



I. Enrollment Growth & Curricular Innovation

SMART Goal	Results
la. Increase undergraduate enrollment to 1,684 in Fall 2023 and 1,850 in Fall 2024.	<ul style="list-style-type: none"> Increased undergraduate enrollment by 14% to 1,738 students for Fall 2023. Increased deposits for Fall 2024 by 10% over prior year as of March 4, 2024.
lb. Improve yield of admitted freshmen to 30% by Fall 2024.	<ul style="list-style-type: none"> Improved freshman yield to 27.4% (up 1.9%) for Fall 2023. Awarded 18 college-funded recruitment scholarships totaling over \$9K for Fall 2023. Mailed hand-written welcome notes to 750+ admitted students to increase yield for Fall 2024.
lc. Improve academic program offerings by adding three new programs in three years.	<ul style="list-style-type: none"> Launched MS in Information Security and Cyber Leadership with 14 students (Fall 2023) and 27 applications (Fall 2024). Finalized BA in Sports Media to begin Fall 2024. Created Communications program of study to house future BA in Communications degree (estimated Fall 2026). Partnering with cyber security leader to offer dynamic classes and prepare an industry-ready workforce in Information Science.

II. External Funding & Sponsored Research

SMART Goal	Results
Ila. Grow external research funding to over \$2M annually by 2027.	<ul style="list-style-type: none"> Received eight external research awards totaling over \$680K in FY24. Established connections with 13 departments on campus resulting in 5+ new interdisciplinary collaborations, including the USC Institute for Clean Water.
Ilb. Increase faculty awareness of internal college research and creative activities to 80% by 2025.	<ul style="list-style-type: none"> Increased faculty awareness of research and creative efforts from 47% in 2022 to 75% in 2023. Created internal seed grant research awards totaling \$15K in first year. Held three CIC Research & Creative Scholarship Symposiums with 88 total participants. Continued promotion and financial support of two college research labs with nearly 500 participants year-to-date. Sponsored two faculty in USC Propel program and provided \$3K each in additional research funding upon completion.

III. External Partnerships & Brand Building

SMART Goal	Results
IIIa. Generate \$25K in annual external funding to support career services and student experience starting FY24.	<ul style="list-style-type: none"> Received over \$22K year-to-date from three major corporate sponsors. Provided over \$13K in study abroad scholarships Summer 2023. Held first of two annual career fairs with 150+ student participants and 18 industry partners.
IIIb. Establish CIC as a national leader in AI research and teaching relative to its peers by 2026.	<ul style="list-style-type: none"> Appointing internal AI coordinator to organize current efforts (Spring 2024). Hiring two industry-leading AI research faculty by Fall 2025. Established AI Ethics Council to educate industry on best practices.
IIIc. Promote access and engagement for current and prospective students through 8+ events in FY24.	<ul style="list-style-type: none"> Established Women’s Leadership Week to promote career development and networking with two high-profile keynote speakers and 12 industry-experienced small group leaders. Reimagined Southern Interscholastic Press Association annual conference hosted at USC with 270 attendees from regional high schools. Hosted South Carolina Scholastic Press Association conference with 200 participants from SC high school journalism programs. Hosted five student activation activities engaging 70+ participants.
IIId. Establish executive education sports center in collaboration with HRSM by Fall 2025.	<ul style="list-style-type: none"> Conducting joint hire with HRSM for program coordinator to develop business plan and conduct feasibility study.

Goals for 2024-2025

Objective	SMART Goals
I. Enrollment Growth & Curricular Innovation	<ul style="list-style-type: none"> Increase undergraduate enrollment to 1,850 in Fall 2024 and 2,000 in Fall 2025. Increase graduate enrollment to 560 in Fall 2024 and 600 in Fall 2025. Submit BA in Communications for BOT and CHE approval by December 2024. Finalize academic pathways with MTC and USC Beaufort by January 2025.
II. External Funding & Sponsored Research	<ul style="list-style-type: none"> Increase external research awards to \$2M annually by 2027. Continue support for faculty training by hosting 10 training events in FY25. Continue internal seed grants of \$15K+ in FY25. Conduct strategic hires for new faculty with proven track record securing external funding.
III. Collaboration & Strategic Partnerships	<ul style="list-style-type: none"> Continue development of executive education sports center with HRSM. Conduct four strategic faculty hires supporting AI, UNESCO, and business journalism.