



Division of
STUDENT AFFAIRS

experience: **STUDENT AFFAIRS**



SAMUEL J. CADDEN
CHAPEL
GIVE NOW

CHAPEL CONSTRUCTION WEBCAM

ABOUT THIS PROJECT

SAM'S STORY

GIVING

GENERAL INFORMATION

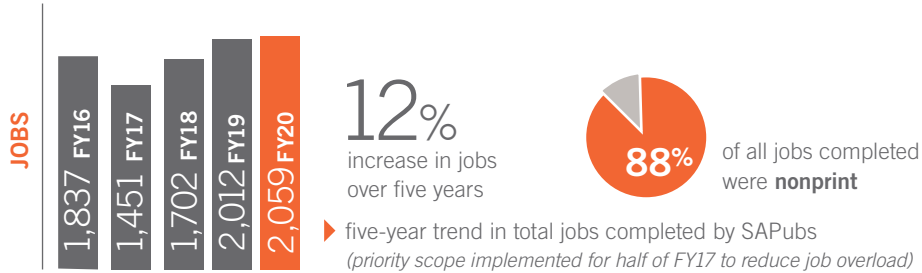
VISUALS

CONSTRUCTION UPDATES

SA PUBLICATIONS

HIGHLIGHTS 2019-20

Student Affairs Publications creates innovative visual and multimedia solutions for enhancing and illustrating information pertinent to and about the Division of Student Affairs. In addition, we provide opportunities for collaboration with students of various academic disciplines and offer hands-on learning laboratories that encourage discovery in a real-world environment.



WEB

1,359 webpages managed

891 web tickets submitted

SOCIAL

- + 5,128 (14% increase)
- + 1,882 (26% increase)
- @ 2,882 (49% increase)

division social media FY20 increases

VIDEO

Number of videos produced increased from **117** to **204**

AWARDS

9 international, national or regional awards received in FY20 (Reduced from prior year because of COVID-19 impact)



SELECTION OF FY20 AWARD-WINNING PIECES

- Student Affairs Gala Invitation
- Call To Heart Fundraising Video
- RASP Marketing Campaign
- Cadden Chapel Microsite (Image to the left)
- Clemson University Graduation Reflection Video Series on Social Media

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CLEMSON UNIVERSITY CAMPUS BANNER ⊕ DESIGN

Campus Banner + Design, now in its fourteenth year, is a student-led, large-format print and design business that focuses on student learning in a functioning agency model. In 2006, its first year of operation, CB+D had one intern and completed 126 jobs.



STAFF

44 total number of CB+D student interns across 16 college disciplines

4 full-time staff members funded by CB+D

\$35,576 total wages paid to student interns (hourly)

WAGE SAVINGS

\$34,810 total FY19 wages saved by using Federal Work Study, UPIC and unpaid solutions