

# MESSAGE MAP

## ACADEMIC & RESEARCH EXCELLENCE

- A comprehensive top-tier research institution
- Opportunities for self-directed curriculum
- A broad range of study-abroad programs
- A hub for immersive research in a collaborative setting

Create innovative models of learning and research that uphold the highest standards

## SUPERIOR STUDENT EXPERIENCE

- Abundant opportunities for experiential learning and service
- Unmatched student affairs support
- A rich tradition of Southern charm and civility

United by a welcoming and intellectually stimulating student experience

## ECONOMIC & SOCIAL IMPACT

- Partnerships with leading companies who invest in the university's talent and expertise
- Cross-disciplinary collaborations to solve societal challenges
- Collaboration between the university community and state leaders

Driving entrepreneurship and visionary leadership in a thriving capital city, surrounded by opportunity

**ATTRIBUTES**  
(what we offer)

**UofSC IS...**

home for individuals who challenge themselves and each other to go beyond what is expected

**BENEFITS**  
(why it matters)

**SO THAT...**

collectively, we are a force multiplier in advancing the world

**CORE VALUE PROPOSITION**

Develop critical thinkers who create knowledge to drive innovation and positive change

Lifelong family bound by a fierce loyalty to those who came before and those to follow

Economic and social engine for our city, state and beyond

Expansive individual growth and development

The confidence and motivation to be a self-directed contributor

Mastery of creative thought and expression

Ethical and determined leadership

Dedication to service before self

Inclusion in a global alumni network

Enthusiastic pride as a Gamecock in the spirited SEC

Enriching the quality of life in our state

Advancing social, cultural and political understanding

The perspective to adapt to changing circumstances

A commitment to social equity and civil discourse

## PERSONAL PURPOSE

## COMMUNAL PURPOSE

## SOCIETAL PURPOSE