

## Office of Fellowships & Scholar Programs Departmental Performance Blueprint 2009-10

May 25, 2010

**Mission:** The Office of Fellowships and Scholar Programs coordinates an enhanced University experience for the Carolina and McNair Scholars and facilitates the process for academically talented students to apply for nationally prestigious fellowships such as Rhodes, Truman, Marshall, Rotary, NSF, Fulbright, Udall and Goldwater. The ultimate goal is for University students to be awarded a national scholarship; however, the application process – preparation, application and advisement - is designed to be a valuable learning experience.

**Vision:** Carolina and McNair Scholars reaching their full potential as academic achievers, leaders and ambassadors during the undergraduate tenure and beyond. Maximum participation of academically talented students in national fellowship competitions, as an enriching academic experience, advancing to the optimal level of achievement.

### Summary of Population:

**National Fellowships:** This academic year, 159 national fellowship applications were submitted (156 in '08-'09; 171 in '07-'08 and 146 in '06-'07). Of the 159, 19 advanced to the finalist round, three won internships, and 46 won national awards. These 46 award winners have earned more than \$1,801,000 for advanced academic study. 54% of total applicants are SCHC students and 59% of the winners, which is lower than the 16-year average of 72%.

There are 865 undergraduates (of those, 529 are SCHC and 127 are Capstone Scholars) and 76 graduate students on our database which reflect students engaged in a national fellowship process. There was a 17% decrease in SCHC student contacts and a 35% increase in Capstone Scholars student contacts compared to 2008-09. Faculty come from a wide range of disciplines with 354 contacts (the average over the last two year is 286 contacts) representing 100% of the colleges and schools on campus that have undergraduate programs, the School of Medicine and Law, and 22 of the departments and institutes in the College of Arts and Sciences.

**Scholar Programs:** The community of 195 Carolina and McNair Scholars and first year Finalists, almost 16% of the overall SCHC population, continues to thrive on campus. This population has averaged this number during recent years. There were 57 First Year Scholars (FYS – Carolina and McNair Scholars and finalists), the same number as the previous year. Program offering and student involvement remained strong again this year.

**OFSP Goal No. 1: To identify and support undergraduates applying for national fellowships and to educate the University community on national competitions and characteristics of competitive applicants.**

**Division Goal 1: Teaching and Learning – Enhance the richness of the student experience in and beyond the classroom and provide excellent educational experiences for all. Outcome A:** Essential programs are effectively provided.

### OFSP Goal 1: Performance Blueprint Analysis of Goal Achievement

The methods, quality and quantity of outreach efforts to entice students to consider and apply for national fellowships were again diverse and effective. Student contacts are recorded using a number of methods; with overall student contacts for the year at 1,990. This is a slight decrease from the previous year which resulted in the target increase of 2.5% in student contacts in 2008-09 overall not being met. In fall 2009 there was a 9% increase in student advising appointments and a 62% increase in e-mail advisement. The nomination

process was refocused and narrowed to a specific faculty population this year, with a goal of more competitive students being nominated. As anticipated, this new method has resulted in fewer nominations overall. Internal publications and information documents were well-designed and well-received, including a new card developed in the spring semester to promote advising benefits and options via the Legare and the Honors Residence Hall (HRH) satellite office. Perfect Interview was offered to a wider group of students this year.

The opening of the Honors Residence Hall provided an opportunity for OFSP to share office space with several other areas. Using current staffing resources, OFSP staffs the HRH office three afternoons a week. Student drop-ins are increasing and the hope is with each class of students residing in HRH, their familiarity and use of OFSP services will increase. A successful event in HRH was held in February resulting in nine new contacts and 20 follow-up conversations. In contrast, the fall 2009 SCHC outreach campaign via advisors (this year's SCHC Trick or Treat campaign) resulted in a 61% decrease from fall 2008 outreach campaign. Overall this year, there was a 17% decrease in SCHC student contacts and a 35% increase in Capstone Scholars student contacts compared to 2008-09. Spring 2010 fellowship workshops were held in the HRH classroom and participation numbers varied greatly. SCHC is our primary outreach population for national fellowship applicants and our staff works closely to facilitate this opportunity by attending weekly staff meetings, submitting weekly electronic messages to students, and having daily interaction with SCHC staff.

Electronic communication is a preferred method of student outreach as noted by a 21% increase in new visitors to the OFSP website and the highest volume of "hits" on Thursdays when our electronic newsletter "The Candidate" is posted. Direct hits have increased by 27%. The website hosted the USPAA Conference information for this year as well. Communication with SCHC students was streamlined in January 2010 with a weekly newsfeed that includes an OFSP news link to a page on our website. The visits to this page have been strong. Results of the annual Technology Survey administered in April were very positive: 99% found the OFSP website easy to navigate and the majority is interested in reading student blogs and profiles of winners. Email communication is the most preferred method of communication. The majority of respondents felt the frequency and content of "The Candidate" newsletters was good.

