

# USC Lancaster Master Plan Vision

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- The campus environment exemplifies higher education standards and communicates that USCL is a center of teaching excellence for undergraduate education.
- Lancaster is a university town with a growing intellectual capital base and well-educated workforce due to partnerships with USCL.
- USCL continues to be a major contributor to the economic vitality of the City of Lancaster and Lancaster County.
- USCL exemplifies the value of collaboration through its partnerships with municipal, county and state governments and authorities, service organizations, and business and industry.
- USCL is a traditional college campus with innovative services, programs, research and scholarship, facilities and resources and timeless architectural character.
- USCL is an iconic campus defined by well-designed gateways and fences, landscaping and facilities.
- USCL promotes wellness through the design of the campus, education programs and curricula, and through community outreach and service.
- USCL has a vibrant student life due to on-campus housing and dining, a safe campus environment, continuing education and enrichment programs for the community, a state-of-the-art student center, and increased and more diverse student activities such as intercollegiate and intramural sports, student organizations, and cultural and academic programs.
- USCL is a model campus due to facilities and infrastructure, campus environment, enrollment, faculty research, low student/faculty ratio, accessibility (location, costs and admission standards) to students from a large geographic region, partnerships with the local business community, and exemplary graduation rates.
- USCL develops and offers innovative and successful four-year degree programs.
- USCL facilities exemplify the best in campus design, planning and sustainability and help recruit and retain students and faculty.
- Hubbard Drive is a picturesque boulevard that weaves together the entire campus and is a popular walking, running and biking path for the community.
- The campus is a popular outdoor recreation place for students and the community with walking trails, an amphitheatre, the restoration of the lake, preservation of the forest and landscape, gardens and outdoor rooms, the integration of art in the landscape, and connections to a regional trails system (Catawba River, Andrew Jackson State Park).
- USCL is the research center for Native American cultural studies and health services programs in the southeast.
- USCL employs strategic and well-designed signage throughout campus, the county and the region.

