



2021 ANNUAL REPORT



clemson.edu/alumni



ClemsonAlumni

> WHO ARE WE?

We **connect you to old memories** and **help you make new ones.**

We provide **opportunities for career networking and mentoring.**

We create **opportunities for you to gather and reconnect** with the Clemson Family.

We **celebrate our Tigers** and **what our Tigers do for the world.**

We are your **conduit to all things Clemson.**
This is what Family feels like.

We are the **CLEMSON ALUMNI ASSOCIATION.**



Keeping the Clemson Family Connected

Although the year has looked different in many ways, it was still a year to celebrate. We found new ways to connect with alumni and in some cases, we were able to see rays of hope and glimpses of the events we are accustomed to celebrating. Social distancing and face coverings allowed us to still celebrate the important milestone of receiving the Clemson ring for many of our students. As the year came to a close, we saw our clubs and groups begin to host send-off parties and fundraising events in their communities.

As an organization, we have the privilege each year of honoring outstanding alumni, and witnessing exceptional volunteerism and record setting philanthropy; however with the onset of COVID-19, the Alumni Association, the university and the world had to find new ways to serve, honor and engage.

We are proud of our alumni association team, our board of directors and our volunteers who worked tirelessly to ensure each student, each alum, and each Clemson supporter had the opportunity to participate in our beloved university's time-honored traditions, albeit virtually. We created new ways that allowed those who support Clemson to remain engaged with the Clemson Family in new and unfamiliar territory. And we dedicated ourselves to ensuring Clemson remained forefront in the minds of those to whom Clemson means so much.

We will continue to work together to ensure Clemson remains the great university we all know and love. We will provide every opportunity possible to allow alumni to continue to feel the impact of Clemson wherever they are, and we will ensure their pride for their degree never wavers.

We at the Alumni Association look forward to another year filled with opportunities to be of service to our alma mater and our alumni. Please call on us anytime. Until then, take care, and Go Tigers!

Best wishes from campus,

Wil Brasington '00
Executive Director
wil@clemson.edu



2021 ALUMNI YEAR IN REVIEW

15/5,563

EVENTS/ATTENDEES

57/2,339

VIRTUAL EVENTS/ATTENDEES

37/63,950

VIDEOS/VIEWS

1,902

CAREERS SUPPORTED

\$1,122,806

PHILANTHROPIC SUPPORT
TO CLEMSON UNIVERSITY

24

AWARD-WINNING TIGERS

1

PROUD CLEMSON FAMILY

CLEMSON ALUMNI ASSOCIATION STAFF

EXECUTIVE TEAM



Wil Brasington '00
Executive Director



Cassie Boggs '14
Executive Assistant/HR
Budget Officer

BUSINESS DEVELOPMENT AND PHILANTHROPIC EFFORTS



Randy Boatwright '83
Director of Business Development
and Facilities



Bubba Britton '97
Director of Philanthropic
Initiatives

ENGAGEMENT TEAM



Stewart Summers '98, M'01
Associate Executive Director
for Engagement



Aly Friend
Director of Engagement

MARKETING TEAM



Dana Morgan '00, M'04
Associate Executive Director
for Marketing and
Special Initiatives



Daniel Austin
Director of Marketing and
Brand Development



Heather Loveday
Administrative Coordinator



Helen Mitchell '10
Director of Engagement



Deborah Cremer '10
Director of Alumni
Career Services and
Special Initiatives



Megan McDow '90
Marketing Coordinator



Patrick Sapp '06
Director of Engagement/
Development Officer



ALUMNI BOARD OF DIRECTORS

PRESIDENT

Gregg Morton '78

PRESIDENT ELECT

Jeff Duckworth '88

IMMEDIATE PAST PRESIDENT

Mike Dowling '93

Ray Anderson '74
*Clemson University Board of Visitors
Representative*

Wil Brasington '00
Ex-Officio, Executive Director

Dr. Asa Briggs '02

Shavonne Brown '05

Lori Anne Carr '90, M'92

Michael Clark '90

Deborah Conklin '92

Katie Cornwell '07

Richard Doane '10

Sarah Gustafson '05

Ann Hunter '80, M'82
*Clemson University Foundation
Representative*

William "Bill" Thomas Linton III '83

Benjamin Moody '16

Melanie Pniewski '03

Mark Richardson '83
*Clemson University Board of Trustees
Representative*

Bob Riggins
IPATY Representative

Brian O'Rourke '83, M'85
*Ex-Officio, Vice President for
Development and Alumni Relations*

