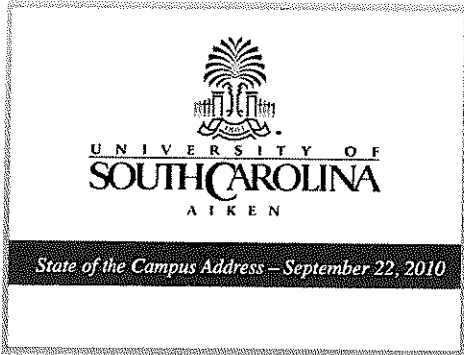


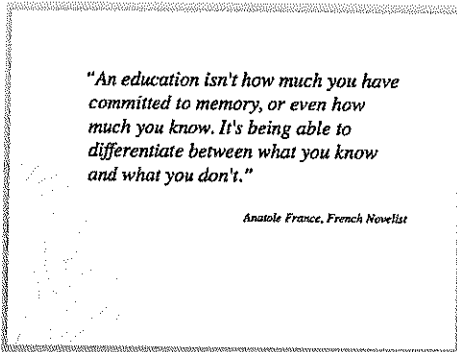
University of South Carolina Aiken 2010 State of the Campus Address

Dr. Thomas L. Hallman, Chancellor
September 22, 2010

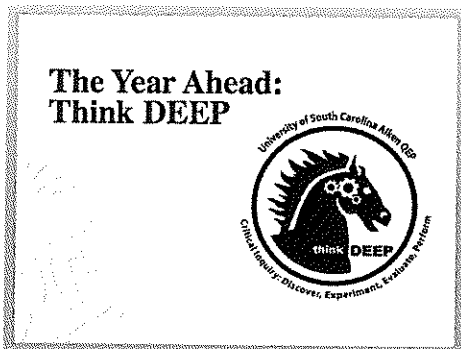


Good afternoon and welcome. I'd like to especially welcome the newest members of the USC Aiken Family – would all new faculty, staff, and students stand and be recognized?

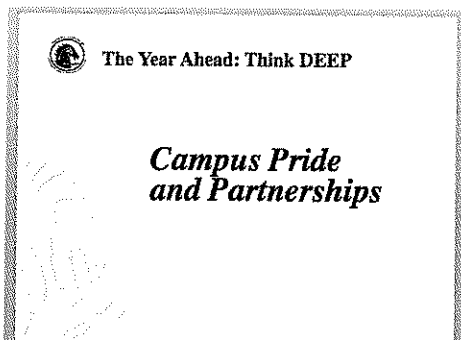
I'd also like to welcome members of our local community who partner with USC Aiken through the Aiken County Commission on Higher Education, Alumni Council, Inclusion Advisory Council, and Aiken Partnership Board. Would you please stand to be recognized?



This quote by French Novelist, Anatole France, gets at the heart of what we should be about as an institution of higher education and seemed particularly appropriate as we work on the Quality Enhancement Plan for USCA. The educational experience should be all about realizing what you don't know – being involved in critical inquiry about the topics at hand – never just memorizing or thinking you've learned all there is to know.




As this year gets into full swing, I am asking that you Think DEEP. It should be more than just a title for our QEP, and it doesn't just apply to students. We should ask ourselves how can we approach our challenges as a University through the critical inquiry process of Discover, Experiment, Evaluate, and Perform.



First let's reflect on some of the good things and partnerships that make our campus such a special place. And as we close I'll share some questions based on what we talk about today that we should Think DEEPLY about in the coming year.

The Year Ahead: Think DEEP



- 13 Years in Top Three
- Seven Years as Number 1 Public Regional College in the South

This year, we were once again ranked first among the top public regional colleges in the South in the 2011 edition of U.S. News & World Report's guide, "America's Best Colleges". It's the 13th consecutive year USC Aiken has been ranked in the top three, with number one rankings seven times. Among the many factors weighed in determining the rankings, the key measures of quality are: peer assessment, graduation and retention rates, faculty resources, student selectivity, financial resources, and alumni giving.

While we don't make decisions to play to the rankings, we do find that our mission often closely aligns with these factors.


The Year Ahead: Think DEEP

2009-2010

- \$2.7 million raised
- 2,716 donors

USCA Family Fund

- 91% participation rate among faculty and staff




In terms of fundraising, we're having another successful year --- \$2.7 million for the past school year as compared to \$2 million the previous year. We also have experienced great growth in donors with 2,716 as compared with 2,087 the previous year. And we are very proud of our family fund campaign in which faculty and staff give back. Last year, we achieved the highest rate ever for the USC System with a 91 percent participation rate.

