

# 2022-23 ANNUAL REPORT

TRANSITION IN,  
THROUGH  
AND OUT

NO. 1 STUDENT  
EXPERIENCE



*Division of*

**STUDENT AFFAIRS**

## ANNUAL REPORT CLEMSON UNIVERSITY VALUES

*Clemson University was established to fulfill Thomas Green Clemson's vision of a "high seminary of learning" to develop South Carolina's material resources and create economic opportunities for its citizens. Today, Clemson is a nationally recognized land-grant research university providing students with the academic foundation they need to build meaningful careers and become leaders in their fields. Clemson is a student-centered institution whose mission is to educate students in a manner consistent with these values and to drive economic development in South Carolina.*

### **INTEGRITY**

*Be honest, trustworthy, responsible and ethical.*

### **RESPECT**

*Value the rights of others, their individual differences, beliefs and ideas. Actively listen and communicate.*

*Seek to understand the challenges they face and be tolerant and forgiving.*

### **DIVERSITY**

*Attract and retain students, faculty and staff with diverse backgrounds who come together as one inclusive Clemson Family.*

### **PATRIOTISM**

*Honor our military heritage and our commitment to duty, service, leadership, tradition and civic responsibility.*

### **EXCELLENCE**

*Exceed expectations and continuously improve.*

*Be creative and take appropriate risks. Learn from failure. Best is the standard.*

### **SELF-RELIANCE**

*Work hard, exercise self-discipline, be results-oriented and dare to do the right thing, even when it is difficult or unpopular.*



## ANNUAL REPORT VICE PRESIDENT'S MESSAGE

### CELEBRATING FY23, LOOKING TO THE FUTURE

Student Affairs stakeholders,

FY23 was a transformative year. This spring, the University launched a bold new strategic plan known as Clemson Elevate. It is grounded in strategic pillars focusing on education, research and service. This framework will guide Clemson for the next 10 years and beyond.

In Student Affairs, we are positioning our resources to support the very first pillar . . . delivering the No. 1 student experience. We have revised our vision and mission statements and aligned our strategic priorities as we aim to create the preeminent student experience.

As you will see throughout this report, we have enjoyed incredible success in FY23! Some of the many highlights we are especially proud of include:

- Welcoming new students and families into this institution by way of robust *Ready, Set, Roar!* and Welcome Week programming
- Providing students with expanded access to counseling and psychological care
- Achieving Military Friendly® silver status for a second consecutive year
- Surpassing 6,000 affiliated undergraduates for the first time in Fraternity and Sorority Life
- Enhancing state-of-the-art facilities at the Snow Complex with the addition of Davidson and Reed family fields to expand intramural and club sports participation

While we are excited about our collective achievements within Student Affairs over the past year, we also look strategically toward a brighter future. We will continue to strengthen the student experience by welcoming Residential Living and Learning into the division and embrace holistic development that begins on acceptance and continues through graduation and beyond.

The Princeton Review ranked Clemson University among the top 10 nationally in five different categories. While rankings are not the sole measure we use to assess effectiveness, they offer validation of how highly students think of their experience.



Interest in Clemson is at an all-time high and the power of the Tiger Paw has never been stronger. Ensuring students are positioned for success inside and outside of the classroom, both during and after their time at Clemson, is our ultimate charge. We look forward to continuing this pursuit of excellence and thank you for your unwavering support.

Go Tigers!

**L. Christopher Miller, J.D., Ph.D.**  
*Vice President for Student Affairs and Dean of Students*

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# ANNUAL REPORT THIS IS STUDENT AFFAIRS

## CLEMSON ELEVATE ALIGNMENT

Student Affairs has closely aligned the division's foundational statements, priorities, goals and objectives with the University's new strategic plan, Clemson Elevate. Student Affairs inspires curiosity of learning, leadership development, diversity of thought, personal growth and well-being in support of the No. 1 student experience—one of three pillars outlined in Clemson Elevate. Student Affairs serves as a strategic partner and ensures every student has the best opportunity to excel, graduate with a world-class education and feels empowered and positioned for success beyond their time at Clemson.



## VISION

Student Affairs will ensure the preeminent student experience.

## MISSION

Our mission is to promote holistic development in inclusive, supportive environments that empower students to thrive.



## STRATEGIC PRIORITIES



### Well-Being

We will embed holistic well-being throughout Student Affairs to support students having the knowledge, skills and confidence to invest in their lifelong health.



### Engaged Learning

We will create and provide intentional cocurricular and experiential education opportunities focused on purposeful and reflective learning to facilitate student growth and development.



### Inclusive Excellence

We will create a community that encourages diversity of thought, embraces differences, commits to the pursuit of lifelong learning, and removes barriers to access and success.



### Staff Experience

We will develop a results-oriented organizational culture by investing in professional growth, clarity of vision and positive relationships.

# 22,566

Total undergraduate students

# 5,900

Total graduate students

# 28,466

Total student enrollment

# ANNUAL REPORT STUDENT AFFAIRS AT A GLANCE



## WELL-BEING

**598,770**

Total visits to Campus Recreation facilities

**26,173**

Student visits to Redfern Health Center for medical needs, an 18.5% increase from FY21

**2,116**

Number of CARE Network cases completed



## ENGAGED LEARNING

**6,051**

First-year and transfer students completed the Aspire to be Well program



**92.0%**

of mentors in off-campus internships would hire a candidate similar to their Clemson intern

**6,256**

Facility reservations managed by Campus Reservation and Events

## UNIVERSITY BRAGS

*The Princeton Review's Best 388 Colleges 2023*

- #1, Best Career Services
- #2, Town-Gown Relations are Great
- #3, Everyone Plays Intramural Sports
- #4, Students Love Their School Teams
- #9, Students Love These Colleges

## STUDENT DIVISION AWARDS

*Almeda R. Jacks Outstanding Undergraduate Student Award*

**Matthew Murdaugh**

*R.C. Edwards Outstanding Graduate Student Award*

**Christopher Davis, Robert O'Hara**

*Walter T. Cox Graduate Student Award*

**Lia Fiore**

*Rising Star Award*

**Bella Huston**

*Matt Locke Leadership Award*

**Micah Jordan**

*Frank A. Burtner Scholarship*

**Chisom Emetu, Allison Jennings, Laura Lothridge, Ruxi Xia**



Lesslie Pekarek, director of medical services at Redfern Health Center, congratulates Mary Stuart Turner, laboratory services supervisor and one of the recipients of the 2022 Student Affairs Staff Excellence Awards.

