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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

September 15, 2023

OPEN SESSION

I. Call to Order

Chair Moise called the meeting to order at 9:00 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

John C. von Lehe Jr.

Ellen Weaver (online)

Charles H. William

Rose Buyck Newton, *Board Vice Chair*

Thad H. Westbrook, *Board Chair*

Other Trustees in attendance:

C. Edward Floyd

Brian C. Harlan

Henry L. Jolly Jr.

Richard A. Jones Jr.

Hubert F. Mobley

Leah B. Moody

Emma W. Morris

Reid T. Sherard

Others in attendance:

Wayne Outten, USC Columbia Faculty Senate Chair

Emmie Thompson, USC Columbia Student Government President

Robin Roberts, Advisor to the Advancement, Engagement and Communications 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:

Riley Edenbeck, the *Daily Gamecock*

Notice:

Chair Moïse 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. Office of Economic Engagement Update

Office of Economic Engagement Executive Director Bill Kirkland presented an update. [AECC 091523 OS II]

Chair Moïse stated the update was received as information.

III. Development Update

Vice President for Development Michelle Dodenhoff presented a Development update. [AECC 091523 OS III]

Chair Moïse stated the update was received as information.

IV. Alumni Association Update

USC Alumni Association Chief Executive Officer Tiffany Foxworth presented an Alumni Association update. [AECC 091523 OS IV]

Chair Moïse stated the update was received as information.

V. Other Matters

Chair Moïse led a discussion on timely notice and communication to Trustees regarding USC events, as well as periodic email communications capturing news about USC and about U.S. higher education. The discussion was received as information.

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

VI. Adjournment

Chair Moise declared the meeting adjourned at 10:02 a.m.

Respectfully submitted,

Cameron Howell
Secretary



UNIVERSITY OF
South Carolina

Office of Economic Engagement

iCarolina Learning Labs

Overview

- Over **11,000** visitors within the first year
- **Eight** locations throughout South Carolina
- **Ninth and tenth** locations set to open in **Columbia in fall 2023**

Current Courses

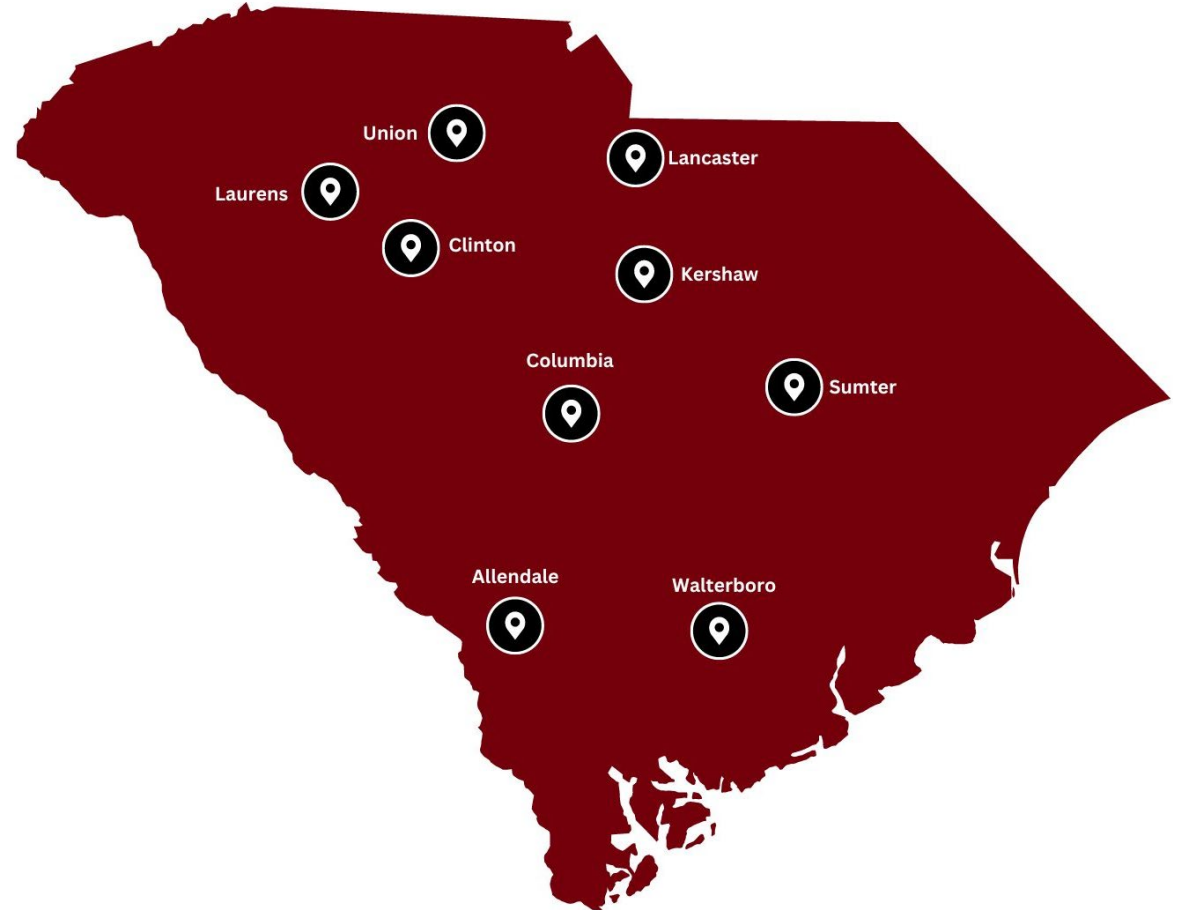
- Apple Operating System –Introduction to iOS
- Intro classes for iPhone, iPad, Macbook and iMac
- Photography, music and video production

