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University of South Carolina
BOARD OF TRUSTEES

Advancement, Engagement and Communications Committee - Called
In Person, Floyd Boardroom, Pastides Alumni Center
and By Microsoft Teams
October 14, 2022

OPEN SESSION

I. Call to Order

Chair Moise called the meeting to order at 10:26 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
Molly M. Spearman
John C. von Lehe Jr. (online)
Charles H. Williams
Rose Buyck Newton, *Board Vice Chair*
Thad H. Westbrook, *Board Chair*

Other Trustees in attendance:

J. Egerton Burroughs (online)
C. Edward Floyd (online)
Brian C. Harlan
Richard A. Jones Jr.
Toney J. Lister
Hubert F. Mobley
Leah B. Moody
Emma W. Morris (online)
Mack I. Whittle Jr. (online)

Other in attendance:

Audrey Korsgaard, USC Columbia Faculty Senate Chair
Reedy Newton, USC Columbia Student Government President
Robin Roberts, Special 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

Terry Parham, General Counsel
Ed Walton, Executive Vice President and Chief Financial Officer

Media in attendance:

Jessica Holdman, the *Post and Courier*
Alexa Jurado, the *State*

Notice:

Chair Moise 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.

MOTION FOR EXECUTIVE SESSION

Chair Moise stated there was a need for an Executive Session for the receipt of legal advice regarding matters covered by the attorney-client privilege.

Ms. Moody made a motion to enter Executive Session; Mr. von Lehe seconded the motion. A vote was taken, and the motion was approved.

EXECUTIVE SESSION

– Executive Session Removed

RETURN TO OPEN SESSION

II. Development Update

Vice President for Development Michelle Dodenhoff provided an update regarding the Development department and her next steps and plan of action.

Chair Moise stated the update was received as information.

III. Remarkable We Update

Chair Moise stated an update on the “Remarkable We” campaign was posted to the Board portal in advance of today’s meeting.

Chair Moise stated the update as posted to the Board portal was received as information.

IV. Alumni Association Report

Chair Moise stated an alumni association report was posted to the Board portal in advance of today’s meeting. [AECC 101422 OS IV]

Chair Moise stated the report was received as information.

V. Office of Economic Engagement Report

Chair Moise stated an economic engagement report was posted to the Board portal in advance of today's meeting. [AECC 101422 OS V]

Chair Moise stated the report as posted to the Board portal was received as information.

VI. Adjournment

Chair Moise declared the meeting adjourned at 11:19 a.m.

Respectfully submitted,

Cameron Howell
Secretary

**Alumni Association Quarterly Report to the Board of Trustees—FY22 Review
July 1, 2021 through June 30, 2022
Submitted by Wes Hickman, CEO
Friday, Sept. 16, 2022**

Alumni & Student Experience

Current membership (as of June 1, 2022)

- Annual members: 5,776
- Life members: 7,231
- Total members: 13,007

Alumni & student events hosted: 478

Total event participants: 19,930

Active affiliate groups (geographic clubs, affinity councils and interest groups): 49

Alumni mentors: 1,023 total registered mentors; 399 added in FY22

Impact advocates: 1,242

Scholarships (FY22)

- Legacy scholars (\$500/student/year for 4 years)—187 students
- Alumni Scholars (\$8,000/student/year for 4 years)—15 students
- Richard T. Greener Scholars (\$2,000/student/year for 4 years)—4 students
- Salute to Service Scholars (\$750/student/year)—1 student
- Charlotte Alumni Club: Dickson Rose Charlotte Endowed Scholarship (\$500/student/year for 4 years)—9 students
- Washington, DC alumni club (\$500/student/year for 4 years)—2 total
- Total students supported through scholarships: 218

Class rings purchased by students: 1,799 (40% increase over FY21 and the highest total sales in four years)

Pastides Alumni Center

Events held at PAC: 312

Administration & Finance

Employees

- 12 full-time
- 1 part-time
- 1 graduate assistant

- 3 student interns

Financial support from University: \$2,377,5670

Other revenue (membership, building rentals, ticket sales, merchandise, etc.): \$1,704,833

Remaining debt on Pastides Alumni Center: \$5.4 million, a reduction of \$950,000 this fiscal year

Endowment: \$2.2 million (part of the endowment managed by the Educational Foundation)

Unrestricted Savings/Capital Reserve: \$1.4 million

Q1 Highlights

Anniversary: 2021 marks the 175th anniversary of the Alumni Association. The yearlong celebration themed “Proud to be a Gamecock” provides the opportunity to share with alums that supporting the Alumni Association through membership or giving is the easiest and best way to support all UofSC alumni and students.

Gamecock Sports Preview: To kick off the new school year, Gamecock Sports Preview returned on Aug. 19 with nearly 350 in attendance. It was the largest Association event since the beginning of the pandemic.

