Admissions Policies and Practices

The institution publishes admissions policies consistent with its mission. Recruitment materials and presentations accurately represent the practices, policies, and accreditation status of the institution. The institution also ensures that independent contractors or agents used for recruiting purposes and for admission activities are governed by the same principles and policies as institutional employees.

Judgment

☑ Compliant □ Non-Compliant □ Not Applicable

Narrative

The University of South Carolina is a public institution offering degree programs at the associates, bachelors, certificate of graduate study, masters, specialist, and doctoral levels. In keeping with its mission, the University strives to educate graduates who are capable of excelling in their chosen fields, who are dedicated to learning throughout their lives, and who are responsible citizens in a complex society requiring difficult ethical and value-related decisions. By offering its students reasonable freedom to select from among the many experiences available in liberal arts, the natural sciences, the social sciences, the performing and creative arts, and the professions, the University encourages students to seek their full potential in the broad array of endeavors associated with our various schools and colleges.

The university maintains and publishes admissions policies for its various campuses, degree levels and colleges and schools, including Columbia Undergraduate Admissions, Graduate Admissions, the School of Medicine, the School of Law, Pharmacy, and the Regional Campuses (Lancaster, Salkehatchie, Sumter, and Union).

Columbia

Admissions Requirements

Undergraduate Admissions

The University of South Carolina Columbia seeks to attract inquisitive students who have demonstrated academic ability, who are committed to learning, who are capable of self-discipline, and who wish to benefit from the variety of experiences provided by a major university with students, faculty, and staff drawn from throughout South Carolina, the nation, and the world. The Office of Undergraduate Admissions, under the authority and direction of the Faculty Senate through the Committee on Admissions, reviews applicants for admission to degree and non-degree programs on the Columbia Campus. The Office of Undergraduate Admissions adheres to the National Association for College Admissions Counselors (NACAC) Code of Ethics and Professional Practices and regularly participates in a variety of professional organizations including NACAC, the College Board, ACT, and the American Association of Collegiate Registrars and Admissions Officers (AACRAO).

Applicants must demonstrate ability to succeed academically at the collegiate level. The Faculty Senate Committee on Admissions has established the following minimum freshmen admission criteria: Complete 20 required high school academic College Preparatory units as determined by the South Carolina Commission on Higher Education (SC CHE). Students must also have a satisfactory combination of high school GPA and college admission test scores (either SAT or ACT) to be competitive for the class. More details on undergraduate admission policies and requirements can be found in the Academic Bulletin and the undergraduate admissions website.

Admission to the University is selective, as evidenced by the profile of the freshman class. Therefore, meeting minimum requirements is no guarantee of admission to the freshman class. Students who meet the minimum GPA and test score requirements may also be evaluated holistically, with personal background, characteristics and circumstances being considered. Admission criteria are established each year by senior administrators depending on available capacity to take on new students and the overall number and quality of the applicant pool. Programs in high demand and/or limited capacity have higher requirements.

Transfer students and students seeking readmission are evaluated according to the requested major. Transfer applicants with 30 hours of applicable hours earned and a minimum collegiate GPA of 2.25 are generally admissible to the University. Programs in high demand and/or limited capacity have higher requirements.

International students must be high-school graduates or equivalent, must demonstrate they are academically prepared for study at the university level, and must be proficient in English. Proficiency is measured through the Test of English as a Foreign Language (TOEFL). A score of at least 550 on the paper based exam, 77 on the internet based TOEFL is required. Students may also demonstrate equivalent proficiency via the International English Language Testing System (IELTS) exam or the Pearson Test of English (PTE) Academic Test. For applicants requiring additional English as a Second Language (ESL) study prior to admission, students can successfully complete the English Programs for Internationals (EPI) or the International Accelerator Program (IAP) to build and demonstrate English proficiency.

University of South Carolina Page 1 / 8

Graduate Admissions

The Graduate School, under the authority of the Dean of the Graduate School as charged by the Faculty Manual, coordinates the processing and review of applications for admission to graduate degree programs on the Columbia Campus. Graduate admissions practices are reviewed and assessed by the Dean of the Graduate School and the Director of Admissions for the Graduate School in accordance with best practice guidelines of the Council of Graduate Schools and National Association of Graduate Admissions (NAGAP best practices).