SWIFT Coding Pilot Course (Spring 2023)

89 participants from 19 counties, resulting in 25 participants earning an industry-recognized certification in coding for Apple's iOS.

Future Courses

Entry level IT certifications like AWS Certified Cloud Practitioner and Cisco Certified Support Technician Cybersecurity in the Spring 2024 semester.



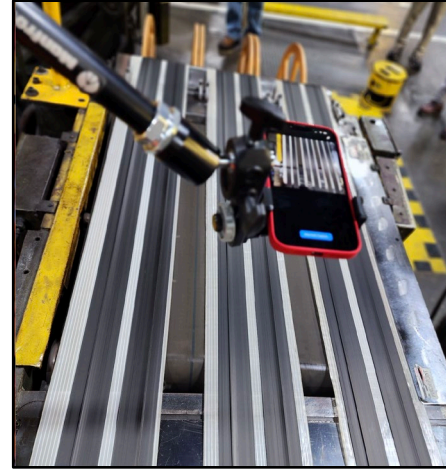
Innovation Lab Network

AI Everywhere

Taking AI to places it has never gone before

USC is driving innovation by developing proven solutions to our industry partners, across a broad spectrum of industry sectors.

We are taking AI to the edge: under, above, and even inside equipment using a variety of innovative edge devices, including Spot, Thermal Drones, COBOTs and even handheld smartphones, leveraging our broad partner eco-system.



Industry Partner Projects

Streamlining Innovation

This Summer, we were able to streamline the deployment of Spot to visually inspect equipment at the Michelin factory in Lexington, SC. This innovative approach provided Michelin with a quicker and more affordable solution to detecting defects.

The success of this project was made possible by utilizing technology provided by USC's industry partners, **IBM, Verizon, Siemens and Yaskawa.**

“This USC Spot solution is far more advanced than what we have developed here at IBM Research.”