# ANNUAL REPORT STUDENT AFFAIRS AT A GLANCE



## INCLUSIVE EXCELLENCE

983

Students using Veterans Affairs Educational Benefits, an increase of 23.0% over FY22



89.0%

First-year student retention rate for 2021 CONNECTIONS cohort



94.6%

Student Affairs staff believe their department is a respectful, supportive environment



## STAFF EXPERIENCE

3,124

Trainings completed by professional and student staff in Tiger Training and Academic Impressions

12

Division-wide meetings and gatherings for Student Affairs staff



96.7%

Student Affairs staff believe they make a positive impact on students

## DIVISION AWARD WINNERS

### Employees of the Year

- **Mary Stuart Turner** (Student Health Services)—Health, Safety and Wellness
- **Shawn Jones** (Campus Reservations and Events)—Student Learning
- **Matthew Boudreaux** (Center for Student Leadership and Engagement)—Inclusive Excellence
- **Lynn Tumblin** (Fraternity and Sorority Life)—Staff Experience

### Team of the Year

#### Student Health Services Nursing Staff

### Student Affairs Partnership Award

**Chris Miller**—University Facilities

### Student Affairs Inspiration Award

**Jermaine Johnson**—Office of General Counsel

## ADDITIONAL STAFF AWARDS

- **Lesslie Pekarek** (Student Health Services)—2022 President's Leadership Institute, Clemson
- **David Sargent** (Center for Career and Professional Development)—Spring 2023 Veteran Impact Award, Clemson
- **Kristin Walker-Donnelly** (Student Affairs Business Operations)—Fall 2022 Veteran Impact Award, Clemson
- **Gary Wisner** (Fraternity and Sorority Life)—2022 Sue Kraft Fussell Distinguished Service Award, Association of Fraternity and Sorority Advisors



## Creating a Sense of Belonging

A transformative Clemson Experience begins with a successful transition into the University. From the moment a student is first accepted into Clemson, the Division of Student Affairs focuses its programs and services on impacting real-time growth—academically, socially, professionally and beyond.

A successful transition into the University greatly enhances a student’s sense of belonging and engagement in campus life. Whether it’s fostering key connections at *Ready, Set, Roar!* or learning of available involvement pathways during Welcome Week, a wide range of community-building opportunities and supportive resources await each student.

A successful transition into the University also sets the stage for future success. Each student is introduced to the Clemson Leader Framework and exposed to service and experiential learning opportunities beyond the traditional classroom setting.

The most recent assessment metrics indicate a strong sense of satisfaction and high retention rate among first-year students. Clemson is known nationally for delivering a quality educational experience, and the Division of Student Affairs continues to play a critical role by establishing a strong foundation for each student.



**92.4%**  
First-year student retention rate among the Fall 2021 cohort



**91.1%**  
of first-year students strongly agreed or agreed they felt more connected to the campus community after participating in Welcome Week

“ I gained a better idea of what was expected of me going into my first semester this fall and felt like a huge weight was taken off my shoulders. I felt very relieved by my advisors and felt at home! I am so excited to be a part of the ‘tiger family.’ Go Tigers!

*Ready, Set, Roar! participant*



# Tigertown Bound: The First Student Milestone



Orange Carpet reception sites included Atlanta, Charleston, Columbia, Florence, Fort Mill and Greenville.

“Clemson is a point of destination for students, a fact supported by the sheer volume of applications we see every year. —Vice President for Student Affairs and Dean of Students Chris Miller

## “ORANGE CARPET” ROLL OUT

Spring semester is a busy time for prospective students. While many acceptance letters have been sent out, some students have difficulty choosing their college destination.

That’s when Clemson rolls out the Orange Carpet.

With five receptions in South Carolina and one in Georgia, the annual Orange Carpet tour brings together Enrollment Management, Student Affairs and stakeholders such as the Board of Visitors in an effort to promote the incredible value of the Clemson Experience with prospective students.

“Clemson continues to attract the best and brightest,” said Vice President for Student Affairs and Dean of Students Chris Miller, who spoke at all six receptions this spring. “Our goal with these receptions is to make sure students who are interested in our University understand all that Clemson has to offer.”

## TIGERTOWN BOUND

Following an admissions cycle that becomes more competitive with each passing year, Clemson welcomed another record-setting class in Fall 2022. These incoming students are athletes and artists, volunteers and leaders. They aspire to be the next generation of engineers, health care workers, entrepreneurs, researchers, public servants, educators and creators. Each arrived at Clemson with a unique life experience and perspective that has enriched the University community.

**52,818**

Number of first-year applications

**4,075**

Number of first-year students

**1,455**

Number of incoming transfer students

**2,447**

Number of first-year graduate students

**660**

Number of undergraduates self-identified as first-generation college students

Data provided by Office of Institutional Research, August 2022

# Introducing Students to the Clemson Experience

## READY, SET, ROAR!

The Center for Student Leadership and Engagement introduced *Ready, Set, Roar!* in the summer of 2022 as a reimagined, in-person Orientation experience to supplement a student's virtual introduction to academic advising and course registration. More than 3,700 new students and guests took part in the program, which was held on main campus in June and July. Each two-day session included a welcome from administration, focused academic time, campus partner showcases, special interest sessions and student/guest socials.

11

Ready, Set, Roar! Sessions



27.8%  
of incoming first-year and transfer students participated; 44.5% in-state students, 55.5% out-of-state students



96.8%  
of students strongly agreed or agreed they felt a sense of belonging at Clemson after attending *Ready, Set, Roar!*

## WELCOME WEEK

First-year students had no shortage of opportunities for both social interaction and introduction to campus life during Welcome Week 2022, Clemson's annual period of acclimation prior to the start of Fall classes. Welcome Week entails a robust schedule of programs and activities designed to provide students with involvement opportunities and foster a sense of belonging at Clemson. The week included traditional events such as Convocation, Tiger Prowl and the incoming class photo, as well as new events like Clemson Leader Day.

4,857

Total students participated in Welcome Week events

150

Students served as Welcome Week leaders

“New Student Convocation impacted me the most because hearing from President Clements and the other speakers made me feel like I would be supported in whatever I do at Clemson. Their hopes and dreams for us were inspiring.

Welcome Week participant





## TIGER PROWL

One of the pinnacles of Welcome Week occurs when representatives from more than 500 organizations come together on the concourse of Memorial Stadium to meet with students and share information about their respective clubs and groups. Thousands of first-year and continuing students are introduced to organizations serving a wide range of interests, including academic, cultural, media, religious, service, special interest and sports—ensuring the Clemson Experience truly does provide an opportunity for everyone to be involved.

**532**

Registered student organizations

**15,457**

Unique students involved in at least one student organization

“*Tiger Prowl was the activity I enjoyed the most. Being able to see what I could get involved in made me feel confident I would actually be able to.*

*Welcome Week participant*

## FRATERNITY AND SORORITY LIFE

For many students, their Clemson Experience is enhanced through membership and engagement with fraternities and sororities. With nearly 50 nationally affiliated chapters on campus, Fraternity and Sorority Life provides leadership, scholarship, service and social opportunities for undergraduates throughout their time at Clemson. Recruitment of new members was at an all-time high in FY23 and contributed greatly to Clemson surpassing 6,000 total members for the first time on record.

