



**FY25**

# ***Impact Report***



Division of  
**STUDENT AFFAIRS**



# Clemson University Values



## 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.



## SETTING A COURSE FOR THE FUTURE

To the Clemson Community,

It is a true honor to share this year's Student Affairs Impact Report — my first as vice president — and to celebrate the remarkable work being done to deliver the No. 1 student experience in the nation.

Over the past year, I've had the privilege of reacquainting myself with what makes Clemson so special — a team of professionals who lead with purpose, compassion and an unwavering commitment to student success. From signature programs to everyday moments of care, our work has supported the Clemson Experience in meaningful and transformative ways. I could not be more proud — or more grateful — for the dedication of our Student Affairs team.

This year's report is structured around our four strategic investment priorities that will guide our path *forward*:

### ***Well-Being: Supporting the Whole Student***

From physical and mental health services to recreational opportunities, we continue to prioritize holistic support for our students.

### ***Culture of Care: Building Community and Belonging***

Providing a campus environment where students feel supported, build connections and develop a powerful sense of belonging.

### ***Spaces and Places: Where Students Connect***

Our physical spaces are continuing to evolve to match the vibrancy of student life and the needs of a growing campus.

### ***Laying a Foundation: Preparing for Excellence Beyond Clemson***

Through leadership development, career readiness and experiential learning, we are equipping students for lives of significance.

As we look ahead, we remain focused and energized on moving *Fiercely Forward*. Thank you for the trust you place in our team and the generous support you have provided this division. It is a joy to serve our students and shape the future, together.

Go Tigers!

Doug Hallenbeck, Ph. D.  
Vice President for Student Affairs



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 **ClemsonElevate**

 **Division of STUDENT AFFAIRS**

## THIS IS STUDENT AFFAIRS



### **Deliver the No. 1 Student Experience**



*Excel in experiential learning.*



*Amplify academic success.*



*Promote the Clemson Experience.*

### **Vision and Mission**

Student Affairs will deliver the No. 1 student experience.

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

### **Strategic Priorities**



#### **Well-Being**

We 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 create intentional enrichment activities and experiential education opportunities focused on purposeful and reflective learning to facilitate student growth and development.



#### **Access and Belonging**

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





# STUDENT AFFAIRS AT A GLANCE

## Who We Serve

23,401

Undergraduate students

7,504

Residential students

5,676

Graduate students

1,695

International students

29,077

Total students

## How We Serve

608,928

Total student swipe-ins to Swann and Douthit Hills fitness centers

24,788

Number of unique students involved in **541** student organizations

5,654

Total enrichment activities (programs and events) coordinated by Student Affairs

2,667

Total conduct cases created, managed or addressed by Community and Ethical Standards

## University Brags

*The Princeton Review's Best 389 Colleges 2025:*

No. 7

Town-Gown Relations are Great

No. 10

Friendliest Students

No. 18

Best Quality of Life

No. 11

Best Career Services

No. 13

Best Public Schools for Internships

*Niche's 2025 Best College Rankings:*

No. 1

Best Colleges in South Carolina

No. 1

Top Public Universities in South Carolina

No. 2

Colleges With the Best Student Life in South Carolina

*U.S. News & World Report 2025:*

No. 11

Schools with Great Co-Ops/Internships

No. 2

Military Friendly® School, Tier 1 Research Institutions



Ainara Garcia earned the 2025 Matt Locke Leadership Award. She is a senior computer engineering major from Clemson, South Carolina.



Associate Director of Residential Learning Jana Jordan-Miller received the 2025 Dan Hallenbeck Lifetime Service Award from the National Association of College and University Residence Halls (NACURH).

## Division Student Awards

Almeda R. Jacks Outstanding Undergraduate Student Award  
Mary Chandler Keels

R.C. Edwards Outstanding Graduate Student Award  
Benjamin Dadzie

Walter T. Cox Graduate Student Award  
Skylar Walder

Rising Star Award  
Molly Finan

Matt Locke Leadership Award  
Ainara Garcia

Frank A. Burtner Scholarship  
Caleb Dorr, Anna Muma

## Staff Excellence Awards

### 2024 Employees of the Year

- Kelley Metcalfe (Healthy Campus): Well-Being
- Adam Carlson (Campus Reservations and Events): Engaged Learning
- Delana Reynolds (Healthy Campus): Access and Belonging
- Karen Erickson (Student Affairs Business Operations): Staff Experience

### 2024 Team of the Year

- Office of Advocacy and Success

### 2024 Student Affairs Partnership Award

- Taimi Olsen (Office of Teaching Effectiveness and Innovation)

## Miscellaneous Honors

### Staff

- Emily DaBruzzi (Military and Veteran Engagement): Class of 1956 Staff Excellence Award
- Jana Jordan-Miller (Residential Learning): Dan Hallenbeck Lifetime Service Award, National Association of College and University Residence Halls
- Kimberly Poole (Dean of Students Office): Veteran Champion of the Year, Military Friendly®
- Kate Radford (Center for Student Leadership and Engagement): Outstanding Contribution to Student Engagement, NASPA South Carolina

### President's Leadership Institute cohort

- Lisa Bona (Student Affairs Business Operations)

### CU Grow cohort

- Kelly Bardusk (Campus Recreation)
- Sara Dawson (Counseling and Psychological Services)
- Casey Ford (Center for Student Leadership and Engagement)
- Allison Honea (Medical Services)
- Mary Montgomery (Office of Community and Ethical Standards)
- John Vitalis (Residential Living)

### Student organizations

- Alpha Phi Omega (Gamma Lambda Chapter): School Partner of the Year, The Blood Connection



# OUR TEAM



## Division of Student Affairs

### Advocacy and Success

Serving students as a trusted place for care, advocacy and referrals to campus and community partners.

### Campus Recreation

Cultivating quality recreation and well-being experiences through unique programs, first-class facilities and a wide variety of instructional and competitive activities.

### Campus Reservations and Events

Providing exceptional guest and client services, event coordination and venue management while offering student employees hands-on experiential learning opportunities.

### Center for Student Leadership and Engagement

Creating unique experiences that prepare every student to be an honest and respectful leader in their profession and community.

### Community and Ethical Standards

Administering Clemson’s Code of Conduct program and coordinating reported infractions of student regulations, case adjudications, discipline records and behavioral expectations.