Kayley Seawright '14, M'19

Brad Smith '82, '83, '85

Greg Smith '84

Jaletta Smith '05



Learn more about the Clemson Alumni Association.
Visit: alumni.clemson.edu/what-we-do

PHILANTHROPY

The mission of the Clemson Alumni Association is to serve as the Clemson family's "lifelong connection back to Clemson." The need for support in Fiscal Year (FY) 2021 was greater than any year we have witnessed. The year proved to be an extremely challenging time for Clemson and its supporters. However, in the face of challenges, Clemson's alumni always stand up for the cause and continue to provide support for our great alma mater.

Although the pandemic continues to have an impact on households, businesses, universities and beyond, there are many alumni who want to make a difference at Clemson. Whether it is through the giving of time, talent, or resources, the Alumni Association is here to help every Tiger reach their philanthropic goals with the University. This is accomplished collaboratively with each supporter to determine the manner of giving that suits them best. Much of this collaboration includes helping those who wish to give an understanding of how important their financial gift is to the university, no matter the size.

The Clemson Alumni Association works in tandem with the Development Office to assist individuals and families in identifying areas of interest that are most important to them. This process helps them determine where they want to focus their support.

The partnership between the Alumni Association and the Annual Giving Office assists in raising awareness among alumni of the significance of making an annual gift back to Clemson. This approach has produced an increase in the number of annual donors each year. The synergy created by these two organizations has resulted in Clemson University being ranked number three in alumni participation among public universities in FY21 despite the hurdles created by the COVID-19 pandemic.

Through its network of volunteer alumni groups and its Board of Directors, the Clemson Alumni Association remains philanthropically focused on supporting Clemson University's goals and objectives. It is by that focus that the Alumni Association is proud to have provided the university with more than \$1.1 million during this most recent operating cycle. Canceled and postponed events, like the Golden Tiger Reunion, did lead to this number representing a significant reduction from the previous fiscal year. However, with the aforementioned focus and the passion of the Clemson Family, it is believed that this reduction will be met and exceeded in FY21 with the rescheduling of fundraising events.

Over the years the Clemson Alumni Association has established various scholarship endowments helped to provide key funding for numerous capital projects and strategic initiatives of the university, including but not limited to:

- Renovation of Littlejohn Coliseum
- Establishment of the Academic Success Center
- West End Zone Renovation in Memorial Stadium
- President's Leadership Circle

\$621,759
CLUB AND AFFILIATE SUPPORT

\$1,122,806

TOTAL FY21 PHILANTHROPIC SUPPORT (CASH)
PROVIDED TO CLEMSON UNIVERSITY

\$22,767

ALUMNI ASSOCIATION SCHOLARSHIPS

\$237,280

ALUMNI ASSOCIATION PHILANTHROPIC GIFTS

\$241,000

ALUMNI ASSOCIATION FUNDRAISING INITIATIVES



Now more than ever, your help is instrumental in making a difference in the lives of current and future Clemson students! You can give now at clemson.edu/isupportcu or reach out to the Alumni Association to learn how you can support Clemson's greatest needs and priorities!





A NEW KIND OF CEREMONY

In the Fall of 2020 and the Spring of 2021, in spite of a continuing pandemic, the Clemson Alumni Association was thrilled to celebrate students with a masked-up, socially distanced, in-person Ring Ceremony. Due to space limitations on campus, the Ring Ceremony was moved to the Bon Secours Wellness Arena in Greenville, SC, where each ring recipient was allowed to bring two guests. By moving the event to this venue, the Clemson Alumni Association was able to provide a memorable make-up ceremony for those 2020 Spring Ring students whose original Ring Ceremony was canceled due to COVID, even those who had already graduated and moved on to their next life-phase, as well as ceremonies focused on those students who purchased their ring during Ring Week in the Fall and Spring semesters. Students names were called, and they walked across the stage as their ring was passed to them on a table by President Clements.

