Of Selection and Commitment: A proposal for the T.G. Clemson Society
What are we trying to accomplish?

- Attract committed learners
- Enhance intellectual experience
- Reduce education costs

Support TOP 20
How might we achieve it?

- **Attract committed learners**
  - Improve intake filter

- **Enhance intellectual experience**
  - Require costly commitment

- **Reduce education costs**
  - Offer prestigious opportunity
  - Improve retention, increase loyalty

**Admissions Process**
- Signal required commitment, measure broader set of metrics

**Clemson Service Corps**
- Mandatory parallel educational program for all first and second year students

**T. G. Clemson Society**
- Deeper intellectual experience designed for selected juniors and seniors

**Net Financial Gain**
- Compelling experiences improve retention, lower educational costs & increase giving
A few thoughts on Admissions

**What are we looking for?**
- Desire for distinctive CLEMSON education
- Strong commitment to pursuit of learning
- Aptitude and attitude
  - Learning
  - Leading
  - Serving

**How do we measure?**
- Scores - tests, GPA, etc.
- Resumes - extra-curriculars, leadership, service, etc.
- Essays (mandatory) – writing skills, character
- Interviews (at margin) – attitude, commitment

**How do we gain commitment?**
- Increase application fee
- Require meaningful essay
- Implement mandatory Clemson Service Corps
- Communicate value of TGC Society opportunity
An organizing framework for programs

Learning
- Teaching
- Scientist
- Artist
- Traveler

Applying
- Applied Research
- Engineer
- Communicator
- Entrepreneur

Serving
- Extension
- Diplomat
- Philanthropist
- Leader

Land Grant Mission

Mr. Clemson: Renaissance Man

Elements of Service Corps & TGCS
- Reading & Writing
- Arts
- Traveling
- Clemson History

- Creative Inquiry
- Problem-Solving
- Speaking
- Sports

- Campus involvement
- State service
- University issues
- Mentoring
More on Clemson Service Corps

- All 1\textsuperscript{st} and 2\textsuperscript{nd} year students required to participate

- Not an orientation, but an overlaid educational program

- Includes both common and elective components, including basis in history of Mr. Clemson and the University

- Successful completion required for graduation

- Points system will establish eligibility for TGC Society
Why wait? Service needed soon

- Launch first element in Fall 2009
- Focus on service to SC in counties hit hardest by recession
- 3-4 day “student service sorties” to complete private projects
- Utilize extension agencies to identify needs, plan logistics
- Reduce operating costs while students off-campus
## Key Components

- Invitations extended to 10-20% of juniors, based on Service Corps performance, interviews, demonstrated commitment to learn, serve
- Built around critical analysis seminars to address campus, state, national, global issues with associated travel opportunities
- Includes access to key faculty, alumni, leaders in seminars and as mentors
- Members serve in advisory capacity to first and second years in Service Corps program
- Students will develop digital communities to manage communications

## Value Proposition

- Prestige and recognition
- Unique and enriching opportunities
- Additional scholarship/grant funding
- Distinctive Clemson education
- Certification from “Clemson Mint” as Thomas Green Clemson Scholar with unique ceremony at Fort Hill
What’s the bottom line?

Anticipated Costs

- Dean & Assistant Dean: $~300K
- Faculty opportunity costs: TBD
- Materials and administrative: TBD
- Speakers and facilities: TBD
- Travel: TBD
- Grants & Other: TBD

Anticipated Revenues

- Student service to campus: TBD
- Reduced cost to educate: TBD
- Increased giving: TBD

More work will be completed to refine the estimate.
What’s our investment thesis?

- Required and optional programs send signal Clemson is seeking students who must be committed to learning in order to graduate.

- Committed students will be more engaged and more likely to persist, reducing faculty instruction costs (time) and transition costs (attrition).

- Program costs to be partially supported by students in service and dollars.

- Investment in powerful student experiences will yield returns in terms of loyalty, esprit-de-corps (akin to military days) and financial support.

- New programs add to the “distinctive” Clemson education that will be evident in Clemson grads in the marketplace.

Implementation will drive results in support of Top 20.