Tailgates: The football season brought the return of our tailgate programming. In addition to the Gamecocks on the Road away game series (this year sponsored by CrossCountry Mortgage), the Alumni Association was asked to partner with the President’s Office to sponsor the home tailgates. We brought Founders Federal Credit Union as the presenting sponsor and all proceeds (if there are any) will go to support the Alumni Association scholarship programs. Scholars Brunch: On Sept. 25, the Sunday of Family Weekend, the Association invited all freshman Association scholarship recipients and their families to join us for a free brunch.

Gamecock Greats: Resigned Connor Shaw as the Association spokesperson.

Pastides Alumni Center: The PAC played host to a panel featuring President Pastides, former SC Governor and executive director of the World Food Programme, David Beasley, and UNESCO Director-General Audrey Azoulay moderated by alumnus and ABC correspondent Kenneth Moton. The PAC staff facilitated the event being broadcast via internet across the globe, complete with remote participants. The event demonstrated the competitive technology edge and superior customer service that the PAC has in the Midlands hospitality market.

Q2 Highlights

Homecoming: This year, Homecoming marked the official celebration of the 175th anniversary. We introduced new programming, included the black-tie Gamecock Gala, with 300 tickets sold. Additionally, 275 Gamecocks came out to the Homecoming tailgate, making it the largest home

tailgate of the season. Most importantly, for the first time ever, Homecoming broke even financially, thanks to the strong support of our corporate sponsors the gala auction.

Tailgates: The football season brought the return of our tailgate programming. In addition to the Gamecocks on the Road away game series (this year sponsored by CrossCountry Mortgage), the Alumni Association was asked to partner with the President's Office to sponsor the home tailgates. We brought Founders Federal Credit Union as the presenting sponsor and all proceeds (if there are any) will go to support the Alumni Association scholarship programs. 1,428 Gamecocks tailgated with us, both home and away. Three home tailgates saw more than 200 attendees (Vanderbilt, Florida and Clemson) and Texas A&M was the largest away tailgate with 125. Additionally, for away games, we added a Friday night happy hour for traveling fans, 230 of whom joined us for these.

Cookies & Cocoa with Cocky: More than 300 Gamecocks came into the Pastides Alumni Center during Vista Lights to hear Connor Shaw read a holiday story to the kids.

Dukes Mayo Bowl: Our partnership with the Gamecock Club extended to the postseason with hundreds of fans joining us for a party the night before the game at Ink N Ivey.

Website: Transitioned to WordPress, an important move for the future of our alumni engagement.

Alumni Awards: Added a new award, Outstanding Veteran Alumni, and opened nominations on Jan. 1, 2022.

Q3 Highlights

Carolina Day: January 26 marked the return of Carolina Day at the Statehouse. This was our first in-person advocacy event since the beginning of the pandemic and it was a great success with more than 200 advocates (more than half of whom were students) and 150 guests in attendance at the evening reception including legislators and legislative staff, a number of whom attended the men's basketball game later that night.

Spurs Up Sprint 5k: While this was the second year for this event, it was the first in person. 268 people registered, raising nearly \$12,000 for our scholarship programs.

Basketball post-season: In partnership with the Gamecock Club, we cheered on the Gamecocks and hosted pre-game events in Tampa, Nashville, Greensboro and Minneapolis.

Black Alumni Council: Following another successful Black History Month initiative to recognize African American alumni on social media, BAC also sponsored a Divine 9 membership drive to boost minority membership in the Association, resulting in more than 80 new members of color.

COVID challenges: After losing 30% of booked business in the first half of Q3 due to the Omicron variant outbreak, the hospitality team rebounded strong, exceeding original Q3 goals.

Q4 Highlights

WBB Final Four: In collaboration with Athletics, we hosted alumni meet-ups prior to both games during the Final Four series in Minneapolis.

Atlanta Gamecocks Golf Tournament: Our Atlanta Gamecocks hosted their first golf tournament in April and raised over \$1,000 toward their endowment fund.

Grad Fest & Grad Dine: We hosted hundreds of students and their families during our Grad Fest and Grad Dine events. We welcome the newest members of the alumni family and sold over 30 New Grad Life Memberships during the week of Commencement.

Give 4 Garnet: We surpassed our internal goals and raised over \$18,000 during Give 4 Garnet and garnered 181 unique donors.

Annual Golf Tournament: In June we hosted our second annual Golf Tournament, presented by Founders FCU. We moved the tournament to Cobblestone Park Golf Club and participants loved playing on the Gamecock's home course. We raised over \$36,000 toward scholarship funds, which is an increase of more than 10% over last year.

Heritage Golf Tournament: In partnership with Foundations and Development, we hosted thousands of Gamecocks during the annual RBC Heritage Golf Tournament. While this was our first year hosting a tent on the 18th green, it was an exceptional opportunity to be present in our community and engage with alumni.