3,921
RINGS
CELEBRATED

6
CEREMONIES

2
GUESTS PER
STUDENT



DONATING A RING



Abbie (Herns) Blackledge '16, Louis Herns '81, Patrick Herns '19 and Robyn Herns '90.

The Clemson Alumni Association has a collection of Clemson rings for each year, dating back to the first class ring in 1896. Alumni, parents of current students and families of Clemson graduates have made this possible by donating each of these rings. Louis Herns '81 and his wife Robyn '90 have donated two rings to honor their own children. The first ring they donated was in honor of their daughter Abbie's graduation in 2016, and the most recent ring was in honor of their son Patrick's graduation in 2019.

For many alumni like the Hernses, the ring is a family tradition as much as it is a school tradition. Herns' father, his wife, Robyn, and his two children all went to Clemson. For him, donating the rings to the Alumni Association's collection was a way to honor his family and the University at the same time.

"It takes a lot of hard work to earn the ring," he said, "and it lets people that you meet see that you're proud of your diploma, you're proud of your education and you're proud of your university."



Emmett Medley, Colby Medley, Frances (Mann) Medley '10, Steve Mann '78, Thomas Mann '06, M'07, and Erica Mann.

In 2020, the Mann family donated their third Clemson ring to the Clemson Alumni Association ring case. To the Mann family, Clemson University is more than just a place. It is home. It is a connection. It is the special bond they have as a family. All four members of the Mann family graduated from Clemson. Stephen, an Agricultural Mechanization & Business major, and Eleanor, an Elementary Education major, both graduated from Clemson in 1978.

Their son Thomas graduated in 2006 with his undergraduate degree and again in 2007 with his masters, both in Civil Engineering. And when their daughter, Frances graduated in 2010, also in Elementary Education, the family decided to place a permanent marker in Tigertown that future generations of their family could enjoy. The first two rings were to recognize the graduation of Thomas and Frances. The third holds a very special place in the heart of the family as it was given in memory of Eleanor who passed in 2017. Eleanor and her family often reminisced about their times at Clemson, individually as students, and collectively as a family. Clemson is the place they love and some of their fondest memories of Eleanor took place on campus. This 2020 ring will serve as a reminder for the entire Mann family of their beloved alma mater and their precious wife and mother.



If you are interested in donating a Clemson Ring to the Clemson Alumni ring case, call **Randy Boatwright** at 864-656-5671, or send an email to brandol@clemson.edu.

THE DISTINGUISHED SERVICE AWARD

Although their celebrations were delayed due to COVID-19, we were pleased to celebrate once again some of Clemson's finest alumni.

The Clemson Alumni Association's Distinguished Service Award is the highest honor that the Association can bestow upon an alumnus or alumna. It is given to those former students who have not only devoted their life to professionalism and public service but who have also demonstrated a lifelong dedication to Clemson University. The recipients of the 2020 Distinguished Service Award are:



PHIL BRADLEY '65

Phil Bradley, retired owner of the Allstate Insurance Agency on Folly Road, Charleston, graduated from Clemson University in 1965 with a Bachelor of Science in Industrial Management. Among his many volunteer leadership roles for Clemson, Bradley has chaired the University's Board of Visitors and served on the Clemson University Foundation's board of directors. Currently, he serves as an ambassador for the Order of the Oak, an organization created to provide wisdom, guidance and momentum to the University Foundation as it assists the University in enhancing its ability to accomplish its land-grant mission in the 21st century and meet the changes and challenges of the future. He is a member of the Charleston County Clemson Club and served two terms as Chair of Clemson in the Lowcountry.



MARVIN G. CARMICHAEL '71, MED '76

Nationally respected student financial aid leader Marvin G. Carmichael of Seneca earned two degrees from Clemson University in 1971 and 1976 respectively. He started working at Clemson as a student in 1967, began working as a full-time employee of the university in 1971 and joined the Office of Student Financial Aid in 1973. Over the next four decades, he became a driving force in shaping state and national student financial aid policy, legislation and funding. He was instrumental in crafting legislation and regulations for the South Carolina LIFE Scholarship, serving as an advisor to the South Carolina General Assembly. He held various leadership roles in the financial aid field, including chair of the National Association of Student Financial Aid Administrators. He also served as a trustee for the South Carolina Student Loan Corporation. He volunteered in various roles with the National Collegiate Athletic Association, including chairing the Committee on Financial Aid and Amateurism.