### **OFSP Initiative 1A: Develop and communicate opportunities that encourage students with a competitive profile to engage with the Office of Fellowships & Scholar Programs.**

#### 1A. Key Performance Indicators (KPI)

- Total contacts for 2009-10 equaled 1,990 which is a slight decrease from 2,017 in 2008-09. In fall 2009, there were 945 student contacts with the office contrasted with 988 student contacts in fall 2008. Spring semester contacts totaled 1,045, an increase of 1.5% from spring 2009 of 1,029.
- In fall 2009, 11 scholarship workshops were held with 139 student attendees. 80 students attended the Welcome Week orientation session. The office held 9 information sessions; 19 students attended. In fall 2008, 11 scholarship workshops were held with 111 student attendees. 68 students attended the Welcome Week orientation session. The office held 7 information sessions; 41 students attended. In spring 2010, 9 workshops were held with 89 students attending and 5 information sessions were offered with 18 students attending.
- In fall 2009, 142 students were nominated to the office by 22 nominators. In spring 2010, 154 students were nominated by 33 nominators, for this academic year total of 296 students and 55 nominators. (2008-09, 534 students and 67 nominators). This is a 45% decrease in the number of nominated students, and a 18% decrease in number of nominators from 2008-09. The decrease was anticipated as the nomination outreach was refocused during the spring semester and requests were targeted to about 400 faculty members rather than a more wide-sweeping request to all faculty. The goal was to receive nominations of students with more competitive profiles rather than just a lot of nominations from good, but not stellar students.

- Comparing fall 2008 to fall 2009, there was an 8.5% increase in student drop-ins and appointments, and a 62.5% increase in e-mail advising. In fall 2009, 305 students were advised during drop-in hours and appointments; 338 students were advised via e-mail. In fall 2008, 281 students were advised during drop-in hours and appointments; 208 students were advised via email. Spring 2010 numbers include 215 appointments and student drop-ins and 330 advising emails.
- There are 865 undergraduates (of those, 529 are SCHC and 127 are Capstone Scholars) and 76 graduate students on our database which reflect students engaged in a national fellowship process.
- There have been 13,997 visits to the OFSP website. This reflects a 6% increase from last year's total of 13,252 hits. There was a 12% increase in new visitor hits (this year 43% of people viewing our website were new visitors compared to 35% last year. Top pages viewed this year include scholar programs, national listing, index (home), list of current first year scholars and the current calendar. These are the same top five pages for hits as last year. The website receives higher traffic on Thursdays when newsletters are published. Direct site visits have increased over 23% compared to 18% last year. Students linking to the OFSP site from the SCHC website have increased to 5% compared to last year at 3%. The OFSP site also hosted the website for the USPAA conference held on the USC Campus in June 2010. The USPAA page has had 300 page views.
- There are currently 122 Facebook fans as compared with 86 fans prior to 2009-2010. We have plans to redesign our page to allow for more interaction with students.
- A number of publications are designed by staff to allow for optimal outreach and support for target student populations. These include Shining Star competitions listing, Competitive Tips, Fall and Spring workshop schedules, HRH outreach pieces, SCHC fall outreach cards, spring 2010 drop-in outreach card, and new candidate cards this year with race, ethnicity and FERPA information included.
- OFSP advised 42 students to use Perfect Interview. This is the first full year we have offered Perfect Interview – the online interview preparation software, compliments of the Career Center.
- The technology survey was administered in April with a 9% response rate compared to 8% last year. More than half of the respondents were Carolina or McNair Scholars and 79% were members of the SC Honors College. 99% found the OFSP website easy to navigate and the majority is interested in reading student blogs and profiles of winners. Email communication is the most preferred method of communication. 86% of respondents classified the amount of information in The Candidate as “just right.” 79% of respondents classified the frequency of The Candidate as “just right.”

