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University of South Carolina
BOARD OF TRUSTEES

Advancement, Engagement and Communications Committee

November 13, 2020

The Advancement, Engagement and Communications Committee of the University of South Carolina Board of Trustees met at 11:58 a.m. on Friday, November 13, 2020, in the Pastides Alumni Center Ballroom and by Microsoft Teams.

Committee members present were Mr. Eugene P. Warr Jr., Chair; Mr. Brian C. Harlan; Ms. Emma W. Morris; Mr. Robin D. Roberts; Mr. John C. von Lehe Jr.; Mr. Charles H. Williams; Dr. C. Dorn Smith III, Board Chair; and Thad H. Westbrook, Board Vice Chair. Mr. Alex English and Ms. Molly Spearman joined by Microsoft Teams video conference.

Other Board members present were Mr. C. Dan Adams; Mr. J. Egerton Burroughs; Dr. C. Edward Floyd; Mr. Richard A. Jones Jr.; Mr. Miles Loadholt; Mr. Hubert F. Mobley; Ms. Leah B. Moody; and Ms. Rose Buyck Newton. Mr. Toney J. Lister joined by Microsoft Teams video conference.

Also present were USC Columbia Faculty Senate Chair Dr. Mark Cooper and USC Columbia Student Government President Ms. Issy Rushton. Board Strategic Advisor Mr. David Seaton joined by Microsoft Teams video conference.

Others in attendance were President Robert L. Caslen Jr.; Secretary J. Cantey Heath Jr.; Vice President of Human Resources Caroline Agardy; Chief Health Officer and Associate Vice President for Health and Well-Being Deborah Beck; President's Chief of Staff Mark

Bieger; Presidential Faculty Fellow Susan Bon; President and CEO University Foundations Jason Caskey; Arnold School of Public Health Dean Tom Chandler; Executive Director for Strategic Initiatives Jack Claypoole; Dean of the USC College of Pharmacy Stephen Cutler; Chief Audit Executive Pamela Dunleavy; Chancellor Palmetto College Susan Elkins; Interim Chief Development Officer Will Elliott; Associate Vice President of Finance and Budget Kelly Epting; Vice President of Information Technology and Chief Information Officer Doug Foster; USC School of Medicine Columbia Dean Les Hall; Deputy Director, Office of Economic Engagement and Director, Intellectual Property Tech Commercialization Office Chad Hardaway; Board of Trustees Governance Consultant Cameron Howell; USC School of Medicine Greenville Dean Marjorie Jenkins; University Controller Mandy Kibler; Assistant to the President for System Affairs Eddie King; Executive Director Office of Economic Engagement Bill Kirkland; Senior Director of Strategic Partnership for Military and Government Programs Todd McCaffrey; Executive Communications Director Sally McKay; Director of Government Relations Derrick Meggie; General Counsel and Executive Director of Compliance Programs Terry Parham; Director of Public Policy and Advocacy Craig Parks; Chief Operating Officer Jeff Perkins; Vice President for Student Affairs and Vice Provost Dennis Pruitt; Special Assistant to the President James Smith; University Treasurer and Assistant Vice President and Chief of Staff Division of Administration and Finance Joe Sobieralski; Assistant Vice President, Media and External Engagement Jeff Stensland; Director of Athletics Ray Tanner; Executive Vice President for Academic Affairs and Provost William Tate; Vice President for Communications Larry Thomas; Executive Vice President of Administration Ed Walton; Vice President for Diversity, Equity and Inclusion Julian Williams; Associate Vice President for Law Enforcement and Safety Chief Chris Wuchenich; and Board

of Trustees staff. Others attending by Microsoft Teams audio conference were Executive Assistant to the President for Equal Opportunity Programs Cliff Scott; Vice President for Research Dr. Prakash Nagarkatti; and USC Beaufort Chancellor Al Panu. Assistant Vice President for Brand and Design Strategy J.C. Huggins participated via Microsoft Teams video conference.

OPEN SESSION

I. Call to Order

Chair Warr called the meeting to order, welcomed those in attendance, and asked everyone in the room to introduce themselves. Secretary Heath confirmed Trustees joining by Microsoft Teams video conference. Chair Warr called on Mr. Stensland to introduce members of the press in attendance. Mr. Stensland introduced Lucas Daprile with *The State* and stated Erin Slowey with the *Daily Gamecock* joined by telephone.

