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University of South Carolina
BOARD OF TRUSTEES

Advancement, Engagement and Communications Committee
In Person, Floyd Boardroom, Pastides Alumni Center
and By Microsoft Teams
November 18, 2022

OPEN SESSION

I. Call to Order

Chair Moise called the meeting to order at 11:09 a.m. Secretary Howell confirmed Trustees attending in person and by Microsoft Teams audio and video conference.

Committee Members in attendance:
E. Scott Moise, Chair
C. Dan Adams
Alex English
C. Dorn Smith III
Molly M. Spearman (online)
John C. von Lehe Jr. (online)
Charles H. Williams (online)
Rose Buyck Newton, *Board Vice Chair*
Thad H. Westbrook, *Board Chair*

Other Trustees in attendance:
J. Egerton Burroughs
C. Edward Floyd (online)
Brian C. Harlan
Richard A. Jones Jr.
Toney J. Lister (online)
Hubert F. Mobley
Leah B. Moody
Emma W. Morris
Mack I. Whittle Jr.

Other in attendance:
Audrey Korsgaard, USC Columbia Faculty Senate Chair
Reedy Newton, USC Columbia Student Government President
Robin Roberts, Expert Advisor to the Advancement, Engagement and Communications Committee (online)
David Seaton, Expert Advisor to the Governance Committee

Administrators in attendance:
Michael Amiridis, President
Cameron Howell, University Secretary and Secretary of the Board of Trustees
Donna Arnett, Executive Vice President for Academic Affairs and Provost
Terry Parham, General Counsel
Ed Walton, Executive Vice President and Chief Financial Officer

Media in attendance:
Sydney Dunlap, the *Daily Gamecock*
Alexa Jurado, the *State*

Notice:
Chair Moise stated notice of the meeting and agenda had been posted and the press notified as required by the Freedom of Information Act; the agenda and supporting materials had been circulated to the Committee; and a quorum was present to conduct business.

II. Branding Initiative Briefing

Vice President for Communications Larry Thomas provided an update on current branding initiatives. [AECC 111822 OS II]

Chair Moise stated this update was received as information.

III. Division of Development Report

Chair Moise stated the Division of Development report was posted to the Board portal for the Committee's review in advance of the meeting. Vice President for Development Michelle Dodenhoff provided highlights from the report.

Chair Moise stated this update was received as information.

IV. Alumni Association Report

Chair Moise stated the Alumni Association report was posted to the Board portal for the Committee's review in advance of the meeting. Chief Executive Officer of the Alumni Association Wes Hickman provided highlights from the report. [AECC 111822 OS IV]

Chair Moise stated this update was received as information.

V. Office of Economic Engagement Report

Chair Moise stated the Office of Economic Engagement report was posted to the Board portal for the Committee's review in advance of the meeting. Executive Director of the Office of Economic Engagement Bill Kirkland provided highlights from the report. [AECC 111822 OS V]

Chair Moise stated this update was received as information.

VI. Other Matters

Chair Moise called for any other matters to come before the Committee. There were none.

VII. Adjournment

Chair Moise declared the meeting adjourned at 11:38 a.m.

Respectfully submitted,

Cameron Howell
Secretary

AECC 111822 OS II

BRANDING INITIATIVE BRIEFING

Friday, Nov. 18, 2022

UNIVERSITY OF
South Carolina

ANNOUNCEMENT RECAP

- Announced on Wednesday, Oct. 26
- Rollout actions
  - Conducted a pre-briefing with internal communicators – no leaks
  - Drafted and distributed the written announcement to multiple audiences across multiple channels
  - Implemented university-level updates on sc.edu and social – updated header and footer on sc.edu and social avatars
  - Developed and shared Interim Guidance with internal audiences – to include editorial guidance
  - Ceased using UofSC with new content on sc.edu and in social posts
  - Converted digital billboards across the state to the Spirit Mark on Oct. 29 (Homecoming) – 50 total boards split between Comms and Athletics

UNIVERSITY OF
South Carolina

ANNOUNCEMENT RECAP

- Distribution methods across audiences
  - USC Today Email
    - Employees
  - Communications Briefing Email
    - Key internal and external leaders
  - Inside Carolina Email
    - Alumni
  - sc.edu announcement
    - Students, employees, general public
  - Posts on university-level social media accounts
    - Students, employees, general public
  - Distribution to the media and related follow up
    - Media

USC TODAY

UNIVERSITY OF SOUTH CAROLINA

Communications Briefing

INSIDE CAROLINA

USC streamlines logo, introduces new spirit mark »

October 26, 2022

On Oct. 26, the University of South Carolina announced a streamlining of its branding marks, retaining its iconic tree-and-gates as its official academic logo and introducing a new USC spirit mark. The university will sunset the "UofSC" logo mark adopted in 2019. The brand update will take effect on Jan. 4, 2023, with some changes taking place immediately.