### Counseling and Psychological Services

Offering a wide array of general and specialty services for students along a stepped-care model to address psychological concerns.

### Dean of Students Office

Supporting students and families throughout their Clemson Experience and also providing services to connect survivors of interpersonal violence with campus and community resources.

### Fraternity and Sorority Life

Enhancing the student experience inside and outside the classroom through leadership, scholarship, service and social opportunities.

### Healthy Campus

Providing population-level risk reduction, holistic well-being and health promotion to help students thrive and develop lifelong patterns for health and well-being.

### Medical Services

Providing ambulatory primary care services inclusive of preventative care, chronic disease management and care for acute illnesses and injuries — in-house pharmacy, lab and x-ray services are also available.

### Military and Veteran Engagement

Serving and supporting Clemson’s military-connected students through engagement, enrichment, empowerment and education.

### Residential Living and Learning

Showcasing a robust experience on campus and offering support, programming, educational opportunities and training across our unique residential communities.

### Student Affairs Business Operations

Managing strategic integration and resource allocation for Student Affairs through departmental and division finances, staff development and human resource functions.



## Supporting the Whole Student

Student Affairs inspires a healthier, more resilient student body designed to succeed both inside and outside of the classroom. Whether it's through high-quality medical and psychological services at Redfern Health Center, mindfulness training and wellness workshops, or engagement through recreational spaces and programs, well-being is at the core of the Student Affairs commitment to the student experience.

### In This Section

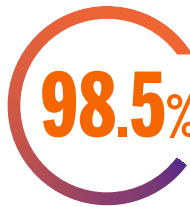
- Doug Hallenbeck and his vision for student well-being
- Club Sports defines excellence through national championship, standout performances
- Meet Xach Goldsmith, a sport programs manager with Campus Recreation
- Students take part in a non-traditional Spring Break service trip
- Chris Pelic's journey to Clemson and his investment in student health

75,997

Total swipe-ins to the Snow Family Outdoor Fitness and Wellness Complex

25,098

Total prescriptions filled for 6,840 students at the Redfern Health Center pharmacy



of students surveyed by Student Affairs felt the person they met with in the division was committed to their well-being (N=471)

# Well-Being

◀ Nurse Practitioner MaLee Thompson assists a student during an appointment at Redfern Health Center.



# Q&A WITH VICE PRESIDENT DOUG HALLENBECK

## Strengthening Partnerships, Elevating Students

Doug Hallenbeck returned to Clemson in September 2024 after five years as vice president for student affairs at Oklahoma State University. In a short period of time, he has worked tirelessly to strengthen partnerships throughout campus, refine the alignment of resources in support of Clemson Elevate and our University values, and establish a comprehensive plan as vice president for the Division of Student Affairs.



***You've been back at Clemson for nearly a year. What has it been like?***

**Doug Hallenbeck:** It's been great. I've likened it to going away for a long weekend and coming back and changing offices. We have good momentum as an institution and division. There's been a lot of activity and changes at the University level, but it's been fun figuring out what the future looks like.

***In the first year back, what have been your top focus areas?***

**DH:** Evaluating the division and understanding the people involved. There are new folks from the last time I was here. Hiring the dean of students position was a big role to fill in our leadership structure. I've also tried to determine how we best connect to Clemson Elevate. We had a strategic plan in place, but it's been about refining that and addressing our connectivity to the No. 1 student experience pillar.

***How valuable is Student Affairs to the overall educational experience at Clemson?***

**DH:** When you think about a student's success at Clemson, it's largely because of the support that happens outside of the classroom. How do we do that?



It's never been more important than it is today, whether it's navigating mental health issues, getting students engaged or learning what employers need of graduates. We provide those opportunities.

***You've said delivering the No. 1 student experience means supporting the whole student and ensuring a strong sense of well-being — can you expand on that?***

**DH:** If you're not well — mentally or physically, or if you don't feel like you belong — that experience is going to be lacking. To address that, we have our CARE Network through the outreach done by our team in Advocacy and Success, counseling staff who work with students in crisis and have more acute needs, it's teaching about available resources through Healthy Campus and Aspire to be Well, and working with students in our residence halls. Thinking about that broader web of support, how do we wrap our arms around students to enable them to be successful?

***What are you looking forward to most in year two?***

**DH:** Being able to take what I learned in year one and use this to inform how we evolve as a division. The inclusion of Auxiliary Enterprises (Housing, Dining, Parking and Transportation Services) as part of Student Affairs is a big move as we look ahead to FY26. I want to see how we better connect the work we're doing to outcomes related to the Clemson Elevate plan and bring meaning to that for our students.



# Values in Action *Excellence*



## Rising to the Top

Club rugby exceeded mounting expectations in resounding fashion in FY25. By almost every measure, it was a banner year for the men's program.

"Every year, we've gotten appreciably better," says Troy Hall, head coach. "This was the best year we've had since I came in 2020. I'm incredibly proud of our program for exemplifying excellence across the board."

A year of highlights included a **No. 3** national ranking in Division I-AA in the 15-a-side variation during the fall, a Southeast Collegiate Rugby Conference championship in the 7s in the spring and a pair of national championship tournament appearances — complete with a 10th-place finish in the spring. During the academic year, five players were selected to compete at the National Collegiate All-Star Tournament; two were named All-Americans following standout performances.

## Building Championships

Several student organizations and club sports enjoyed championship-level performances in FY25 — representing excellence in competition and in the community. Some of the noteworthy accomplishments include:

- Shotgun Team won a national championship in Make-a-Break at the Collegiate Clay Target Championships in San Antonio, Texas.
- Alpha Phi Omega (Gamma Lambda chapter) was named School Partner of the Year by the Association for Donor Recruitment Professionals after Clemson contributed over **24,000** units of blood during the annual Blood Bowl vs. South Carolina.
- Pershing Rifles was runner-up at the John J. Pershing Memorial Drill Competition, its second consecutive top-two finish as a team.
- Clemson Pickleball advanced to the national semifinals for the first time, placing third at the largest collegiate pickleball event in history with **64** schools total.