**OFSP Initiative 1B: Educate and recruit incoming and returning groups of academically talented students with academic and leadership profiles competitive for national fellowships.**

**1B. Key Performance Indicators (KPI):**

- In spring 2010, emails regarding 25 nationally competitive scholarships were sent to students on the database with an expressed interest and/or applicable major as well as to SCHC and Capstone Scholars.
- Mass emails have been sent to the following populations: SCHC, Capstone, Disability Services, Magellan Scholars, Carolina and McNair Scholars, State Fair Scholarship Recipients, Alumni Scholars, Cooper Scholars, Lieber Scholars, and Dean's Scholars.
- OFSP has partnered in a variety of initiatives with offices such as Undergraduate Research (Discovery Day), Disability Services, TRIO programs, Capstone Scholars, SCHC, Study Abroad, and Green Quad.
- In the fall 2009 Trick or Treat campaign, 30 SCHC students were referred to OFSP, 16 of which were new contacts as compared to the fall 2008 campaign with 78 SCHC referred students, 55 of which were new contacts.
- This academic year 152 SCHC students have been added to our database including: 57 First Year Carolina and McNair Scholars and Finalists, 29 from the Welcome Week national fellowship orientation, and 66 others through drop-ins, attendance at workshops, trick or treat campaign (16),

and special events, etc. This is a 17% decrease from May 2009, when 184 SCHC had been added to the database through office event participation and/or drop-ins.

- This academic year 46 Capstone scholars have been added to our database through drop-ins, attendance at workshops, and special events, etc. This is a 35% increase from May 2009, when 34 Capstone scholars had been added to the database through office event participation and/or drop-ins. OFSP attended a “Hot Cookie Friday”, resulting in 15 student contacts, 13 of which were new. No nominations of Capstone Scholars were sent by the Capstone principal this year.
- With the opening of HRH, drop-in hours brought in 55 student visits in the fall and 40 visits in the spring.
- The February HRH Event brought in 29 SCHC student contacts, 9 of which were new. The March HRH event attracted 15 SCHC student contacts, 2 of which were new.
- During 2009-2010, 18 editions of The Candidate newsletter were published- two more than last year.
- There have been 15 SCHC newsfeed links published on the OFSP website to date. This is a new communication feature. The links average 34 viewers per week.

**OFSP Goal No. 2 To nurture the development of a community among the Carolina and McNair Scholars through planned events and advising for on-going reflection on academic and personal growth.**

**Division Goal 2:** Quality of Life – Provide a rich and rewarding student-centered learning and working environment, facilitating for all Carolinians the highest levels of intellectual and personal achievement.

**Outcome E:** Facilities, programs and services meet the needs and expectations of students and other constituents.

### **OFSP Goal 3: Performance Blueprint Analysis of Goal Achievement**

The community of 195 scholars, almost 16% of the overall SCHC population, continues to thrive on campus, with ongoing involvement in areas that historically attract high-caliber students, such as undergraduate research and study abroad (which increased from last year), as well as general activities and service. Scholars serve and achieve in a number of ways: as leaders with 23 scholars reporting leadership in 39 groups; as national scholarship achievers with two Rhodes Scholar Finalists, two Rotary Scholars, and numerous other applicants; and as undergraduate researchers and Magellan Scholars.

The assimilation of our 57 First Year Scholars (FYS – Carolina and McNair Scholars and finalists) through faculty and student mentoring as well as programming support went extremely well again this year. There was an increase in upperclassmen involvement in planning and interaction with FYS: this year 57 scholars were recruited as buddies for our freshmen. A StudentVoice satisfaction survey was administered to all FYS regarding the early fall programs, with a response rate of 56% with 90% or more of respondents either strongly or moderately agreed the 15 aspects of FYS programming were providing a helpful and positive experience for them. Some of those aspects included: ability to connect with faculty mentor, plan to make a difference on or off campus, feel part of the campus community, be more knowledgeable about the campus community, and have become involved with campus activities. One student said, *“I think the First Year Scholar programs have been a great way for me to transition into college life in a healthy, positive way. I am so grateful to those that have put these programs together!”* Our target of having 90% of all FYS participate in at least one early fall program was met with a result of 99% this year.

General program offerings increased from 13 in fall 2008 to 15 in fall 2009. Student-led programs have been more successful this year with more active leadership from the Carolina and McNair Associations. To better communicate program offerings and campus resources, the associate director develops and sends a weekly scholar email (vs. twice monthly previously), and with the opening of the new Honors Residence Hall, she also

holds weekly drop-in hours there which have proven beneficial and convenient for resident scholars. Changes were made to monthly scholar meetings during the spring 2010 semester to increase participation by having "drop-in" meetings, on different days of the week; results will be known in late spring. New this year was the assessment of the Sophomore September conferences through StudentVoice to determine if these conferences are beneficial, and 100% of those surveyed agreed that they are. One student said, *"despite having a rigid guideline to follow as a pre-pharmacy student who already knows for certain that I want to go into pharmacy, I found the session extremely helpful. I feel like the allotted time could have been a bit longer; however, I realize I can go back to talk any time I want."* Overall, 75% of sophomores participated in these conferences, which is a decline from the previous year, but only one indicator of sophomore engagement. Sophomores continue to apply for national fellowships and serve in leadership roles on campus.