Chair Warr stated notice of the meeting had been posted and the press notified as required by the Freedom of Information Act; the agenda and supporting materials had been circulated; and a quorum was present to conduct business.

II. Office of Innovation, Partnerships & Economic Engagement Updates

Chair Warr called on Executive Director of Economic Engagement Bill Kirkland for updates from the Office of Innovation, Partnerships and Economic Engagement (IPEE). Mr. Kirkland stated the IPEE is the single convergence point between businesses, industry, researchers, entrepreneurs, students, and government officials interested in engaging with the University. Development and commercialization of new technologies are championed, and partnerships are built to accelerate innovation and drive economic prosperity in the state, the region, and around the world. There are five key areas managed through the IPEE: 1)

corporate development; 2) intellectual property licensing and intellectual property technology commercialization; 3) entrepreneurial activities and innovation, both external and internal; 4) research and related facilities, formerly referred to as Innovista; and 5) the recruitment of companies to and the growing of companies in South Carolina, in collaboration with the Department of Commerce and the Governor's Office.

Mr. Kirkland stated that Priority Six of the Strategic Plan is to promote innovation and economic development through impactful community relationships. He provided an overview of the following seven initiatives the University has undertaken and will be undertaking toward meeting the Priority Six goal of the Strategic Plan.

A. iCarolina Tech Hub

iCarolina Tech Hub is the University's authorized Apple Campus Store. The store will be launched in January or February 2021 based on a student-run store model and will be managed by the chair of the Department of Retail Management under the College of Hospitality, Retail and Sports Management (HRSM). HRSM students working at the store will receive academic credit. The store will be located on the ground floor of the Byrnes Building, next door to the University Tech Zone. University Technology Services will have up to five technicians trained to handle Apple repairs. Eligible purchasers of Apple products offered at the store are UofSC students, faculty, staff, and alumni. The University will receive a percentage of total sales, with the opportunity to increase that percentage through incentives and added service offerings. Proceeds will be used to fund the Capstone Student Experience as well as to offset business expenses for the retail store, repair service, and administrative costs.

B. UofSC IBM Skills Academy

The UofSC IBM Skills Academy was created in collaboration with the South Carolina Department of Commerce and IBM as an initiative to support workforce development efforts. The Academy is designed to provide applied skills around emerging technologies and tools applicable to diverse academic backgrounds. No technical expertise is required to participate in the Academy workshops. The first workshop, held in July and August 2020, was an Artificial Intelligence Practitioner course. The 60 participants included students, faculty, staff, and South Carolina Department of Commerce personnel. Upon completion of workshops, participants are issued a digital badge verified by a third-party to be included on their resume.

C. Siemens Partnership

The Siemens Partnership began in 2017 when Siemens presented the University with one of their largest Product Lifecycle Management software gifts worth \$628 million. That gift led to the genesis of a new and enhanced engineering curriculum in the College of Engineering and Computing. Through this partnership, Siemens and the University are collaborating on research for innovative manufacturing solutions and adding Siemens product demonstrations in the University's digital transformation lab at the McNair Center. This partnership is the first of its kind for Siemens and is the future model for industry-academia collaboration. Mr. Kirkland stated through partnerships with Siemens, IBM, and others, the University builds real life prototypes and solutions that can be taken to the marketplace.

D. U.S. Special Operations Command (SOCOM) – New DefenseWerx Partnerships

The University is in exploratory partnership discussions with the DefenseWerx

Hub. The DefenseWerx Hub works with military branches to cultivate ecosystems that enable acceleration of innovative solutions. It provides technology transfer, innovation, collaboration, prototyping, and workforce development / STEM outreach. Three research partnerships being explored are with the Arnold School of Public Health for brain health and cognition, the Artificial Intelligence Institute, and the College of Engineering and Computing.

E. Fort Gordon Memorandum of Understanding.

A Memorandum of Understanding has been established with the Army Cyber Center of Excellence at Fort Gordon, which will enable the University to take a lead collaborative role in developing a four-year Cyber Intelligence Curriculum that prepares students across the state to pursue Cyber Security postsecondary degrees and careers. Course offerings will be included from the Department of Integrated Information Technology (IIT) and USC Aiken. Train the Trainer programs for SC educators are underway through IIT's Cyberinfrastructure Lab. Over 1,000 instructors and IT professionals have received training through the Lab.

