THE CASE FOR CAROLINA: Our story
What began in 1805 as a small college with one building in Columbia is now the Palmetto State’s Flagship University of South Carolina system, serving the state’s citizens with eight vibrant campuses. Nearly 34,000 of USC’s 44,557 current students are South Carolina residents, and nearly 165,000 of our 258,000 alumni live in this state. They are taxpayers, professionals, parents, voters, corporate/community/civic leaders, and retirees—people from all walks of life who, with their USC education, advance our state socially, economically and politically.

The University for South Carolina
USC accepts for enrollment every academically qualified South Carolina student, and the University is now educating more South Carolinians than ever before in its history. Every student who applied to the Columbia campus with at least a 3.0 GPA and 1000 SAT score was admitted for fall 2010. Students who didn’t meet those qualifications were encouraged to apply to our regional and senior campuses, which offer different access options based on ability and opportunities for academic success.

Our commitment to educating more South Carolinians is apparent. Since 2006, the number of S.C. students enrolled at USC campuses has climbed from about 25,000 to 28,000. And in that same time frame the yearly number of S.C. students graduating from the USC System has increased from approximately 6,100 to 6,600. In addition, of the 16,390 high school students who took the SAT and scored well enough to qualify for admission to most higher education institutions in South Carolina, more than 4,000—about 25 percent—enrolled at USC.

USC is accessible to a range of students through online classes and continuing education options, including the Adult Student Advancement Program for adults 25 and older; an Evening Program and Weekend Program; and the Fort Jackson Program for two-year degrees and credit toward baccalaureate degrees.

By the numbers: Student headcount

<table>
<thead>
<tr>
<th>USC System</th>
<th>44,557</th>
</tr>
</thead>
<tbody>
<tr>
<td>USC Columbia</td>
<td>29,597</td>
</tr>
</tbody>
</table>

Senior (four-year) campuses:

<table>
<thead>
<tr>
<th>USC Aiken</th>
<th>3,254</th>
</tr>
</thead>
<tbody>
<tr>
<td>USC Beaufort</td>
<td>1,754</td>
</tr>
<tr>
<td>USC Upstate</td>
<td>5,492</td>
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</tbody>
</table>

Regional (two-year) campuses:

<table>
<thead>
<tr>
<th>USC Lancaster</th>
<th>1,588</th>
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</thead>
<tbody>
<tr>
<td>USC Salkehatchie</td>
<td>1,150</td>
</tr>
<tr>
<td>USC Sumter</td>
<td>1,192</td>
</tr>
<tr>
<td>USC Union</td>
<td>530</td>
</tr>
</tbody>
</table>

*Fall 2010 enrollment data

YOUR SUPPORT AT WORK (District 100)

“I came to Carolina because I knew the atmosphere was right for me—the sense of community, the opportunities, the extra guidance, and the close relationships with professors in the Honors College—all of that is distinctly a part of the University of South Carolina.”
Alex(andria) Tracy
Pinopolis, international studies
Education Lottery: Our best and brightest retained

S.C. colleges and universities greatly benefit from tuition support provided to many of their students through state Education Lottery scholarships. Since the scholarship program began in 1998, more than $2 billion in scholarships have been funded, and South Carolina has largely curtailed the brain drain of its best and brightest students to out-of-state colleges.

As the academic reputation of USC Columbia has grown significantly in recent years, the number of USC students with Palmetto Fellows awards (Education Lottery scholarship for the highest achieving students) has increased 61 percent and the dollar value of those awards has increased 99 percent since 2004. While Education Lottery scholarships are often mistakenly counted as state funding for colleges and universities, this example points out the reality: it is students—not the state—who decide where they will use their scholarships.

Also since 2004, the number of USC students with S.C. Need-Based Grant awards grew by 45 percent in number and 54 percent in dollar value. USC Columbia has enrolled a growing number of the state’s top academically talented students while also increasing accessibility.

### Number of Lottery Scholarships Awarded to USC Columbia Students

<table>
<thead>
<tr>
<th></th>
<th>Palmetto Fellows</th>
<th>LIFE</th>
<th>HOPE</th>
<th>Need Based Grants</th>
</tr>
</thead>
<tbody>
<tr>
<td>2003–04</td>
<td>832</td>
<td>323</td>
<td>1,557</td>
<td>5,759</td>
</tr>
<tr>
<td>2004–05</td>
<td>901</td>
<td>281</td>
<td>1,067</td>
<td>6,131</td>
</tr>
<tr>
<td>2005–06</td>
<td>1,557</td>
<td>282</td>
<td>1,206</td>
<td>1,436</td>
</tr>
<tr>
<td>2006–07</td>
<td>5,759</td>
<td>245</td>
<td>2,486</td>
<td>6,086</td>
</tr>
<tr>
<td>2007–08</td>
<td>901</td>
<td>195</td>
<td>2,185</td>
<td>6,076</td>
</tr>
<tr>
<td>2008–09</td>
<td>2,106</td>
<td>265</td>
<td>2,241</td>
<td>6,102</td>
</tr>
<tr>
<td>2009–10</td>
<td>1,067</td>
<td>1,067</td>
<td>2,185</td>
<td>6,245</td>
</tr>
</tbody>
</table>