**2,361**

New members joined fraternities and sororities over the Fall and Spring semesters



**35.7%**

Increase in total membership from Fall 2018 to Fall 2022



**35.8%**

of undergraduate female students are affiliated with College Panhellenic Association chapters

# Engaging Students from the Beginning



## ORIENTATION AMBASSADORS

Orientation Ambassadors (OAs) are among the most respected and academically successful leaders on Clemson’s campus. Each year, a new group goes through intensive training that includes a three-hour course credit and regional workshop participation. Students apply knowledge learned over the summer by assisting members of the incoming class with their transition to Clemson through *Ready, Set, Roar!* OAs lead small groups and share their Clemson stories to foster a sense of belonging while introducing students to key campus resources.

25

Number of Orientation Ambassadors for Summer 2022

## CAMPUS LEADERS

In August 2022, the Center for Student Leadership and Engagement launched Clemson Leader Day as an initiative to help build leadership capacity within each new student. Nearly 4,000 took advantage of the opportunity to gain familiarity with critical leadership concepts during Welcome Week. Also in FY23, the Certified Student Leader program graduated 28 participants following an eight-week curriculum that included an exploration of topics such as personal values, conflict management, self-care, goal setting and positive change.

3,850

Students participated in Clemson Leader Day

“Being an Orientation Ambassador was a transformative experience that helped me develop essential skills and foster lasting relationships. The experience not only provided me with knowledge about campus and leadership, but also instilled in me the confidence to be involved in various endeavors.”

Gracie Lackovic, Orientation Ambassador



90.5%

of participants strongly agreed or agreed they are committed to their growth as a leader

## A DECADE OF U-NITES!

Clemson's late-night programming alternative for residential students celebrated 10 years of impact in FY23. With the perfect backdrop of the Barnes Center as its home venue since 2017, U-NITES! has flourished on Thursday and Friday evenings during the Fall and Spring semester with popular activities such as arts, crafts, karaoke, painting, trivia, photo booths and cultural celebrations. Attendees report a strong sense of belonging and building of community through U-NITES! events.

4,272

Total attendance at U-NITES! programs

81

Number of U-NITES! programs



88.0%

of U-NITES! participants strongly agreed or agreed they felt more connected to campus after attending a program

## STUDENT EMPLOYMENT

One of the greatest opportunities available to students to aid in their transition to Clemson is employment. Several departments in Student Affairs offer hands-on, experiential learning environments. The division offers diverse work environments for students looking to build knowledge and expand skills to complement classroom learning experiences. Campus Recreation is an example of a department heavily dependent upon student employees. Students continue to make an incredible impact by serving in a wide range of capacities, including equipment specialists, adventure trip leaders, fitness instructors, sports officials and facility operations.

413

Undergraduate and graduate students employed by the Division of Student Affairs



*I had interviews for a summer internship and it was apparent how important transferable skills are. I was able to use this job as a way to exemplify all of the soft skills listed on my resume.*

*Student Employee*



## Extending the Clemson Family



Robin Stringer on campus with her daughter Nella, a May 2023 graduate.



Stringer was named chair-elect of Clemson's Family Advisory Board.

“I love building relationships with parents. We become friends, text each other periodically and meet up at cookouts. It's like extended family. —Robin Stringer

### A PARENT'S PERSPECTIVE: ROBIN STRINGER

Robin Stringer was a new Clemson parent when her daughter Natalie was going through Orientation. She remembered sitting in a parent session and asking questions. Lots of questions.

“Clemson did a great job of outlining things that were important to me,” said Stringer, an Anderson native. “Everything from safety to sense of belonging. It made an impact on me.”

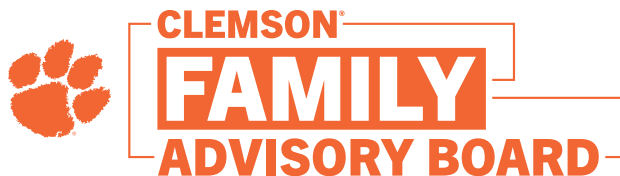
Now, Stringer is the one making an impact on others. She has served for years on the Clemson Family Advisory Board (CFAB), a dedicated group of parent ambassadors from across the country. CFAB assists at Orientation and Family Weekend, among other events.

“The parent involvement won me over,” recalled Stringer, who was named chair-elect in April. “The love of family is real and has been reinforced over time.”

Stringer's family ties to Clemson run deep. Her husband, Will, is a Clemson alumnus. All three of their daughters—Natalie '18, Nina '20 and Nella '23—graduated from Clemson. Their son, Wes, completed the Bridge to Clemson program in May.

She looks forward to continuing to build relationships with parents and students in her new role.

“I try and listen to other parents' concerns and share my experiences. That was done for me, so I'm trying to pass the torch.”



# Staff Spotlight

## Question and Answer



Glenn Spurlin (center, left image) serves as the director of student transitions where he leads programs such as *Ready, Set, Roar!* and Welcome Week.

“*In Student Affairs, we create linkages, experiences and opportunities. Our goal is to help students transition by connecting them to resources they need to be successful academically.* — Glenn Spurlin

### GLENN SPURLIN

Among his many responsibilities, Spurlin and his team are responsible for creating and delivering an exceptional Orientation experience for students. In 2022, he introduced *Ready, Set, Roar!* as an optional in-person experience for students, families and guests.

**Q** *What are the goals of the Ready, Set, Roar! program?*

**A** “It is designed as a traditional Orientation experience for students. Our three goals are for students to make connections with their academic program, with campus and with each other. It’s an opportunity for students to opt-in, make connections and feel prepared. If they can do that, we believe they’re going to be set up for success when the semester starts.”

**Q** *What’s your favorite aspect of Ready, Set, Roar!?*

**A** “Orientation Ambassadors interacting with students in small groups. That’s where the magic happens. Then, that interaction is capped with a social event in the evening. It’s a full day of learning about

Clemson resources and connecting with students from the same academic college. We want students to be with other students they’ll be around during the academic year.”

**Q** *What are the most valuable components of Ready, Set, Roar! as students transition into Clemson?*

**A** “For parents and guests, it’s a taste of what students can expect and an introduction to resources. They hear from leaders of the academic colleges as well as family volunteers. According to our post-experience assessment from 2022, we learned students valued spending time with their academic college the most. ‘Tiger Talks’ featuring Orientation Ambassadors and volunteers rank very highly among students and guests, respectively. We also have a campus partner showcase where students and guests are able to ask questions on everything from football tickets to academics and housing. We do that all in one place to make it convenient to address any and all concerns before the start of the semester.”