F. The Savannah River National Lab (SRNL) Bid.

The University, in a consortium with Clemson University, South Carolina State University, the University of Georgia, and Georgia Tech placed a bid with the Department of Energy to build a research center at the Savannah River National Lab. The contract is estimated to be \$3.8 billion over 10 years. The Governor and state government leadership have committed significant state funds to support the bid. From a workforce development perspective, over 1,000 new jobs have been projected for Augusta and Aiken. It is anticipated this project will generate between a \$350 to

\$700 million economic impact within the first five years. Monies the University would receive would fund new research faculty, new graduate and undergraduate students, and new research and infrastructure.

G. SC Cyber

SC Cyber is a statewide initiative for cyber outreach, education, research, and workforce development involving stakeholders in academia, industry, and government. The goal is to bring all cyber assets in the state together and create a cyber plan for the state.

H. National Guard “DreamPort”

Chair Warr called on Special Assistant to the President James Smith for an update on the National Guard “DreamPort.” Mr. Smith stated this is a National Guard project being developed at USC Aiken. This innovation and collaboration initiative leverages state and federal participants such as the Savannah River National Laboratory, the South Carolina National Guard, industry partners, and other academic institutions. It is driven by the expanding cyber marketplace and South Carolina’s need to ensure the state is poised to take full advantage of that marketplace and grow the cyber industrial footprint. He stated one of the factors making this partnership possible is the South Carolina National Guard is one of only three cyber battalions in the country. Mr. Smith stated there are over 200,000 job vacancies around cyber security and there is a serious gap between the cyber challenges and the talent pool that is available to meet those challenges. The focus of this initiative is to build the technical training and courses needed to educate and prepare that talent pool. As a priority of the National Guard, the Guard will receive \$15.5 million in federal dollars to match

state appropriations.

President Caslen added the high-tech nuclear engineering and cyber corridor from the Savannah River to Aiken to Columbia has tremendous potential for economic development. There is also potential for the University to engage in high-tech development partnerships that can attract great research opportunities and research faculty.

Chair Warr thanked Mr. Kirkland and Mr. Smith for their reports and stated the reports were received as information.

III. Office of Communications and Public Affairs Report

Chair Warr called on Vice President for Communications Larry Thomas for a communications briefing. Mr. Thomas previewed an ad that will appear in print media statewide on Sunday, November 15 entitled “A Path to Excellence.” He advised notes from President Caslen have been sent to South Carolina’s legislative delegation commenting on the strength of the University and referencing the ad. The ad will appear in over 60 weekly publications and 11 daily publications throughout the state, including the *Charlotte Observer*. Mr. Thomas also previewed the weekly Communications Briefing, which serves to communicate issues around COVID-19 testing, new programs and partnerships, and student issues, among other noteworthy communications. The Communications Briefing will be published each Friday and will reach the 35,000 ambassadors at the University.

Assistant Vice President for Brand and Design Strategy J.C. Huggins provided a demonstration of the South Carolina Online website. The website is located on the system website at www.southcarolina.edu. South Carolina Online provides high-level information on the 100% online degree programs offered across the system. The information includes

admissions requirements and tuition costs and provides a link to each of the programs' host sites. Links to the host sites provide more detailed information on curriculum prerequisites, application deadlines, how to apply, and whom to contact. Mr. Huggins stated the programs are currently being aggregated on the site with links to detailed information. The goal is to have everything in one location. The South Carolina Online branding strategy focuses on traditional students ages 18 - 24 years old, continuing education students ages 25 – 44 years old, members of the military, and minorities. Over time, specific programs will be marketed to target audiences.

Chair Smith asked the Committee to develop a comprehensive strategy for communications for the Board, to include messaging, branding, and promotions.

Chair Warr thanked Mr. Thomas for his report and stated it was received as information.

IV. Other Matters

Mr. Whittle asked for a breakdown of the \$279 million in research and sponsored grants offline. He would like to revisit those numbers as the figure is much larger than he remembers. Mr. Thomas stated he would provide Mr. Whittle with a breakdown of the research and sponsored grants dollars.

V. Adjournment

There being no other matters to come before the Committee, Chair Smith declared the meeting adjourned at 12:48 p.m.

Respectfully submitted,



J. Cantey Heath, Jr.
Secretary