**OFSP Initiative 2A: Communicate opportunities for rewarding student-centered activities and information for academically-talented students to reach their full potential and distinguish themselves on campus and beyond.**

**2A Key Performance Indicators (KPI):**

- The Carolina and McNair scholars' community is comprised of 195 students: 57 First-Year Scholars (44 scholars plus four Carolina finalists and nine McNair finalists) and 138 upperclassmen.
- This year thirty-one (31) scholars or finalists have applied for national fellowship and scholarships. This is an increase from the overall total from last year (2008-09: 19 applicants), providing more visibility for these students both outside their scholars community, but among their peers, with three alumni also applying for national fellowships.
- There are nine scholars and one finalist who have won national fellowships and scholarships.
- The scholars' community is almost 16% of the total Honors College population.
- New this year is a weekly scholar email delivered to all scholars and finalists each Monday – these started August 24 and continued through May 3 with 37 weekly emails being sent.
- The retention rate of Scholars is higher than the general SCHC population.
- Fifty-three scholars have studied abroad this year: 32 summer of 2009, three fall 2009, and 18 this spring 2010.
- Six Magellan Scholar awarded were earned by scholars, three in the fall and three in the spring. From this year's Discovery Day, scholars and finalists won two first place awards and nine second place awards. The entire Creative Arts category was won by scholars and finalists.
- Scholars continue to serve in primary campus leadership positions. Selected groups include: Student Media (three), Student Government (five senators and four FYS Freshman Council), Carolina Service Council (three officers), SSC (one tutor, one SSI), University Ambassadors (eight), Emerging Leaders (11 FYS or 19% of total ELP), Honors Council (three of five), and Carolina Judicial Council (four). In addition, a McNair Scholar was crowned Homecoming King.
- Awards Day results yielded 54 awards won by scholars and seven by finalists. Nine of the 35 outstanding seniors were scholars, and one of the top university awards, the Algernon Sydney Sullivan, was won by Carolina Scholar Jeet Guram. Seven of the past nine years, Carolina or McNair Scholars have garnered one or more of the University's top awards for undergraduates.

**OFSP Initiative 2B: Assist in the transition of First-Year Scholars through information and programs, as well as through OFSP serving as their institutional home base.**

**2B: Key Performance Indicators (KPI):**

- Fifty seven upperclassmen were recruited to serve as scholar buddies and paired with FYS.
- FYS participation yields in early fall programs were as follows: mentor reception 38; welcome reception 47; retreat 54. As of May 13, forty-three (43) FYS have completed a chat.
- All 57 FYS except one participated in at least one of the early fall FYS programs: our target was 90% and our result was 99%.
- Targets were measured with a StudentVoice survey for the following: FYS assimilation to the University, and relationship development with OFSP staff, other students and a faculty member; this was met with a 90% agreement – strongly or moderately – with statements reflecting each of these targets.

**OFSP Initiative 2C: Enhance the University experience of scholars through a balanced calendar of programs hosted and/or advised through OFSP.**

**2C: Key Performance Indicators (KPI):**

- Fifteen programs were planned in advance, advertised, and executed professionally through fall 2009 with two new programs added. Rounding out the year, 11 programs were held in spring 2010.
- Student-led programs are advised on a weekly basis in accordance with student development theories.
- Ninety-four scholars attended the fall dinner and cultural performance and 212 attended monthly scholar meetings through February 2010. The spring dinners, held in March, saw 112 scholars in attendance: 55 Carolina Scholars and 57 McNair Scholars.
- Over 198 participated in MSA and CSA programs (LLS and Tea & Grits) during the academic year.
- Two new, student-led programs included a trip to the corn maze (with 23 scholars attending, including the McNair Scholars from Columbia College) and a viewing of a Texans Game on TV.
- Twenty-six student leaders were advised throughout the year: five CSA, five MSA and three LLS, and 13 Retreat Team members.
- Thirty-four of 47 sophomores participated in Sophomore September conferences, a 12% drop from the previous year.
- A StudentVoice satisfaction survey was administered, and 100% said they were satisfied with the Sophomore September conference and rated the advisor as excellent. Responses ranged between 78 and 100% in agreement on the other questions.
- The three areas of opportunities for students are: the use of the Success Sheet to prepare the student for the appointment as a way for them to both plan and reflect; the ability to better articulate academic plans; and learning something new about themselves. The sheet the students complete is probably much more helpful to the advisor than the scholar, as it provides information about the student helpful to begin the conversation. In addition, it is thought that perhaps the scholar needs more time to reflect on the information from the meeting before it can be applied or personalized – short term the information from the meeting may be more transactional, while students may have actually made more progress or learned more by the time the email follow-up is completed. The 11 scholars who replied to an email follow up all expressed some level of progress in their academic and personal development plans.