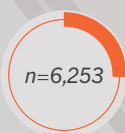
# Enriching Student Experiences

The Division of Student Affairs augments the University's academic mission by providing meaningful, enriching experiences for students during their time at Clemson. The transition through phase builds on the strong foundation established during students' welcome to the University.

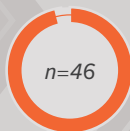
A successful transition through the University enables each student to thrive. It can include participation in extracurricular and co-curricular activities, engagement in civic responsibility or utilizing Clemson's state-of-the-art recreational facilities.

A successful transition through Clemson also entails leveraging available support resources to build resilience. Whether it's a visit to Redfern Health Center for medical or psychological services or referral to the CARE Network to resolve additional concerns, professional staff from Student Affairs are uniquely positioned to help students navigate individual and collective well-being.

Student Affairs equips students with tools to achieve success inside and outside of the classroom. Through purposeful and inclusive environments that promote intentional collaboration, leadership development and hands-on learning, Clemson students have proven to be engaged, active, well, happy and successful.



**27.7%**  
of undergraduate students are affiliated with a fraternity or sorority



**97.8%**  
of attendees strongly agreed or agreed the Women in Leadership Conference helped them become more aware of leadership capacities, skills, strengths and areas of improvement

**41**

Outreach, education and training programs provided by the Office of Advocacy and Success



# Enhancing the Well-Being of our Students



## AWARENESS MONTH CONVERSATIONS

In collaboration with multiple campus partners, Student Affairs staff hosted educational tabling, programs, discussions and more throughout October for Domestic Violence Awareness Month and in April for Sexual Assault Awareness Month. Programming also included student-led vigils for survivors of interpersonal and sexual violence. According to Vice President for Student Affairs and Dean of Students Chris Miller, “Clemson is committed to enhancing interpersonal and domestic violence education, prevention and response through intentional programs and events.”

“It was affirming to be in a space with colleagues who are experiencing similar struggles. The presenters offered interesting data and actionable ideas and attending the symposium gave me a boost as we plan for the arrival of a new group of students. —Coastal Carolina University’s Marguerite O’Brien

## UNIVERSITY WELL-BEING INITIATIVE

Clemson is preparing its students in mind, body and spirit. Student Affairs is doing its part to ensure this holistic development by helping champion a diverse campuswide initiative aimed at embedding well-being and lifelong health in not only students, but also faculty and staff.

As part of the University Well-Being Initiative, goal teams in FY23:

- Adopted the inter-association definition of well-being to create consistency of language across the institution
- Recommended the hiring of a chief well-being officer, which is on track for 2023-24
- Piloted an employee well-being training module on recognizing distress and utilizing institutional support resources

## MENTAL HEALTH SYMPOSIUM

Student Health Services and Medical University of South Carolina staff flexed their collective muscles in FY23. Together, the two spearheaded Clemson’s inaugural Collegiate Mental Health Symposium, held virtually in May. Well-being professionals from colleges and universities around the country joined in the conversation as the mental health crisis was explored through the lens of current and future students. Topics included best practices for high-risk patients, scope of practice and legal challenges, and varying approaches to crisis management.

100+

Participants in the inaugural Virtual Collegiate Mental Health Symposium

21

Institutions represented in the inaugural Virtual Collegiate Mental Health Symposium

## Student Mental Health Comes into Focus



Daniel Solomon delivering the keynote address at the 2023 Out of the Darkness Walk.

### AFTER-HOURS CARE FOR STUDENTS

Ensuring the well-being of Clemson students has never been more important. Counseling and Psychological Services (CAPS) reinforced its commitment to providing quality care by implementing supplemental after-hours care. Students in need of assistance after 4:30 p.m. on weekdays, or during weekends, holidays and campus closures are now able to call CAPS (864-656-2451) and speak directly with a 24/7 service during crisis events. The new system allows CAPS providers to address student concerns more holistically—no matter when a need is identified.

“Events like the Out of the Darkness Walk are crucial in bringing people together and showing that we’re not alone. —Delana Reynolds, Assistant Director of Healthy Campus

### DANIEL SOLOMON’S TESTIMONY

Three years have passed since Daniel Solomon graduated from Clemson University, but the memory of his struggle and success in overcoming it is still fresh.

Solomon returned to campus in April as the keynote speaker for the annual Out of the Darkness Walk. The event drew more than 200 participants and raised awareness of the importance of mental health advocacy and suicide prevention efforts—at Clemson and beyond.

His message was simple.

“You always belong here at Clemson,” he said, reflecting on the challenges of academic probation and a personal mental health journey that saw him prevail after bouts with imposter syndrome, social anxiety and depression. Solomon received help and became an advocate. He co-founded a student organization, You’re Not Alone, to openly talk about mental health. He interned with

Healthy Campus, the educational arm of Student Health Services. He chaired the 2019 Out of the Darkness Walk, a moment that would later come full circle when he returned to deliver the keynote address and share his personal testimony.

Solomon is now studying to become a licensed counselor, hoping to share his mental health journey and help others along the way.



# Staff Spotlight

## Question and Answer



Birma Gainor (left) is the director of Counseling and Psychological Services, within Student Health Services.

### BIRMA GAINOR

Counseling and Psychological Services is an integral part of Clemson's support for students. With a wide-ranging continuum of specialty care and intensity of services, Gainor leads a team responsible for aiding in the resilience and success of students.

**Q** *What are some of the current trends in caring for the mental health needs of students?*

**A** "Students are presenting in crisis more than in the past. We re-tooled our resources to provide more crisis intervention. It's less about longer term therapy and more about guiding a student through an evolving situation. Certain issues require long-term intervention and we do more training around trauma and higher-level diagnoses. We're also seeing an increase in intensity."

**Q** *How do you define your area's role in the goal of delivering the nation's No. 1 student experience?*

**A** "This microgeneration of students is unique; they're able to navigate online learning and are adaptable. They're resilient because they had to change with situations out of their control. On the downside, we

see less soft skills in students—getting along with people and forming interpersonal relationships. We build bridges to connections. Students call and want help, so we build a bridge toward getting them connected. After that, we empower the student to proactively engage in their own interventions. It's a community effort of working together, built on relationship and based on empowerment."

**Q** *What are you most proud of in your short time as director of CAPS?*

**A** "The way we've changed our service delivery has allowed students to gain access to immediate crisis support. We're much more nimble in providing intervention to students to meet needs up front. We're able to intervene quickly to work with the population so they're able to do the things they need to do to be successful."

# 3,099

Students visited Redfern Health Center for 9,152 counseling and psychological appointments, an increase of 11.0% from FY22

## Supporting Growth Outside the Classroom

### SAMUEL J. CADDEN CHAPEL

The award-winning Samuel J. Cadden Chapel is located in the heart of the Clemson campus. The beautiful facility covers more than 3,000 square feet and welcomes individuals for prayer and other expressions of faith. With reservations for weddings, memorial services, student organization meetings, tours, recitals and speakers, it hasn't taken long for Cadden Chapel to make its mark on the spiritual growth of students, faculty, staff and the greater community.