## XACH GOLDSMITH STUDENT SPOTLIGHT



Well-Being

## Energy and Gratitude in Every Role

Xach Goldsmith arrived at Clemson in August 2023 with plenty of experience as a referee, so he immediately began work in Campus Recreation as a sport programs assistant, officiating basketball and several other intramural sports. Soon enough, his fine-tuned skills caught the attention of professional staff. Ashley Schmidt, assistant director of sport programs, offered an opportunity to officiate at the NIRSA tournament in Durham, North Carolina. Only a freshman, Goldsmith officiated the women's championship game between South Carolina and Wisconsin, leading to an All-Tournament Official award. The commendation led to another prestigious invite to attend the NIRSA National Basketball Championship in Wisconsin, where he called the men's semifinal contest between Air Force and NC State.

In his current role as sport programs manager, Goldsmith has a variety of responsibilities — maintaining fields and courts, evaluating active officials and training referees. Goldsmith's involvement at Clemson doesn't end with Campus Rec; he also works with Athletics Video Services and Pawvision as a replay lead, monitoring the live broadcast feed of Clemson sporting events and marking notable moments for replay — such as a penalty kick in soccer.

Amid all his experiences, Goldsmith fosters a close connection with the students of Douthit West, where he serves as a residential community mentor (RCM). He oversees two floors — a total of **42** residents, all of whom are continuing students. *"My experience has been amazing, because of the people I get to work with,"* he says.







# NOT YOUR TRADITIONAL SPRING BREAK

## Adventure, Leadership and Lasting Bonds

The Clemson Outdoor Recreation and Education (CORE) program provides an incredible opportunity for students to get involved and participate in a variety of outdoor adventure activities. Over spring break, several students chose to seize this opportunity, embarking on a week-long canoe packing trip down the Rio Grande in Texas’ Big Bend National Park. Under the leadership of two Clemson seniors — wildlife and fisheries biology major Marissa Canberg and recreational therapy major Holly Weathers — these students made unique memories that will last a lifetime.

The trip began with a two-day drive from Clemson to Big Bend, where students spent a day exploring hikes in the area. In the four days that followed, pairs of students loaded food, tents and other assorted supplies into canoes and traveled down the

river, stopping each night to camp on the bank. The long drive home gave students plenty of time to reflect on the valuable connections they formed, practical skills they developed and personal well-being the trip cultivated.

Canberg and Weathers have been involved with the CORE program for years. The two were interested in working outdoors and both recognized involvement would give them constructive experience to carry with them beyond their time at Clemson. Canberg and Weathers leaned into their leadership roles on the trip — sharing with students productive skills such as how to handle a canoe, how to set up a tent and how to use a portable stove. Both student leaders look forward to fall CORE trips — including backpacking, horseback riding, lake days and more.



Several students spent their 2025 Spring Break canoe packing on the Rio Grande in Big Bend National Park.

10,034

Total participants  
in CORE programs

7,394

Total outdoor items rented  
from Andy Quattlebaum  
Outdoor Education Center



## CHRIS PELIC STAFF SPOTLIGHT



## Elevating Well-Being

Growing up in Youngstown, Ohio, Chris Pelic was the first in his family to graduate from college. Inspired by his father, a Vietnam veteran who owned a car business after his military service, Pelic charted his own path in medicine. He and his wife both attended Notre Dame — where he even appeared as an extra in “Rudy” — and married during medical school in Toledo.

Drawn to psychiatry during clinical rotations, Pelic pursued residency at the Medical University of South Carolina (MUSC), discovering a passion for student mental health. Early on, he thrived in the academic environment, teaching medical students

while also caring for patients — including student-athletes. His career spanned leadership in the VA system, telepsychiatry innovation and a tenured professorship at MUSC.

Pelic joined Clemson’s Student Health Services team as a telepsychiatrist in 2019. He now serves as executive director of psychiatric, counseling and well-being services — overseeing CAPS, Healthy Campus and psychiatry. He balances his administrative leadership responsibilities while still maintaining a large patient base.

For Pelic, working with young people is one of the highlights of his distinguished career.

“All my former roles — whether in leadership with the Student Affairs program in the MUSC College of Medicine or working with athletes or in a student health clinic early in my career — fed into where I am now,” he says. ***“I’m passionate about this work and it’s where I want to be for the rest of my career. I love being at a place like Clemson that is completely committed to addressing mental health.”***



11,384

Total therapy visits at Counseling and  
Psychological Services

710

Total attendees in group therapy and  
counseling workshops



# Culture of Care

## Building Community and Belonging

Student Affairs embraces a campus environment where students support one another, build connections and develop a powerful sense of belonging. No matter if it's involvement in one of 500+ student organizations, engagement through on-campus living or providing support through the critical connection point of the CARE Network, Student Affairs helps shape compassionate leaders who are connected long after their time at Clemson.

### In This Section

Charlie Rohaley leads Clemson's annual Habitat for Humanity build with integrity

Meet Daniella Lopez, a transformative student leader who leaves an impressive legacy

Perseverance in the face of adversity in a Homecoming Week like never before

Fraternity, sorority expansion leads to a thriving Greek Life community

Kimberly Poole embraces the Clemson Family as dean of students

31,442

Student attendance at Fraternity and Sorority Life or council-led programs

2,492

Paw Pantry visits by 352 unique students

97.1%

of students surveyed by Student Affairs strongly agreed or agreed their program or experience fostered an environment of respect (N=961)

◀ Eva Kanchuger, a junior biological sciences major, served as a co-director of Paw Pantry, Clemson's food insecurity hub.



# Values in Action

## Integrity



### Building More Than Homes

Homecoming Week is a remarkable time, defined by iconic traditions such as Tigerama, the Central Spirit Float Build and another powerful project — the Habitat for Humanity house. In conjunction with the Pickens County Habitat for Humanity program, Clemson students, faculty and staff have the unique opportunity to participate in the construction of a brand new, fully framed and weatherproofed home — donated annually to a local family in need. Senior construction science and management major Charlie Rohaley led the 2024 build, and he reflects on the experience with immense pride and gratitude.

