

CLEMSON FORWARD

Clemson University was established to fulfill our founder's vision of "a high seminary of learning" to develop "the material resources of the State" for the people of South Carolina. Nurtured by an abiding land-grant commitment, Clemson's primary purpose is educating undergraduate and graduate students to think deeply about and engage in the social, scientific, economic and professional challenges of our times. The foundation of this mission is the generation, preservation, communication and application of knowledge. The University also is committed to the personal growth of the individual and promotes an environment of good decision making, healthy and ethical lifestyles, and tolerance and respect for others. To accomplish this goal, the University's leadership has developed four strategic priorities for Clemson to become nationally recognized as a leader in the four key areas listed below.

RESEARCH

Clemson will be nationally recognized as a leader in research, consistently ranked among institutions with the highest level of research activity.

- Refocus research mission and increase nationally competitive scholarship and funding in six innovation clusters
- Grow targeted research investments
- Raise research expectations and reward research excellence

ENGAGEMENT

Clemson will continue to be recognized as a leader in engagement, encompassing student engagement, community outreach and public-private partnerships.

- Build a campus-wide global engagement infrastructure: Increase opportunities for students to interact across cultures and national boundaries
- Foster evidence-based academic engagement
- Enhance engagement opportunities across academic affairs and student affairs
- Leverage innovation campuses and research centers to support community engagement and economic development in South Carolina

ACADEMIC CORE

Clemson will protect and strengthen the academic core, ensuring that it remains perennially ranked among the nation's top public universities.

- Re-envision general education
- Build interdisciplinary capacity to meet the needs of the future
- Increase the number of high-quality, nationally prominent graduate programs - This includes competitive financial packages and enhancements to the graduate student living and learning environment
- Professionalize academic advising and curriculum resources, and enhance early-warning systems to identify any student whose retention and graduation is in jeopardy; facilitate academic program choices and career preparation

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.

- Increase diversity in the student body, as well as among faculty and staff; recruit and retain top talent from all racial groups and socioeconomic backgrounds, with specific focus on underrepresented minorities
- Nurture a climate of diversity, inclusion, and respect
- Lead the nation in rewarding top performance and advancing workplace quality of life

Administrative and support units may also find ways to align with *ClemsonForward* through their responsibilities for one of four **key enablers**:

- **College Reorganization** - Enhance the academic learning and working environment
- **Strategic Revenue Growth** - Manage enrollment, legislative and development priorities while enhancing entrepreneurial activities, operational efficiencies and revenue allocation to support *ClemsonForward* priorities
- **Building Futures** - Build new state-of-the art facilities, renovate aging structures and create multifunction spaces that provide a vibrant academic, research, student life and work environment
- **Accountability and Leadership** - Prudently manage resources, focus on impact rather than activity, clearly identify ownership of key initiatives and provide transparency through regular reporting to University leaders, Board of Trustees and the campus community