

# Palmetto College Accomplishments 2023-2024

## Progress Toward the Goals Established in the Blueprint for Service/Academic Excellence

**Overview:** The Palmetto College goals are as follow:




- |                                    |   |
|------------------------------------|---|
| <b>1. Enrollment Growth</b>        | <b>4. Commitment to Service</b>               |
| <b>2. Student Success</b>          | <b>5. Organizational and Financial Health</b> |
| <b>3. Faculty/Staff Excellence</b> | <b>6. Strategic Planning.</b>                 |

While these six goals are each important, the two top priorities are 1) Enrollment Growth and 2) the Organizational Health priority of Balanced Budgets/Sufficient Fund Balances.

The goals and results for each for FY2024 are provided below.

**Goal 1 – Enrollment Growth:** Continue to enhance enrollments at all Palmetto College Campuses and in Palmetto College Online programs.

Fall Semester 2023 results included the following three enrollment growth milestones:

- Palmetto College Overall Enrollment – 7,594 (6,464 – F22) 
- Palmetto College Campuses Enrollment – 6,035 (4,987 – F22) 
- Palmetto College Online Enrollment – 1,404 (1302 – F22) 
- Palmetto College Campuses Bachelor’s Degree Partnership Programs - 155 (175 – F22)



**USC Lancaster**  
Lancaster | Indian Land



**USC Salkehatchie**  
Allendale | Walterboro



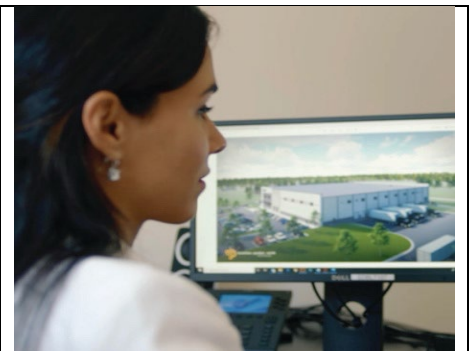
**USC Sumter**  
Sumter | Shaw Air Force Base



