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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 establishing 95 new endowed chairs, professorships and areas of faculty support.

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.

Attract, retain and reward top people

Classroom excellence is a direct result of outstanding faculty. And Clemson is fortunate to be home to some of the country’s top academics.

Out of a pool of 42,000 professors nationwide, five Clemson professors were listed in the 2012 Princeton Review’s list of “The Best 300 Professors.” Clemson faculty and staff serve as heads of their professional societies, participate on national boards, are recognized by the White House, capture prestigious grants and are honored by their peers, industry, business and government at an astounding rate. But competition for people of this caliber is always intense and comes from every corner of the globe.

Clemson must compensate outstanding professional performance in order to retain these top achievers. Salary freezes, budget cuts and other cost-saving methods have put University compensation significantly below the national average.

Adding faculty in core areas

To reach academic demands, Clemson plans to add approximately 140 new faculty members in the next three years. And a plan is under way to hire 85 new faculty members or teams of researchers in the five core emphasis areas of the University. These areas align with state and national priorities:

- Sustainable environment
- Health/biomedical and biotechnology
- Transportation
- Advanced materials
- Information technology

Additionally, Clemson lags far behind other public research universities in the number of endowed chairs. These top academic recognitions draw expert faculty, graduate researchers and economic growth to the area. While the Will to Lead campaign added $104 million in 21 new endowed chairs, other universities support many more; the University of South Carolina has 82 endowed chairs, the University of Georgia has 150 and the University of North Carolina has 473.

Rewarding and building the academic core

In order to reach — and exceed — the goals of the 2020 Road Map, Clemson must

- reward current faculty excellence,
- recruit additional teaching and research talent,
- add endowed chairs and professorships,
- build teaching and research core teams to address the priorities identified by the University.

To attract, retain and reward top people, our fundraising goal is $40 million.

Greatness comes only with great goals

A university is only as good as its faculty. We have an outstanding faculty that deserves our support as they excel in their fields, provide a top-quality education for students and lead Clemson toward an even stronger future.

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!