Samuel J. Cadden Chapel was recognized as an outstanding new facility for international religious architecture by Partners for Sacred Places and Interfaith Design.



318

Reservations in Samuel J. Cadden Chapel

“ It fills me with joy to be able to work with students who want to make an impact on others. Being part of and serving as a mentor for students who care about the greater Clemson Family is very special. —Meredith McDevitt, Center for Student Leadership and Engagement

### PAW PANTRY

Food insecurity is defined as a lack of consistent access to enough food for an active, healthy lifestyle. It has been called the ‘invisible epidemic’ on college campuses. As the effects of inflation, rising costs in higher education and residual impact from a global pandemic continue to take a collective toll on students, Paw Pantry stands ready to assist. Located in Sistine Hall, it serves as a source of non-perishable foods, hygiene products and school supplies. No proof of need required. No questions asked. Run by a student executive board and as many as 20 volunteers each semester, Paw Pantry has proven to be a valuable resource for the Clemson community.



376

Visits to the Paw Pantry



The Hub at Douthit Hills is a large gathering space for all students offering a wide variety of opportunities to enhance their well-being.

### HUB AT DOUTHIT HILLS

The Douthit Hills residential district houses about a third of the on-campus student population. It also features a centralized building which provides students quick access to textbooks, treadmills and more. In just a few short years, the Hub at Douthit Hills has become a popular destination for students. The first floor features the University bookstore and retail marketplaces. The second level houses a state-of-the-art fitness center with cardio and strength equipment, group fitness and cycling studios and functional training spaces. The top level boasts five retail eateries with diverse options for all students.

**30,000**

Square feet of fitness space in Douthit Hills Fitness Center

### SNOW COMPLEX DEDICATED

Thanks to a transformational lead gift, the Snow Family Outdoor Fitness and Wellness Complex has become one of the country's premier lakefront recreational facilities. The space was formally dedicated in September 2022 in a ribbon-cutting ceremony featuring the Snow family, University leaders and other project donors.

"The Snow Complex stirs a sense of belonging and sense of place for me," said Maggie Brewer, graduate assistant in Clemson Outdoor Recreation and Education. "It is a place where I can escape the hustle of classes and enjoy the beauty of Clemson and Lake Hartwell."

**6,157**

Outdoor recreation equipment items rented at the Snow Family Outdoor Fitness and Wellness Complex in FY23



Dave Snow spoke during the dedication and ribbon-cutting for the Snow Family Outdoor Fitness and Wellness Complex.

## Clemson Traditions: Bringing Students Together



### HOMECOMING WEEK

With decorative floats adorning Bowman Field and a slew of student-led activities leading up to Clemson's football game against Syracuse in October, Homecoming Week 2022 proved to be a tremendous success. Homecoming also served as a time to highlight the volunteer efforts of hundreds of students, faculty, staff and community members in conjunction with the 30th home build for the campus chapter of Habitat for Humanity.



### TIGERAMA

One of the nation's largest student-run pep rallies resides each year in Clemson, South Carolina. Tigerama includes the crowning of Miss Homecoming, interactive skits by the Interfraternity Council and Clemson football team, and ends with a musical performance for students. Maggie Crowe, a senior nursing student and event coordinator, said leading Tigerama transformed her Clemson Experience.

CHANDLER L. BURNS HALL



## Building a Generation of Leaders



“The symposium exposed our students to different ways of thinking about leadership. You can have the academic knowledge and theory to be successful, but when you couple it with leadership skills it can set you apart from others. —Chris Spellman, Center for Student Leadership and Engagement

### LEADERSHIP DEVELOPMENT

Addison Langston hopes to be a pharmacist after she leaves Clemson, but first she’s been busy building a résumé ripe with leadership experiences. A resident assistant on main campus, Langston was one of five students chosen to represent Clemson at the 2023 ACC Leadership Symposium in Pittsburgh, Pennsylvania in February. The symposium brought together students from each Atlantic Coast Conference institution for leadership training, professional development and networking opportunities.

“When my schooling is done, I know I’ll need to interact with other pharmacists and doctors and patients,” Langston said. “You’ve got to have leadership qualities, and a lot of the skills we talked about during the symposium translate into your day-to-day life.”

### ACC LEADERSHIP SYMPOSIUM ATTENDEES

**Joi Albert, finance—Columbia, S.C.**  
Orientation Ambassador in 2022, team leader in 2023

**Addison Langston, biochemistry—Greer, S.C.**  
Resident assistant at Lever Hall

**Daniella Lopez, parks, recreation & tourism management—Miami, Fla.**  
U-NITES! student employee, member of Guide Association, Black Student Union and Club Rugby team

**Aster Oliver, geology—Lexington, S.C.**  
Orientation Ambassador in 2023, graduate of Certified Student Leader program

**Alex Sauer, finance & management—Johnstown, Colo.**  
Undergraduate Student Senator, Chapman Leadership Scholar



## Service in Action



*“We often say the phrase, ‘It takes a village,’ and we really got to see that for its true meaning in Dominica. I hope to use those takeaways for community building and caring for one another and apply it to life here in Clemson. —Abby Bonker, CORE Trip Leader*

### COUPLING SERVICE WITH ADVENTURE

Kendrick Singleton had never set foot on an airplane. That that all changed on a University-led trip in May 2023.

Singleton was one of 10 students and three staff members from Clemson who traveled to Dominica—the “nature island of the Caribbean”—for a trip rooted in both service and adventure. “Being from a small town in South Carolina, there’s a lot I haven’t experienced,” admitted Singleton, a junior psychology major from Estill, South Carolina.

Singleton is a member of the Emerging Scholars program and works with the Office of College Preparation and Outreach, where he learned of the opportunity. In addition to his first flight, he experienced other firsts during the visit to Dominica, including the sight of three volcanoes in the area near the village of Cochrane—his home for the 10-day excursion.

Abby Bonker is a trip leader and equipment specialist with Clemson Outdoor Recreation and Education and environmental and natural resources major. She took an obvious interest in the local landscape, which covers just 290 square miles.

Three members of the Campus Recreation staff—Robert Taylor, Kelly Bardusk and Taylor Williams—led the group’s exploits. They worked with several island partners to ensure a successful experience for students, including Discover Dominica Authority, Mountain Caapi Cottage Retreats and Soufriere Outdoor Center.

The group took part in service days in Cochrane and Soufriere. Some helped local farmers pick Irish potatoes and plant pineapples. Several helped paint the local community center. Others filled in potholes. And when the time called for it, the group made time for island adventures, such as hiking, kayaking and snorkeling.