The Year Ahead: Think DEEP

Magellan Scholar Program

Enriching the academic experience of undergraduate students




Campus Totals

USC Sumter	4
USC Salkehatchie	2
USC Upstate	8
USC Beaufort	2
USC Aiken	18

One of the best examples of Think DEEP on our campus today is the Magellan Scholar Program. It provides opportunities for undergraduates to build a competitive edge in the job market. In 2007, we had the very first non-Columbia Magellan Scholar in Krystle Duckett, a psychology student. Apart from Columbia, we also have more total scholars than any other campus in the system.

The Year Ahead: Think DEEP




Michelle Killian '10

"Optimized SEIRA Substrate Fabrication by Physical Vapor Deposition: Influence of the Underlying Substrate Film Thickness Angle of Deposition and Substrate Rotation on the Observed SEIRA Response"

Mentor:
Dr. Chad Leverette,
Chemistry

I am proud of the faculty who have inspired these students in their research areas. And the Magellan Scholars work ranges from the Sciences

The Year Ahead: Think DEEP




Kayla Butler, 2010
"African American Women's Perception of the Relationship between Cultural Eating Habits and the Increased Occurrence of Type II Diabetes Complications"

Mentor:
 Dr. Lou Gramling,
 Nursing

To the field of Nursing

The Year Ahead: Think DEEP




Krista Lange '10
"The Effects of Response Prevention on the Development of Activity-Based Anorexia in Rats"

Mentor:
 Dr. Edward Callen,
 Psychology

Including Psychology ...

And I might note here that Krista Lange represented USC Aiken at Discovery Day – the undergraduate research event on the USC Columbia campus – and came home with a top award.

The Year Ahead: Think DEEP




Bill Whaley '09
"What Lies Beneath: The Rediscovery of Fort Charlotte"

Mentor:
 Dr. Maggi Morehouse,
 History

To History ...

The Magellan program includes all disciplines such as this special project in history in which the student actually went scuba diving at Lake Thurmond to survey the original site of this British fort from the Revolutionary War period.

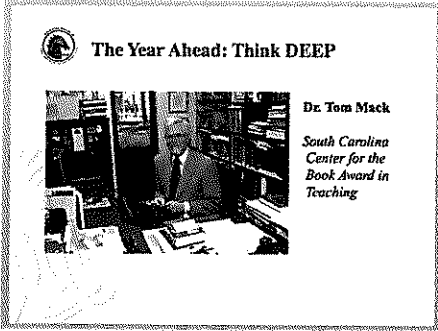
The Year Ahead: Think DEEP



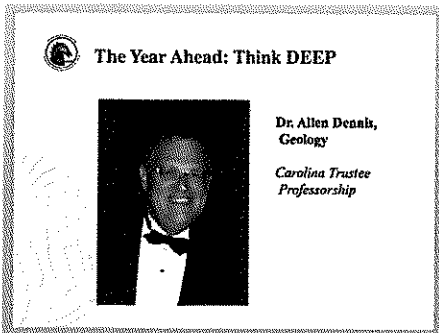
Annie Whitley
Female Peach Belt Conference Scholar-Athlete
Pacer student-athletes "score" in the classroom as well

Thinking DEEP doesn't just occur in the formal classroom. We encourage our student athletes to model citizen leadership – which involves taking an active part in the community and world around you. In 2010 – Annie Whitley – an excellent member of the Lady Pacers Soccer Team – was named the Female Peach Belt Conference Scholar-Athlete, the highest achievement a student athlete can receive in our conference.

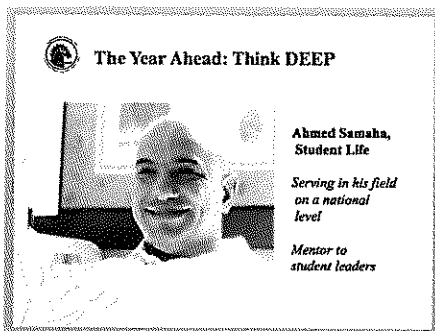
We are also proud that our student athletes perform on a high level across sports. In 2009-2010, Pacer student-athletes earned an average GPA of 2.956 with 53 percent earning a GPA of 3.0 or higher for the academic year.



