Providing every student with a real-world, problem-solving, creative engagement or leadership opportunity is a core concept of the 2020 Road Map.

THE WILL TO LEAD FOR CLEMSON

A case for support of Clemson students and faculty, and the facilities and engaged learning opportunities needed to provide an exceptional education.

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Clemson University 2020 Road Map
In mid-2012, Clemson announced that the University’s generous donors had exceeded our initial capital campaign goal of $6 million by raising $608,839,594. Through these gifts, Clemson was able to advance every priority area, including granting 357 scholarships and fellowships to deserving students and creating impact programs such as the Glenn Department of Civil Engineering and the Thomas F. Chapman Leadership Scholars Program.

But, the need continues. And a new goal was set—a bigger goal, a goal that reflects the potential of the University and the generosity of our donors.$1,000,000,000

The number is big. It’s the largest goal ever for a public university with an alumni base our size. It is bold. It is visionary. And it is right for Clemson.

**Provide engagement opportunities for all students**

Graduating young people who are ready to step into the workforce and contribute to the community is a long tradition at Clemson. It’s no coincidence that our students are hired at twice the average rate of other universities. It is because of a concerted effort at what Clemson calls “student engagement.”

Clemson is dedicated to providing a rigorous, structured engagement program:

- Academic student engagement — areas such as Creative Inquiry, study abroad and internships.
- Student-life engagement — opportunities for students to build a deep, lifelong tie to the University by experiencing outstanding living, service and recreational options.

Today’s work world demands more

Student engagement offers the Clemson edge to our graduates. According to a recent report*, 63 percent of employers say that many college graduates lack essential skills to succeed in today’s global economy. These are exactly the skills developed by Clemson’s engagement strategy:

- Cross-disciplinary knowledge and communications
- Opportunities to apply knowledge to real-world problems
- Collaboration skills
- Creativity and innovation

In addition, a 2010 poll of 1,500 CEOs identified creativity as the No. 1 leadership competency of the future. Among a list of the traits that today’s employers value (USA Today, May 2011), the top three are (1) co-op/internship experiences, (2) the ability to work on a team as well as alone and (3) creativity. And a 2010 survey by the American Association of Colleges and Universities cites overwhelming agreement by employers that students need more emphasis on communication, critical thinking, real-world application, problem-solving and collaboration.

**Funding academic success and marketable students**

The limits of engagement opportunities at Clemson are only those of funding. To expand the current opportunities for students, the University needs:

- funding for expanding Creative Inquiry,
- scholarships for study abroad,
- funding for increased on-campus internships,
- facilities for additional living-learning communities.

To fund the engagement needs of Clemson students over the next four years, our fundraising goal is $180 million.

**Greatness comes only with great goals**

Preparing Clemson students for success in their workplace and communities is of vital importance. And giving Clemson graduates every advantage is the goal of faculty, staff, alumni and friends. Our students deserve our full support.

Your gift to the Will to Lead for Clemson will help provide that support.$1,000,000,000. It is a goal never before achieved by a public university with an alumni base our size. It’s important. It’s bold. It’s audacious. And it is just the kind of goal Clemson loves. Go Tigers!

*National Leadership Council for Liberal Education and America’s Promise and the Association of American Colleges and Universities.