Do you know someone who should be recognized with the Distinguished Service Award? We want to hear from you! Nominations for the 2023 award open in May. Three letters of support are required for each nomination, which must be submitted through the official online form. [Learn more at alumni.clemson.edu/dsa](https://alumni.clemson.edu/dsa).



ROBERT B. "BOB" HAMBRIGHT '70

Retired corporate executive Robert B. "Bob" Hambright of Blowing Rock, N.C., graduated from Clemson University in 1970 with a Bachelor of Science in Mechanical Engineering. Hambright is former president of J.A. Jones Construction, one of the nation's largest construction companies. He then started the Southeast Division for Balfour Beatty where he was president and chief executive officer before retiring in 2010. Hambright serves on the Clemson University Foundation's board of directors and was its 2018-2020 chair. He was the lead volunteer driver of a university-wide initiative to improve donor stewardship at all levels of the institution and led the foundation's recent restructuring to streamline its operations and enhance its support for Clemson fundraising activities, including the establishment of the Order of the Oak fundraising council on which he serves.



RAYMOND E. JONES '86

ExxonMobil executive Raymond E. Jones of The Woodlands, Texas graduated from Clemson University in 1986 with a Bachelor of Science in Mechanical Engineering. He has held numerous leadership roles within ExxonMobil around the world, including as Asia Pacific regional vice president for the ExxonMobil Production Company and as executive director of projects for ExxonMobil affiliates in Nigeria. In his current post he is responsible for the development and deployment of engineers to support ExxonMobil's global business. Jones serves on the Clemson University Foundation's board of directors and chairs its finance committee. He also is the ExxonMobil Executive Clemson Contact and chairs the Clemson Alumni Group for his Texas campus. As a member of the Dean's Advisory Board for Clemson's College of Engineering, Computing and Applied Sciences (CECAS), he works to enhance programs to educate, recruit and retain women and other underrepresented populations in STEM fields through mentoring, academic coaching, counseling and academic enrichment.



MICHAEL PENNINGTON NIERI '86

One of America's leading homebuilding entrepreneurs, Michael Pennington Nieri of Chapin graduated from Clemson University in 1986 with a Bachelor of Science in Construction Science and Management. He is the founder, owner and president of Irmo-based Great Southern Homes, ranked by BUILDER magazine in 2020 as the nation's 44th largest homebuilder. Nieri and his wife, Robyn, who was named an Honorary Alumna in 2020, are Cornerstone Partners for both academics and athletics. In 2015, they made a \$2.5 million Cornerstone gift to develop the Nieri Family Student-Athlete Enrichment Center in Memorial Stadium, and in 2019 they donated \$5 million dollars for the Department of Construction Science and Management, which now bears the family's name. The Nieri Family Department of Construction Science and Management is the first named department in the College of Architecture, Arts and Humanities and the fifth named department at the university. Michael Nieri serves on the department's advisory board and recently contributed to and led fundraising efforts for a new remote laboratory classroom.

2020 ROARING10

The Roaring10 honor is given to those individuals who exemplify Clemson University's core values of honesty, integrity, and respect. Each year, ten outstanding young alumni are recognized by the Clemson Young Alumni Council for their impact in business, leadership, community, educational and/or philanthropic endeavors.



The 2020 Roaring10 Honorees are (left to right): **Brittany M. Hall '11**, certified nurse-midwife (CNM), Easley; **Caroline Aneskievich '10, '11, MBA/MIB '15**, BMW Group's talent management specialist for the Americas, Greenville; **Josh Tew '10, MBA '14**, Commercial Real Estate - Pintail Capital Partners, Greenville; **Dr. Edwin Sabuhoro Ph.D. '18**, assistant professor in both the Department of Recreation, Park and Tourism Management and the African Studies Program at Penn State University, State College, PA; **Dr. Dorothy H. Askins '17**, anesthesiology resident at Tulane University, New Orleans, LA; **Ansley Cartee Minor '17**, co-owner of Carolina Superstars Baton and Dance, Anderson; **U.S. Army Captain Rebecca Leigh Stratford '10**, laboratory manager at the Blanchfield Army Community Hospital, Clarksville, TN; **Spencer C. McLeod '12, MBA '14**, operations manager for McLeod Farms, McBee; **Jordan M. Burns '12**, financial advisor and field director with Northwestern Mutual, Greenville. Not pictured: **Dr. Lauren Harroff Trondsen '12**, Citywise Advisory Services, Sanergy, Ithaca, NY.