**OFSP Goal No. 3: To cultivate and recognize faculty engagement with Carolina and McNair Scholars and their programs as well as the national fellowship advising process.**

**Division Goal 1: Teaching and Learning – Enhance the richness of the student experience in and beyond the classroom and provide excellent educational experiences for all.**

**Outcome C: SA/AS engages and collaborates with faculty on educationally purposeful activities.**

### **OFSP Goal 3: Performance Blueprint Analysis of Goal Achievement:**

Faculty involvement is at the heart of national fellowship advisement and a core component of the First Year Scholar Mentoring program: their involvement in both areas of our mission was again this year extraordinary. Careful consideration is given by the Associate Provost of Undergraduate Studies regarding the appointment and recognition of faculty involved with these efforts. In terms of assessment, the target was to keep faculty involvement at the same or increase over the average faculty contacts from the last two years which is 286. This target was met and exceeded with 354 faculty contacts during the academic year. Further, faculty come from a wide range of disciplines, representing 100% of the colleges and schools on campus that have undergraduate programs, the School of Medicine and Law, and 22 of the departments and institutes in the College of Arts and Sciences.

Students assessed value the learning that occurs in the interactions with the faculty involved in their preparation for national fellowship competitions via the application and interview processes. For example, a Marshall applicant responded via Student Voice, "The committee, as well as my reference writers, offered invaluable advice regarding how my research experiences in sub-Saharan Africa will be enhanced and contextualized my postgraduate training in the UK and how these experiences will be brought back to the US." For the first time in April 2010, faculty and staff serving on the advisory, scholarship, interview preparation committees, and letter writers of nominated competitions were assessed regarding the benefits of their involvement and their perception of the benefits the students derive. An impressive response rate of 25.5% shared very positive feedback on the experience. Highlights include: 89% agreed "students can better explain their academic and career goals as a result of the process" and 95% agreed they would "encourage other faculty to direct qualified students to OFSP."

**OFSP Initiative 3A: Continue a coordinated effort to recruit and recognize student-oriented faculty to participate in OFSP programs and services.**

#### **3A Key Performance Indicators (KPI):**

- This academic year, OFSP has had 354 faculty contacts through committees, mentoring programs and other special activities as detailed below.
- These faculty contacts represent all 11 colleges and schools on campus that have undergraduate programs as well as the School of Medicine and the School of Law. Also representatives from the 22 of the departments and institutes in the College of Arts and Sciences and dozens of other departments including South Carolina Honors College, the English Programs for Internationals, Undergraduate Admissions, and Study Abroad.
- Feedback from faculty mentors for First-Year Scholars on their mentoring relationship as well as their willingness to serve again as a mentor was gathered in April 2010 with 26 of 56 mentors responding, almost 50%. Of those responding, all responses were positive about the program, even if their mentor-scholar experience was less than optimal. Only four said they would not be willing to participate next year and two of those are on sabbatical.
- 25 Advisory Committee Members. Scholarship advisors and key academic and administrative contacts related to OFSP are personally invited to serve by the director, and appointment letters are sent to their department heads and deans by the Associate Provost and Dean of Undergraduate Studies in summer 2009 and final thanks letters to advisory/scholarship committee members will go in June 2010 (with year-end results).
- 48 Scholarship Committee Members. Faculty are invited by scholarship advisors and/or OFSP staff members to serve, and appointment letters are sent as noted for Advisory Committee members.
- 44 Fulbright Evaluation Committee Members. Faculty serve as discipline specialists, country specialist, and language specialist (if applying to a non-English speaking country) for required individual campus

evaluation meetings. Each faculty member is invited by an OFSP staff and/or a Fulbright Program advisor.

