The WTL Campaign has provided vital support for Clemson, but the needs for students, faculty and facilities are still great. As these needs grow and state support declines it is more important than ever that we continue the momentum and finish strong.

STUDENTS

- Last year, 6,314 Clemson students had unmet financial need totaling over $72,000,000.
- An average unmet need total of $11,432 per student.
- Cuts continue to threaten Pell Grants while the number of Clemson students receiving need-based grants has risen 18 percent in the past five years.
- 49 percent of students had to borrow in their college career, and the average loan debt upon graduation was $34,114.
- The average financial need of incoming freshman is up 25 percent since 2005.
- Federal student loan borrowing is up 47 percent in the last five years.
- On average, students must cover 51 percent of their financial need through student loans.
- Funding for need-based scholarships and fellowships is crucial.

ENGAGEMENT

- Student engagement offers the Clemson edge to our graduates.
- 63 percent of employers say that many college graduates lack essential skills to success in today's global economy.
- In USA Today's recent poll, 1,500 CEO's identified creativity as the No. 1 leadership competency of the future.
- The top three traits these employers look for are 1) co-op or internship experience 2) ability to work on a team as well as alone and 3 ) creativity.
- Opportunities for Clemson students to have real-world applications and collaborative experiences are only limited by funding.
- Funding for programs like creative inquiry, study abroad scholarships, on-campus internships and additional living learning communities is critical.
FACULTY

• Clemson plans to add approximately 140 new faculty members in the next three years.
• In addition, there are plans for 85 new faculty members or teams of researchers in the five core emphasis areas of the University that align with state and national priorities.
• Classroom excellence is a direct result of outstanding faculty, and Clemson must offer competitive salaries to recruit and retain top faculty.
• The WTL campaign has funded 106 faculty positions, including endowed chairs and professorships.
• We lag far behind other public universities in the number of endowed chairs which draw expert faculty, graduate researchers and economic growth to our area.
• $104 million was raised for 21 new endowed chairs, however, other universities support many more – USC has 82+; UGA 150+; and UNC has 473+.
• Private funding to recruit the nation’s best and brightest faculty is more important than ever.

FACILITIES

• Our campus housing is aging – 72 percent of our core facilities are 25 years or older.
• Almost one third are more than 50 years old.
• Inadequate or dated buildings are detrimental in faculty, staff, student and student-athlete recruitment, student performance, engagement, research and outreach.
• Our closest competitors have made investments since 2000: UNC, $3.1 billion; UGA, almost $2 billion; and USC, $200 million.
• Trustees have given final approval for many new athletic and academic facility projects that need urgent attention.
• These facility projects will not be possible without private support. Our goal, just for facilities, is $80 million.
• Our facilities must provide the right environment for a university that is looking ahead, anticipating future needs and acting to improve the economy around us.
• We must have private funding to build to compete.

Clemson Forever is dedicated to strengthening the University by building a solid financial base of private giving, providing exemplary stewardship of those gifts and clearly communicating to donors the impact of their gift and the gratitude of the Clemson Family. To this end, the Will to Lead for Clemson is a $1 billion capital campaign to support students, faculty, engagement and facilities.