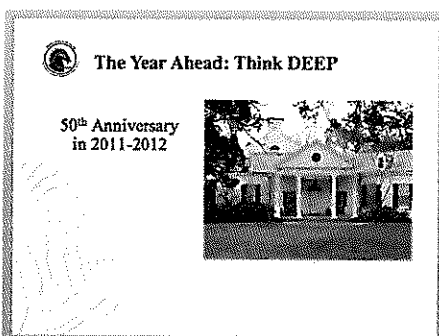
Dr. Tom Mack has served for many years on our campus with great distinction. He recently was named the 2010 Recipient of the South Carolina Center for the Book Award in Teaching.



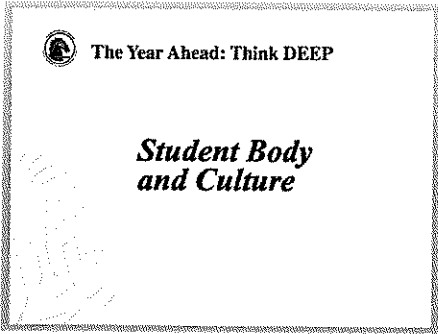
Dr. Allen Dennis has been named a Carolina Trustee Professor. Three Carolina Trustee Professorship Awards are presented annually by the members of the Board of Trustees. Two awards are presented to Columbia campus professors and one to a professor at one of the other USC campuses. Faculty are selected based on a record of teaching excellence as well as a record of outstanding performance in research and in public service activities. For 6 of the past 9 years, the non-Columbia campus recipient has been a USC Aiken faculty member.



Ahmed Samaha is the Director of Student Involvement. He has been serving as the Chair of the National Association of Campus Activities – an organization representing 1,000 colleges and universities across the country. He also gives countless hours serving as a mentor to student leaders on our campus.



Looking to the year ahead, we will celebrate our 50th Anniversary beginning on September 10, 2011. A committee to prepare for this celebration is being chaired by Dr. Trudy Henson, Distinguished Professor Emeritus. Committee members include current and retired faculty and staff, alumni, students and community leaders.



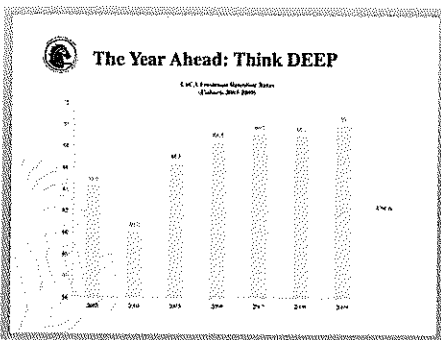
Now we turn to the student body – with an update on the fall numbers and plans for recruitment in the year ahead.

The Year Ahead: Think DEEP

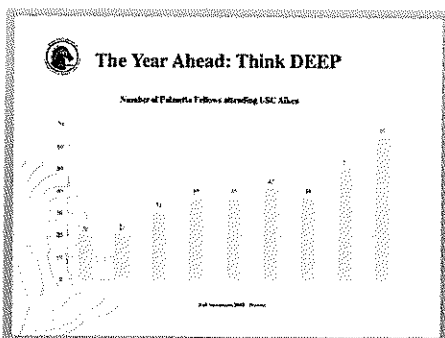
Anticipated Final Registration Figures

Estimated Registration	Fall 2008	Fall 2009	Fall 2010 (Preliminary)
New Freshmen	593	626	622
New Transfers	196	230	223
New Readmits	72	77	49
Change of Campus	63	81	40
Concurrent Students	0	4	22
Teacher Cadets	205	215	162
Continuing Students	1918	1934	2063
Graduate Students	154	67	62
Total	3701	3234	3247


We are projected to begin the year with a total enrollment of 3,247 – the highest overall enrollment in recent years. We had our second largest freshmen class to start this fall, and we are continuing to show strong student numbers.



We also continue to see steady growth in Freshman Retention Rates, which went from 69.1 percent in 2008 to 70 percent in 2009.





We are also very pleased to see significant growth in the number of Palmetto Fellows attending USCA, with 65 of these “best and brightest” students attending our campus this fall.

 **The Year Ahead: Think DEEP**
Enrollment Planning Team


- Student Involvement Action Team – Mr. Ahmed Samaha
- Student Success Action Team – Dr. Stephanie Foote
- Freshman Scholarship Action Team – Mr. Randy Duckett
- Out of State Action Team – Ms. Karen Morris
- Graduate Tracking Action Team – Mr. Corey Feraldi

Our Enrollment Planning Team will continue its work to guide the recruitment and retention efforts of our campus. Here you see the focus areas for the five committees as well as the chairs leading these efforts. Their work is vital to the future direction of the campus.