# Preparing Students for Civic Responsibility

## CLEMSON VOTES

It's not only the name of a collaboration between Student Affairs and Academic Affairs designed to encourage participation in civic responsibility, but also a simple phrase that acknowledges Clemson students are in fact among the nation's most attuned to the election process.

The University earned two designations over the course of FY23 supporting this claim. In November, Clemson was recognized as an ALL IN Most Engaged Campus for College Student Voting. In April, Clemson was announced as a Voter Friendly Campus by the National Association of Student Personnel Administrators (NASPA)—Student Affairs Administrators in Higher Education. Both speak to the strides Clemson has made in student engagement in recent years.

The mission of the 2023 Voter Friendly Campus designation is to bolster colleges and universities' efforts in helping students overcome barriers to participating in the election process.

Clemson has made a strong statement about its civic mission by preparing students to be educated participants in the democratic process and is eager to continue engaging students through 2023, 2024 and beyond.



## VOTER FRIENDLY CAMPUS

The Clemson Votes: Democracy in Action coalition seeks to initiate and sustain broad-based, nonpartisan efforts that improve the democratic engagement of the University's student population, graduates and undergraduates.

*Clemson students tend to vote more on average compared to their counterparts in other colleges. 72 percent of Clemson students voted in 2020, compared with 66 percent of college students nationwide.*

*—National Study of Learning, Voting and Engagement*

*Overall registration rate and voting rate among Clemson students increased exponentially from 2016 to 2020, including a +13.1 percent jump in voting from the 2016 election cycle.*

*—National Study of Learning, Voting and Engagement*

258

Colleges and Universities named Voter Friendly Campuses by NASPA

394

Colleges and Universities named ALL IN for College Student Voting

“We are honored to receive these accolades and are proud of our students' continued efforts and commitment to civic engagement and service.

*Kate Radford, Center for Student Leadership and Engagement*

# Student Organizations Rise to the Top

## WOMEN'S CLUB VOLLEYBALL

President Kelsey Stieby and Vice President Savannah Roberts led Clemson's "orange" women's volleyball club to a DI-AA national championship in Missouri in April. It was one of two national championship performances, as the club's "purple" squad also placed first in a separate division at the event. Previously, the best national finish for Clemson in women's club volleyball history was fifth. Stieby was named Most Valuable Player in her division and Cierra Felder claimed the honor for the "purple" team.



## TIGER STRUT DANCE TEAM

Clemson's competitive dance team, Tiger Strut, made history at the 2023 College Classic when it won a national championship in the hip-hop category. Maddie Rankin, a junior, likened the jubilation of hearing the announcement Tiger Strut won its first-ever championship trophy to that of Clemson Football's "Running down the Hill" tradition—the most exciting 25 seconds of their competitive dance experience. The team, typically comprised of 20-25 students, also earned a sixth-place finish in the jazz competition.



## WOMEN'S CLUB RUGBY

Fifteen athletes traveled to Washington, D.C. in late April and helped Clemson's women's rugby defeat UMass 29-17 to claim a national championship in the DI club division despite frigid conditions. Grace Mowery, a sophomore, was named Most Valuable Player of the 7-on-7 tournament. Deirdre Rocha, senior captain and team president, called it a "mixture of euphoria and disbelief" but added winning a national championship a couple of weeks prior to graduation was icing on the cake of her Clemson Experience.



# Preparing for Life After Clemson

The Division of Student Affairs invests a significant amount of time and resources into holistic student development. Personal growth begins the moment students transition in, continues as they transition through and ultimately prepares them to leave their mark on Clemson University.

With six-year graduation rates surpassing 85 percent according to the most recent available data, Clemson students have proven to be persistent. Student Affairs is an active participant in ensuring students are successful in various professional endeavors long after they leave Clemson.

A successful transition out prepares students for a complex and ever-changing world. Today's students will average more than 15 jobs over the course of their respective careers. By leveraging the nation's No. 1 career services program, Clemson students are able to better navigate an evolving and unpredictable job market.

A successful transition out also enhances students' affinity for and lifelong connection to Clemson. By honoring the University's past and identifying areas of opportunity to build a better future, Student Affairs prepares Clemson's students to embrace leadership experiences and contribute as partners in the campus community and beyond.



**37,105**

Total student contacts by the Center for Career and Professional Development

**3,487**

One-on-one career counseling interactions with students



**41,564.5** hours spent in Fall 2022 (57.3%)

**30,914.5** hours spent in Spring 2023 (42.7%)

**72,479**

Community service hours logged by members of fraternities and sororities

# Student Leader Spotlight

## Question and Answer



Ashley McCollum and Clark Reboul (middle) were sworn in as president and vice president, respectively, of Clemson Undergraduate Student Government in April 2023. They received orange jackets from predecessors Malik Balogun and Julia Blouin in the President's Park Rotunda.

**Q** *What were the highlights of your campaign platform?*

**A** *McCollum:* “We incorporated a lot of what different students see from their perspectives. We compiled a joint idea of what we wanted to run on. Keeping the core value of the student experience was important.”

*Reboul:* “Students can form their own circles and not branch out much. We want them to know there are opportunities to be involved—whether it’s club sports or student government or something else. Making sure students know campus engagement is important.”

**Q** *What was your initial reaction to the news the student body had elected you as its new leader?*

**A** *McCollum:* “I am the first African-American woman in Clemson history to be elected student body president, so it’s neat to know your name is forever etched in history. We talk about Harvey and Lucinda Gantt and other trailblazers like Rita Barker. You never think it’s going to be you, but I was humbled and honored students saw the genuine love we have for Clemson in our platform and how we want to be servant leaders.”

**Q** *How did previous experiences help prepare you for a leadership role?*

**A** *Reboul:* “I’ve been involved in a bunch of things on campus. I was recruitment chair for my chapter in Alpha Sigma Phi. I’ve been a tour guide and a member of Student Alumni Council. Regardless of whether you’re a large Greek chapter or a startup club like Friday Morning Swim, every organization deserves the opportunity to be represented through students.”

**Q** *If you could summarize your Clemson Experience in a few words or phrases, what would they be?*

**A** *McCollum:* “Unmatched. Through my own growth academically and personally, I’ve found myself in a lot of leadership roles. I’m so grateful I gave Clemson a chance, because the Tiger Paw binds us together. The people, culture and academic services are unmatched.”

*Reboul:* “Family. I know it’s cliché, but it’s true. It’s also transformative. I’ve grown so much through my Clemson Experience. I’ve been able to mature and become a person I’m proud of through this experience.”

# Military and Veteran Engagement



Members of the Pershing Rifles perform during Military Appreciation Day in Memorial Stadium.

*“I’m proud of our Military Friendly® silver award designation, which acknowledges the joint efforts of so many across campus who ensure our students have what they need to be successful. —Director Emily DaBruzzi*

## MILITARY AND VETERAN HIGHLIGHTS

With more than 1,100 student veterans, service members and military-connected students, Military and Veteran Engagement serves in a supporting role for this unique population at Clemson.

