollment to 560 in Fall 2024 and 600 in Fall 2025.	<ul style="list-style-type: none"> Increased graduate enrollment by 6% to 510 students for Fall 2024. Updated Fall 2025 graduate enrollment goal to 525 students, or 3% increase.
lc. Submit BA in Communications for BOT and CHE approval by December 2024.	<ul style="list-style-type: none"> Submitted BA Communications Fall 2024 and currently in final stages of CHE approval with anticipated start date Fall 2025.
ld. Finalize academic pathways with MTC and USC Beaufort by January 2025.	<ul style="list-style-type: none"> Finalized 2+2 programs with MTC in the areas of BSIS and Mass Comm. Developing 3+1 program in Advertising. Exploring 4+1 graduate degree pathways with USC Beaufort to Master’s of Library and Information Science and Master’s of Mass Communications.

II. External Funding & Sponsored Research

SMART Goal	Results
Ila. Increase external research awards to \$2M annually by 2027.	<ul style="list-style-type: none"> Increased external grant proposals from \$1.5M in 2023 to \$4.4M in 2024. Increased external grant awards from \$691K in 2023 to \$1.2M in 2024.
Ilb. Continue support for faculty training by hosting 10 training events in FY25.	<ul style="list-style-type: none"> Hosted nine events to promote research including interdisciplinary workshops, research symposiums, lab demonstrations, and international scholars.
Ilc. Continue internal seed grants of \$15K+ in FY25.	<ul style="list-style-type: none"> Provided \$18K in college funding to support faculty and doctoral student research impacting AI and society. Provided \$6K in startup funding for two faculty completing Propel program. Three faculty are expected to complete the program next year.
Ild. Conduct strategic hires for new faculty with proven track record of securing external funding.	<ul style="list-style-type: none"> Hired two faculty members (one with external grants and one who has strong potential) this year. Will search for two externally funded Presidential hires next year.

III. Collaboration & Strategic Partnerships

SMART Goal	Results
IIIa. Continue development of executive education sports center with HRSM.	<ul style="list-style-type: none"> Progress made with HRSM sport partnership. Hires in progress and first professional development workshop to be offered April 2025.
IIIb. Conduct four strategic faculty hires supporting AI, UNESCO, and business journalism.	<ul style="list-style-type: none"> Currently searching for two AI strategic hires and a business journalist. UNESCO chair and Baldwin chair hires on hold for now to focus search committee efforts on existing searches.

Goals for 2025-2026

Objective	SMART Goals
I. Enrollment Growth & Curricular Innovation	<ul style="list-style-type: none"> Increase undergraduate enrollment 3% annually to 2,075 in Fall 2025 and 2,137 in Fall 2026. Increase graduate enrollment 3% annually to 525 in Fall 2025 and 541 in Fall 2026. Offer 5 BA Communication courses in AY25-26. Achieve 30% yield for admitted freshmen by Fall 2026. Enroll 10% of undergraduate students in accelerated master's programs by Fall 2026. Increase outreach to first generation students through 3 dedicated events. Implement AI certificate requirement in all primary introductory courses by Fall 2025. Increase enrollment in CIC summer study abroad to 125 students in 2026 and 135 students in 2027.
II. External Funding & Sponsored Research	<ul style="list-style-type: none"> Initiate search to hire funded faculty to lead South Carolina Center for Community Literacy. Initiate searches to hire two funded faculty per Presidential hiring allocations. Increase cross-college research collaboration resulting in \$500K increase in external funding. Increase research funding from existing faculty to reach \$2M annually by 2027.
III. Collaboration & Strategic Partnerships	<ul style="list-style-type: none"> Increase CIC HRSM Sports Center professional development participation to 5 offerings per year with 50+ participants each. Develop executive master's in sports media and management by Fall 2027. Continue working with industry and professional contacts to brand the college as a leader in AI.