Applicants to graduate study are assessed for admission through a collaborative effort between the Graduate School and the University's colleges, schools, and departments. Application is made to the Graduate School and admission is granted by the Graduate School on the recommendation of colleges, schools, and departments. A faculty member who serves as the graduate director in each academic department coordinates admissions recommendations for that department. The Graduate School on-line application process is managed by a third-party vendor, CollegeNET. Applications to the School of Business are managed by Hobsons' EMT ApplyYourself. Excluding Dual Degree and Certificate programs, Communication Sciences and Disorders, Exercise Science, and Physical Therapy which use the regular graduate school application process described above, applications to other graduate programs of the School of Public Health are submitted through the Schools of Public Health Application Service (SOPHAS), the centralized application service for schools of Public Health managed by Liaison International. Data from all of these applications systems are exported to the Student Information System and archived. Applications and supporting documents are imaged and archived in the Banner Document Management System.

For admission to the Graduate School, a baccalaureate or higher degree from a college or university accredited by a regional accrediting agency is normally required. Applicants' records should demonstrate adequate preparation in the field in which graduate work is to be undertaken. Also required are standardized admissions test scores (GRE, GMAT, or MAT), letters of recommendation, and other materials specified by the individual academic program. An applicant whose native language is not English is required to submit a satisfactory score on the TOEFL or the IELTS International Academic Course Type 2 exam. The minimum acceptable score on the TOEFL is 80 Internet-based, or 570 paper-based, but some programs have set higher standards. The minimum acceptable overall band score on the IELTS International Academic Course Type 2 exam is 6.5. In addition, admitted applicants whose native language is not English are required to take a diagnostic test in English when they arrive at the University. Students with deficiencies are provided an opportunity for further study in reading, writing, and speaking English.

The School of Medicine (SOM) Columbia

The mission of the University of South Carolina School of Medicine Columbia is to improve the health of the people of the state of South Carolina through the development and implementation of programs for medical education, research, and the delivery of health care. Programs will be developed in collaboration with affiliated institutions, and allocation of resources will be based upon the physician manpower and health care needs of South Carolina, the effectiveness and efficiency of specific programs, and the accreditation requirements of all appropriate organizations. Medical education and graduate education at all levels are conducted in a highly personal atmosphere that emphasizes a balance among scientific disciplines, humanistic concerns, and societal needs.

Prospective students can learn about the admissions process and related policies through the School of Medicine's admissions website for the Columbia and Florence Regional campus. The SOM Columbia utilizes the American Medical College Application Service (AMCAS). Applications are submitted electronically through the Association of American Medical Colleges (AAMC) to as many medical schools as the applicant chooses. As a state-supported institution, the SOM Columbia has a primary responsibility to train future physicians for the state of South Carolina. Preference for admission to the School of Medicine is therefore given to state residents, but we do accept approximately 20% non-residents with close ties to South Carolina.

Applicants admitted to the School of Medicine are selected by an admissions committee composed of members of the basic science and clinical science faculties of the School of Medicine, University faculty, medical students, and area clinicians. In making selections from each year's group of applicants, members of the Admissions Committee recognize that they are selecting future physicians. The admissions procedures are, therefore, an effort to select applicants who possess the individual characteristics required for both the study and practice of medicine. Each applicant is evaluated on the basis of individual qualifications without regard to age, race, creed, national origin, sex, or disability. All applicants to the School of Medicine, except those offered admission through our 7-year BARSC-MD program with the South Carolina Honors College, are required to take the Medical College Admissions Test (MCAT). The Admissions Committee weighs carefully the entire application package, including GPA, MCAT, letters of recommendation, clinical experience, personal statement and the overall interview.

The School of Medicine (SOM) Greenville

The mission of the University of South Carolina School of Medicine Greenville is to educate health professionals to care compassionately, teach innovatively, and improve constantly through health services research. Programs will be developed in collaboration with affiliated institutions, and allocation of resources will be based upon the physician manpower and health care needs of South Carolina, the effectiveness and efficiency of specific programs, and the

University of South Carolina Page 2 / 8

accreditation requirements of all appropriate organizations. Medical education and graduate education at all levels are conducted in a highly personal atmosphere that emphasizes a balance among scientific disciplines, humanistic concerns, and societal needs.