FY23 proved to be a banner year in many ways, and some of the highlights include:

- Achieving silver status Military Friendly® designation for a second straight year
- Joining the South Carolina Veterans Coalition to ensure awareness of and access to educational resources, career development and military transition assistance
- Adding an assistant director with a distinguished Army National Guard background
- Identifying additional campus space to support growing needs



Graduate student Andrew Anspach celebrates his promotion to Air Force major with his family.

## SERVICE MEMBER PROMOTION

Andrew Anspach, a graduate student in the construction science and management program, was promoted to the rank of major within the United States Air Force in a ceremony held at Clemson’s Military Heritage Plaza. Anspach, a Medical Services Corps officer since 2014, completed his first year in the Civilian Institution scholarship program sponsored by the Air Force Institute of Technology in May. He was surrounded by family, friends, neighbors and colleagues during the ceremony.

104

Number of graduating student veterans

440

Number of student veterans enrolled

680

Number of military family members enrolled

# Listening to Our Students



Interpersonal Violence Response Coordinator Bat'sé Smart meets with students during Domestic Violence Awareness Month.

*“We're all strands in a safety net for students. When someone comes to us after experiencing something traumatic, it affects many different areas and addressing those needs as they come in is critically important.” —IVR Coordinator Lauren Parker*

## SUPPORT FOR SURVIVORS

Clemson University has shown its commitment to addressing student concerns on issues of sexual and interpersonal violence. Since 2021, Student Affairs has led the way by investing in a pair of interpersonal violence response (IVR) coordinators to shepherd this important work. Lauren Parker and Bat'sé Smart see students primarily through self-referrals, word of mouth or via the CARE Network, and are liaisons to support resources such as Counseling and Psychological Services, Clemson University Police Department, the Title IX Office and Office of Community and Ethical Standards.

In Fall 2022, Student Affairs introduced a new, designated space for survivors of interpersonal and sexual violence known as the “Oak Room”—which serves as an area to decompress, study or engage in self-care activities.

## TIGERS SPEAK SURVEY

Clemson celebrated 50 years of Title IX in 2022, and one of the most impactful ways the campus community came together occurred in November with the launch of the University's first comprehensive interpersonal violence campus climate survey, Tigers Speak. The survey was developed by Inclusion and Equity with collaborative input from Student Affairs, Academic Affairs, Public Safety and the Clemson Students for Survivors Coalition.

With data collected over a period of three weeks, the survey was designed to help University administrators understand the experiences of students regarding gender-based discrimination, harassment and interpersonal violence. The results will be used to leverage Clemson's strengths and build on areas of opportunity, which supports the No. 1 student experience.



## Honoring Fraternity and Sorority Pillars



**James F. Barker, AIA**  
 • Delta Kappa Alpha/Alpha Tau Omega  
 • 14th President of Clemson University  
 • Professor Emeritus, Architecture



**Dr. Jerome V. Reel, Jr.**  
 • Advisor, Pi Kappa Alpha  
 • University Historian  
 • Professor Emeritus, History



**Bobby Clark**  
 • Alpha Phi Alpha Fraternity, Inc.  
 • Advisor, Pi Alpha Chapter  
 • Director of Procurement and IT Vendor Management, CCIT



**Kim Wilkerson**  
 • Delta Delta Delta  
 • Clemson Alumni Association Distinguished Service Award  
 • Chair, Clemson Board of Trustees



**Amanda H. Hays**  
 • Alpha Chi Omega  
 • Former College Panhellenic Council President  
 • Assistant Vice President, Student Affairs



**Mable Wynn, Posthumous**  
 • Delta Sigma Theta Sorority, Inc.  
 • Founding Advisor, Omicron Phi Chapter at Clemson  
 • Emeritus Faculty, PRTM

### PILLARS OF THE COMMUNITY

One of the hallmarks of the student experience is ensuring lifelong connection back to Clemson University. In April, the Office of Fraternity and Sorority Life did just that by celebrating 50 years of national affiliation. During a gala on April 22, the office honored an inaugural class of community pillars who have impacted fraternities and sororities at Clemson over the 50-year period. The inaugural class included James F. Barker, Bobby Clark, Mandy Hays, Jerry Reel and Kim Wilkerson. Mable Wynn was also honored posthumously.

“We created the Pillars of the Community awards to recognize fraternity and sorority alumni that have made significant contributions to Clemson University, their organizations, their professions, or to public service,” said Gary Wiser, assistant dean of students and director of Fraternity and Sorority Life. “This event would not have been possible without these pillars and their incredible contributions.”



The inaugural class of Pillars of the Community honored by Fraternity and Sorority Life included (L-R) Kim Wilkerson, Jim Barker, Jerry Reel, Mandy Hays and Bobby Clark. Not pictured is Mable Wynn, who was honored posthumously.



# Staff Spotlight

## Question and Answer



Pam Davis serves as the Student Affairs liaison to the Office of Institutional Excellence.

### **PAM DAVIS, EXCELLENCE LEAD**

Pam Davis is a veteran staff member of the Division of Student Affairs, serving as director of Campus Reservations and Events since 2016. In January, she earned a new opportunity as the division's excellence lead, focusing on strategic planning, continuous improvement, business continuity and enterprise risk management.

- Q** *What ultimately led you to pursue this opportunity?*
- A** "The Office of Institutional Excellence charged each of the divisions throughout the University to identify an individual to be a liaison. The position allowed me to take my experiences at Clemson—as a student, graduate assistant and staff member—and apply it on a broader scale within the division. It's exciting to help make Clemson and Student Affairs better. I have the experiences and partnerships, and now I'm applying that to improve the way we operate."

- Q** *How did previous work prepare you for this new role?*
- A** "My position as director of Campus Reservations and Events entailed leadership, project management and strategic planning. The work of the department

is a constant process. From accepting a client's reservation request and connecting with event services and operations and ultimately to assessment—it was a way of constantly looking at the work with a critical eye to improve their experience, identify gaps and build efficiencies. Now, I'm taking that mindset to different projects and opportunities throughout all of Student Affairs."

- Q** *How does Student Affairs' mission of holistic development play such a unique role in preparing students for life after Clemson?*
- A** "Holistic development is incredibly important because we're trying to develop a well-rounded student—intellectually, emotionally, socially, physically and spiritually. Learning continues when they walk out of the classroom, whether it's through student organizations, intramurals, leadership roles or living amongst peers. My role focuses on the student perspective and improving their experiences in alignment with the goals established in Clemson Elevate."

# The Nation's Best Career Services Program

## CAREER FAIR CONTINUES TO GROW

Over the course of three days each fall and spring, students line the concourse level of Littlejohn Coliseum in the hopes of securing summer jobs, internships and placement after graduation. Career fairs offer students at all stages of academic and professional development a unique opportunity to gain first-hand knowledge of employment trends and awareness of job opportunities.