Topics: **University Leadership**

UNIVERSITY OF South Carolina

POSITIVE RESPONSE

- Positive sentiment
  - Alumni excited about the original logo return
  - Users happy the "of" no longer exists
  - Users stated university as the "real USC"
  - Several users posted the phrase "we're back," suggesting the rebranding had restored feelings of connection between individuals and the university, especially those who knew USC before it was UofSC.

UNIVERSITY OF South Carolina

POSITIVE RESPONSE

- Positive news coverage
  - No more 'UofSC' as University of South Carolina returns to USC – **WLTX**
  - The Real USC – **COLA Today**
  - University of South Carolina sunsets use of 'UofSC' – **WYFF**
  - University of South Carolina dropping the ‘of’ in UofSC – **The State**
  - University of South Carolina drops 'UofSC' branding, reveals new USC spirit mark – **WCBD**
  - University of South Carolina drops its “UofSC” logo – **ABC Columbia**
  - No longer UofSC: University of South Carolina rebrands back to USC – **Greenville Journal**

UNIVERSITY OF South Carolina

CONTENT UPDATES

- Brand Strategy
  - **5,800 new logo files** in production
    - Academic
    - Administrative
    - Subunit
- Digital Strategy
  - **10,000** web page views on the announcement within the first hour
  - **More than 20%** of UofSC listings on sc.edu
- Social Strategy
  - **14 academic unit** social avatars deployed this week
  - **250+** subunit social avatars in production
  - Record month for social media -- 24 MILLION impressions across social channels (Twitter, Instagram and Facebook. Remarkable We advertising included in total.
- Printing Services
  - All UofSC products deactivated
  - Name tags, business cards and templates updated

UNIVERSITY OF South Carolina

BUILDING EXCITEMENT AND ENGAGEMENT

- T-shirt Giveaways
- Sidewalk Mats
- Billboards
- Banners
- Digital Boards
- Football Field End Zone
- Rally Towels

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BUILDING EXCITEMENT AND ENGAGEMENT

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BUILDING EXCITEMENT AND ENGAGEMENT

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REPLACING OBSOLETE SIGNAGE

- On-Campus
  - McKissick Visitors Center banners
  - Campus light pole banners
  - 12 Amazon lockers
  - Ongoing audit and work to replace obsolete signage

UNIVERSITY OF South Carolina

REPLACING OBSOLETE SIGNAGE

- Off-Campus
  - External wayfinding signage
    - **64 directional signs** identified across Columbia and Downtown
    - Experience Columbia SC
  - COMET buses
    - **12 buses** to be re-wrapped (high priority)
    - Most USC vehicles will be a long-term project

UNIVERSITY OF South Carolina

ONGOING AND FUTURE WORK

- Key Deliverables
  - Training for internal communicators: mid-Dec. 2022
  - Finalize logo distribution to units and subunits: Dec. 16, 2022
  - Finalize all Toolbox updates: Dec. 16, 2022
  - Vendor training: Jan. 2023
  - End of phase out: July 31, 2023
- Bookstore
  - Replacing outdated signage
  - Phasing out existing merchandise
  - New merchandise with USC Spirit Mark

UNIVERSITY OF South Carolina

Alumni Association Quarterly Report to the Board of Trustees—FY23, Q1 Review
July 1, 2022 through September 30, 2022
Submitted by Wes Hickman, CEO
Friday, Nov. 18, 2022

Alumni & Student Experience

Current membership (as of Oct. 31, 2022)

- Annual members: 4,810
- Life members: 7,300
- Total members: 12,110

Alumni & student events hosted: 167

Total event participants: 8,988

Active affiliate groups (geographic clubs, affinity councils and interest groups): 49

Alumni mentors: 1,162 total registered mentors; 139 added in Q1, FY23

Impact advocates: 1,242

Scholarships (FY23)