Prospective students can learn about the admissions process and related policies through the School of Medicine's admissions website for the Greenville campus. The SOM Greenville utilizes the American Medical College Application Service (AMCAS). Applications are submitted electronically through the Association of American Medical Colleges (AAMC) AMCAS service to as many medical schools as the applicant chooses. As a state-supported institution, the SOM Greenville has a primary responsibility to train future physicians for the state of South Carolina. Preference for admission to the School of Medicine is therefore given to state residents, but we do accept 25-30% non-residents with close ties to South Carolina.

Applicants admitted to the School of Medicine are selected by an admissions committee composed of members of the biomedical science and clinical science faculties of the School of Medicine, representatives from Greenville Health System Departments of Academic Services and Diversity, and senior administration of the Greenville Health System. In making selections from each year's group of applicants, members of the Admissions Committee recognize that they are selecting future physicians. The admissions procedures are, therefore, an effort to select applicants who possess the individual characteristics required for both the study and practice of medicine. Each applicant is evaluated on the basis of individual qualifications without regard to age, race, creed, national origin, sex, or disability. All applicants to the School of Medicine are required to take the Medical College Admissions Test (MCAT). The Admissions Committee weighs carefully the entire application package, including academic background (GPA, MCAT, and undergraduate course selection); personal attributes, experiences and characteristics; letters of recommendation; clinical experience; personal statement and the overall interview.

The School of Law

The School of Law seeks to enroll qualified students who will enhance and embrace the school's rigorous educational environment and, as graduates, make positive societal contributions to South Carolina, the region, and the nation. In making admissions decisions, the Faculty Committee on Admissions employs a holistic approach, taking into account all information available about each candidate. No single factor is conclusive. While undergraduate grades and the Law School Admission Test (LSAT) are important, the committee's decision is also influenced by other factors, including the applicant's personal statement, graduate study, military service, leadership and community service, employment or other life experience, residency, letters of recommendation, and potential for contribution to a diverse educational environment.

In order to be considered for admission, a candidate must have or expect to have a bachelor's degree from a fully accredited college or university by the date of enrollment in the School of Law or be a participant in the University of South Carolina Honors College Integrated Education Plan. All applicants are required to take the LSAT and to register with the Law School Admission Council Credential Assembly Service. The Law School Admissions Requirements are explained fully on our website.

An applicant who has successfully completed at least one year of law study at an American Bar Association-accredited law school may apply as a transfer student to the University of South Carolina School of Law. In considering transfer applications, the Committee on Admissions takes into account criteria similar to those considered for admission to the first-year class (i.e., leadership, work-experience, diversity, etc.). In addition, the committee heavily weighs the transfer applicant's law school GPA and class rank.

The College of Pharmacy

The South Carolina College of Pharmacy (SCCP) was formed in 2004 through the integration of the Colleges of Pharmacy at the University of South Carolina in Columbia, and the Medical University of South Carolina in Charleston.

The integrated College combines the nationally recognized faculty, staff, and resources of the Medical University of South Carolina, a major academic medical center, and the University of South Carolina, a large comprehensive university, to create a statewide approach to pharmacy education. The South Carolina College of Pharmacy offers the full four-year Pharm.D. and graduate programs on both the University of South Carolina and the Medical University of South Carolina campuses. The SCCP has a simplified Pharm.D. admission process for both campuses. Admission to the Graduate programs on the University of South Carolina campus are administered through the University of South Carolina Graduate School Application.

Admission to the South Carolina College of Pharmacy four-year Pharm.D. program is competitive and is based on the applicant's completion of pre-pharmacy requirements, GPA, academic record, letters of recommendation, interview evaluations, PCAT scores, honors/awards, extracurricular activities, work experience, and student personal statement concerning their goals for a career in pharmacy. Applicants must take the PCAT and have official scores reported prior to the end of the application period, on or before January 1st of the year of anticipated admission. Prospective students have the opportunity of choosing either campus to attend for the four-year program, depending on space availability.

University of South Carolina Page 3 / 8

A graduate admissions committee of the college reviews all applications to the M.S. and Ph.D. programs. Preference will be given to applicants with a minimum overall grade point average equivalent of B and minimum GRE scores of 1050 (verbal and quantitative sections) and 4 (analytical section). Applicants whose native language is not English are also required to submit a satisfactory score on the TOEFL. The minimum acceptable score on the TOEFL is 80 (internet-based). The applicants are required to have three letters of recommendation sent.

