Clemson University
Office of Economic Development

2020 Strategic Plan
Executive Summary

I. Responsibility

Over a century ago, Thomas Green Clemson founded Clemson University with a duty to bring education to the people of South Carolina in order to “develop the material resources of the state.” South Carolina’s economic needs have changed over the years, and addressing those needs through innovative education and public service programs has always been a core part of Clemson’s mission.

II. Emphasis Areas

The Office of Economic Development (OED) leverages world-class facilities at Clemson’s enterprise campuses to support research, innovative education, and economic development. Through strategic partnerships aligned with the university’s 2020 emphasis areas, each of the university’s enterprise campuses provides opportunities for industry collaboration through research and education.

⇒ Advanced Materials
   Clemson University Innovation Campus and Technology Park (CUICAT)

⇒ Automotive and Transportation Technology
   Clemson University International Center for Automotive Research (CUICAR)

⇒ Biotechnology and Biomedical Sciences
   Clemson University Center for Human Genetics (CCHG) at Greenwood Genetic Center
   Clemson University Biomedical and Engineering Innovation Campus (CUBEInC)

⇒ Sustainable Environment and Energy
   Clemson University Restoration Institute (CURI)
   Public Service Activities (PSA) Research and Education Centers

⇒ Information and Communication Technology
   Clemson Computing and Information Technology (CCIT)

OED supports relationships with industry partners to increase Clemson’s relevance in building a knowledge economy. Clemson’s enterprise campuses have proven to be magnets for the largest federal grants and private sector investments in the university’s history, because of an internationally unique model driven by collaboration with the private sector.

III. Strategy

The unique research capabilities at Clemson University’s enterprise campuses set us apart nationally and internationally. Today, Clemson is the only public university in the United States with a $250 million public-private automotive and transportation Research Park (CUICAR) and a $170 million public-private energy research campus, home to the largest wind turbine testing facility and largest grid simulator in the world (CURI). The Office of Economic Development plans to continue this standard of innovation and excellence as these sites reach new stages of maturation. Moving from a focus on building infrastructure to a focus on building programmatic strength, we will increase our impact on the private sector and drive South Carolina’s knowledge economy forward. Aligned with the university’s 2020 Road Map, this document outlines the 2020 vision, goals, and objectives of the Office of Economic Development.
Office of Economic Development Strategic Plan

I. Introduction

When Clemson University was founded in 1889, its mission was to serve as a “high seminary of learning” for the citizens of South Carolina. As a public land grant university, Clemson is responsible not only for educating students, but also for strategically improving “the material resources of the state” to build a strong infrastructure for future growth and well being through innovative education and research.

Economic Development programs bring ideas to life, driving economic opportunities for South Carolina’s citizens, broadening the impact of the university, and helping to build sustainable financial growth in the region. With a 21st century vision for Thomas Green Clemson’s commitment to South Carolina, OED has driven the creation of exemplary public-private collaborations that represent unique research and educational capabilities not found anywhere else in the world.

II. Organization Structure and Vision

Mission

The Office of Economic Development leverages the university and its enterprise campuses to support private-public partnerships that enhance economic growth, workforce development, research, and innovative education to further the land grant mission of Clemson University.

2020 Vision

Enabled by a unique economic development model that leverages university-industry relationships, Clemson University is distinguished as a visionary leader in commercially relevant research and innovative educational experiences.

Structure

The Vice President for Economic Development is one of three mission Vice Presidents at Clemson University and reports directly to the President of the university. The VP for Economic Development is responsible for the management and vision of the Office of Economic Development, which consists of core economic development staff, enterprise campuses, six centers, and seven institutes. In this role, the VP for Economic Development works with the VP for Research and the VP for Academic Affairs to integrate innovative, economically driven programs throughout the academic and research arms of the university. OED supports the university’s emphasis areas in tandem with the Vice President for Research and the Provost’s office, and in coordination with the Clemson University Research Foundation (CURF) and the Clemson University Foundation (CUF) to leverage research and gift opportunities.
Technology Based Economic Development

Clemson University’s enterprise campuses offer internationally unique facilities that support academic and research opportunities for the university. Real world academic experiences are created through participation in programs tied to the enterprise campuses. For example, CUICAR’s Automotive Engineering M.S. and Ph.D. graduates have a 100% placement rate. Their hands-on experience working directly with industry in a world-class research environment makes them highly attractive to companies. On the research side, the economic development enterprise supports the university’s research goals by increasing industry sponsored research and leveraging highly specialized facilities to attract new opportunities, as well as connecting industry partners to faculty when opportunities arise.

Using technology-based economic development, OED supports Clemson’s key emphasis areas through strategically themed enterprise campuses. With the university’s 2020 commitment to build to compete, these campuses showcase some of the best of what the university can offer, inviting innovative thinking from faculty and students to build a land grant enterprise that can serve industry clusters and bolster South Carolina’s profile in Advanced Materials and Fiber Optics, Automotive and Transportation Technology, Biotechnology and Biomedical Sciences, Sustainable Environment and Energy, and Information and Communication Technology.
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III. 2020 Road Map for the Office of Economic Development

The Office of Economic Development utilizes a combination of world-class research facilities, outstanding faculty and students, and unique industry relationships to build knowledge economy activity that serves the public good and the university as a whole. OED goals are tied to the university’s core goals outlined in Clemson’s 2020 Road Map.

Goals
- **CU 2020 Goal: Provide talent for the new economy.**
  - OED goal: To support dynamic research and innovative education through the university's enterprise campuses, producing uniquely qualified students for the knowledge economy and making Clemson a transformative place to work and learn.
- **CU 2020 Goal: Drive innovation that stimulates economic growth, creates jobs, and solves problems.**
  - OED goal: To enable Clemson’s intellectual talent to leverage the unique physical assets of the university’s enterprise campuses, driving a research agenda that enhances industry competitiveness.
- **CU 2020 Goal: To serve the public good by addressing some of the great challenges of our time.**
  - OED goal: To leverage Clemson's enterprise campuses as one of a kind private-public ecosystems for research and education, integrating faculty from multiple disciplines in support of university emphasis areas, building partnerships that solve some of the greatest challenges of our time.

2020 Objectives

The OED 2020 objectives are concentrated on completing the university’s enterprise campuses and integrating the activities of those sites with Clemson faculty and students. OED plans to complete necessary infrastructure at emerging enterprise campuses, and move into the next stage of maturation to expand relationships with private sector.

Between 2013 and 2020, the Office of Economic Development has eight objectives:

1. To complete capital projects at existing enterprise campuses.
2. To integrate faculty and students with economic development initiatives.
3. To ensure that research goals and activities at enterprise campuses are strategic and support university emphasis areas.
4. To ensure the university’s strategic hiring of faculty to build a stronger research enterprise.
5. To increase enterprise campus related research and philanthropic support by leveraging the unique capabilities of the enterprise campuses.
6. To ensure that all public and private stakeholders see a strong return on investment and continue to support Clemson University in the future.
7. To provide next-generation talent through industry relevant educational experiences and to support workforce development initiatives.
8. To implement a talent pipeline strategy in Greenville, Columbia, and Charleston.