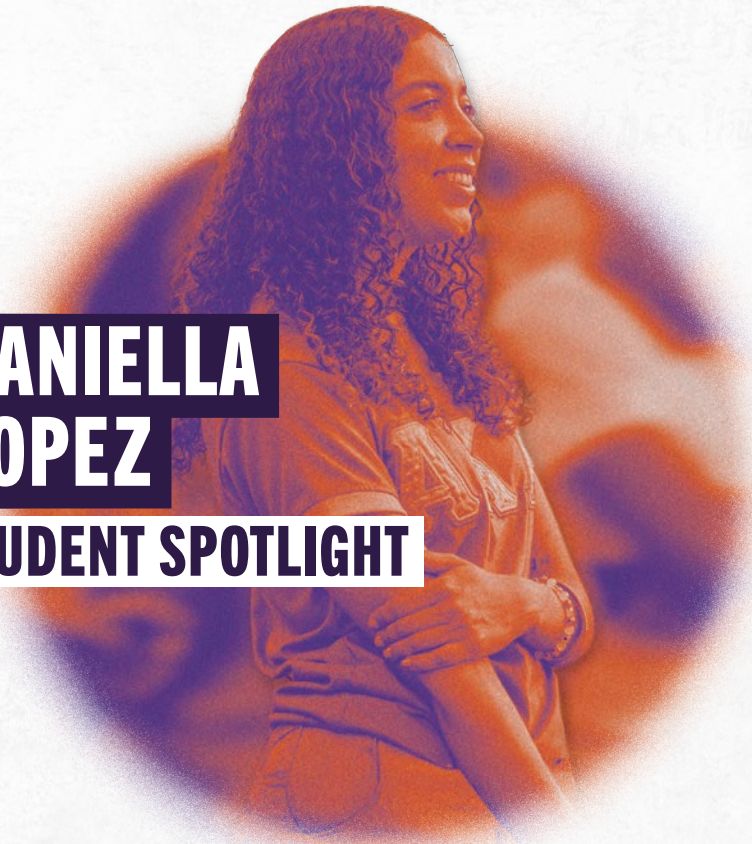
Rohaley's acceptance of the project manager role was a long time in the making; he had been involved with the project since his freshman year, watching his mentors "pass the baton" each fall until it was finally his turn. His work began as early as January 2024, and he spent the following spring and summer procuring construction materials, volunteers and meals — all the while gaining valuable experience in the field of his future career. When it came time for the build, Rohaley's preparation paid off, as did his adaptability and resilience when the crew found themselves in the midst of an unexpected hurricane.

According to Rohaley, the build was full of impactful moments — from President Jim Clements paying a visit and writing words of encouragement on the house's inner walls, to members of the ClemsonLIFE program participating in various construction tasks. His favorite part, however, is undoubtedly the sense of unity and purpose at the site.

***"Getting to see people from all different majors and disciplines come together and do so much good for this community that we call home — that, to me, is the definition of the Clemson Family,"*** he says.

### DANIELLA LOPEZ

#### STUDENT SPOTLIGHT



### Transformational Impact

Daniella Lopez describes her Clemson experience as transformative. It's hard to argue when considering the impact she made in four years, which reads more like a polished résumé of a working professional than a graduating senior.

- University tour guide
- Welcome Week executive lead
- Clemson Music Fest marketing team
- Alpha Kappa Alpha sorority member
- ACC Leadership Symposium attendee
- Club Rugby participant

***"If you told me half the things I ended up doing, I wouldn't believe you,"*** she says. ***"Clemson has given me so many opportunities to contribute to the No. 1 student experience, make an impact on campus and build my legacy."***

And what a legacy it is. Lopez conducted **250** tours for prospective students, an incredible feat considering she never set foot on campus prior to enrolling at Clemson. She also shared a similar impact with current students, serving as Welcome Week executive lead in August 2024. With the help of **100+** Welcome Week leaders, Lopez spearheaded the transition for first-year students — embracing a culture of care and preparing them to be successful during their time at Clemson.

One of Lopez's biggest accomplishments was serving on the student marketing team with Clemson Music Fest in 2024 and 2025. She helped devise social media and marketing strategies and was involved in festival operations as well, making good use of her degree in parks, recreation and tourism management.



*Daniella Lopez is a May 2025 graduate in parks, recreation and tourism management from Miami, Florida.*





# A HOMECOMING LIKE NEVER BEFORE

## Resilience and Spirit on Display

Homecoming director Izzy McGrane began meticulously planning for Clemson’s traditional float build eight months in advance. She accounted for normal issues — approving float designs, technical difficulties and others. However, there was one scenario she never could’ve predicted: “Homecoming in a hurricane.”

The build began on Sunday, Sept. 22 at noon, and the possibility of rain was a distant concern. Business was conducted as usual; student organizations began construction of their floats to embody the theme of “110% — Exceeding Every Limit.” However, as the week continued, the threat of incoming Hurricane Helene became very real. Homecoming chairs were given a new deadline to complete their floats 48 hours earlier than normal, requiring unprecedented speed and collaboration. Nevertheless, discouragement became determination, and under McGrane’s



leadership, the students embodied the spirit of 110% and set to work. Many were out on Bowman as early as 3 a.m. on Wednesday morning, persevering through poor weather and celebrating each individual victory with chest bumps, tight hugs and messy mud surfing.

Against all odds, every organization met the abrupt deadline, and the incredible floats seemed to have suffered no loss of creativity in the process. Judge and former student body president Ashley McCollum praised McGrane for her adaptability and resilience.

**“Your homecoming that you put on,”** she said to McGrane, **“has made history.”**

On top of everything, donations received throughout the week from alumni and other sources funded hurricane relief efforts directed towards the local community, who suffered greatly from the storm damage. Not only did this year’s Homecoming exhibit the tenacity of the student body, but it illustrated Clemson students’ ability to make an impact beyond the University.



Vice President for Student Affairs Doug Hallenbeck hugs Homecoming Coordinator Izzy McGrane, whose leadership brought community together for a different but memorable float build in the face of Hurricane Helene.



# WHEN TIGERS RALLY

## United by Purpose, Driven to Serve

In the wake of Hurricane Helene, students felt an urgent call to serve their local community. Across campus, leaders of all four councils from Fraternity and Sorority Life (FSL) and Clemson Undergraduate Student Government (CUSG) united to organize a week-long food and supply drive for the local nonprofit Clemson Community Care. The outpouring of aid and support was beyond what anyone could have imagined.

The drive accepted a variety of necessities — canned goods, dry goods, toiletries, cleaning products and more — through over **150** individual donations. First Lady Beth Clements dropped off a car load of items. Many organizations contributed, from ROTC to faith-based organizations to multicultural groups to varsity sports teams and clubs. Student Affairs leadership offered support and guidance throughout the process.