- Legacy scholars ($500/student/year for 4 years)—198 students
- Alumni Scholars ($8,000/student/year for 4 years)—13 students
- Richard T. Greener Scholars ($2,000/student/year for 4 years)—3 students
- Salute to Service Scholars ($750/student/year)—1 student
- W. Jerry Leake and Mary Eloise Leake Scholarship ($500/student/year for 4 years) —1 student
- Charlotte Alumni Club: Dickson Rose Charlotte Endowed Scholarship ($500/student/year for 4 years)—8 students
- Washington, DC alumni club ($500/student/year for 4 years)—4 total
- Total students supported though scholarships: 228

Class rings purchased by students: 981, highest ever in the first quarter

Pastides Alumni Center

Events held at PAC: 85

Administration & Finance

Employees

- 10 full-time
- 1 part-time
- 1 graduate assistant

- 2 student interns

Financial support from University: $669,392.50

Other revenue (membership, building rentals, ticket sales, merchandise, etc.): $309,518

Remaining debt on Pastides Alumni Center: $5.4 million

Endowment: $1.907 million (part of the endowment managed by the Educational Foundation)

Unrestricted Savings/Capital Reserve: $1.4 million

Q1 Highlights

Coming Home to Carolina
In partnership with the president's office, we've hosted seven Coming Home to Carolina events across the state and around the country and engaged with over 1,000 alumni and friends of the university. Event sites included Columbia, Rock Hill, Greenville, Florence, Charleston, Washington, D.C., San Diego, and Denver. The tour continues in Q2.

Dawn Staley Event and License Plate Launch
In partnership with the university and athletics, we helped host *A Celebration of Dawn Staley*, raising $13,000 for the Richard T. Greener Scholarship. Additionally, we launched the official 2x WBB National Championship License plate during the event.

Gamecock Sports Preview
To kick off the 2022-2023 Athletics season, we hosted over 400 alumni and fans of the university for our annual Gamecock Sports Preview event.

Alumni Tailgates
Sponsored by Founders Federal Credit Union, we kicked off the 2022 season for home and away tailgates. In partnership with athletics, development and special events, we've expanded our reach for the tailgates and provided discounted rates for Alumni Association and Gamecock Club members.

USC Ring Sales
With 981 rings sold this fall (929 during ring week alone), it was a record-setting year. In conjunction with the university, we kicked off the first semester of our new contract with Jostens as the official ring partner.

AECC 111822 OS V

OFFICE OF ECONOMIC ENGAGEMENT

Update to Board of Trustees
November 18, 2022

UNIVERSITY OF
South Carolina

Apple Partnership Update

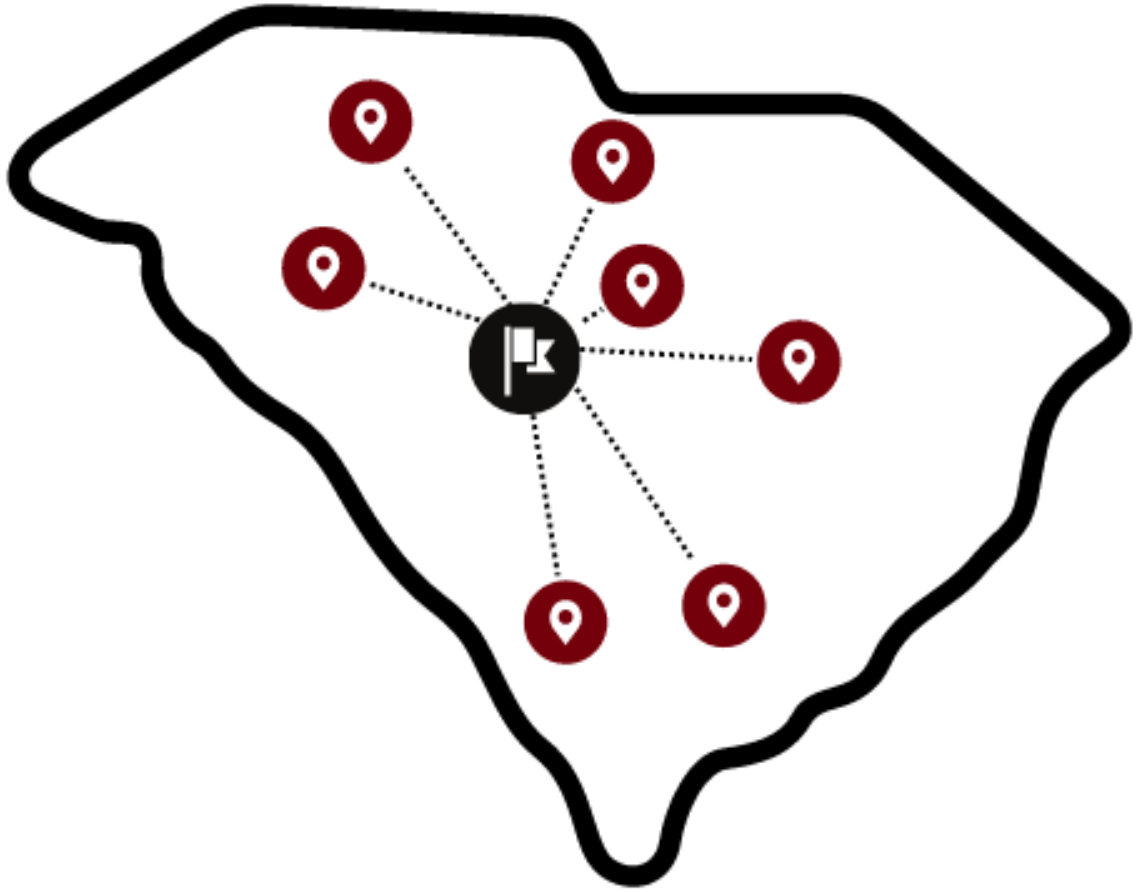
In partnership with USC, Apple, and Benedict College, USC was awarded $6 million from the Governor's Emergency Education Relief (GEERs) fund to establish the **iCarolina Community Learning Lab network**.