OFFICE OF ECONOMIC ENGAGEMENT

**Update to Board of Trustees
October 14, 2022**



UNIVERSITY OF
South Carolina

Innovation Experience Hub Launch

Event on September 16th announced the Innovation Experience Hub, powered by Verizon 5G

- Executives from Verizon and IBM announced new capabilities at our industrial innovation hub utilizing 5G technology
- Featured 15 real-world use cases and demonstrations built by USC students and researchers, facilitated by our industry partners
- Over 300 people attended from various industries, including healthcare, manufacturing, civil infrastructure, and more

Industry Demonstrations

- **Verizon Citizen Assist**
Mobile app for enabling citizen 911 optimized calls with streaming video
- **Verizon Connected Responders**
Augmented Reality glasses triage for patients in transit via ambulance
- **Verizon Connected Asset Management for Healthcare**
Medical device locator mobile app to quickly find life saving assets throughout the hospital
- **Verizon Visonable SPOG Digital Twin | Medivis Imaging Overlay**
Literally Digital Twin for patient surgery. AR glasses overlay patient vitals and internals to assist surgeon
- **Verizon healthcare solutions videos**
Videos and demonstrations of the broader set of Verizon Healthcare 5G solutions
- **Cobot Visual Inspector**
Volvo Yaskawa Visual Inspection Cobot proof of concept
- **Automotive Visual Inspection Error Proofing**
BMW X5 wheel visual inspection proof of concept
- **AWS Panorama MVI EDGE**
AWS hardened edge PC for connecting a variety of cameras for inferencing on the edge linked to AWS Cloud
- **Capgemini MVI Dashboard**
Real-time Visual Inspection dashboard providing visual inspection quality insights across the factory/enterprise

Industry Demonstrations

- **Verizon and IBM Civil Infrastructure Health (drone plus bridge sensors)**
Both visual and parametric analysis of civil infrastructure health. Blossom Street bridge is the featured asset.
- **Future Factory Lab (Maximo APM, Siemens Digital Twin)**
Complete set of Maximo capabilities featured in this live assembly line scenario plus Siemens Digital Twin.
- **Digital Twin for Advanced Fiber Placement**
Siemens Digital Twin of the advanced fiber placement equipment
- **Verizon Connected Asset Sensor**
Global 4G cellular asset tracking solution. Caterpillar deployment will be discussed
- **KPMG Healthcare Services**
Videos and demonstrations of KPMG Verizon prior healthcare successes
- **IBM Healthcare Integration Consulting**
Videos and demonstrations of IBM GBS prior healthcare integration projects