The idea came from junior political science major Dylan Odin, director of philanthropy and public relations for Clemson’s Interfraternity Council (IFC). As a member of the University’s Student Alumni Council (SAC), he spent hours with a group of fellow students preparing home cooked lasagna for local families immediately after the storm. While he enjoyed making a small-scale impact, he and Jane Moore — a senior political science major, Panhellenic executive leader and fellow SAC member — decided to aim higher. The decision made a world of difference.

Odin praised the incredible initiative of the student groups and leaders.

**“I don’t think I’ve ever seen everyone come together that fast,”** he says. **“It was all about doing the most we could with our resources and our collective action to make it better for people who were really struggling.”**



**7,586**  
Pounds of non-perishable food, hygiene products and other donations to Clemson Community Care collected by Undergraduate Student Government and Fraternity and Sorority Life





# A GROWING COMMUNITY

## Greek Life Steps Forward

“We want students to have options where they find the best home and sense of family.”

Those are the words of Interim Director of Fraternity and Sorority Life Trish Robinson, whose department stewards Clemson’s relationship with the Greek community — now **6,700+** students and **50+** chapters strong. Affiliated students make up nearly **28 percent** of Clemson’s undergraduate enrollment.

Greek growth doesn’t appear to be slowing down anytime soon, either. In the spring, the College Panhellenic Association voted to bring a 14th chapter to campus. Following Bid Day this fall, Alpha Omicron Pi will be busy putting together its founding new member class — providing even more options to young women going through the recruitment process.

“We’ve wanted to add a chapter for a couple of years now because of the growth we’ve seen in the Panhellenic community,” Robinson says. “We sought out organizations we felt would make for good fits within Panhellenic and they came to campus in the spring. Ultimately, Alpha Omicron Pi was selected, and they’ve been active in marketing their chapter.”

They’re not the only ones. The Interfraternity Council (IFC) has over **20** chapters, making a visible footprint within Fraternity and Sorority Life. Clemson looks to add a ninth chapter to its National Pan-Hellenic Council (NPHC) — Iota Phi Theta Fraternity, Inc. — to complete the “Divine Nine” historically African-American fraternities and sororities on campus. The Multicultural Greek Council, consisting of seven fraternities and sororities, is celebrating its 10th anniversary at Clemson in 2025.

“We’re excited, because growth leads to a lot of different options for students to create that culture of care within their respective community.”



6,704

Total students affiliated with Fraternity and Sorority Life (**27.9%** of Clemson’s undergraduate enrollment)

3.513

Cumulative grade-point average of Fraternity and Sorority Life members in Spring 2025

96.7%

first-year retention rate of students affiliated with Fraternity and Sorority Life (**N=1,536**)

## KIMBERLY POOLE STAFF SPOTLIGHT



## A Champion for Clemson Students

Kimberly Poole reached a milestone in her professional career in March when she was named associate vice president and dean of students at Clemson. A three-time alumnae, Poole is the definition of “all-in.” After enjoying an incredible experience as an undergraduate and graduate student, she’s made an impact every step of the way — from her start as a clinician with Counseling and Psychological Services to now as one of Clemson’s most respected administrators.

**Can you put into words Clemson’s impact on you — first as a student and now in your professional career?**

**Kimberly Poole:** As a student, Clemson really gave me a chance to grow. The friends and peers I met helped me learn what it means to have a sense of community and people you can count on. Clemson created that environment for me. To be able to give that back to today’s students means a lot to me.

**This year, you were named associate vice president and dean of students; what are the primary responsibilities associated with this leadership position?**

**KP:** First and foremost, I’m here for the students. I want to be a familiar face when they don’t know where to go, who to call or what to do. They can start with me and know I’m going to have answers or at least connect them to resources who can help



them find answers. I work with several departments who assist our students. I get to support them through those offices and help students know they belong at Clemson.

**What are some of the primary ways Clemson embraces a culture of care for its students?**

**KP:** We like to use the term touchpoints. And that means when something has occurred with a student and someone reaches out — whether it’s me, someone on my team or someone else on campus — and engages with them so we can find out what’s going on and getting them connected to supportive resources. It’s also for them to know we care about them; they’re not just a number, we want to support them on their journey — whether that’s an ongoing challenge, or celebrating great news.



## Where Students Connect

Student Affairs provides spaces and places to strengthen students’ connection with each other, and with Clemson. Students need dynamic spaces to connect, collaborate and engage. Places like the Snow Family Outdoor Fitness and Wellness Complex, the Hub at Douthit Hills and Samuel J. Cadden Chapel — just to name a few — are part of **450,000+** square feet of student-centered space managed by Student Affairs.

### In This Section

Dedicating Johnson Family Student Memorial and Reflection Garden, a space of solace

Meet Mary Chandler Keels, a reservation and event services leader among students

Mile of Honor reinforces the magnitude of Clemson’s Scroll of Honor Memorial

The Barnes Center serves as Clemson’s unique late-night home

6,435

Total student visits to the Military and Veteran Engagement resource centers

6,243

Total number of events and reservations processed by Campus Reservations and Events

808

Total combined reservations for the Barnes Center and Samuel J. Cadden Chapel

# Spaces and Places

◀ Samuel J. Cadden Chapel was made possible by a generous gift from Ken and Mary Cadden in honor of their son’s memory.





# JOHNSON FAMILY STUDENT MEMORIAL AND REFLECTION GARDEN

## Honoring Students, Embracing Community

Clemson welcomed a new accompaniment to Samuel J. Cadden Chapel in September 2024 with the dedication of the Johnson Family Student Memorial and Reflection Garden. Located behind the chapel, the garden area was made possible by a generous gift from Ashley Johnson '89.

“This is a beautiful and peaceful place located in the heart of main campus,” says President Jim Clements. “This is a space that welcomes all our Tigers and gives them an opportunity to walk through, take time to sit and relax, or to pause and reflect. The garden connects people — past, present and future. It’s a space where everyone can find peace and comfort.”



Students from TakeNote perform during the garden dedication.