- 61 National Interview Preparation Committee Members. Faculty and staff are personally invited by the director to serve on practice interview committees for students selected for national interviews.
- 55 faculty members have nominated students to the Fellowships Office during the academic year.
- 57 First Year Mentors. The Associate Provost and Dean of Undergraduate Affairs, Assistant Vice Provost for Academic Support Services, Assistant Dean of SCHC and the director and associate director of OFSP handpick faculty with outstanding records both inside and outside the classroom to serve as mentors to Carolina McNair Scholars and Finalists. The mentors received a letter of invitation from the Associate Provost and Dean of Undergraduate Affairs in summer 2009 and a thanks letter in April 2010.
- Six faculty participated in Carolina Scholars Association Last Lecture Series. Student leaders personally invite prominent faculty to present at these events open to the public as well as the university community. The Tea & Grits lecture series sponsored by McNair Scholar Association was not offered in 2009-10.
- Faculty advisors of scholarship winners recognized at Awards Day will be invited to participate, and Advisory/Scholarship Committees will be invited to the Year-End Reception in April.
- A StudentVoice survey administered to 239 key faculty and staff resulting in 61 responses or 25.5% response rate. These individuals had participated closely in the national fellowship advising processes (scholarship, advisory and interview committees, and letter writers for key nomination competitions). 85% agreed that "I found supporting students' construction of a competitive application packet a rewarding experience" 79% agreed that "I perceive the preparation, application, and/or interview process as teaching activities." 80% agreed with "I would describe the national fellowship advising processes as an integrated learning experience." 89% agreed with "I believe students can better explain their academic and careers goals as a result of the process." 89% agreed with "I found OFSP staff and resources helpful in facilitating my role in the process." 95% agreed that "I would encourage other faculty to direct qualified students to OFSP." 84% agreed and 13% neither agreed nor disagreed that "I would encourage other faculty to serve on OFSP national fellowship committees."

**OFSP Goal No. 4 To advise and mentor students as they research and learn about national scholarships that meet their academic and professional goals, examine and evaluate their academic and co-curricular histories, and assemble an application which reflects their individual intellectual, creative, and ethical strengths.**

**Division Goal 3:** Research, Scholarship and Creative Achievement – Contribute to the discovery, application, and dissemination of knowledge and creative achievement.

**Outcome C:** SA/AS programs and services facilitate scholarship of teaching, learning and student development.

#### **OFSP Goal 4: Performance Blueprint Analysis of Goal Achievement**

This academic year, 159 national fellowship applications were submitted. Of the 159, 19 advanced to the finalist round, three won internships, and 46 were selected as Scholars. These 46 award winners have earned more than \$1,801,000 for advanced academic study. These students, as well as all USC applicants for national fellowships, are assessed for learning outcomes following completion of their application process. Assessment of learning outcomes of this process in the past has indicated that once students engage in a specific national fellowship process, student development and learning is heightened considerably, whether or not a student wins a national fellowship. This year we continued the use of Student Voice to accurately gather data on these and other learning outcomes. This year 55 national fellowship applicants have responded to Student Voice surveys of 23 competitions with excellent results, including: 94.5% agree that "constructing a

competitive application packet was beneficial to me.” 91% agreed that they could “better explain my academic and career goals now.” Finally, 100% agreed that “I would recommend the OFSP to other students.”

Given the results of student learning from prior assessments and the vision for the office when it was established, OFSP has approached the national fellowship advisement and application process as an academic endeavor, not a co-curricular activity. When located in Harper, the home of SCHC where our primary recruiting targets for these most prestigious national fellowships visit to discuss academic matters with their advisors and deans, the connection with national fellowship opportunities was a natural extension of inquiry and action. However, since the office relocated to Legare the percentage of SCHC students applying for national scholarships has declined each academic year. This year, 86 or 54% of the 159 applicants in 35 national fellowship competitions were SCHC students. This is a decline from 100 or 68% of SCHC applicants in 2006-2007, the last full academic year OFSP was in Harper. Of the 46 national fellowship winners, 27 are SCHC or 59%, which is below the 16-year average of SCHC winners of 72%. Capstone Scholars are also competitive applicants and this year our first US Gates-Cambridge Finalist was a Capstone Scholar, along with one of our Hollings Scholars and one of our Gilman Scholars. The target for this year was to meet or exceed the three year average number of national fellowship applicants of 157 (155 in '08-'09; 171 in '07-'08 and 146 in '06-'07). With the 159 applicants for national fellowships in 2009-10 the goal was exceeded by two applicants. The Annual Summary of National Fellowship Winners compiled annually indicates the changes in these from previous years. OFSP staff is waiting to see if student traffic in HRH and continued outreach to Capstone Scholars will compensate to some degree for this loss of synergy with the academic focus in Harper. There was not significant national fellowship related traffic in HRH this year.

On an institutional level, national fellowship and scholarship advising benefits the entire university. Methodology for determining institutional national rankings, such as Forbes “American’s Best Colleges,” incorporates the number of winners of select prestigious national fellowships such as Goldwater, Truman, Rhodes, Gates-Cambridge, NSF, and Marshall. Although Rhodes and Marshall numbers are appropriate for the competitions and our student population and Fulbright applications are holding steady, but should grow, OFSP is most concerned that workshop attendance and USC applicants for Goldwater, Truman, Udall and NSF significantly declined in 2008-09 following the move from Harper. Given that Udall, Goldwater and Truman are feeders for undergraduate competitions, USC is not where we need to be in quality or quantity of applications in these competitions. 2010 NSF GRF results were encouraging, resulting in 10 winners and two Honorable Mentions that included graduating seniors, graduate students and recent alumni.