**USC Union**  
Union | Clinton



**Palmetto College Columbia**  
USC Columbia Campus | Palmetto  
Pathway



**Palmetto College Online**  
Global

## PC Overall Enrollment

Summer 2022 to Summer 2023 – 1,594 to 1,583

Fall 2022 to Fall 2023 – 6,464 to 7,594 ↑

Spring 2023 to Spring 2024 – 5,986 to 6,983 ↑

Headcount by Campus	Summer 2022	Summer 2023	Variance		Fall 2022	Fall 2023	Variance		Spring 2023	Spring 2024	Variance	
USC Lancaster	470	511	41	8.72%	1,681	2,239	-48	33%	1,790	2,058	268	14.97%
USC Salkehatchie	172	171	-1	-0.58%	732	778	-85	6%	623	735	112	17.98%
USC Sumter	264	271	7	2.65%	1,502	1,664	95	11%	1,366	1,449	83	6.08%
USC Union	90	78	-12	-13.33%	1,072	1,354	-146	26%	984	1,244	260	26.42%
Applied Computer Science, Cyber Security - Aiken	3	16	13	433%	41	83	22	54%	39	60	21	54%
Business Administration, Accounting - Aiken	52	42	-10	-19%	0	91	91	0%	94	80	-14	-15%
Business Administration, Finance - Aiken *	0	1	1	0%	0	11	11	0%	0	8	8	0%
Business Administration, Management - Aiken	88	66	-22	-25%	289	157	-132	-46%	146	174	28	19%
Business Administration, Marketing - Aiken *	0	2	2	-	0	8	8	0%	0	16	16	0%
Communication - Aiken	16	23	7	44%	33	31	-2	-6%	27	21	-6	-22%
Communication, Public Relations - Upstate	1	1	0	0%	47	55	8	17%	3	46	43	1433%
Criminal Justice - Upstate	46	39	-7	-15%	101	115	14	14%	83	97	14	17%
Criminal Justice Crime Analysis - Upstate	2	3	1	50%	0	4	4	0%	3	5	2	67%
Elementary Education - Columbia	10	17	7	70%	58	83	5	9%	57	63	6	11%
Emerging Media - Aiken	1	4	3	300%	8	8	2	33%	7	7	0	0%
Engineering Technology Management - Upstate	20	15	-5	-25%	24	34	10	42%	25	33	8	32%
English - Upstate	1	5	4	400%	17	23	6	35%	15	27	12	80%
Health Informatics - Upstate	17	8	-9	-53%	38	18	-18	-50%	20	13	-7	-35%
Hospitality Management - Beaufort	22	12	-10	-45%	28	17	-9	-35%	16	16	0	0%
Human Services - Beaufort	29	22	-7	-24%	51	59	8	16%	50	47	-3	-6%
Information Management and Systems - Upstate	24	12	-12	-50%	44	41	-3	-7%	30	41	11	37%
Liberal Studies - Columbia	44	30	-14	-32%	104	102	-2	-2%	93	116	23	25%
RN-BSN Program - Upstate	105	84	-21	-20%	132	151	19	14%	112	140	28	25%
Organizational Leadership - Columbia	45	45	0	0%	100	94	-6	-6%	103	82	-21	-20%
Political Science - Upstate *	0	23	23	-	0	5	5	0%	0	4	4	0%
Political Science, Law & Justice - Upstate *	0	0	0	-	0	0	0	0%	0	0	0	0%
Psychology - Aiken	15	31	16	107%	41	43	2	5%	36	40	4	11%
Psychology - Beaufort	33	0	-33	-100%	87	87	20	30%	57	94	37	65%
Public Health (Formerly Health Promotion) - Beaufort	17	24	7	41%	43	87	24	56%	32	69	37	116%
Public Health - BA Beaufort *	0	2	2	-	0	6	6	0%	1	5	4	400%
Sociology - Beaufort	4	7	3	75%	18	19	3	19%	11	15	4	36%
Special Education - Aiken	3	7	4	133%	28	32	6	23%	27	32	5	19%
Business - Aiken (Sumter)	0	0	0	-	0	0	0	-	0	0	0	-
Education - Aiken (Salkehatchie)	0	0	0	-	10	10	0	0%	8	4	-4	-50%
Education - Aiken (Sumter)	0	4	4	-	19	23	4	21%	16	24	8	50%
Education - Upstate (Sumter)	0	0	0	-	0	0	0	-	0	0	0	-
Industrial Process Engineering - Aiken (Salkehatchie)	0	0	0	-	6	9	3	50%	1	0	-1	-100%
Nursing - Aiken (Sumter)	0	0	0	-	20	19	-1	-5%	15	19	4	27%
Nursing - Aiken (Union)	0	7	7	-	27	23	-4	-15%	17	16	-1	-6%
Nursing - Beaufort (Salkehatchie)	0	0	0	-	28	17	-11	-39%	30	25	-5	-17%
Nursing - Columbia (Lancaster, Salkehatchie)	0	0	0	-	65	54	-11	-17%	49	58	9	18%
<b>Total</b>	<b>1594</b>	<b>1583</b>	<b>-11</b>	<b>-1%</b>	<b>6,464</b>	<b>7,594</b>	<b>1,130</b>	<b>17%</b>	<b>5,986</b>	<b>6,983</b>	<b>997</b>	<b>17%</b>

\*new programs; limited data available

## PC Campuses Overall Headcount

Summer 2022 to Summer 2023 – 996 to 1,031 ↑

Fall 2022 to Fall 2023 – 4,987 to 6,035 ↑

Spring 2023 to Spring 2024 – 4,763 to 5,486 ↑

## PC Campuses Overall FTE

Summer 2022 to Summer 2023 – 466 to 498 ↑

Fall 2022 to Fall 2023 – 3,119 to 3,586 ↑

Spring 2023 to Spring 2024 – 2,852 to 3,283 ↑

Headcount by Campus	Summer 2022	Summer 2023	Variance		Fall 2022	Fall 2023	Variance		Spring 2023	Spring 2024	Variance	
USC Lancaster	470	511	41	8.72%	1,681	2,239	558	33.19%	1,790	2,058	268	14.97%
USC Salkehatchie	172	171	-1	-0.58%	732	778	46	6.28%	623	735	112	17.98%
USC Sumter	264	271	7	2.65%	1,502	1,664	162	10.79%	1,366	1,449	83	6.08%
USC Union	90	78	-12	-13.33%	1,072	1,354	282	26.31%	984	1,244	260	26.42%
<b>Total</b>	<b>996</b>	<b>1031</b>	<b>35</b>	<b>3.51%</b>	<b>4,987</b>	<b>6,035</b>	<b>1048</b>	<b>21.01%</b>	<b>4,763</b>	<b>5,486</b>	<b>723</b>	<b>15.18%</b>