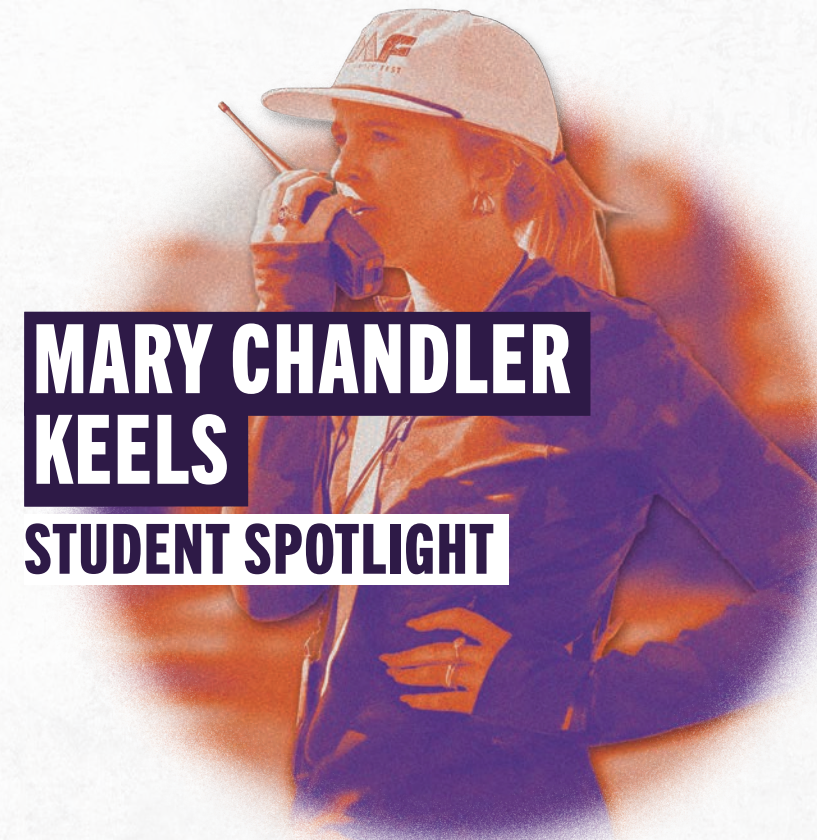
A prominent feature in the center of the garden is a large cairn (below), a mound of stones memorializing students who lost their lives during their time at Clemson. At the end of the academic year, student government organized the Tiger’s Silent Roar to recognize classmates who passed away. It was held in the garden for the first time in the spring.



During the dedication, a cappella student group TakeNote performed a Dolly Parton original, “Light of a Clear Blue Morning.” The song’s chorus includes the line “Everything’s gonna be alright, it’s gonna be okay” — fitting lyrics for a new serene space on Clemson’s campus.

**“Come and rest, reflect, laugh or cry,”** says Ashley Johnson. **“Come pray, celebrate or meditate, make memories or remember loved ones.”**

## MARY CHANDLER KEELS STUDENT SPOTLIGHT

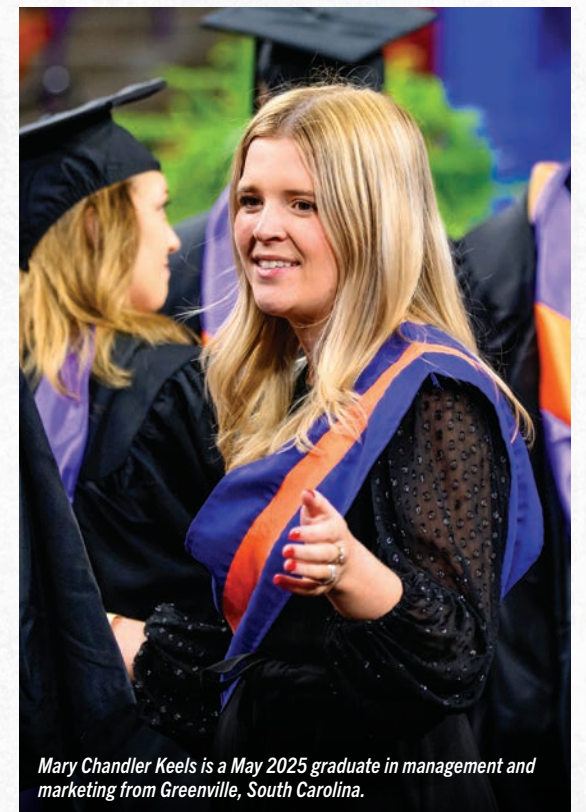


## Dreams Realized, Legacy Built

For graduating senior Mary Chandler Keels, Clemson is where dreams came true. As a marketing and management major with a minor in travel and tourism and an emphasis in entrepreneurship, Keels always planned to take her talents to Nashville and work in the music industry. But one ambitious goal stood out from the rest: organizing a music festival on campus before graduation. With high hopes, she drafted imaginary lineups and reserved an Instagram account (@clemsonfest). Years later, she shared the username with promoters of the inaugural Clemson Music Fest — a new spring event, rooted in Keels’ ambition.

Keels’ blood has always run orange — it’s a family tradition. She set out to build her own legacy through a multitude of involvements — professionally through Clemson’s UPIC program, socially through Alpha Delta Pi and more. She worked with Campus Reservations and Events (CRE) as a full-time student event coordinator her sophomore year, handling external vendors, security and clients, facilitating communication and setting expectations for 25-30 events each semester. The detail-oriented work prepared Keels for off-campus internships, teaching her the ins and outs of organizing major music events.

Her work with the music industry was further amplified through a connection with a Nashville-residing Clemson alum, who introduced her to CMA EDU — a virtual leadership and education program that selects 50 students from around the country who are seeking a career in the music industry. This experience connected her with many summer internships in Nashville. Spending her summers in Nashville affirmed her love for the city, and three days after graduation, Keels moved to Tennessee, starting her career with United Talent Agency as a music touring agent trainee.



Mary Chandler Keels is a May 2025 graduate in management and marketing from Greenville, South Carolina.



# Values in Action

## Respect



### Mile of Honor Commemorates Service

Each spring, students, faculty, staff and members of the military community gather to participate in Clemson's Mile of Honor. The event — a coordinated walk from the President's Rotunda to the Scroll of Honor Memorial — honors those who have served and especially remembers those who died in service to the country.

