

CLEMSON *FORWARD*

LIVING

REAL

In 2016, Clemson adopted a new strategic plan: ClemsonForward. ClemsonForward will lay a foundation that will position Clemson for the next 50 years and will make an impact on real issues facing the people of South Carolina and our nation. Clemson Forever supports these goals through its unrelenting mission to build a solid financial base of private giving, providing stewardship of those gifts and clearly communicating to donors the impact of their gift and the gratitude of the Clemson Family.

REAL : LIVING



STRATEGIC PRIORITY #4 / LIVING: Clemson will enhance the living environment to make the University an outstanding place to live, learn and work while also increasing diversity and a climate of inclusive excellence.

Clemson is nationally known for its strong sense of family, community and school spirit. ClemsonForward seeks to enhance the University's renowned sense of family by ensuring that all members of the Clemson community feel valued and supported while also increasing the diversity of students, faculty and staff. Clemson aims to lead the nation in workplace quality of life and professional development.

Over the next generation, the membership in the Clemson Family will expand as Clemson becomes a more diverse institution, and the University's culture will expand with it. Such diversity will add value to the Clemson Experience, increase the workforce readiness of graduates, enhance the University's national and international reputation, and improve the recruitment and retention of top faculty and staff.

CORE STRATEGIES FOR SUCCESS

1 Increase diversity all across campus.

A more diverse student body, faculty and staff is fundamental to Clemson's ability to provide educational experiences that prepare students to succeed in 21st century workplaces and communities. ClemsonForward will enhance resources for the recruitment and retention of top talent from all racial groups and backgrounds, with specific focus on underrepresented minorities. However, we need your support.

We are calling on you to assist with providing funds for student scholarships that will increase the diversity of students, programs to expand faculty applicant pools, along with development programs that will increase diversity among both the faculty and the senior levels of staff.

2 Nurture a climate of diversity, inclusion and respect.

Building a climate that attracts and retains a diverse student body, faculty and staff is critical to Clemson's ability to sustain progress, improve academic reputation and prepare students for the challenges and opportunities of the 21st century.

This will not happen overnight. It will require the support of many, which is why we are calling on you to provide the funds needed to support the following initiatives:

- Incorporating the ideas of diversity and inclusive excellence into education and training
- Developing infrastructure that models the valuing of differences and that supports the growth and development of all
- Increasing strategic partnerships that build knowledge about diverse populations
- Implementing a board directive to research Clemson's history and tell its full and inclusive story
- Supporting leadership accountability for diversity and inclusive excellence at all levels of the organization.

With your funds, we can successfully create an environment that supports positive experiences for all members of the Clemson Family.



3

Lead the nation in rewarding top performance and advancing workplace quality of life.

Clemson's unique environment is one of the most important assets drawing top students, faculty and staff. Increasingly, quality of life and the opportunity to balance work and life are significant career considerations. Environments that foster balance and provide exceptional amenities attract and retain talent and improve productivity.

ClemsonForward needs your support in carrying out initiatives that support families and promote the recruitment and retention of top people, initiatives such as a new child care center, enhanced spousal hiring policies and work-life balance programs.

In addition, a new master plan will bring greater on-campus amenities such as better bicycle and walking access to the campus and town, allowing students, faculty and staff to take better advantage of campus and the surrounding area.

As Clemson raises its standards with respect to aspirational peers, it will continue its commitment to market-competitive compensation and will recognize and reward top faculty and staff whose contributions impact key areas of research, engagement, the academic core and living.

It is you, our alumni, students, faculty, staff and friends, who have the power to take the quality of our research, resources and faculty to the next level. It is you who will propel us forward. The time is now.

Let's move ClemsonForward.