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The institution engages in ongoing, integrated, and institution-wide research-based planning and evaluation processes that (1) incorporate a systematic review of institutional mission, goals, and outcomes; (2) result in continuing improvement in institutional quality; and (3) demonstrate the institution is effectively accomplishing its mission. **(Institutional Effectiveness)**

USC engages in structured annual planning, evaluation, and assessment for each academic and service unit for the University. It accomplishes planning and evaluation through *Focus Carolina*, its system-wide strategic planning effort; *Advance Carolina*, its structured process for implementing strategic planning initiatives; and the *Annual Blueprint for Academic and Service Excellence* process.

Focus Carolina is the primary tool for system-wide planning and evaluation. As a major component of *Focus Carolina*, the institution initiated a systematic process for redefining its vision, mission, and major goals. Under this process, a diverse, system-wide committee deliberated and recommended to the President and the Board of Trustees updated vision and mission statements, which were formally adopted in 2010. Now that the goals of *Focus Carolina* have been clearly identified, *Advance Carolina* has been initiated to ensure that these broad goals are met. Through the *Annual Blueprint for Academic Excellence* for all academic units and *Blueprint for Service Excellence* for service units, every academic and service unit articulates a vision and mission that aligns with the University's vision and mission. In the 2009 Annual Report, the President outlined advances in each of these broad goal areas and demonstrates how the University is continually improving in quality and effectiveness.