The 10th annual ceremony brought together campus and community. One by one, featured speakers that included Vice President for Student Affairs Doug Hallenbeck, Student Veterans Association President Webb Gillespie and Clemson Corps member Sandy Edge '72 echoed the immense respect the University has for its military community and pride in its rich military heritage.

Every student, faculty, staff and community member were provided a miniature American flag and corresponding slip of paper, which had personal and biographical information about one of the heroic Clemson alumni who gave their life in service. Individuals carried the items with them in the procession led by the Pershing Rifles.

After arriving at the Scroll of Honor, adjacent to Memorial Stadium, each participant found the stone honoring the name of their hero. Once located, the flag was planted next to the stone as a display of respect for the service member. In total, **498** flags were planted — one for each hero — by over **100** participants and volunteers, creating a powerful commemoration of the individuals who made the ultimate sacrifice.



## THE BARNES CENTER

### A Place to Connect

Once known as the "Sheep Barn," the oldest surviving structure from Clemson College's Agricultural Department, the Barnes Center has been transformed into one of the University's most vibrant gathering places. Built in 1904 and reimagined in 2014 through a generous gift made in memory of Frank Barnes Jr., the facility reflects Clemson's tradition of honoring the past while creating spaces that strengthen the student experience.

Barnes was a longtime University supporter and recipient of both the Distinguished Service Award and Clemson Medallion, and his family envisioned the space as more than a building. The family's gift allowed Student Affairs to create a late-night destination where students could connect, relax and build community.

Since opening in 2017, the Barnes Center has become the weekend hub for U-NITES! programming, hosted by the Center for Student Leadership and Engagement. From trivia and karaoke to music and collaborative events with student organizations, the space offers countless opportunities for students to build friendships and create memories. In FY25, the Barnes Center welcomed more than **7,100** students through U-NITES! programs.

The Barnes Center is also a favorite stop during Family Weekend, extending its welcoming spirit to parents and supporters. It stands alongside the Samuel J. Cadden Chapel, the Snow Family Outdoor Fitness and Wellness Complex and Andy Quattlebaum Outdoor Education Center as examples of how private philanthropy empowers Clemson to deliver elite student experiences.

More than a venue, the Barnes Center is a community — one that reflects Clemson's enduring commitment to connection, tradition and student well-being.

**7,194**

Total student attendance at U-NITES! programs, a **9%** increase from FY24

**86**

Total U-NITES! programs, including **30** collaborations with campus departments and student organizations





## Preparing for Excellence Beyond Clemson

Student Affairs provides a foundation for students to thrive academically as engaged, value-driven leaders. These critical skills are honed through experiential learning opportunities, adventure trips, leadership/service initiatives and other enrichment activities. As a result, students leave Clemson equipped with core competencies that are applied in a variety of professional settings — well beyond their time in college.

### In This Section

Students travel to Columbia, South Carolina and Washington, D.C. to share priorities with legislators

Meet Gracie McDaniel, residential community mentor and student government leader

Efforts to increase student voter engagement reflect Clemson’s value of patriotism

Student Affairs enhances career readiness and life skills in **800+** student employees

Alumni reflect on their time as Clemson students and share current professional endeavors

# Laying a Foundation

2,220+

Outreach, education and training interactions by Advocacy and Success

907

Residential students were part of living-learning communities on campus

\$1.9M

Student Activity Fee dollars allocated to **300+** recognized student organizations for operations and leadership development opportunities

◀ Students explore professional opportunities at career fairs held on Clemson’s campus each year.





Undergraduate Student Government leaders met with South Carolina legislators and aides in their Washington, D.C. offices.

# ELEVATING THE STUDENT VOICE

## From Capitol Hill to the State House

A rainy morning couldn’t dampen the strong Clemson University presence that took over Columbia, the state capital of South Carolina, on March 5. Administrative leaders, students, staff and affiliated board members came together to celebrate “Clemson Day at the State House” — an annual event focusing on the University’s impact from the previous year.

Much of the day’s focus was centered on showcasing the first pillar of the Clemson Elevate strategic plan, delivering the No. 1 Student Experience.

**“Our students are brilliant, and our future is in great hands with the type of leaders we have at Clemson,”** says President Jim Clements.

Members of Clemson Undergraduate Student Government (CUSG) used the experience to wrap up a federal and state government tour, beginning with ACC Advocacy Days in Washington, D.C. and concluding with Clemson Day in Columbia. President Kellan Fenegan and Vice President Dré Moxie led a group to the nation’s capital from Feb. 26 through March 2, spending time alongside student government leaders from other Atlantic Coast Conference schools. The group spent time touring the capital and met with congressional staff for South Carolina’s elected senators and representatives.

A few days later, Fenegan and Moxie were among a broader group who took part in the festivities in Columbia, primarily interacting with members of the Board of Trustees and Board of Visitors and also visiting with legislators inside the State House.



President Kellan Fenegan and Vice President Dré Moxie spoke at the Clemson Day reception in Columbia, South Carolina.

**“Sharing some of our priorities as students is important,”** Fenegan says. **“Seeing how eager and excited these alumni and board members are to help elevate our voices, made this event a great opportunity for student leaders.”**

## GRACIE McDANIEL STUDENT SPOTLIGHT



## Leading with Purpose

Gracie McDaniel, a graduating senior in agribusiness, has touched lives on and off campus through her involvement at Clemson. Born in rural York, South Carolina, McDaniel felt her agricultural background reflected in Clemson’s founding as a land-grant institution, and she arrived on campus with the goal of making her mark.

McDaniel held many leadership roles. Most notably, she served as treasurer for Clemson Undergraduate Student Government (CUSG), overseeing the Student Funding Board to allocate around **\$2 million** to clubs and organizations. Under her guidance, the board managed an unprecedented level of direct connection with over **500** student organizations. She also gave back to her academic community as an ambassador for the College of Agriculture, Forestry and Life Sciences, giving tours to prospective students and families. She also served as a residential community mentor in DesChamps Hall, providing a memorable experience for first-year students in the Honors College.

McDaniel represented Clemson proudly beyond the University; she traveled with CUSG leaders to Washington, D.C. as a part of ACC Advocacy Days and attended the 2024 ACC Leadership Symposium in Virginia. Additionally, she held two professional off-campus internships with local and federal businesses, leveraging the skills Clemson instilled in her to make an impact. After graduation, she moved to Charleston, working in business development.