FTE by Campus	Summer 2022	Summer 2023	Variance		Fall 2022	Fall 2023	Variance		Spring 2023	Spring 2024	Variance	
USC Lancaster	210	242	32	15.24%	1,123	1,382	259	23%	1,100	1,271	171	15.55%
USC Salkehatchie	85	77	-8	-9.41%	462	439	-23	-5%	355	402	47	13.24%
USC Sumter	115	123	8	6.96%	899	990	91	10%	824	877	53	6.43%
USC Union	56	56	0	0.00%	635	775	140	22%	573	733	160	27.92%
<b>Total</b>	<b>466</b>	<b>498</b>	<b>32</b>	<b>6.87%</b>	<b>3,119</b>	<b>3,586</b>	<b>467</b>	<b>15%</b>	<b>2,852</b>	<b>3,283</b>	<b>431</b>	<b>15.11%</b>

**PC Online Overall Headcount:**

Summer 2022 to Summer 2023 – 598 to 541

Fall 2022 to Fall 2023 –1,302 to 1,404↑

Spring 2023 to Spring 2024 – 1,087 to 1,351↑

Headcount by Program	Summer 2022	Summer 2023	Variance		Fall 2022	Fall 2023	Variance		Spring 2023	Spring 2024	Variance	
Applied Computer Science, Cyber Security - Aiken	3	16	13	433%	41	63	22	54%	39	60	21	54%
Business Administration, Accounting - Aiken	52	42	-10	-19%	0	91	91	-	94	80	-14	-15%
Business Administration, Finance - Aiken *	0	1	1	-	0	11	11	-	0	8	8	-
Business Administration, Management - Aiken	88	66	-22	-25%	289	157	-132	-46%	146	174	28	19%
Business Administration, Marketing - Aiken *	0	2	2	-	0	8	8	-	0	16	16	-
Communication - Aiken	16	23	7	44%	33	31	-2	-6%	27	21	-6	-22%
Communication, Public Relations - Upstate	1	1	0	0%	47	55	8	17%	3	46	43	1433%
Criminal Justice - Upstate	46	39	-7	-15%	101	115	14	14%	83	97	14	17%
Criminal Justice Crime Analysis - Upstate	2	3	1	50%	0	4	4	-	3	5	2	67%
Elementary Education - Columbia	10	17	7	70%	58	63	5	9%	57	63	6	11%
Emerging Media - Aiken	1	4	3	300%	6	8	2	33%	7	7	0	0%
Engineering Technology Management - Upstate	20	15	-5	-25%	24	34	10	42%	25	33	8	32%
English - Upstate	1	5	4	400%	17	23	6	35%	15	27	12	80%
Health Informatics - Upstate	17	8	-9	-53%	36	18	-18	-50%	20	13	-7	-35%
Hospitality Management - Beaufort	22	12	-10	-45%	26	17	-9	-35%	16	16	0	0%
Human Services - Beaufort	29	22	-7	-24%	51	59	8	16%	50	47	-3	-6%
Information Management and Systems - Upstate	24	12	-12	-50%	44	41	-3	-7%	30	41	11	37%
Liberal Studies - Columbia	44	30	-14	-32%	104	102	-2	-2%	93	116	23	25%
RN-BSN Program - Upstate	105	84	-21	-20%	132	151	19	14%	112	140	28	25%
Organizational Leadership - Columbia	45	45	0	0%	100	94	-6	-6%	103	82	-21	-20%
Political Science - Upstate *	0	23	23	-	0	5	5	-	0	4	4	-
Political Science, Law & Justice - Upstate *	0	0	0	-	0	0	0	-	0	0	0	-
Psychology - Aiken	15	31	16	107%	41	43	2	5%	36	40	4	11%
Psychology - Beaufort	33	0	-33	-100%	67	87	20	30%	57	94	37	65%
Public Health (Formerly Health Promotion) - Beaufort	17	24	7	41%	43	67	24	56%	32	69	37	116%
Public Health - BA Beaufort *	0	2	2	-	0	6	6	-	1	5	4	400%
Sociology - Beaufort	4	7	3	75%	16	19	3	19%	11	15	4	36%
Special Education - Aiken	3	7	4	133%	26	32	6	23%	27	32	5	19%
<b>Total</b>	<b>598</b>	<b>541</b>	<b>-57</b>	<b>-10%</b>	<b>1,302</b>	<b>1,404</b>	<b>102</b>	<b>8%</b>	<b>1,087</b>	<b>1,351</b>	<b>264</b>	<b>24%</b>