### Amount of Lottery Scholarship Dollars Awarded to USC Columbia Students

<table>
<thead>
<tr>
<th></th>
<th>Palmetto Fellows</th>
<th>LIFE</th>
<th>HOPE</th>
<th>Need Based Grants</th>
</tr>
</thead>
<tbody>
<tr>
<td>2003–04</td>
<td>$5,249,497</td>
<td>$27,013,335</td>
<td>$50,162,982</td>
<td>$33,019,596</td>
</tr>
<tr>
<td>2004–05</td>
<td>$5,775,426</td>
<td>$29,005,105</td>
<td>$50,416,731</td>
<td>$33,803,148</td>
</tr>
<tr>
<td>2005–06</td>
<td>$6,824,571</td>
<td>$27,578,083</td>
<td>$49,708,819</td>
<td>$33,803,148</td>
</tr>
<tr>
<td>2006–07</td>
<td>$7,581,005</td>
<td>$22,757,517</td>
<td>$49,871,789</td>
<td>$33,803,148</td>
</tr>
<tr>
<td>2007–08</td>
<td>$9,497,789</td>
<td>$22,805,299</td>
<td>$50,246,245</td>
<td>$34,440,707</td>
</tr>
<tr>
<td>2008–09</td>
<td>$10,244,245</td>
<td>$22,723,904</td>
<td>$50,440,707</td>
<td>$34,440,707</td>
</tr>
<tr>
<td>2009–10</td>
<td>$10,440,707</td>
<td>$22,803,685</td>
<td>$50,440,707</td>
<td>$34,440,707</td>
</tr>
</tbody>
</table>

### Average tuition for incoming students

Annual undergraduate tuition (Columbia campus): $9,786
Average out-of-pocket tuition for resident freshmen: $2,680
On target:
Our mission and budget

USC’s primary mission is the education of the state’s diverse citizens through teaching, research, service and creative activity. The USC System offers degree programs at the associate’s, bachelor’s, master’s and doctoral levels primarily through classroom and laboratory instruction but also through distance education. Degree programs are offered in the areas of liberal arts and sciences; education; engineering and computing; hospitality, retail, and sport management; mass communications and information studies; public health; and professional programs in law, medicine, nursing, pharmacy, and business.

Recognized by the Carnegie Foundation as a very high research and service institution, nationally ranked in start-up businesses, and conferring nearly 40 percent of all bachelor’s and graduate degrees awarded at public institutions in South Carolina, the University has a profound relevance, reach and impact on the people of its state. USC provides its students with the knowledge, skills and values necessary for success and responsible citizenship in a complex and changing world through engagement in nationally and internationally ranked research, scholarship, service and artistic creation.

It takes significant sources to fund a mission of this magnitude. In 2010-11, 10 percent of the USC System budget was derived from state appropriations.
Rolling out the welcome mat: 
Our growing enrollment

With record-sized freshman classes in each of the past several years, USC enrollment has increased significantly as we fulfill the desire of the state legislature for increased access to higher education for South Carolinians.

In addition, diversity is a primary focus of our mission. In 2010, enrollment of African American students in the USC system numbered 7,151, and USC Columbia’s freshman class experienced a 30 percent increase in African American students.

While growing in the size of its student body, USC is dedicated to maintaining its high-quality academic programs and to remaining a relevant leader in South Carolina’s economy.

To offset the decrease in state appropriations, part of the University’s funding loss has been mitigated through tuition increases.

Additional system enrollment data is available at www.sc.edu/caseforcarolina.

Information provided for USC Columbia campus. For information on regional and senior campuses, please visit www.sc.edu/caseforcarolina.
Enriching the learning environment: Our out-of-state students

South Carolinians comprise approximately 77 percent of USC System enrollment, and their numbers have increased by nearly 22 percent (about 6,000) in the past 10 years. Conversely, South Carolinians’ access to USC is never shortchanged by the admission of out-of-state students. As noted previously, USC Columbia accepts every academically qualified resident student, and admission options also are available at the University’s senior and regional campuses.