**OFSP Initiative 4A: The number of competitive applications submitted for national fellowship competitions will meet or exceed the three year average.**

4B. Key Performance Indicators (KPI):

- This academic year, 159 students applied in 30 national fellowship competitions. Of these 159 applicants, 17 were selected as finalists, and 46 are winners of national fellowships. During the 2008-09 academic year there were 156 applicants for 36 competitions.
- The average GPA of winners is 3.827 (not including Gilman Scholars). The average GPA of all Gilman winners is 3.582.
- In 2009-10, 40 SCHC students were applicants; 12 SCHC students were finalists, 4 were nominees, 3 were internship winners and 27 are winners of national fellowships; for a total of 86 SCHC students involved in national fellowship competitions. 54% of total applicants are SCHC students and 59% of the winners, which is lower than the 16-year average of 72%.
- In 2009-10, three Capstone scholars were applicants; 1 Capstone Scholar was a finalist; 3 Capstone Scholar are winners of national fellowships, for a total of 7 Capstone scholars involved in national fellowship competitions. To date, 4.4% of total applicants are Capstone Scholars.

**OFSP Initiative 4B: Identify and support competitive freshmen, sophomores and juniors to consider and apply for the Goldwater, Truman, and Udall competitions and seniors for the National Science Foundation GRF.**

4B: Key Performance Indicators (KPI):

- In fall 2008, 7 students attended the Goldwater workshop, 1 student attended the Udall workshop, 10 students attended the Truman workshop, and 11 students attended the NSF workshop. In fall 2009, 11 students attended the Goldwater scholarship, 2 students attended the Udall workshop, 1 student attended the Truman workshop, and 23 attended the NSF workshop.
- In 2008-09, 4 students applied for Goldwater, 1 for Udall, 4 for Truman, and 10 for NSF. In 2009-10, 7 applied for Goldwater, 2 for Udall, 4 for Truman, and 23 for NSF.
- Results in these selected competitions include: a Goldwater Scholar and HM, a Udall Scholar, 10 NSF GRFs, two Truman Finalists and two Rhodes Finalists. 2010 marks the 17<sup>th</sup> consecutive year USC had had one to four Goldwater Scholars (only four applicants may be nominated).

**OFSP Initiative 4C: Facilitate a process for self reflection and academic and career planning for national fellowship applicants involving OFSP staff, scholarship committees, and faculty mentors. Outcome B:** Results of systematic planning and assessment are used for innovative improvement of programs and services.

4C: Key Performance Indicator (KPI):

- Fifty five national fellowship applicants responded to StudentVoice surveys for 23 competitions. This is a 7% increase from 48 respondents in 2008-09 and 34% increase from 2007-08. Highlights of respondents include: 95% moderately or strongly agree that constructing a competitive application packet was beneficial to them; 91% strongly or moderately agreed that they could better explain their academic and career goals as a result of the process; 100% strongly or moderately agreed they would recommend OFSP to other students.

**OFSP Goal No. 5: Strengthen institutional academic stature through the development of both national fellowship applicants and Carolina and McNair Scholars, resulting in heightened distinction and humanistic awareness of the entire University community.**

**Division Goal 5:** Recognition and Visibility – Promote accomplishments of students, faculty, staff and alumni and University programs that demonstrate excellence and leadership.

**Outcome A:** SA/AS supports and encourages development toward campus and national visibility and expertise.

**OFSP Goal 5: Performance Blueprint Analysis of Goal Achievement**

Contributions of this unit to facilitate the sharing of student achievements both in personal appearances, in media outlets, and in student outreach for recruitment is considerable and impressive. Staff accommodates unanticipated requests for information of outstanding student achievements and/or representatives quickly and professionally. Annual support is given to many units on campus including but not limited to SCHC, Development, Advancement, Media Relations, University Publications, and Admissions. Personal relationships with students and detailed records including press release forms on all Carolina and McNair Scholars and FYS as well as national fellowship finalists and winners provide an accurate resource for responding to these special requests. The staff presence and contributions to the recruitment process for Carolina and McNair

Scholars increased this year and more than 100 Scholars participated. An alumni database for all national fellowship finalist and winners and Carolina and McNair Scholars is maintained. Contact with these alumni continues on an informal basis with an annual outreach email as well as provide current students with connections to alumni for internship, national fellowship, or graduate school support.