OUTSTANDING ACHIEVEMENT IN RESEARCH

Presented to a faculty member who has conducted research in residence for at least five years.

Bradley S. Meyer, professor, Physics & Astronomy, Nuclear Astrophysics, has made fundamental contributions to our understanding about how stars and the early universe produced the chemical elements. Since the early 1990s, he has also been particularly interested in the implications of nucleosynthesis and galactic chemical evolution for cosmo-chemistry.



BRADLEY S. MEYER

COOPERATIVE EXTENSION DISTINGUISHED PUBLIC SERVICE AWARD

Presented to an extension service professional who has contributed significantly to the economic health and well-being of the citizens of South Carolina. This year's recipient: Deon Legette.

Deon Stevenson Legette supervises 42 Extension agents and staff members in a 10-county area, but her impact on the Clemson Cooperative Extension Service is statewide. Legette is the Midlands District Extension director who, according to her award citation, "has mentored countless adults and youth and she is still mentoring and supporting those who are fortunate to have crossed her path." After participating in the President's Leadership Institute, Legette was inspired to develop and train future leaders to carry out the mission of the Cooperative Extension Service. Through her efforts, she created the Extension Emerging Leadership Initiative (EELI) to provide leadership skills, professional development, teambuilding and training opportunities for county agents and Extension associates. In addition, EELI 2.0, the second phase of the development program, aims to actively engage the students in problem-solving, team-building and other activities that allow them to grow as leaders.



DEON LEGETTE

VOLUNTEER OF THE YEAR

Presented annually since 1988, the Frank Kellers III Volunteer of the Year Award is the highest recognition and greatest expression of appreciation extended to an individual by the Alumni Association staff for outstanding service and volunteerism. This year's recipient: Jeff Busch.

The Clemson Alumni Association selected Jeffrey Busch of Roswell, Georgia, to receive the 2020 Frank Kellers III Volunteer of the Year Award. Busch and his wife, Susan, are the parents of Austin '15 and Garrett '16 Busch, and although he is not a Clemson graduate himself, Busch has shown unwavering dedication to Clemson as a leader, volunteer and significant supporter for more than a decade.

Busch is a founding member and former president of ONE Clemson, a group of former Clemson athletes and supporters that raises funds to support student athlete professional enrichment and the Black Girls Golf program. During his term as president, the organization raised more than \$300,000. Busch currently volunteers with the Tiger Ties mentoring program and Clemson Football's P.A.W. Journey. He is a member of IPTAY and the Atlanta Clemson Club and continues to volunteer with ONE Clemson.



JEFF BUSCH

HONORARY ALUMNI

A distinction given to loyal Clemson supporters whose “blood runs orange” but never attended Clemson. This year’s honorees are:



DR. MARY E. KURZ, CLASS OF 2020

Dr. Mary E. Kurz is considered a “complete professor” by those who know her teaching style. She was named the Class of ’39 Award for Excellence honoree for 2020, and through leadership activities on campus, she has developed skills that have transferred to community groups. In the community, she has been engaged with the Unitarian Universalist Congregation of Clemson’s endowment committee and a just-graduated girl scout troop. For many years, she coordinated the Engineering Expo with second graders at Clemson Elementary.



PAM MADDEX HENDRIX, CLASS OF 2020

The Clemson Alumni Association presented the Honorary Alumna distinction bestowed posthumously upon the late Pam Maddex Hendrix of Kiawah Island, SC, to her husband Bill, and all of her children and grandchildren.