In practical terms, the average out-of-state student pays three-times as much tuition at USC as in-state students. In addition, nonresident students pay two-and-a-half-times the amount instate students pay in fees for bond indebtedness, which is used to construct and renovate campus facilities. But their presence on USC campuses translates into far more than additional tuition dollars. Hailing from every state and from scores of foreign countries, non-resident students provide cultural perspectives that enrich classroom discussion and campus life and broaden the horizons of their peers in inimitable ways.

USC: The state’s only “Very High Research Activity” institution

The University of South Carolina is recognized as the state’s most productive research institution by the Carnegie Foundation for the Advancement of Teaching, which placed USC on an elite list of universities with “very high research activity.” The Carnegie designation is widely considered the gold standard for research universities and is used in several well-known institutional rankings nationwide.

Federal research dollars are garnered to support specific scientific and scholarly projects. Funds are placed in project specific restricted-fund accounts.
A larger mission: Our leaner system

USC enrollment has grown significantly in the past several years, and in doing so its student body has increased in quality. The average USC Columbia SAT score for an entering USC Columbia freshman in 2010 was 1187, up from 1101 in 1999. In finding ways to grow to accommodate the needs of South Carolina students and to do so with less state funding, USC has realized savings through increased efficiencies and targeted budget reductions. Examples include:

• The USC System has closed or combined three certificate, one associate’s, nine bachelor’s, 25 master’s and four doctoral degree programs as a result of efficiency analysis and budget reductions.
• Teaching loads have increased while the number of elective courses has been efficiently pared.
• More than 160 full-time positions have been lost since 2008, and the University currently has more than 800 vacancies.
• Several Institutes have been closed due to funding reductions; travel funds have been curtailed; and selected extra-curricular offerings such as the debate team have been eliminated.
• OneCarolina, a desperately needed overhaul of a 30-year-old information management system for the USC system, was first delayed in its implementation, then cut in scope to include only student services—delaying implementation of human resources and finance components.
• Action on more than $500 million in deferred maintenance projects continues to be postponed except in the case of emergency and immediate need.

Responding to the legislature, USC now enrolls the largest number of South Carolinians at one university in the history of the Palmetto State. In spite of this growth, spending has been kept constant, and the System is finding ways to maintain academic quality with the resources it has received.

2011-12: Our priorities

Tuition authority

USC’s decision-making process regarding tuition is the single-most important financial deliberation we make, and it is discussed and voted upon in a completely transparent process with student involvement. With the current downturn in the economy, the University’s Board of Trustees recognizes the limited capacity for our students to continue paying tuition rates at higher levels. Tuition decisions will continue to be carried out with the utmost analysis and compassion.

Out-of-state students—recognizing value and impact

Nonresident students help support higher education in South Carolina. On average, USC Columbia receives $15,936 in net tuition and academic fees per year from non-residents, compared to $9,508 from resident students. Nonresident tuition totals $110 million on the Columbia campus. The University’s Board of Trustees will continue to closely monitor the number of nonresident students who are enrolled in the System with a watchful eye to ensure that no academically qualified S.C. student is ever displaced from the opportunity to earn a USC degree.

Education Lottery scholarships

S.C. students choose to direct $70 million of their lottery-funded scholarships to the University of South Carolina. This represents 41 percent of Education Lottery scholarship dollars invested in public four-year and two-year institutions, and reflects the reputation and esteem the University has earned through offering an outstanding educational experience. This important program has single-handedly changed the profile of South Carolina higher education, from that of being an exporter of our finest high school graduates to one of the country’s greatest net retainers of top academic talent.
Building a national reputation

As the state's Flagship university, USC shares its successes with the entire state. This year, USC was called forward and the state was recognized for higher education excellence.

- The National Research Council announced the results of an extensive study of the strongest graduate programs in the country, which revealed that USC is home to some of the South’s best doctoral programs in engineering and arts and sciences. Several programs earned national recognition, including: electrical, chemical, and mechanical engineering; geography; chemistry and biochemistry; comparative literature; English; pharmacy; and public health.

- USC is among the nation’s best values for public higher education—delivering “the best B.A. for the buck”—according to Kiplinger’s Personal Finance magazine. USC is No. 42 in the February 2010 issue’s “Top 100 Best Values in Public Education” ranking, which cites institutions that, “despite shrinking budgets, deliver a stellar education at an affordable price.”

- Six professors at the University have recently been named fellows in the American Association for the Advancement of Science (AAAS), the world’s largest general scientific society. They will be recognized for their contributions to science and technology during the 2011 AAAS annual meeting in Washington, D.C.