**“At some point, you have to step outside of your comfort zone,”** McDaniel says. **“You get as much out of Clemson as you invest into Clemson, so the best advice I can give is to get involved.”**



Gracie McDaniel is a May 2025 graduate in agribusiness from York, South Carolina.



# Values in Action

## Patriotism



### Commitment to Civic Responsibility

Clemson students are “all in.” That’s what was confirmed by the ALL IN Democracy Challenge when it recognized the University for nonpartisan democratic engagement and for fostering high levels of student voter registration and turnout from the 2022 midterm elections. Clemson received this silver campus designation in Fall 2024, reflecting a commitment to ensuring nonpartisan democratic engagement is a defining feature of campus life — a clear nod to the University’s value of patriotism.

Clemson was chosen based on data from the National Study of Learning, Voting and Engagement at Tufts University, which found that colleges and universities had the second-highest voter turnout among students in a midterm election on record.

“We are thrilled our efforts partnering with Undergraduate Learning to boost civic responsibility among Clemson students have been successful,” says Kate Radford, executive director of the Center for Student Leadership and Engagement. “Having our students engage in the democratic process is an essential role of higher education and we are committed to continuing to reduce barriers to voting and best position our students to advocate for the future they’d like to see for our nation.”

More than **1,000** institutions enrolling more than **10 million** students annually participate in the ALL IN Campus Democracy Challenge.

“ALL IN is proud to celebrate and honor top-performing campuses,” says Jennifer Domagal-Goldman, executive director of the Campus Democracy Challenge. “Clemson has clearly demonstrated that nonpartisan student voter engagement is possible and effective.”

**60**

Certified Student Leader program graduates

Under the direction of the Center for Student Leadership and Engagement, two 30-member cohorts completed the Certified Student Leader Program in FY25. The eight-week program helps students explore leadership topics and connect with peers to learn about leadership, service and change management — all while exploring key topics such as values, conflict management, self-care and goal setting.

Laying a Foundation



Sarah Cuthrell is a senior marketing major from Greenville, North Carolina.

## BUILDING VALUE DRIVEN LEADERS

### Growing Through Student Employment

Each year, Student Affairs employs hundreds of students in roles that extend far beyond a paycheck. In FY25 alone, more than **800** undergraduate and graduate students worked across the division, gaining hands-on experience to develop skills and strengthen character as value-driven leaders.

For Allison Dierks, a senior majoring in economics and psychology, Campus Recreation became a cornerstone of her journey. She started as a fitness instructor her freshman year



Allison Dierks serves as a well-being intern with Bill Dunn in Campus Recreation. She is a senior economics and psychology major from San Luis Obispo, California.

and worked her way up to format lead, overseeing other student instructors. Today, she still teaches hip-hop kickboxing and strength training recovery while also serving as a UPIC intern for well-being. **“Working in Campus Rec has provided me with incredible life skills I will carry with me throughout the rest of my life — personally and professionally,”** she says.

Sarah Cuthrell, a senior marketing major, also found her path in Student Affairs. Beginning as an event assistant with Campus Reservations and Events, she grew into the role of event coordinator, helping plan and execute major University events — including Commencement ceremonies. It helped her land an internship for Fall 2025 with a cloud-based enterprise software platform. “Working in Student Affairs provided me with incredible friendships and shaped my entire college experience,” she says. “It pushed me out of my comfort zone and taught me communication is the most valuable asset you have; whether it’s with clients, colleagues, mentors or an arena full of people.”

Dierks and Cuthrell are just two of the many examples of how Student Affairs empowers students to lead with integrity, community and excellence — preparing them for meaningful impact far beyond Clemson.

**815**

Undergraduate and graduate students employed in the Division of Student Affairs

**24**

Undergraduate and graduate students employed through the U.S. Department of Veterans Affairs (VA) work-study program



# WHERE ARE THEY NOW?

## Alumni Thriving Personally and Professionally



### Leland Dunwoodie '18

- Biochemistry (B.S.)
- Earned the Norris Medal (top all-around student) and Student Affairs Almeda R. Jacks Outstanding Undergraduate Student Award in 2018
- Earned M.D. from Vanderbilt University in 2022; served as class president
- Clinical Informatics Fellow at Cincinnati Children's Hospital in the Division of Critical Care Medicine in Cincinnati, Ohio
- Clemson involvement snapshot:
  - Clemson Undergraduate Student Government – Senate President
  - Resident Assistant – Mauldin Hall
  - Blue Key Honor Society – Treasurer



### Taylor Rogers '23

- Economics (B.A.)
- Earned a minor in political science through Clemson's Lyceum program
- Assistant Press Secretary at the White House in Washington, D.C.
- Completed a summer internship in 2022 with FOX News
- Clemson involvement snapshot:
  - Clemson Undergraduate Student Government – Senate President
  - Turning Point USA – Clemson Chapter President
  - Small Business Administration – Economics Chair
  - Kappa Kappa Gamma



### A.J. Richard '20 M '21

- Elementary Education (B.A.), Teaching and Learning (M.Ed.)
- Assistant Principal at Cleveland Academy of Leadership in Spartanburg, South Carolina
- Former 5th Grade teacher at Powdersville Elementary
- Clemson involvement snapshot:
  - Orientation Ambassador – Team Lead
  - Clemson Undergraduate Student Government
  - Blue Key Honor Society
  - Alpha Phi Alpha Fraternity, Inc.
  - Call Me MISTER® cohort



### Imari Crumity '24

- Sociology (B.S.)
- Pursuing master's degree from Clemson in public administration
- Bureau of Air Quality Fellow at the Department of Environmental Protection in Harrisburg, Pennsylvania
- Clemson involvement snapshot:
  - Orientation Ambassador and Welcome Week Leader
  - Clemson Undergraduate Student Government
  - Kappa Alpha Pi Pre-Law Fraternity – Clemson Chapter Founder
  - If You're Reading This – Clemson Chapter Co-President



***The Division of Student Affairs is deeply grateful for supporters and donors — including Bo Gossett, our first-ever Cornerstone Partner and honorary alumnus of Clemson University — whose gifts generously provide experiences, opportunities and spaces to advance well-being, belonging and a culture of care. With your support, we are fiercely committed to delivering the No. 1 student experience.***





***The No. 1  
Student  
Experience***