As part of the application process, the applicant will need to provide a brief statement of purpose outlining their past academic course work, research experiences and/or relevant job experience. They will also give their reasons for pursuing the graduate degree, career goals, and how this degree will help achieve those goals. The applicant will be asked to provide supplemental information regarding academic accomplishments such as publications, presentations, or other significant academic awards.

For advanced degrees in pharmaceutical and health outcomes sciences, an undergraduate or professional degree in a health or business-related discipline is recommended. For advanced degrees in the disciplines of medicinal chemistry, pharmaceutics, or pharmacology, an undergraduate degree in pharmacy or in related physical sciences, such as chemistry, biochemistry, or biology, is recommended.

Ensuring Accuracy of Recruitment Materials and Presentations

Responsible Staff

The Office of Undergraduate Admissions has an in-house marketing department comprised of four staff members who monitor, maintain, and produce printed recruitment materials and electronic presentations for the purposes of recruiting prospective undergraduates. Additionally, the office works closely in collaboration with the Office of Communications and Public Affairs for high-volume production of key printed pieces.

International Recruitment

The university partners with Shorelight for recruitment support in foreign countries. This third party works with a network of agents abroad to prospect, recruit, and enroll international students in the International Accelerator Program (IAP). Students recruited by Shorelight must meet pre-established admission criteria agreed upon by the university to ensure that students are academically prepared. Conditional and non-conditional admission paths are available based on the student's academic preparation and English language proficiency. Students may earn full admission to the university upon successful completion of the prescribed IAP pathway.

Routine Schedule for Reviewing, Updating, and Producing Printed Materials

Print materials are produced annually during a regularly scheduled time table (March-August). During this period, each major printed piece is carefully reviewed by multiple admissions staff, often including the director, to ensure accuracy and consistency. Collective changes and suggestions are compiled by marketing staff in admissions and then delivered to Office of Communications and Public Affairs for further review. Some content necessitates review by additional stakeholders as well, such as Financial Aid, the Visitor Center, the Registrar, or University Housing. After initial consultation, University Publications provides proofs for further review. Typically, two to three rounds of proofreading are conducted before a job is finally approved and ready to be printed. Any pieces that need reprinting mid-cycle are evaluated for the need to modify content before reprinting.

Inventory Management of Printed Recruitment Materials

Admissions serves as the central clearinghouse on campus for storing and disseminating print materials for undergraduate recruitment. All materials are coded by production year, so when new supplies are delivered, old supplies that have become outdated can be removed from inventory in our secure warehouse. The Visitor Center receives regular deliveries from admissions. Other offices on campus that want recruitment materials also must ask admissions for supplies. Very small quantities are shared with outside departments in order to prevent long-term hoarding of pieces with limited shelf-life.

Maintaining Accurate Presentations

Student recruitment at the University is conducted by well-qualified admissions officers. Presentations that are regularly deployed, such as student information sessions at the Visitor Center, are monitored for accuracy by multiple admissions staff during regularly scheduled time periods. Admissions uses data that is officially provided by the Office of Institutional Research, Assessment, and Analytics when presenting relevant University statistics such as the freshman class profile. Tuition and financial aid information is approved by the Office of Student Financial Aid & Scholarships before it appears in our PowerPoint presentations.

Speaker notes are often provided to presenters to ensure consistency and accuracy of message. For example, guest speakers such as the President or Provost who present at recruiting events are provided event briefs which include suggested talking points. Also, admissions officers who present at key recruitment events are provided detailed

University of South Carolina Page 4 / 8

speaking outlines to help them stay "on message."

Maintaining Accurate Online Presence

Admissions maintains its own website in-house. Several trained admissions staff collectively assist in this process via access to the website server and the university's content management system. This ensures that edits to the site can be made quickly with a minimum of downtime. Recruitment materials and advertisements direct prospects to the admissions website. Prospects are encouraged to engage in social media published by Admissions. This includes Facebook, Twitter, YouTube and Instagram. Dedicated staff manages social media activities and track usage statistics, create content, and communicate promptly with internal and external constituents.