 **The Year Ahead: Think DEEP**
Out of State Recruitment Initiative
 • Equine Component




To give one particular example, we are looking at targeted areas out of state. There will be a special emphasis in the coming year to attract students who have an interest in equestrian activities. Aiken is known throughout the country and world as an equine center. At USCA, they can receive a great education and also continue to train throughout the year with their horse by boarding at one of the local barns. This initiative is to include support for an Equestrian Team at the club sport level to allow for additional opportunities for interested students.


 **The Year Ahead: Think DEEP**
Behavior Intervention Team

- Identify and coordinate responses to erratic, self-injurious or potentially threatening behavior
- Effort involving University Police, Housing and Judicial Affairs

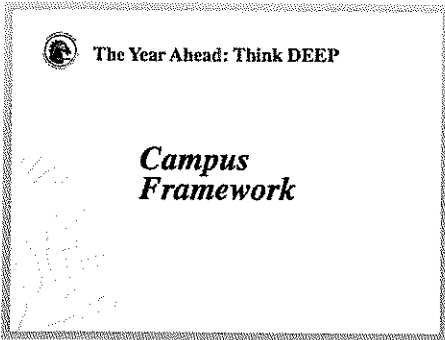
With the ever-changing nature of today's student body and the safety of campus in mind, I am pleased to announce the formation of a Behavior Intervention Team. This team will coordinate our responses to situations that may signal an issue developing in order to protect the student and the campus community.

 **The Year Ahead: Think DEEP**
Habitat for Humanity and Stop Hunger Now event

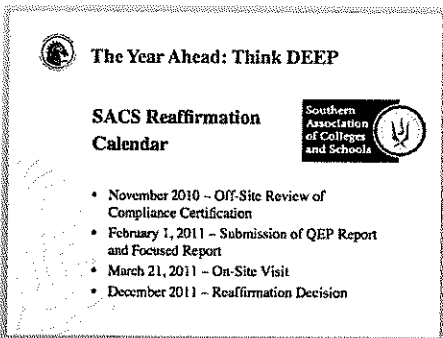
- USCA Value – Citizenship
- Two examples of how our students are actively engaging with the community



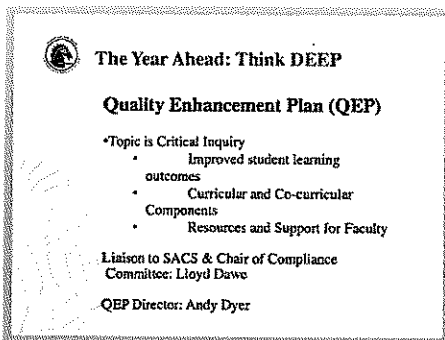
One of our four campus values focuses on Citizenship. Through Habitat for Humanity, our students will be building several shed buildings on campus this fall to accompany Habitat Houses being built in Aiken. Students also recently participated in a "Stop Hunger Now" CSRA-wide event for Haiti relief. These are great opportunities for our students to engage hands-on with the community.



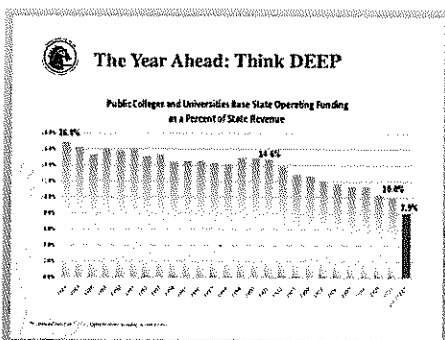
Our funding and our infrastructure issues make up the Campus Framework.



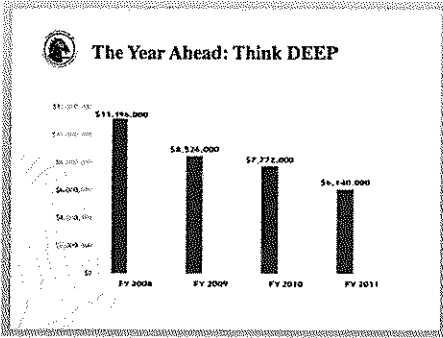
As you know, we have our SACS reaffirmation coming up soon. This is a timeline of the process. To date we have had a visit by a SACS Staff Liaison in the late summer, we submitted our Compliance Certification Report in September and we will be submitting our QEP Report and Focused Report in response to any issues identified by an off-site team after their November review. An on-site visit will take place in March 2011 and will be focused on our QEP.