\*new programs; limited data available

## PC Campuses 2+2 On Campus Overall Headcount

Summer 2022 to Summer 2023 – 0 to 11 ↑

Fall 2022 to Fall 2023 – 175 to 155 ↑

Spring 2023 to Spring 2024 – 136 to 146 ↑

Headcount by Campus	Summer 2022	Summer 2023	Variance		Fall 2022	Fall 2023	Variance		Spring 2023	Spring 2024	Variance	
Business - Aiken (Sumter)	0	0	0	-	0	0	0	-	0	0	0	-
Education - Aiken (Salkehatchie)	0	0	0	-	10	10	0	0%	8	4	-4	-50%
Education - Aiken (Sumter)	0	4	4	-	19	23	4	21%	16	24	8	50%
Education - Upstate (Sumter)	0	0	0	-	0	0	0	-	0	0	0	-
Industrial Process Engineering - Aiken (Salkehatchie)	0	0	0	-	6	9	3	50%	1	0	-1	-100%
Nursing - Aiken (Sumter)	0	0	0	-	20	19	-1	-5%	15	19	4	27%
Nursing - Aiken (Union)	0	7	7	-	27	23	-4	-15%	17	16	-1	-6%
Nursing - Beaufort (Salkehatchie)	0	0	0	-	28	17	-11	-39%	30	25	-5	-17%
Nursing - Columbia (Lancaster, Salkehatchie)	0	0	0	-	65	54	-11	-17%	49	58	9	18%
<b>Total</b>	<b>0</b>	<b>11</b>	<b>11</b>	<b>-</b>	<b>175</b>	<b>155</b>	<b>-20</b>	<b>-11%</b>	<b>136</b>	<b>146</b>	<b>10</b>	<b>7%</b>

**Goal 2 - Student Success:** Increase student *success rate*, which is defined by the South Carolina Commission on Higher Education as FT/FT students transferring, remaining enrolled, or graduating within three years of enrolling. Below are the rates for the 2018 (reported out in the 2022 CHE Abstract) and 2019 (2023 CHE Abstract) cohorts.

### Student Success Rates

Success Rate by Campus	Fall 2022 Report Year	Fall 2023 Report Year	Variance
USC Lancaster	64.40%	71.30%	6.90%
USC Salkehatchie	56.80%	67.60%	10.80%
USC Sumter	72.40%	65.10%	-7.30%
USC Union	73.30%	70.80%	-2.50%
<b>Total</b>	<b>66.20%</b>	<b>68.70%</b>	<b>2.50%</b>

### Bachelor's degrees Awarded – PC On-Campus/4-Year Institutions

Degrees Awarded By Campus	2022-23	2023-24	Variance	
<b>USC Lancaster</b>	<b>14</b>	<b>30</b>	<b>16</b>	<b>114%</b>
Nursing - Columbia	14	30	16	114%
<b>USC Salkehatchie</b>	<b>11</b>	<b>12</b>	<b>1</b>	<b>9%</b>
Education - Aiken	3	0	-3	-100%
Industrial Process Engineering - Aiken	0	0	0	-
Nursing - Beaufort	8	12	4	50%
Nursing - Columbia	0	0	0	-
<b>USC Sumter</b>	<b>12</b>	<b>18</b>	<b>6</b>	<b>50%</b>
Business - Aiken	0	0	0	-
Education - Aiken	8	9	1	13%
Nursing - Aiken	4	9	5	125%
<b>USC Union</b>	<b>7</b>	<b>10</b>	<b>3</b>	<b>43%</b>
Nursing - Aiken	7	10	3	43%
<b>Total</b>	<b>44</b>	<b>70</b>	<b>26</b>	<b>59%</b>