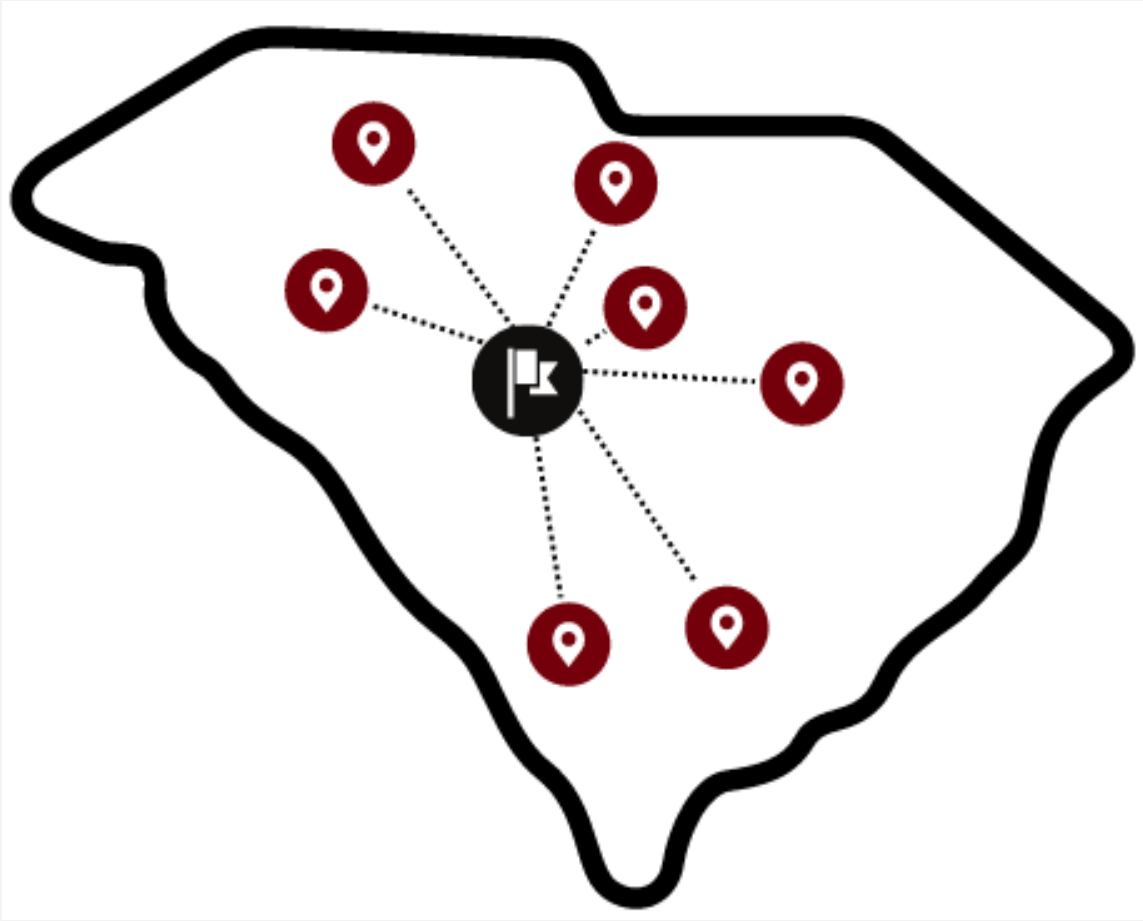
Industry visits FY 2022/2023

- IBM
- Capgemini
- Verizon
- Siemens
- Ashley Furniture
- Serta Simmons
- Telemon
- Visionable
- KSI Data Sciences
- Oshkosh
- Boeing Defense
- Comcast
- Caterpillar
- Uptime Solutions
- JFE Steel
- Northrup Grumman
- HCL Technologies
- Cardinal Health
- Caterpillar
- E&Y
- KPMG
- Generac
- Accenture

iCarolina Learning Lab Network

- In 2021, Governor Henry McMaster approved \$6 M from Governor's Emergency Education Relief (GEER) fund - part CARES Act of 2020
 - Provides underserved communities tech and educational programming to help those disrupted by COVID-19.
- This initiative led to the creation of the **iCarolina Learning Lab network** located at **Palmetto College** campuses
- In partnership with Apple, the **iCarolina Learning Lab network** will deliver **Swift coding (Apple)** – utilizing Apple's curriculum, cover everything from basic computer literacy to advanced coding & app development, as well as Apple IT, Deployment, and Help Desk Certifications
- Pilot launching in **Spring 2023**

iCarolina Community Learning Lab Locations



Locations:

Columbia (Innovation Experience Hub)

USC Union

USC Lancaster

USC Laurens/Clinton

USC Sumter

USC Salkehatchie (Allendale)

USC Salkehatchie (Walterboro)

PALMETTO COLLEGE iCarolina Community Learning Lab. **Future Programs → PALMETTO COLLEGE INNOVATION NETWORK**

A workforce development initiative, based out of the **Innovation Experience Hub**. A workforce development initiative that will deliver the opportunity for students at **any USC campus** to gain **real industry credentials** through **IBM, Siemens, and Apple**. Led by USC **Drs. Ramy Harik and Noble Anumbe**, as well as **Chad Hardaway (ChemE, MBA, JD)**. Under the direction of **Chancellor Elkins**, This future learning lab network will allow the USC Palmetto College system deliver **advanced skills training** and **industry certifications** to build tomorrow's workforce.

Examples of certification and training programs:

- **Swift coding (Apple)** – utilizing Apple's curriculum, cover everything from basic computer literacy to advanced coding & app development, as well as Apple IT, Deployment, and Help Desk Certifications
- **Skills Academy (IBM)** – courses designed to help individuals learn the requisite skills to qualify for in-demand, high-paying jobs – model for future deployment.
 - OEE has certified over 120 students in these class pilot program in 2019/2020
- **Advanced Manufacturing STEM Challenge** – addressing the gap between current educational curricula and what is needed for future careers in advanced manufacturing by teaching project-based math and design challenge problems through gaming
- **Dual-enrollment pilot with Lexington 1** – creating an immersive student learning environment where students engage in discovery, design, and development by learning to recognize and solve multifaceted engineering problems using STEM principles, all in a virtual setting

Gamecock iHub update

Gamecock iHub – UofSC's Apple Authorized Campus Store

- Store to be only the second in country operated by students with Retailing Dept. faculty supervision
- Located on ground floor of Byrnes Building (corner of Sumter and College, across from Horseshoe)
- Soft open in July 2021, ribbon-cutting in August 2021
- Store sales have doubled YoY from August 2021 to August 2022
- Includes service desk staffed by Division of IT, Apple-certified students
- Retail students go through Apple's SEED (Sales Enablement, Education, and Development) training
- SCRF handled financing, revenue, and back-office oversight / compliance
- Through a **MOU between SCRF and HRSM**, signed in **April 2022**, SCRF continues to provide oversight and continues to act as a liaison between Apple and HRSM