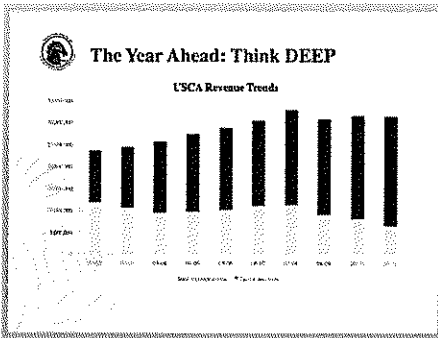
The Quality Enhancement Plan for USCA will be based on critical inquiry, focusing on improved learning outcomes for our students. Lloyd Dawe will be our liaison between the campus and SACS, and he is chairing our compliance committee. Andy Dyer is leading our QEP efforts with an active and involved committee.



Turning to funding, here you see the percentage of state revenue for higher education for all of public higher education in South Carolina. There has been a 50 percent decrease in the state share since 1986. South Carolina is the 7th worst state in the nation when it comes to support for higher education. Our surrounding states have done a much better job of investing in higher education.



Here you see USCA's reductions in state appropriations since fiscal year 2008. We have seen the percentage of our budget decline from nearly 40 percent in 2008 to 11.7 percent as we began this school year.



This chart reflects our revenue trends over the past 10 years. When I took over as Chancellor in 2001, the annual rate of tuition was \$3,558 and has since risen to \$8,374 – a direct result of the decline in state funding.

The Year Ahead: Think DEEP

Base 2007/2008 State Funds	\$11,196,000
Base Cut FY 2009 (prior to start of FY)	-\$227,141
Pay Package FY 2009	-\$107,018
Revised Base 2008/2009 State Funds	\$10,945,957
Total Cut per H. 5300 (Aug & Oct)	-\$1,604,507
Pre-holiday cut	-\$653,902
March 2009 Cut	-\$173,751
CHC Funds for Nursing Salaries	\$11,893
Base 2009/2010 State Funds	\$8,523,690
August 2009 cut	-\$244,207
December 2009 cut	-\$409,074
Revised 2009/2010 State Funds	\$7,772,409
Cumulative Reductions	-\$3,542,582
House Ways and Means Cut FY 10/11	-\$1,632,206
2010/2011 State Funds	\$6,140,203
Cumulative Reductions	-\$5,174,788

Here's a look at how our budget reductions have played out. We've experienced more than 31 percent in cuts to date over the past 3 years. With 2010-2011 cuts, we are at more than 46 percent.

I am frustrated with the folks who believe we just pass along the increase in tuition. As you can see, we've made some very difficult choices and work hard to prevent them from impacting our students' experience. We are hopeful that we will make it through this school year without any additional cuts.

The Year Ahead: Think DEEP

Federal Stimulus Funds FY 10-11

Faculty Enrichment Funds	\$76,000
Library Collections	\$90,000
Campus Equipment	\$206,905
ICE software, equipment	\$36,000
Voice Switch replacement	\$400,000
Fire Protection upgrades	\$300,000
Permland renovations	\$223,301
HSS Food Service renovations	\$300,000
Total Amount	\$1,632,206

This year, we are using federal stimulus funds only for one-time projects. They are helping us update buildings with new paint and carpet and reconfiguring some spaces on campus as well as providing enrichment funds and growing our library collection.

The Year Ahead: Think DEEP

Climate Commitment Progress

- Journey to develop a sustainable campus
- Energy Conservation Sustainability Committee
- Reducing our carbon footprint by 1,280 metric tons
- Natatorium Project
- Doing Your Part

On a journey to develop a sustainable campus by energy conservation and reduction of our carbon footprint, we have an Energy Conservation Sustainability Committee to guide our progress toward carbon neutrality. Opening Pacer Crossings has eliminated the need for 360 students to commute to campus reducing our carbon footprint by 1,280 metric tons. That's equivalent to the reduction you would have from 32,825 tree seedlings being grown for 10 years, recycling 431 tons of waste at a landfill, or having carbon sequestered annually by 273 acres of pine.