## Bachelor's degrees Awarded for Online Degree Completion Programs

Awarded by PC Online Partners USC Aiken, USC Beaufort, USC Columbia, USC Upstate

Degrees Awarded By Campus	2022-23	2023-24	Variance
USC Aiken	98	122	24
USC Beaufort	36	39	3
USC Columbia	71	94	23
USC Upstate	180	154	-26
<b>Total</b>	<b>385</b>	<b>409</b>	<b>24</b>

## Associate Degrees Awarded – PC Campuses

Degrees Awarded By Campus	2022-23	2023-24	Variance
USC Lancaster	173	186	13
USC Salkehatchie	96	108	12
USC Sumter	178	170	-8
USC Union	129	97	-32
<b>Total</b>	<b>576</b>	<b>561</b>	<b>-15</b>

## Traditional To Dual Enrollment Comparison - Overall Enrollment

USC Lancaster Enrollment	Summer 2022	Summer 2023	Change: 2022 to 2023		Fall 2022	Fall 2023	Change: 2022 to 2023		Spring 2023	Spring 2024	Change: 2023 to 2024	
Total Headcount	470	511	41	8.7%	1,681	2,239	558	33.2%	1,790	2,058	268	15.0%
Traditional Headcount (Non-Dual)	243	257	14	5.8%	698	767	69	9.9%	690	672	-18	-2.6%
Dual Enrollment	227	254	27	11.9%	983	1,472	489	49.7%	1,100	1,386	286	26.0%
USC Salkehatchie Enrollment	Summer 2022	Summer 2023	Change: 2022 to 2023		Fall 2022	Fall 2023	Change: 2022 to 2023		Spring 2023	Spring 2024	Change: 2022 to 2023	
Total Headcount	172	171	-1	-0.6%	732	778	46	6.3%	623	735	112	18.0%
Traditional Headcount (Non-Dual)	107	109	2	1.9%	369	469	100	27.1%	306	450	144	47.1%
Dual Enrollment	65	62	-3	-4.6%	363	309	-54	-14.9%	317	285	-32	-10.1%
USC Sumter Enrollment	Summer 2022	Summer 2023	Change: 2022 to 2023		Fall 2022	Fall 2023	Change: 2022 to 2023		Spring 2023	Spring 2024	Change: 2022 to 2023	
Total Headcount	264	271	7	2.7%	1,502	1,664	162	10.8%	1,366	1,449	83	6.1%
Traditional Headcount (Non-Dual)	195	204	9	4.6%	586	654	68	11.6%	523	593	70	13.4%
Dual Enrollment	69	67	-2	-2.9%	916	1,010	94	10.3%	843	856	13	1.5%
USC Union Enrollment	Summer 2022	Summer 2023	Change: 2022 to 2023		Fall 2022	Fall 2023	Change: 2022 to 2023		Spring 2023	Spring 2024	Change: 2022 to 2023	
Total Headcount	90	78	-12	-13.3%	1,072	1,354	282	26.3%	984	1,244	260	26.4%
Traditional Headcount (Non-Dual)	77	57	-20	-26.0%	256	273	17	6.6%	227	254	27	11.9%
Dual Enrollment	13	21	8	61.5%	816	1,081	265	32.5%	757	990	233	30.8%

## **Palmetto Pathway:**

- Overall student success rates in the Pathway program continued to improve, increasing from 75.27% (70 of 93 students in the cohort) in 2021-2022 to 85.4% (76 of 89 admitted students) in 2022-2023. The cohort for FALL 2023 reached 98 students, the highest number ever admitted to the program, and the success rate for this cohort currently stands at 92.86%.
- At present, 88 students have been admitted to the program for 2024-2025. Faculty from all five Palmetto College campuses will continue to teach courses in the program, and PC Columbia staff will continue to work closely with students to help ensure satisfactory academic progress and success, with the goal being regular admission to USC Columbia with sophomore status (30+ USC credit hours earned in the program).
- In terms of degree completion, 23 students from Pathway's first-year cohort (54 students admitted for 2019-2020) have already earned their USC baccalaureate degree. Six of the students graduated with honors (3 magna cum laude, 3 cum laude), and nine more students remain enrolled at USC as seniors and are on track to graduate in 2024 (within the 6-year time frame which is considered "successful" degree completion).