Recruitment Materials

Links from the University home page and other landing pages tied to our Freshman Prospectus include student profile videos and other information about the University for parents and future students. Four brochures from 2019 are included as examples:

2019 Mini Roadpiece

2019 In-State Roadpiece

2019 Out-of-State Roadpiece

2019 Admissions Viewbook

2019 South Carolina Honor College Viewbook

2019 Guide to Scholarships and Financial Aid

Maintaining Accurate Recruitment Advertising

The university uses minimal advertising to recruit its undergraduate students. Instead, it relies heavily on direct marketing for more effective one-to-one messaging. On the very rare occasions when advertising is used as part of the marketing mix, it is created in-house by the Admissions marketing department to ensure accuracy. Any facts that are included in the copy are checked using standard procedure (i.e., Office of Institutional Research, Assessment, and Analytics and/or other resident experts such as Financial Aid when warranted).

Graduate Programs

All graduate program recruiting information is controlled and approved by each college. In addition, Communications and Public Affairs provides guidelines and assistance for both printed and electronic recruiting materials. The Assistant Provost for Academic Programs also ensures that no new program is advertised before the program has completed the program approval process, including SACSCOC and the Commission on Higher Education notification/approval.

Conclusion

The Columbia Campus ensures that all recruitment materials are not only current, authentic and accurate, but also appealing to both parents and students in a highly competitive marketplace. In 2019, we engaged in a major content and design overhaul of our recruitment print pieces, with the goal of aligning our print pieces more closely with the university's new brand campaign. Many of our recruitment campaigns that followed have won CASE, Addy and PRSA awards in recent years, including the Grand Award, Silver and Gold categories, Special Judges' Awards, and Mercury Award of Merit. Awards aside, focus groups revealed positive reception by our most important audience: prospective students. Since 2015, our inquiry pool has nearly doubled — up by an impressive 93%. We've had to increase the quantity of our materials to accommodate this demand. For example, in 2015, we mailed 31,000 freshman prospecti to high school seniors over the summer and in 2019, we mailed 59,700 of the same piece to seniors during the summer.

Regional Palmetto College Campuses

The four regional campuses of the University of South Carolina (Lancaster, Salkehatchie, Sumter, and Union) fall under the authority of the Columbia campus and reside in a central administrative unit known as Palmetto College, headed by a Chancellor and Associate Provost. These campuses are referred to as regional Palmetto College campuses. The campuses exist as part of the University of South Carolina system as denoted in Board of Trustees Bylaws (p.2). The administrative unit also houses the academic unit Palmetto College Columbia, which offers courses on the Columbia campus and in the metropolitan Columbia area as well as AA/AS programs and courses at Fort Jackson. This unit also provides instruction, guidance and support for the delivery of the University's undergraduate online degree completion programs.

The four regional Palmetto College campuses principally provide the first two years of undergraduate education, as well as selected associate degree programs. The regional Palmetto College campuses also provide support for the completion of a bachelor's degree by offering selected upper-division course work leading to baccalaureate degrees in conjunction with the Aiken, Beaufort, Columbia, and Upstate campuses. Admission to the two-year system is subject to South Carolina Commission on Higher Education (SC CHE) prerequisite requirements.

University of South Carolina Page 5 / 8

Admissions Requirements

The regional Palmetto College campuses strive to provide an opportunity to any student who shows promise of successfully completing a college education. Freshman applicants must have either a high school diploma from a recognized regionally accredited association or its equivalent (GED) prior to enrolling.

Freshman admission requirements for each campus are listed below. Requirements for all categories of admission for each of the four Palmetto College campuses are published in their respective bulletins:

Lancaster Bulletin | Admissions

Salkehatchie Bulletin | Admissions

Sumter Bulletin | Admissions

Union Bulletin | Admissions

Specific information about admission requirements by student types can be found here:

Lancaster Bulletin | Freshman | Transfer | Nondegree | Readmission

Salkehatchie Bulletin | Freshman | Transfer | Nondegree | Readmission

Sumter Bulletin | Freshman | Transfer | Nondegree | Readmission

Union Bulletin | Freshman | Transfer | Nondegree | Readmission

High School Dual Enrollment

Qualified high school students also have the opportunity to enroll through the Palmetto College campuses' dual enrollment program. Admission to this program aligns with the SC Commission on Higher Education's policy, requiring a minimum 3.0 grade point average and supporting documentation for citizenship, residency, and state financial aid. Each campus has a dual enrollment coordinator works with each participating school and its students to assist with admissions procedures.

