“Being a university of choice in the Upstate region brings great responsibility and powerful opportunities.”

Brendan Kelly, Ph.D., Chancellor
USC Upstate

This is a transformative time for USC Upstate. A time of vision, and a time of action. As anyone who has been touched by our University well knows, we don’t simply transform lives and communities throughout our region. We do it in a way that is uniquely Upstate.

We’ve known this for decades.
Now it’s time to tell the rest of the world.

A Note of Thanks
Chancellor Kelly would like to thank the many alumni, faculty members, staff, students, leaders in business and the community, volunteer service boards, and the Spartanburg County Commission on Higher Education, who have provided valuable insights and assistance throughout the creation of the strategic plan.

As a result of your collaboration and positive contributions, we are well positioned to take USC Upstate to a place where excellence finds opportunity, creating a powerful future for us all.
Who We Are

Who we are as an institution is characterized by the experience we deliver. And, thanks to our faculty, staff, students, and close ties throughout the Upstate region, that experience is an exceptional one.

These are the pillars that define who we are and what we’re about:

A Respected Academic Experience
We’re consistently recognized by U.S. News & World Report as one of the best regional universities in the South.

An Opportunity-Rich Setting in the Upstate
More than 85 percent of our alumni choose to stay in the Upstate to achieve success and shape the future of our rapidly-growing region.

A Focus on Personal and Professional Success
Our people bring a distinctive drive to excel, and find a campus community that’s singularly focused on empowering them to succeed.

A Spirit of Support and Service
Every year, our students and faculty volunteer tens of thousands of hours serving the needs of others all over the world.

An Exceptional Pride
There’s an unmistakable energy across our campus, marked by expressions of care and an uplifting approach to learning and life.

Where We’re Going

Up, Together — The USC Upstate Strategic Plan 2018–2023 has been created to capitalize on the University’s tremendous positive momentum, forge ahead, and achieve even greater heights.

It’s built upon three strategic priorities, each of which is supported by actionable objectives and measured by key performance indicators.

At the Plan’s core is a significant truth: we create transformative opportunities.

By Providing Rigorous, Career Relevant, and Accessible Education

OBJECTIVES:
• Offer innovative, career-relevant academic programs
• Improve student retention toward graduation
• Expand high-impact experiential learning
• Prepare students for successful careers and lives through developing core competencies
• Increase undergraduate and graduate enrollment

By Enhancing the Quality of Life in Upstate South Carolina

OBJECTIVES:
• Increase innovative, mutually beneficial community partnerships
• Expand faculty engagement in public scholarship
• Expand opportunities for K-12 students to engage with the institution
• Increase our contribution to the diversity of the marketplace of ideas in the Upstate
• Support economic growth through talent management and industry partnerships

By Being the University of Choice for Faculty and Staff, Students, and the Community

OBJECTIVES:
• Increase institutional visibility in the region and beyond
• Cultivate an inclusive campus environment that advances equity, wellness, and civility
• Foster an environment that maximizes employee professional development
• Increase philanthropic support
• Operationalize quality, control, and continuous improvement

How We’ll Get There

Our recently developed brand campaign, Up is Where We Live, represents the creative direction we will use to express who we are as a University and bring our strategic plan to life. Through this campaign, we will present the positive, aspirational, and genuine nature of our community and culture. An example of the campaign’s voice and tone:

Up is a mindset. A way of living and learning every day. A place where a highly-ranked academic experience intersects with powerful professional opportunities and connections.

Up is where you go to pursue goals others aren’t willing to pursue, and achieve things others don’t think can be achieved.

Up is a pride that radiates for life. An energy you won’t find anywhere else. A community shaped by people who want to be there.

Up is a spirit of service, and the perspective of knowing that every challenge needs a champion and that the next great story of success is just waiting to be written.

The University of South Carolina Upstate
Up is where we live.