- From the second year's cohort (2020-2021, which was conducted entirely online due to the COVID pandemic), 13 of the 49 students have received their USC baccalaureate degree (including one cum laude graduate), ten students are currently enrolled at USC as seniors, and four are currently enrolled as juniors – all with the potential to complete their degree programs within the six-year time frame.

#### **Palmetto College Transfer Initiatives:**

- In 2022, agreements were developed and approved between the system campuses and all four of the Palmetto College campuses for all of the then-current 21 Palmetto College programs, with the exception of Engineering Technology Management and the RN-to-BSN programs, which are both designed for students who have earned an applied associate degree which is not offered at the campuses. In 2024, the agreements are under review and will be updated.
- In 2023, Palmetto College began work with the SCTC System Office to create guided transfer pathways for all the Palmetto College programs with the 16 colleges of the South Carolina Technical College System. That work continues in conjunction with the SC CHE Transfer Project.

#### **Learning Outcome Assessment:**

- Palmetto College now employs a systematic assessment process under the auspices of the Office of Institutional Research, Assessment and Analytics which guides decision-making, strategic planning, and program evaluation across the 5 campuses/units.
- One hundred percent of all Carolina Core courses are assessed to ensure that students receive the same academic quality that they would receive at main campus regardless of their location. Palmetto College is in the process of changing the assessment culture to ensure compliance and greater faculty participation.

**Goal 3 – Faculty/Staff Excellence:** Continue to attract, develop, reward, and retain faculty who embrace alternative as well as traditional course delivery methodology; Work with faculty regarding faculty governance issues related to the relationship of Palmetto College programs with Carolina Online.

- Four Tenure and/or Promotion files were approved by the BOT on June 19, 2024. There were 9 new faculty hires in 2023-24.
- Last academic year saw extensive faculty scholarly activity: 124 publications (32% increase from the previous year), 281 presentations/exhibits (105% increase or more than double), 66 creative activities (22% increase), 20 awards (100% increase or double), and 424 other scholarly activities (25% increase). One hundred four grants applied for, 58 awarded (equal to last year). Of these, 29 faculty received RISE, ASPIRE, CIEL, or EXCEL grants, 17 received Magellan or PURE grants.
- PC Salary study and Implementation continues and will be updated and relaunched in FY 2025.
- Twenty staff hirings, 7 faculty/staff retirements
- Five faculty/staff inducted into Alpha Sigma Lambda
- One staff member serves on USC Staff Senate and readying to launch the Palmetto College Staff Senate in Fall 2024.
- One faculty member appointed to Interim Associate Dean, one Associate Dean appointed to Interim Campus Dean, and one faculty member appointed to Interim Campus Dean

**Goal 4 – Commitment to Service:** Encourage faculty, staff, and students to engage in service and to demonstrate how such service relates to their discipline or course of study in enhancing the relationship between University and community.

- Twenty five graduates earned Graduation with Leadership Distinction and campuses actively participated in the current QEP initiative, Experience by Design.
- Each campus has a food pantry to serve food-insecure students and we continue to seek extramural funding sources to support their operation.
- Seventy four Bachelor of Liberal Studies/Bachelor of Organizational Leadership students participated in either the PALM 494 internship course in which community needs were ascertained and addressed or the PALM 495 Service-Learning course.
- Faculty engaged in 222 student mentoring activities (associated with ASPIRE, Magellan, PURE grants, RISE grants, CEIL Office (QEP), or Pathway) and 1104 service activities (campus/unit, greater University, and community).
- The expansion of dual enrollment opportunities yields substantial savings on education investment by students and parents throughout the state.
- Palmetto College now has a total of 8 iCarolina labs located at USC Lancaster, the Kershaw Branch of the Lancaster County Library System, USC Salkehatchie – Allendale, USC Salkehatchie – Walterboro, USC Sumter, USC Union at the Carnegie Library, the Laurens County Public Library and the Laurens County Public Library – Clinton Branch. Since July 2023, there have been a total of 16,235 visits to the labs, bringing our grand total of visits to 26,624 since the labs opened. During that time, 291 free courses have been offered through our labs for the community, faculty, staff, and students. Of those courses, our most popular topics were the Introduction to Apple courses which provide training on how to operate and utilize Apple devices such as iPads, iPhones, and MacBooks.

