

# CLEMSON FORWARD



## CLEMSONFORWARD – A VISION FOR CLEMSON'S FUTURE

ClemsonForward is a real plan for the real world – a plan to make a great University even better, to position Clemson for the next 50 years and make a real impact on real issues facing the people of South Carolina and the nation.

ClemsonForward remains true to the 2020 Road Map's goal of making Clemson one of the nation's top 20 public universities, while also positioning us to be recognized as a top-tier research institution and an outstanding place to live, study and work. The Road Map fueled Clemson's drive to national prominence. ClemsonForward will cement our place in that league. We invite you to be a part of this journey toward excellence by considering your support for Clemson.

## A REAL PLAN FOR SUCCESS

ClemsonForward has four strategic goals – easily remembered by the acronym REAL. Simply put, Clemson University will be nationally recognized as a leader in **R**esearch, **E**ngagement, **A**cademic Core and **L**iving environment.

### Research: Solving real problems, creating real economic growth

As a STEM-focused, Tier 1 research institution and land-grant university, Clemson has the capacity and the obligation to drive innovation and economic growth through research. ClemsonForward aims to elevate and grow the research enterprise.

### Engagement: Providing real-world experiences for students

The 2020 Road Map established Clemson as a national leader in undergraduate student engagement. ClemsonForward maintains that commitment to engagement while integrating it more deeply into the





academic experience and increasing focus on global engagement. Preparing students for what comes next ensures that they understand the impact of globalization on their lives, their communities and their future employers.

### **Academic Core: Sustaining real quality**

Clemson's reputation for quality is grounded in its academic core, providing an exceptional undergraduate experience. ClemsonForward enhances the University's commitment to undergraduate education with new initiatives and extends the focus on quality to graduate education, as advanced degrees are increasingly required for attaining the best jobs and solving critical challenges of the 21<sup>st</sup> century. Robust graduate education is also important for recruiting and retaining the best faculty, as it is considered essential to the academic enterprise.

### **Living environment: Building a real sense of family**

ClemsonForward seeks to enhance the University's renowned sense of family and community by ensuring that all members of the Clemson community feel valued, welcomed and supported, and by increasing the diversity of students, faculty and staff. Success in this area will enhance the quality of the student experience,

the value of a Clemson degree, the workforce readiness of graduates and the University's national and international reputation.

Another critical step to sustaining the strength of the Clemson Family is the ability to recruit and retain top talent. ClemsonForward will ensure that the University's compensation program recognizes and rewards top performance and will make Clemson a great place to work through new policies and resources to support worklife balance and enhance the living environment.

## **WE NEED REAL HELP TO MOVE CLEMSONFORWARD.**

It has never been in Clemson's nature to rest on its laurels. This ambitious plan will firmly establish our status as one of America's top universities, but we need private support to make it happen. As alumni and friends of Clemson, we can make a real difference – ensuring that the history of excellence we have grown to love will continue to grow well into the future. Please consider a gift to ClemsonForward and support this vision for Clemson University. Together we can make it a reality.

For more information on ClemsonForward, please go to: [clemson.edu/forward/strategic-plan/](http://clemson.edu/forward/strategic-plan/)