- Dr. Nancy Greco, IBM Distinguished Engineer



Innovation Network – USC Upstate

Value + Opportunity

Prime Location

The Upstate region of South Carolina is home to **545 international companies**

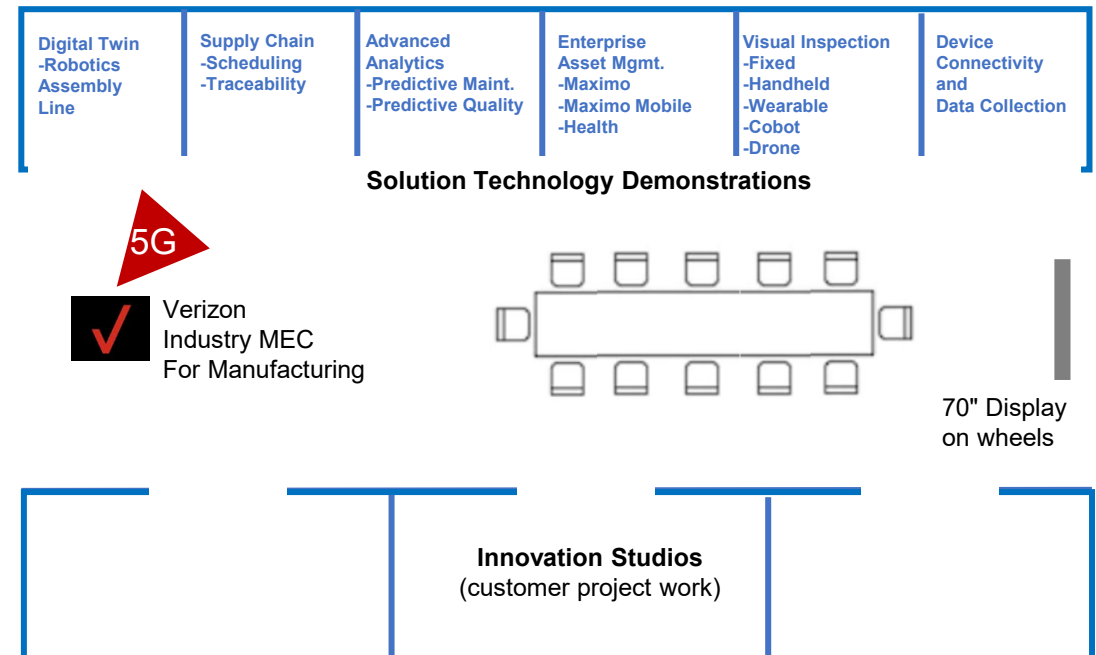
Reemergence of Manufacturing

Manufacturers moving to South Carolina are driving demand for **engineers, data scientists, supply chain specialists and information technology experts** with hands on industry experience.

To meet this need, USC Upstate is establishing an **Innovation Experience Hub focused on Manufacturing** to develop these skilled resources to support the new arrivals and convince potential new ones to relocate to South Carolina.

The Innovation Hub will help manufacturers improve operations by combining the resources of our industry partners (**IBM, Siemens, Verizon, Capgemini and Yaskawa Robotics**) with the talent of university faculty and students.

Innovation Lab Proposed Layout



AECC 091523 OS III

DIVISION OF DEVELOPMENT QUARTERLY REPORT

**Michelle Dodenhoff
September 15, 2023**



UNIVERSITY OF
South Carolina

FY23 HIGHLIGHTS

- \$114,830,459 raised. Best year since 2017.
- 29,032 donors
- 4,449 visits
- 686 solicitations
- Advancement Services and Research & Prospect Strategy:
 - FY23 - Capacity Identification - 682 constituents in CRM with over \$5M net worth and have Wealth-X dossier and 79,845 constituents in CRM between \$1M and \$5M. FY24 Focus on Strategy
 - Increased security through migrating to Blackbaud ID for CRM



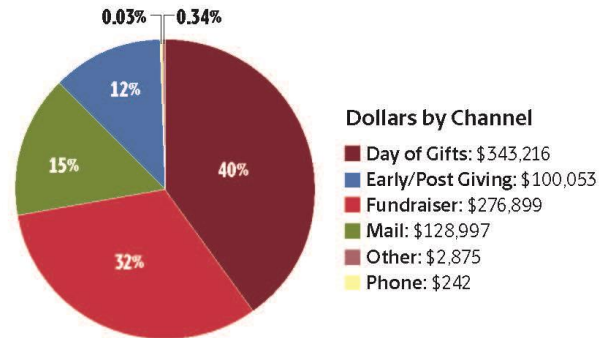
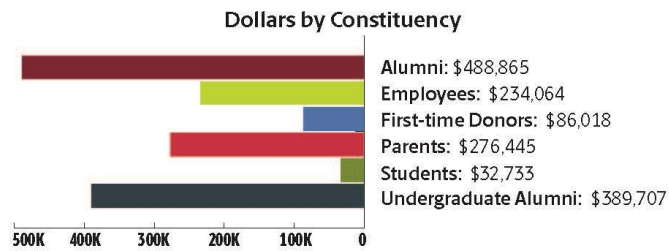
2023 | GIVE 4 GARNET



UNIVERSITY OF South Carolina

TOTAL DOLLARS RAISED: \$852,283

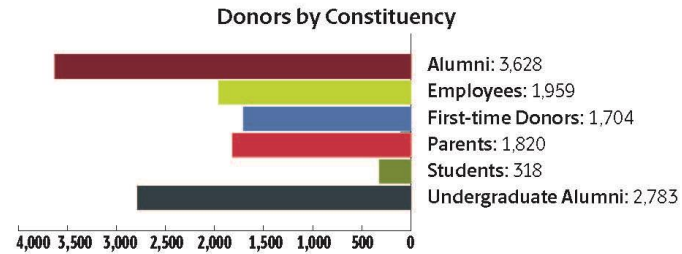
Average gift amount by household: **\$174**



Average Gift per Household per Channel

Channel	Gift Amount	Channel	Gift Amount
Day of Gifts	\$121	Mail	\$196
Early/Post Giving	\$65	Other	\$479
Fundraiser	\$13,845	Phone	\$81

