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Connecting the Dots to Build Orangeville

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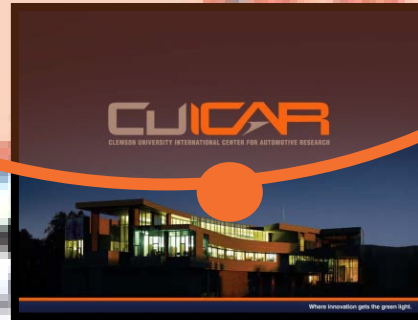
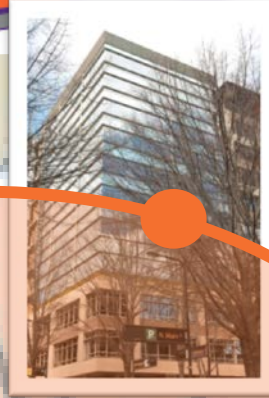


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Connecting the Dots to Build Orangeville

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