Fort Jackson

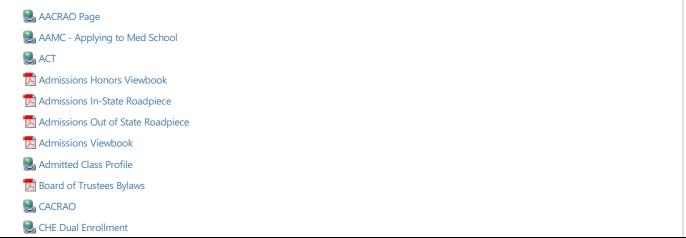
Palmetto College Columbia, housed in Palmetto College, offers undergraduate credit programs, including an associate's degree program at Ft. Jackson for (military and dependents) designed at convenient sites and times compatible with family and occupational schedules. Students desiring these offerings apply for admission through the Columbia Campus Admissions Office, and are subject to the same admission requirements as other students.

Recruitment

Recruitment of prospective students on the regional Palmetto Colleges campuses is conducted by Admissions through a variety of modalities in conjunction with the Office of Admissions, Office of Marketing and Public Communications/Public relations offices at each campus. At the regional Palmetto College campuses, these offices regularly review material used for recruitment for currency and accuracy. In 2019, the regional Palmetto College campuses hired an Assistant Dean for Enrollment Management to assist in the assurance of accuracy in admissions- and recruitment-related publications and to ensure consistency of access to the constituents of each campus' service areas.

Examples of targeted outreach include the use of phone, email, SMS text, mail, and other digital and traditional marketing channels. There are also various options for prospective students to contact Admissions through their dedicated web page for each campus (Lancaster, Salkehatchie, Sumter, and Union), including Live Chat. Digital marketing and electronic communication routes students to the Admissions page or the Request Information link (Palmetto College, Lancaster, Salkehatchie, Sumter, and Union). Information provided in brochures and other recruitment materials accurately represent admissions requirements.

Sources



University of South Carolina Page 6 / 8

- **Sollege** Board
- College of Pharmacy Admission Requirements
- **Soliege** Of Pharmacy Home
- Commission on Higher Education
- Committee on Admissions
- Council of Graduate Schools
- Darla Moore Application
- English Programs for Internationals
- Racebook UofSC Admissions
- Faculty_Manual_Columbia
- Margan Admissions
- School Application
- Graduate School Home
- 🔀 Guide to Scholarships and Financial Aid
- Instagram UofSC Admissions
- International Accelerator Program
- International Students
- LSAC Credential Assemble Service
- Lancaster Academic Bulletin
- Lancaster Admissions
- Lancaster Admissions & Records
- Lancaster Bulletin
- Lancaster Campus Tour Request
- Lancaster Dual Enrollment
- Lancaster Home
- Lancaster Info Request Form
- Lancaster Red Rose Festival
- Lancaster Request More Info
- Mini Roadpiece 20190611-0548
- Mission Statements for All Campuses
- NACAC's Code of Ethics & Professional Practice
- NAGAP NAGAP
- NAGAP Best Practices
- Soffice of Communications and Public Affairs
- Soffice of Undergrad Admissions
- PCAT
- Pharmacy Graduate Programs
- Pharmacy UofSC Admissions
- Pre-Pharmacy
- **SCCANGO**
- **SOPHAS**
- Salkehatchie Bulletin
- Salkehatchie Home
- Salkehatchie Request More Info
- School of Law Admissions
- School of Law Admissions Requirements
- School of Medicine Admissions
- School of Medicine Admissions Committee (Page 14)

University of South Carolina Page 7 / 8 School of Medicine Greenville Application School of Medicine Greenville Mission School of Medicine Mission Shorelight Sumter Admissions Sumter Bulletin **Sumter Home** Sumter Request More Info Transfer Students Market - UofSC Admissions **USC** Home USC Lancaster Dual Enrollment **USC** Lancaster Home **USC** Registrar Undergrad Academic Bulletin **Undergrad Admissions Union Bulletin Union Home** Union Request More Info

pc_campus_admissions_policices_jan_2020

University Mission
Visitor Center

NouTube - UofSC Admissions

University of South Carolina Page 8 / 8