TOTAL UNIQUE DONORS: 6,595



Alumni Donors by Schools

ASPH: 115	CIC: 293	DMSB: 1,091	NURS: 120	SOMG: 3
CAS: 960	COE: 368	HRSM: 270	PC: 157	UPST: 29
CCU: 11	COP: 216	LAW: 207	SCHC: 299	USCA: 75
CEC: 161	COSW: 81	MUS: 50	SOMC: 137	USCB: 13



UNIVERSITY OF South Carolina

CAMPAIGN TIMELINE

- FY24
 - Continue staffing
 - Campaign operations
 - Campaign visioning
 - Dean's visioning and workshops
 - Draft unit/college/school goals
 - Organize volunteer structure
 - Leadership (\$5M+) gift solicitation
 - Leadership briefings



CAMPAIGN TIMELINE

- FY25
 - Priority setting (unit/college/school)
 - Leadership briefings
 - Visual identity/name/collateral
 - Leadership (\$5M+) gift solicitations
- FY26
 - Leadership (\$5M+) gift solicitations
 - Recruit college/unit campaign chairs
 - Set goal & campaign timeline
- FY27
 - Public launch



STAFFING UPDATES

- 39 staff hired
- 13 of those from Develop Carolina Cohort
- Focus has been on Schools/Colleges
- FY24 focus on central