- Supported the campuses as they provided extensive service, with examples as follows:
  - Lancaster – The USCL Native American Studies Center hosts public events throughout the year, both on-site and online. The Lancaster Players theater group presented four plays that were open to the public. USCL holds continuing education opportunities at the Sun City senior living community. USCL offers public CPR classes. USCL has also partnered with ed2go to provide online continuing education courses. USCL offers weekly continuing education courses through the iCarolina lab that are free to the public. The Indian Land Business Advisory Group was rebooted.
  - Salkehatchie – The Southern Palmetto Chamber of Commerce partnership utilizes the Allendale iCarolina Lab for their Propel Business Lab, an entrepreneurial program for community members. Host regional economic development meetings, Lowcountry Healthcare staff meetings, SC Department of Commerce meetings, and grant writing workshops sponsored by the SC Office of Rural Health. The Salkehatchie Scholarly Research Forum is open to the public and highlights both faculty and student research. The Carolina Theater hosts productions brought by the Allendale Rural Arts Team and presentations by the Allendale Historical Society.
  - Sumter – USC Sumter houses many public resources, including the iCarolina Community Learning Lab, the South Carolina Center for Oral Narrative, and Anderson Library. USC Sumter hosts six to eight Faculty Research Seminars each year wherein faculty can present their latest research and receive feedback from the community, colleagues, and students. USC Sumter co-founded and continues to help direct the Emerging Leaders program in conjunction with the Sumter Economic Development Board and the Chamber of Commerce. USC Sumter faculty and staff serve many different community organizations including the Chamber of Commerce, the County Cultural Commission, the Sumter County Gallery of Art, the South Carolina Association of Science, and Tandem Health among others.
  - Union- Representation on the Union County Council, Upstate Workforce Board STEM Camp, Union Partners Board, Union County Development Board, the Union County Carnegie Library Advisory Board, the Blueprint for Rural Health Coalition, Rotary Club of Union, USC Union Partnership Board, Union Civitan Club, Union Lions Club, Union County Sheriff's Office Police Explorer Program, among others. USC Union houses many public resources, including three iCarolina Community Learning Labs (Union, Laurens, Clinton). Many internships that students take on as part of work study assignments or as part of internship classes. Campus hosts public events like the art and poetry shows as part of our Black History Month Program, the Latin American Film Festival, and the Upcountry Literary Festival.

**Goal 5 – Organizational and Financial Health:** Continue to develop the structure of Palmetto College to assure efficiency, accountability, and fiscal responsibility.

- PC Central works with and monitors the campuses to assure balanced budgets and multi-months operating surplus. Entering the year, all campuses were in compliance.
- All USC System Institutions receive both appropriation and tuition revenue from PC Central. PC Central distributed \$2,357,630 of state appropriations to the comprehensive and PC campuses in FY24 and a total of \$60 million has been distributed since FY13. The PC tuition distribution to the comprehensive and PC campuses for FY24 was \$8,944,854 with an additional \$1,430,428 going to main campus academic programs and support, totaling \$10,375,282 in tuition distribution for FY24. Over \$94 million in PC tuition revenue has been distributed since FY14. Total appropriations and tuition revenue of \$154,000,000+ has been distributed to the eight USC System institutions since the launch of Palmetto College in FY13.
- Fundraising/Development:
  - Philanthropic: Palmetto College raised \$2.141M in FY'24 in donations against a goal of \$1.6M for the year (134% of goal). 📈 This is the second highest since the launch of Palmetto College.
    - In FY24, Palmetto College made 31 asks against a goal of 20, 155% of goal, for a total of \$2.695M in ask value.
    - Our cumulative fundraising total since the inception of PC in FY'13 now rests at \$18,223,308.
    - Palmetto College raised nearly \$316,557 on Giving Day with reward bonuses being #1 overall across all of USC; 465 unique donors which was #3 overall across USC; 516 total donations made to Palmetto College; 5 Challenge Wins providing \$8,000 in bonus awards. Successful donor matching opportunities for every Palmetto College campus and division for the first time ever. 📈
  - Sponsored Awards: Palmetto College Campuses: \$2,647,754 for FY24 (vs. \$1,501,225 in FY23) 📈
    - Lancaster: \$1,181,456 for FY24 (vs. \$697,305 in FY23)
    - Salkehatchie: \$808,278 for FY24 (vs. \$468,809 in FY23)