At the Natatorium, we have added a pool cover in this effort, installed a condensing boiler to heat pool water – making it 95 percent efficient – and we also installed a new pump and motor. You also are being asked to do your part, with campus alerts making you mindful of energy usage.

The Year Ahead: Think DEEP

OneCarolina

- Student Information Systems
- Finance
- Sponsored Programs
- Human Resource

Another avenue being pursued is the multi-year project for technology transformation, which will replace outdated administrative systems at the University. The implementation of the project will be in four phases:

- Student Information Systems - the first phase to be implemented, SIS will develop an easy-to-use web-based system for student records, class selection and scheduling, student financial management, student financial aid, and communication.
- Finance - streamlining financial operations, and increasing connectivity to diverse University systems and projects.
- Sponsored Programs - developing faster identification, development, and submission for programs and research grants, as well as post-award management.
- Human Resources – employment and benefits management

The Year Ahead: Think DEEP

Overall project remains on track

Planning Phase:
Elapsed – 90% / Planned – 88% / Complete – 94%
(8/31/10)

Major Accomplishments Since Last Report	Ongoing Activities / Milestones
<ul style="list-style-type: none"> • A complete process mapping (21 areas) • Developed process flow for student and financial aid with ERG example data • Revised Academic Advisement & Transfer & ID • Student Success Transfer being piloted • Transfer Student Success Center • Student Success Center opening • A complete process map for the schedule 	<ul style="list-style-type: none"> • Check system management processes for the first time to be implemented - 9/20/10 • Project progress business case/strategy review - January 2011 • Finalizing initial Student Success Center - Spring 2011 • Natatorium at the end 2011

The overall project is on track, with the planning phase 94 percent complete. The plan is for Admissions to “go live” in July 2011. Finance, Sponsored Programs and Human Resources phases will then follow.

The Year Ahead: Think DEEP

How can we approach our challenges as a University through the critical inquiry process?

- Discover
- Experiment
- Evaluate
- Perform

As we move forward, we'll need to address how we approach our challenges through a critical inquiry process, which will cause us to Think DEEP, an acronym for: Discover, Experiment, Evaluate, and Perform.



The Year Ahead: Think DEEP

Discover:

Can we discover new ways to engage our student body and make "critical inquiry" come alive to them?

Discover:

Part of our goal to Think DEEP is to help students become better problem solvers. One new way we'll develop our student body's "critical inquiry skills" will be through the creation of a new critical inquiry course that first-time students will be required to take. Efforts also are to include group activities and community involvement.



The Year Ahead: Think DEEP

Experiment:

With the emerging nuclear renaissance, how can we experiment and look at all of the possibilities for equipping our graduates to more effectively compete for new jobs in our area?

Experiment:

In the midst of a new reactors project at Plant Vogtle and two nuclear electric generating units being built by SCE&G near Jenkinsville, we need to also ask how we can best prepare our graduates for the many jobs this emerging nuclear energy renaissance is creating. At Plant Vogtle alone, it has been estimated that the new reactors project – set to go online in six to seven years - will create 850 jobs. And across the region, that number goes up to 10,000 hires over the next decade.



The Year Ahead: Think DEEP

Evaluate:

As we approach our 50th Anniversary, we need to ask: What is our unique "claim to fame" in a state filled with institutions that have more history, more students, larger endowments, and specialized degree programs?

Evaluate:

As we look to the year ahead and our re-affirmation process, we should ask what sets us apart from other institutions of higher education? Our University values state that we set a high bar, embracing a high quality learning environment, collegiality, character and citizenship.



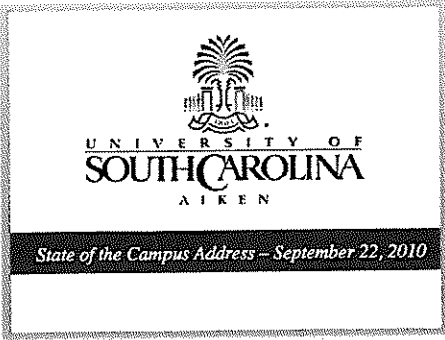
The Year Ahead: Think DEEP

Perform:

What is the right "mix" of degree programs for our current and prospective students? Do we have the best array of choices to attract the students we want, or do we need to repackage, or even design, some new ones to be effective?

Perform:

With more than 30 programs, we offer many options to current and prospective students. However, as we Think DEEP we might consider examining those choices to see if any new or repackaged offerings are needed.



I'd be happy to answer any questions at this time.

Thank you for coming today.