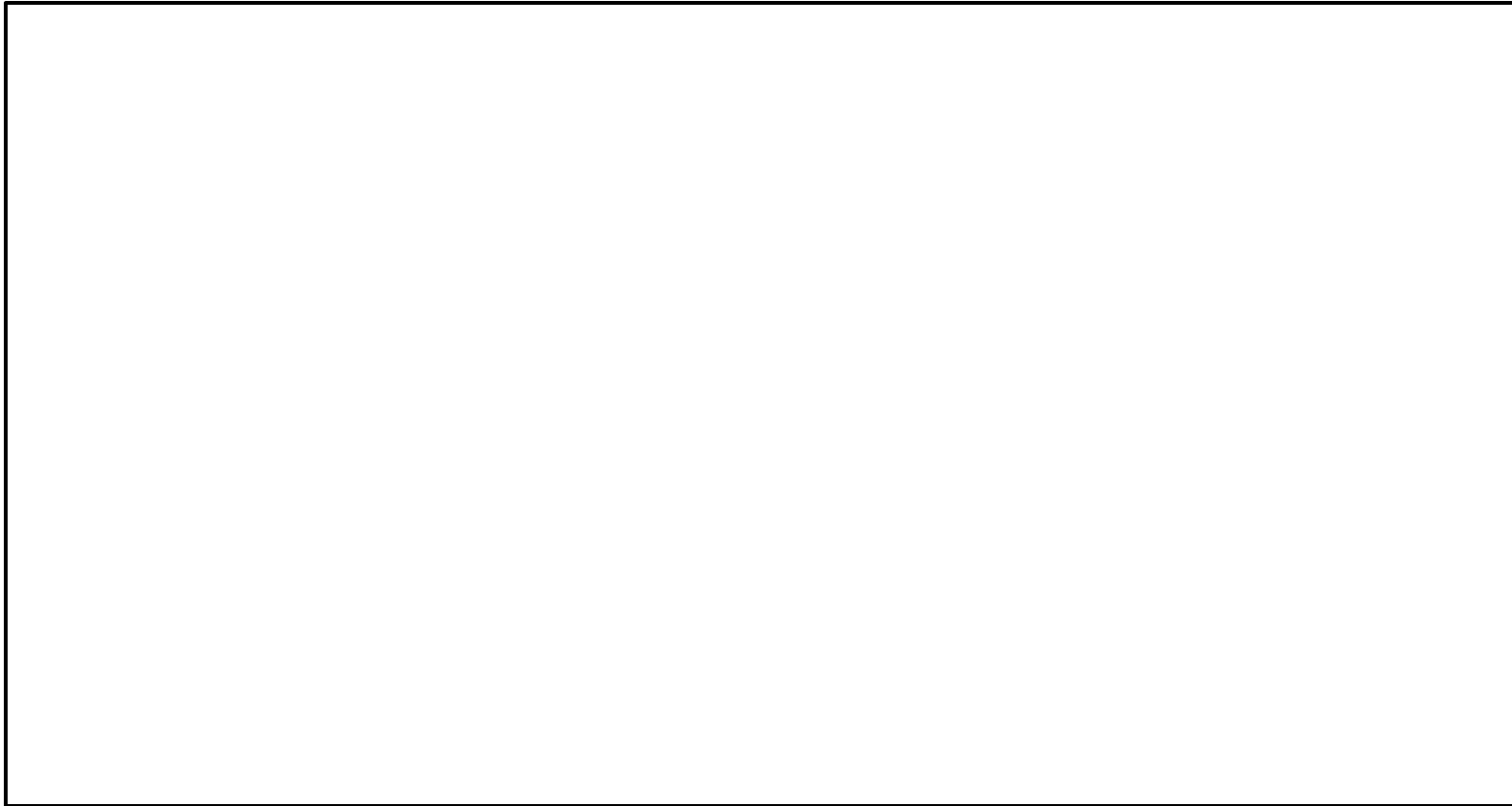


SUCCESSFUL COMPLETION OF INAUGURAL DEVELOP CAROLINA COHORT



UNIVERSITY OF
South Carolina

DEVELOP CAROLINA TESTIMONIALS



QUESTIONS?



UNIVERSITY OF
South Carolina

AECC 091523 OS IV

USC ALUMNI ASSOCIATION UPDATE

USC Board of Trustees Meeting
Friday, September 15



USC Alumni

USC ALUMNI ASSOCIATION UPDATES

- Pastides Alumni Center (PAC) building debt
- PCI Oral History Project – status update
- Fall events and programming



USC Alumni

PASTIDES ALUMNI CENTER BUILDING DEBT

- Building opened in 2015
- Debt in 2017 was approximately \$21 million
- October 2020 – refinanced with University Foundations with a remaining balance of \$8.6 million
- February 2023 – balance remaining was \$3.7 million
- August 2023 – balance remaining is **\$1.9 million**



USC Alumni

USC ALUMNI ASSOCIATION MEMBERSHIP



PCI Oral History Project

Project Phase: Capturing narratives (through November)

9,512 recorded interviews

1,524 approved narratives for the hardbound book

1,301 fully paid memberships totaling **\$75,290**

288 alumni have responded to our online survey to gauge their personal experiences and we're averaging a survey score of 4.60/5

**Data as of August 2023*



USC Alumni

EVENTS AND PROGRAMMING

- Home and away tailgate series
- Mentorship Hub – match program
- Travel programs
- Homecoming 2023



USC Alumni

2023 ALGERNON SYDNEY SULLIVAN AWARD

DAVID BEASLEY, '79, '83



- Recipient of 2020 Nobel Peace Prize
- Served as Executive Director of the World Food Programme from 2017-2023
- Former Governor of SC
- Earned Bachelor's Degree in Interdisciplinary Studies and JD from School of Law



USC Alumni

2023 DISTINGUISHED ALUMNI AWARD

JEFF CHARNEY, '81



- Developed Progressive's "Flo" and "Dr. Rick" marketing campaigns as Progressive's CMO
- Developed Aflac's "Duck" marketing campaign as Aflac's CMO
- Received 2021 "Marketer of the Year" Award from Ad Age
- Earned BA from College of Information and Communications



USC Alumni

2023 OUTSTANDING BLACK ALUMNI AWARD

JUDGE J. MICHELLE CHILDS, '91



- Selected by President Obama to serve as US District Court Judge for District of SC in 2010
- Appointed by President Biden in 2022, became 1st USC alumna to serve on U.S. Court of Appeals for District of Columbia Circuit
- First African American female partner at a major SC law firm
- Earned JD from School of Law



USC Alumni

2023 OUTSTANDING VETERAN ALUMNI AWARD

COL (RET.) KEITH JUNE, '86



- Served in United States Army for 30 years before retiring with the rank of Colonel
- Awarded three bronze stars for actions in service in Afghanistan and Iraq
- Serves on Veterans Alumni Council, previously serving as Council Chair
- Earned Bachelor's Degree in Interdisciplinary Studies



USC Alumni

2023 OUTSTANDING YOUNG ALUMNI AWARD

REBECCA KRYNSKI COX, '09



- Soprano Opera Singer
- Career includes singing roles in some of largest opera houses—including The Metropolitan Opera, New York City Opera and Sante Fe Opera
- Frequently returns to campus to offer current students master classes and workshops and perform recitals
- Earned Bachelor's Degree in Music



USC Alumni

2023 HONORARY LIFE MEMBER AWARD DR. BOBBY DONALDSON



- Serves as Director of Center for Civil Rights History and Research and a professor in History Dept at USC
- Sought-after consultant for museum exhibitions, archival collections, documentary films and preservation projects
- Has received multiple awards during his time at USC including the Michael J. Mungo Undergraduate Teaching Award and the Martin Luther King, Jr. Social Justice Award



USC Alumni

Thank you!

Tiffany Foxworth
CEO, USC Alumni Association



USC Alumni