MESSAGE MAP

OUR MISSION
A comprehensive top-tier research institution
Opportunities for self-directed curriculum
A broad range of study-abroad programs
A hub for immersive research in a collaborative setting

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

OUR APPROACH
Abundant opportunities for experiential learning and service
Unmatched student affairs support
A rich tradition of Southern charm and civility

United by a welcoming and intellectually stimulating student experience

OUR AIM
Partnerships with leading companies who invest in the university’s talent and expertise
Cross-disciplinary collaborations to solve societal challenges
Collaboration between the university community and state leaders

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

ATTRIBUTES
(UofSC IS...)
what we offer

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

CORE VALUE
proposition

BENEFITS
(SO THAT...)
why it matters

collectively, we are a force multiplier in advancing the world

PERSONAL PURPOSE

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

EXPANSIVE INDIVIDUAL GROWTH AND DEVELOPMENT
The confidence and motivation to be a self-directed contributor
Mastery of creative thought and expression

COMMUNAL PURPOSE

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

ETHICAL AND DETERMINED LEADERSHIP
DEDICATION TO SERVICE BEFORE SELF
INCLUSION IN A GLOBAL ALUMNI NETWORK
ENTHUSIASTIC PRIDE AS A GAMECOCK IN THE SPIRITED SEC

SOCIAL PURPOSE

Economic and social engine for our city, state and beyond

ENRICHING THE QUALITY OF LIFE IN OUR STATE
ADVANCING SOCIAL, CULTURAL AND POLITICAL UNDERSTANDING
THE PERSPECTIVE TO ADAPT TO CHANGING CIRCUMSTANCES
A COMMITMENT TO SOCIAL EQUITY AND CIVIL DISCOURSE