**OFSP Initiative 5A: Enhance the recognition of the university through the promotion of national fellowship winners and Carolina and McNair Scholars within the campus community as well as on a city, state and national level.**

**Outcome D:** SA/AS maintains strong relationships with University (and student) media outlets.

**5A: Key Performance Indicators (KPI)**

- Eleven press releases featuring 21 students, 8 alumni winners and 8 student finalists have been developed and distributed to all appropriate University administrative and academic units. These represent major national competitions (Critical Languages, Fulbright, Gates Cambridge, Goldwater, Hollings, Knowles, National Security Education Program, Rhodes, Rotary, Truman, NSF, and Udall).
- In addition to University print publications (The Daily Gamecock, The Carolinian, Garnet and Black, Trio Messenger, AHA, University Theater and Dance Magazine and USC Times) electronically delivered information about national fellowship participants and Scholars also appeared on USC News, Moore School News, and the USC Homepage.
- Beyond USC publications, print news ran in newspapers (The State; The Charleston Post and Courier; and the Atlanta Constitution) and newsletters (Rotary District 7770 September 2009 Newsletter). Electronically-delivered information about our students appeared in scbizmag.com and the Boren Awards Scholar Profile.
- Staff responded to three requests from the University Spokeswoman for student profile information to include in the President's speeches to Rotary Clubs around the state.
- Scholars were recruited for special events and requests as needed throughout the year including: two Scholars spoke to the Carolina Callers; 17 Scholar alumni were contacted for an SCHC alumni for a DC event; seven Scholars attended the Engenuitysc.com dinner in October; and a Scholar attended the National Advisory Committee luncheon with President Pastides.
- 2009-10 Educational Foundation Meetings. Identified and recruited two Scholars to speak at the November 2009 and May 2010 Educational Foundation meetings.
- University Associates. Associate Director coordinated recruiting student speakers for four luncheons to provide the "Student Spotlight" and an average of four student hosts for each luncheon for a total of 20 students during the year.
- Five Points Rotary Club. The Director spoke about USC's support of the Rotary Scholarship process at a Five Points Rotary Club meeting. Olivia Stafford Jones, a Rotary Scholar and USC alumni also spoke about her experience. As a result, Olivia was invited to campus to speak at a class in the Moore School of Business and began the membership process with the Five Points Rotary Club.
- National Review Committees: Fellowships Coordinator served on two. December 2009, ETA Fulbright Selection Committee, Houston, TX and February 2010, Critical Language Scholarship Selection Committee, Washington, DC.
- University Marketing Committee: Associate Director serves on this committee.

**OFSP Initiative 5B: Document and share Scholar achievements to heighten visibility and recognition of the Carolina and McNair Scholar experience for current students and donors as well as recruitment efforts of future students and potential donors while building community among the current Scholars.**

### **5B Key Performance Indicators (KPI):**

- Scholars annual report, *True Scholar*, highlighting Scholars, donors and program activities, is in progress and will be published summer 2010. To date, over 1137 copies of the current publication (2008-09) have been distributed.
- *True Scholar Stories*, an internal document distributed electronically monthly to keep campus constituents apprised of scholar news is sent to 85 contacts. Seven editions have gone out with three more expected distributions for a total of 10 this year. It was sent nine times in 2008-09.
- *True Scholar Times* compiled in June 2010, a booklet of newspaper and other clippings, will be distributed to at least 28 contacts.
- Scholars Programs continues to support Admissions Scholar identification and recruitment of current Carolina and McNair Scholars to participate in admissions events.

**OFSP Initiative 5C: Continue to support Enrollment Management recruiting efforts for Carolina and McNair Scholars and other high achieving students via recruitment weekends and Scholars Day, and provide copies of True Scholar and information on activities of current Scholars and national fellowship winners.**

### **5C Key Performance Indicators (KPI):**

- OFSP staff had an increased role Spring CS and MS Recruitment Weekends in February, presenting a 45 minute session each weekend on “What is a Carolina/McNair Scholar” including Director, Associate Director and three Carolina Scholars and two McNair Scholars. Staff also attended the reception and dinners during both recruitment weekends. True Scholar and Engage in the Process publications were distributed.
- In addition, 104 current Scholars assisted with these two Scholar Recruitment Weekends through writing 89 personal welcome notes and volunteering for six different events during the weekends.
- In fall 2009, 14 current scholars volunteered their time for two Admissions events; this spring
- Scholars Day was held April 10, 2010 and six scholars volunteered at the event.
- To facilitate the communication among scholars and Admissions staff, six members of Undergraduate Admissions receive the monthly True Scholar Stories to provide information on the activities of current scholars and three more staff added for April’s distribution.
- Nine McNair Scholars were guests of Bob and Janice McNair on May 17 at the SC Athletic Hall of Fame induction reception and dinner of Mr. McNair.