

2-2014

Connecting the Dots to Build Orangeville

Derek Wilmott

Clemson University, rwilmot@clemson.edu

Follow this and additional works at: https://tigerprints.clemson.edu/lib_pres

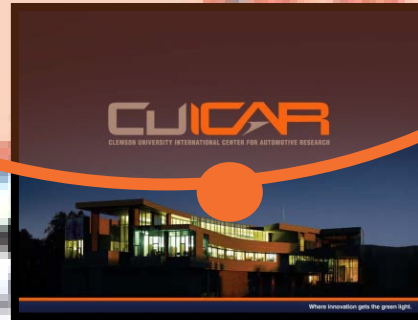
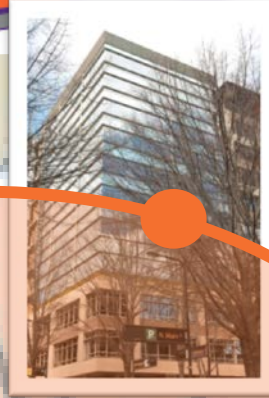


Part of the [Library and Information Science Commons](#)

Recommended Citation

Wilmott, Derek, "Connecting the Dots to Build Orangeville" (2014). *Presentations*. 66.
https://tigerprints.clemson.edu/lib_pres/66

This Presentation is brought to you for free and open access by the University Libraries at TigerPrints. It has been accepted for inclusion in Presentations by an authorized administrator of TigerPrints. For more information, please contact kokeefe@clemson.edu.



Connecting the Dots to Build Orangeville

Charge from the Provost:



Connect a Geographically
Dispersed Clemson Family

The Challenge

- Lack of shared culture
- **Process pain points**
 - Access to Libraries materials
 - Parking on main campus
 - Administrative trivia
- Lack of formal coordination between campuses
- Branding

Opportunities

- Leverage the main campus culture
 - Football, t-shirts, First Friday, the Clemson Experience
- Technical Collaboration
- Involve **the off-campus sites** in the shared Clemson vision
- Open doors for engagement and governance

Core Values

❖ Mission

“Clemson University was established to fulfill our founder’s vision of “a high seminary of learning” to develop “the material resources of the State” for the people of South Carolina.”

- Sustainable
- Measureable
- Scalable
- Systematic
- “Clemson”

SOLUTIONS



Structural Solutions: Faculty & Staff Exchange

- Create a formal program for “**faculty & staff exchanges**” between Clemson campus and other campuses
- Clemson campus faculty would be residential on the branch campus
- Clemson campus faculty would participate in projects – teaching or research – on the branch campus
- **Provide access to health services**



Structural Solutions: Interlocking Curriculum

- Create curriculum that requires students to cross-enroll on main and remote campuses
- Curriculum will require undergraduate or graduate students to “reside” on different campuses

Cultural Solutions: Cross-Site Interaction

- Organize events that connect all Greenville and Clemson campuses
 - Host shared lectures, series, lunch with academic leaders
 - Host events around athletic and cultural events in both communities such as tailgates, tents, meeting points.
 - Host events that “require” interaction e.g., competition
 - Family friendly
- Provide transportation and food at events for staff and faculty
- Provost & Vice-Presidential semiannual visits to off-campus sites
 - Host open forums to address off-campus student concerns



Cultural Solutions: Bring Clemson to Greenville

- Organize events that draw Clemson faculty, staff, and their families that leverage events in Greenville
 - Focus on family style events like Artisphere, the Reedy River Duck Run
 - Encourage cross-campus teams for races and competitions
 - Sponsor a Clemson night/tailgate for Greenville Drive games
 - Sponsor a “Clemson family” fun run
 - Sponsor a Clemson night at Peace Center Broadway shows
- Provide transportation and food at events for staff and faculty
 - Tent on main street for Clemson faculty & staff to use
 - Kick off the events with a mixer for university employees and children

Cultural Solutions: Create Events in Greenville

- Organize Clemson Family events in Clemson and Greenville
 - Clemson Restaurant/Pub/Ice Cream/BBQ Crawl
 - A day at the Zoo
 - Clemson family campout at Paris Mountain
- Provide transportation & food at events for **faculty & staff**
 - Focus on family encourages participation
 - Focus on adult events draws to the younger/older faculty & staff population

Cultural Solutions: Clemson Branding

- Encourage all campuses to wear Clemson Orange on game days and Fridays.
- Provide appropriate clothing (each year) for people to wear
- Hold competitions that encourage staff/faculty/students on branch campuses to show that they are “all in”
- Encourage folks to wear Clemson colors/clothing when travelling
- Provide flags for people to take pictures at different locations when representing Clemson



Outreach Solutions: Clemson Tour

- Have a new **faculty & staff** bus tour that takes people to each of the major campuses sponsored by Clemson
- Incorporate **faculty & staff** from all campuses
- Highlight what's new, different, or unique about each campus
- Follow up with events throughout the year that draws participants together

Outreach Solutions: Events at All Campuses

- Hold events at each of the branch campuses that leverage their core competencies
 - Driver safety at **CU-ICAR**
 - Financial and retirement planning at Greenville One
- Encourage awareness of **branch campuses** as potential locations for workshops → beyond the Madren Conference Center and Inn.
- Park and Ride to Greenville events – to create awareness of the **branch campuses**

How will it all happen?

- Hire a coordinator for all the campuses
 - Position reports to the Provost & VP for Student Affairs
- Budget
 - \$200,000 (administrative staff, resources for advisory board meetings, etc.)
- Advisory Board

Clemson Family

- There is a great opportunity to unify the Clemson sites to strengthen our brand and our mission to reach the people of South Carolina.

Provost Leadership Program Team 2

- Paula Agudelo
- Denise Anderson
- Timothy Burg
- Karyn Jones
- Jeffrey Rodehamel
- Kelly Smith
- Chad Sosolik
- Jason Thatcher
- Derek Wilmott