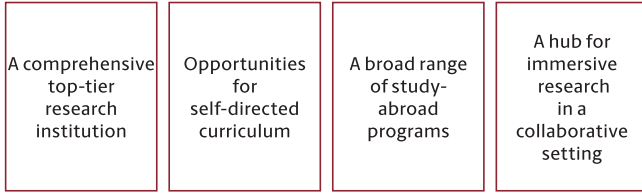


MESSAGE MAP

OUR MISSION



Create innovative models of learning and research that uphold the highest standards

OUR APPROACH



United by a welcoming and intellectually stimulating student experience

OUR AIM



Driving entrepreneurship and visionary leadership in a thriving capital city, surrounded by opportunity

ATTRIBUTES
(what we offer)

UofSC IS...

home for individuals who challenge themselves and each other to go beyond what is expected

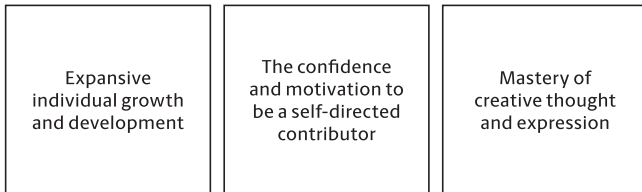
CORE VALUE PROPOSITION

BENEFITS
(why it matters)

SO THAT...

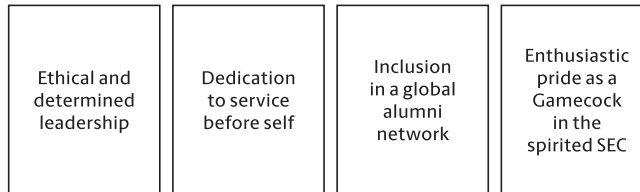
collectively, we are a force multiplier in advancing the world

Develop critical thinkers who create knowledge to drive innovation and positive change



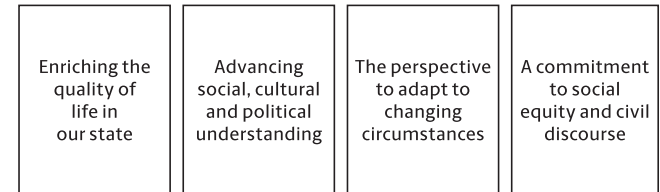
PERSONAL PURPOSE

Lifelong family bound by a fierce loyalty to those who came before and those to follow



COMMUNAL PURPOSE

Economic and social engine for our city, state and beyond



SOCIETAL PURPOSE