- Sumter: \$658,020 for FY24 (vs. \$335,111 in FY23)
- Access, Opportunity, & Engagement (AOE): In keeping with its founding mission of serving students across South Carolina (and beyond), Palmetto College has a representative on the University’s Council of Academic Diversity (CADO) – under the auspices of USC Columbia’s Office of Access & Engagement – who ensures that the campuses are included in relevant AOE plans and initiatives, and who ensures that PC campus activities are included in the University’s accounting of AOE-related activities. The representative further works with PC campus Deans, academic deans, and campus AOE committees to promote and coordinate initiatives within Palmetto College.
- Supported the campuses as they pursued numerous campus projects, including: Lancaster – completed renovations of Stevens Auditorium in Hubbard Hall, along with renovation to the front entrance of Hubbard Hall to meet ADA requirements. Salkehatchie – ongoing renovation of the Student Commons and Conference Center, outfitting a recruiting area in Allendale, replacing and repairing roofs on three buildings, completion of renovations in the Peden McLeod Library in Walterboro, updating irrigation, and completing final updates in the gym/locker rooms. Sumter – completed a major renovation of the Science Building and celebrated with a ribbon cutting. Union – installation of ADA-compliant bathrooms and a weight room at the Jonesville Gym, updates to the HVAC systems and interiors of the Main Building, and upgrades to security cameras. In the process of bidding and designing improvements for the Jonesville baseball stadium, City Park softball stadium, and additional parking facilities. Completed projects include upgrades and turf installation at the Jonesville Gym, HVAC and interior enhancements at the Central Building, roof repairs and exterior painting at the Truluck Gym, and the relocation of our Laurens site to the Town of Clinton. PC Central – transitioned office space for PC Central Administration to 1600 Hampton Street.
- PC Campuses Faculty Salary Study will be updated and relaunched next FY to continue to address needs in faculty and staff salaries across the units.
- Niche Community College Rankings 2024: Lancaster #1, Sumter #2, Salkehatchie #5, Union #11 (niche.com)
- 29 online bachelor’s degree completion programs.
- Student default rate for campuses dropped to 0%
- Designed and printed a new brochure and launched a new digital copy of the brochure on the website. Created new landing pages and inquiry forms for new digital marketing campaigns. Digital marketing campaigns were recreated to target three specific audiences: Career Go-Getter, Local Students, Military/VA Students. These campaigns ran on Google, Meta (Facebook and Instagram), Twitter (X), LinkedIn, and Streaming Audio and TV. Created a new recruiter presentation that is used when out at recruitment events. Hired a new Digital Marketing Coordinator position at PC Central.
- Continued marketing updates: New Banners and one-pagers for recruitment tables, website audit and update, updated landing pages and inquiry forms for 25/26 campaigns, refresh to images, new video testimonial content, and ongoing updates for digital marketing campaigns.

**Goal 6 – Planning:** Palmetto College planning efforts revolved around activity associated with the development of a new strategic plan as outlined below:

- Palmetto College and its units engaged in a planning process from Spring 2023 – Spring 2024 for a new strategic plan for 2024-2029, guided by Kennedy & Company, Huron Consulting and informed by the Imagine Carolina process conducted for the Palmetto College Campuses and Palmetto College Online. The new 2024-2029 Palmetto College Strategic Plan was approved by President Amiridis on March 22, 2024, the Board of Trustees University System Committee on April 19, 2024, by the full Board of Trustees on June 19, 2024, and launched on July 1, 2024, in an integrated effort that aligns the new Palmetto College Strategic Plan with the new plans for USC Columbia and the USC System.