The tally: 
Our public service, economic vitality, and cultural enrichment

Approximately 64 percent of USC students surveyed in 2009 by the National Survey of Student Engagement Council have participated in community service since enrolling at the University and an additional 21 percent plan to engage in service involvement before graduation.

During the 2009-10 year, 23,436 students, faculty, and staff reported participating in volunteer service, donating 346,678 service hours to the community and making more than $1.4 million in charitable donations to the community. Total impact of community service at USC for that year is valued at more than $7 million. This is part of the reason why USC earned the Carnegie Foundation for the Advancement of Teaching’s “Community Engagement” designation—a classification earned by only 311 American institutions.

In addition, the Gamecock Caucus, those elected state officials with USC degrees, now total 18 senators (holding 24 USC degrees) and 47 members of the House of Representatives (holding 61 degrees). Public service, a spirit of giving and leading, is an offshoot of the USC culture.

Gamecock Nation: 
athletics lauded for banner year

It was a year to remember for USC athletics. But it might be what the student athletes achieved off the courts and fields that is most celebratory.

USC was the 2010 NCAA National Baseball Champion, and the team also won the Elite 88 Award at the College World Series for having the highest team GPA among the eight teams represented at the series.

USC’s football team finished the season in the top 25 and won the Eastern Division of the SEC for the first time in USC history. The team achieved its highest team GPA on record in fall 2010, as well.

The Triple Crown: USC defeated No. 1 Kentucky in men’s basketball; No. 1 Arizona State in baseball; and No. 1 Alabama in football. It was only the second time in NCAA history that a university defeated three No. 1 teams in the span of one year.

Nine athletics teams finished competition in the top 25, and the Athletics Department’s overall student athlete GPA during fall 2010 rose above 3.0 for the eighth consecutive semester.

Men’s soccer won the Conference Championship, while both men’s and women’s soccer advanced to the NCAA tournament. The men’s team won the National Soccer Coaches Association of America Award for being the national leader in team GPA, and women’s soccer also won the NSCAA award for the eighth time in the past nine years.

All of this was accomplished while USC had more student athletes on the SEC Commissioner’s Academic Honor Roll than any other SEC institution.

University of South Carolina • 7 of 8
Is USC an economic driver?

We hope you see the University for the ways in which our research enterprise and Innovista are helping to drive the South Carolina economy and bring innovation to the marketplace.

• The USC Technology Incubator graduated 31 companies with average salaries of more than $63,000. Currently, 66 companies participate in its program, and 753 jobs have been created since 1999.
• Twelve Endowed Chair professors work in 14 USC Centers of Economic Excellence, which focus on research areas ranging from Future Fuels, brain imaging and tourism to health care quality and nuclear science strategies.
• With talent attracted through the CoEEs for fuel cell research, new companies like AQT Solar, which will bring 1,000 jobs by 2014, are attracted to the state. Startup companies such as NexGenEn and SysEDA are also creating jobs and new vitality. This year, the refurbished Wilbur Smith building in Columbia—the Innovista IT Building—attracted Trulite and QSSI with a focus in insurance technology and hundreds of new jobs.
• Three Future Fuels CoEEs are assisting U.S. military research through a $3.6 million DARPA grant awarded in December 2010.
• Funding is available to finish and fully occupy Horizon I and Discovery I, Innovista facilities that are now occupied with researchers, start-up companies, and research development initiatives.

Taylor Swift, Sesame Street, and the Philharmonic

South Carolina is enhanced through performances and entertainment options that are possible only through USC’s arts programs (music, dance, theatre, and art), the Koger Center, the Colonial Life Arena and other venues and programs. Those opportunities are a major selling point in attracting high-talent employees to the Midlands.

A snapshot of the past year:
• The Colonial Life Arena hosts a half million people each year for a variety of performances, in addition to USC women’s and men’s basketball games. Through the arena, $1.5 million is paid annually to South Carolina vendors that provide services and the arena generates more than $600,000 in state tax revenue annually. The arena’s management company, Global Spectrum, has hired 45 USC graduates to full-time positions throughout their company, and many have risen to senior management positions.
• In 2010, the faculty and students of the School of Music presented 639 performances, including opera, symphony, band, chamber, choral and various concerts.
• USC yearly offers the Fall Festival of Authors as well as Caught in the Creative Act, which attract attendance from around the state to meet and interact with nationally recognized authors.
• The Koger Center hosts 225 public events per year.
• The dance program produces up to five concerts each year; the theatre presents several plays each year. Together, these performances attract more than 6,000 spectators.