Labs are located at USC Columbia (McNair Center and USC Columbia Technology Incubator) and Palmetto College campuses.

In addition to supplying the equipment, Apple has provided in-kind contributions, including:

- Project management to assist with site selections and upfit
- Project engineering services to assist with setting up Apple equipment
- Apple Professional Learning courses for USC personnel

iCarolina Community Learning Lab Locations



- **Locations:**
- Columbia
- USC Union
- USC Lancaster
- USC Laurens
- USC Sumter
- USC Salkehatchie (Allendale)
- USC Salkehatchie (Walterboro)

iCarolina Community Learning Lab Network

A workforce development initiative, based out of the **Innovation Experience Hub**, that will deliver the opportunity for students, as well as members of local and underserved communities, at the Columbia and Palmetto College campuses to gain **advanced skills** and **real industry credentials.**

Initiative will utilize the **iCarolina Learning Lab network** located at Palmetto College campuses

Led by Dr. Ramy Harik (Mechanical Engineering), Dr. Noble Anumbe, and Chad Hardaway (OEE Deputy Director)

Pilot launching in **Spring 2023**

iCarolina Community Learning Lab Network

Examples of certification and training programs:

- **Swift coding (Apple)** – utilizing Apple's curriculum, cover everything from basic computer literacy to advanced coding & app development, as well as Apple IT, Deployment, and Help Desk Certifications – **LAUNCHING SPRING 2023**

Potential Future Programs:

- **Skills Academy (IBM)** – courses designed to help individuals learn the requisite skills to qualify for in-demand, high-paying jobs – model for future deployment.
  - OEE has certified over 120 students in these class pilot program in 2019/2020
- **Amazon Web Services (AWS) Academy –** free, ready-to-teach cloud computing curriculum for higher education institutions that prepares students to pursue industry-recognized certifications and in-demand cloud jobs

Gamecock iHub Update

Campus Apple store

- **Exceeded** Apple's estimated sales by approx. **80%** ($1.083M sales vs. $550-600K plan)
- **Exceeded** Dept of Retailing best case forecast by approx. **44%** ($1.083M vs. $750K)
- **$0 inventory shrink/loss due to theft**
- 2,497 units sold
- 1,700 new customers in database
- 16 interns; store data used in multiple Retailing classes
- Store Faculty Liaison is also a Faculty Fellow for USC Center for Integrative and Experiential Learning (CIEL)

Areas of Opportunity:

- Opening sales to students from Benedict College, Allen University, Columbia College, and Midlands Technical College
- Continued & expand Marketing to University Community and Alumni
- Roll-out of iHub App / website for E-Commerce Sales
- On-Site Training and Development Hub for USC Community