“After attending my first career fair and being able to network with the employees, I was able to better understand the company and role for my internship,” said one student in an outcomes survey. “I ended up getting an offer for an amazing internship and could not have been more excited!”

6,838

Students attended Fall and Spring career fairs

840

Employers attended Fall and Spring career fairs



Career fairs are held on main campus each Fall and Spring semester, bringing thousands of students together with prospective employers.

## COMPETENCY SUMMIT

The Center for Career and Professional Development is a national leader in preparing students for life after Clemson. The department hosted 120+ faculty and staff for a special Competency Summit in May. Overall, nearly 50 campus partners were represented—including every academic college and multiple divisions and departments. The summit explored the importance of core competencies to prospective employers and their incorporation on a broader scale. Core competencies include communication, collaboration, leadership, adaptability, analytical skills, technology, self-awareness, integrity/ethics and brand. The summit provided tools for faculty and staff to embed core competencies in their respective curriculums and work-study programs.



Academic Success Center staff shared some of the ways they have adopted CCPD's core competencies in their work with students.

## ANNUAL REPORT

# TOWN AND GOWN: CONNECTING WITH THE GREATER CLEMSON COMMUNITY



The City of Clemson hosted its second annual “On the Ave” entertainment series downtown, attracting students, faculty, staff and community members.

### CREATING CONNECTION

President Jim Clements and Mayor Robert Halfacre teamed up in February to deliver annual highlights at the 2023 State of Clemson luncheon. Both leaders spoke at length about noteworthy collaborations between the University and City, including the following areas.

#### *COVID community testing*

In operation for about 2 ½ years, the drive-through COVID testing site at Nettles Park provided nearly 125,000 tests free of charge to members of the local community. Results were processed in Clemson University’s state-of-the-art lab, proving to be impactful in combatting the spread of COVID.

#### *Joint sustainability efforts*

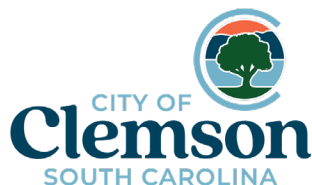
Following the suspension of City of Clemson curbside recycling in August 2022, the University stepped up and offered the Kite Hill Recycling Center on main campus as a viable alternative to members of the community.

#### *Perimeter Road expansion*

When completed, this new project will help ease a traffic bottleneck by extending to four lanes and will include a 10-foot multiuse path for pedestrians and bicycles and a connection to the community’s Green Crescent Trail.

#### *Joint City University Advisory Board*

First created in 1985, this group works to improve quality of life for the broader Clemson community. Its seven workgroups consist of University and City representatives and meet regularly to strengthen the town and gown relationship.



# ANNUAL REPORT

## SUPPORTING STUDENT AFFAIRS

### BUSINESS OPERATIONS

Student Affairs Business Operations is a service-oriented team charged with supporting the division’s vision, mission, strategic plan and departments. The office provides accounting, financial reporting, personnel action guidance and more. Below, FY23 budget totals reflect all sources of funds managed by the Division of Student Affairs, including Foundation, Endowment and Student Activity Fee dollars.

<b>FY23—TOTAL SOURCES</b> .....	<b>\$31,182,749</b>
State Appropriations, Tuition and Fees.....	\$4,766,750
Student Fees: Mandatory.....	\$13,698,262
External Revenues.....	\$7,979,389
Internal Revenues.....	\$612,261
Interest Income .....	\$89,143
Foundation & Endowments.....	\$1,729,224
Student Activity Fee/Student Orgs.....	\$2,307,720
<b>FY23—TOTAL USES</b> .....	<b>\$28,884,554</b>
Staff Wages and Benefits .....	\$16,105,109
Student Wages and Benefits.....	\$1,488,185
Operating Expenses and Supplies.....	\$6,094,019
Professional Development and Travel .....	\$209,372
Equipment.....	\$165,380
Capital Projects/Fund Balance .....	\$937,589
University General and Administrative .....	\$771,803
Foundation & Endowments.....	\$1,012,734
Student Activity Fee/Student Orgs.....	\$2,100,363

# 413

Students employed

# 205

Professionals employed across 13 different departments

### DEVELOPMENT

Student Affairs partners with the Division of Advancement to identify, cultivate and steward relationships that result in divisionwide support of programs and capital projects.

#### FY23 HIGHLIGHTS:

- Financial support for the Division of Student Affairs increased more than 72 percent
- Formally dedicated the Snow Family Outdoor Fitness and Wellness Complex
- More than \$400,000 was raised to directly support the most immediate programmatic needs of the division

# \$1,851,574

Total dollars raised for Student Affairs, a 72% increase from FY22

# 908

Total gifts to Student Affairs



The Snow Family Outdoor Fitness and Wellness Complex continues to be enhanced through additional amenities and beautification projects.

# ANNUAL REPORT

## SUPPORTING STUDENT AFFAIRS

### CORPORATE AND COMMUNITY ENGAGEMENT

Student Affairs boasts a rich history of bolstering initiatives that enhance the Clemson University experience, benefiting both students and the broader community. The Corporate and Community Engagement program plays a vital role within the division, encompassing crucial responsibilities such as managing and disbursing sponsorship funds to bolster essential Student Affairs initiatives, all aligned with the University's strategic blueprint.

# \$368,120

Sponsorship revenue accrued through contractual partnerships with corporate entities

# 15

Total number of corporate partners



Student Affairs partnered with Coca-Cola in the spring to bring exciting new products to main campus.

### COMMUNICATION AND CREATIVE SERVICES

Student Affairs enjoys strong communication and creative services support as the result of an embedded partnership with the Division of Marketing and Communications. The partnership provides Student Affairs with visual and multimedia solutions, impactful storytelling opportunities, student and family outreach, and internal staff communication. Additionally, collaborative opportunities are provided to student interns from diverse academic disciplines—encouraging discovery and promoting learning in a real-world environment.

#### FY23 HIGHLIGHTS:

- Earned 36 awards for print and digital media excellence through Educational Advertising, Graphic Design USA and Education Digital Marketing competitions
- Crafted 75 posts on Clemson News, including feature stories and personnel announcements
- Produced award-winning annual report and three additional comprehensive quarterly updates for the Board of Trustees and other key University stakeholders
- Created 406,185 impressions through digital social ad buys
- Coordinated 39 long-form and 98 short-form videos, generating more than 715,000 views on Instagram Reels
- Converted more than 2,000 total division-level and departmental web pages to new template



# 79.7%

of all students opened the Student Affairs 2022 Fall semester welcome email

# 770

Total design jobs completed



**ANNUAL REPORT**  
**THANK YOU**

The Division of Student Affairs Annual Report is produced with support from corporate sponsorships.  
We thank our partners for their generous support.



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