Pam graduated from Winthrop University in 1965. Upon graduation, she traveled internationally and

later married her husband, Leon “Bill” J. Hendrix in 1967. Together, they have provided financial support for The Hendrix Student Center; The Hendrix Family Endowment for the Office for the Student Body President; The Class of 1963 Bridge to Clemson University Endowment; The President’s Leadership Circle; and The Emerging Scholars Program. The Hendrix Family was Clemson’s inaugural Athletic Cornerstone Partner with a commitment of \$2.5 million to support facility enhancements, including upgrades to Memorial Stadium and the Allen N. Reeves Football Complex, where the Hendrix Café bares their name.



ROBYN TWINE NIERI, CLASS OF 2020

Robyn Nieri, known to many as “Clemson Mom,” has dedicated much time and service to Clemson University over the years, especially when her three children, Pennington West Nieri ’15, Maigan Nieri Lincks ’18, and Patrick Michael Nieri ’19, were students. Along with her husband Michael, Nieri’s philanthropic efforts as an Athletics Cornerstone Member provided funding for the Nieri Family Student-Athlete Enrichment Center. Their support as an Academic Cornerstone Member provided funding for The Nieri Family Department of Construction Science and Management. Nieri also lends her support to head football coach Dabo Swinney’s “All In Ball,” and serves as a member of the Clemson University’s Committee on Philanthropy.



DR. DELPHINE DEAN, CLASS OF 2021

Dr. Delphine Dean is currently the Ron and Jane Lindsay Family Innovation Professor of Bioengineering at Clemson University. She earned

her Ph.D. in Electrical Engineering and Computer Science from the Massachusetts Institute of Technology (MIT). During the COVID-19 pandemic, Dean set up Clemson's first high complexity clinical diagnostics (CLIA) lab on campus to run all of the University's COVID-19 screening tests. The lab runs over 3,000 tests a day, which includes all of Clemson's COVID-19 surveillance testing as well as testing for the community. She is the recipient of the 2011 Phil and Mary Bradley Award for Mentoring in Creative Inquiry and the recipient of the Class of '39 Award for Excellence.

ALUMNI MASTER TEACHER AWARD

The Alumni Master Teacher Award is presented to a faculty member nominated by the student body and selected by the Student Alumni Council (SAC) for outstanding undergraduate classroom instruction. Due to COVID-19 the Student Alumni Council postponed the selection of the 2020 Master Teacher. This year, they selected two honorees: Vladimir Matic and Krista Rudolph.

Vladimir Matic, is a Senior Lecturer in the Political Science Department of the College of Behavioral, Social, and Health Sciences. Matic has been a senior lecturer and visiting professor since 1996. He teaches international relations and foreign policy (U.S., NATO, EU, Balkans), diplomacy and negotiation as well as Middle East and comparative European politics. Matic organized an educational enrichment trip for National Scholars to Brussels, Hague and Belgrade in 2006. Since 2007, he organizes and leads Summer Study Abroad programs in Serbia, Kosovo, Montenegro, Bosnia and Herzegovina, and Croatia. He is a member of the Public International Law and Policy Group which provides pro bono assistance to entities and governments involved in negotiating conflict resolution and peace and nation building. He served as a consultant to the United States Institute of Peace. In 2001, Matic developed a program for training of new diplomats and government officials in post-Milosevic Serbia. Matic was a foreign diplomat in the Baltics for 33 years. His students respect him for his mentality of the more you put into his class the more he will give back to you.

Krista Rudolph is a Senior Lecturer in Biological Science in the College of Behavioral, Social, and Health Sciences. Rudolph received her B.S. from Clemson in Science Teaching/Biological Sciences in 1990. She then received her Ph.D. in Microbiology from Clemson in 2002. She has been an instructor at Clemson since 2007. Rudolph began her involvement in the Clemson community in 1993 as a graduate teaching assistant. She has served Clemson on the Clemson University Grievance Board, Faculty Senate Delegate, Faculty Senate Scholastic Policies Committee, and Faculty Research Committee. Her students recognize that her efforts during time on zoom have gone above and beyond.



VLADIMIR MATIC



KRISTA RUDOLPH

ACCOLADES

The Clemson Alumni Association received an American Inhouse Design Award from GDUSA for the 2018-2019 Annual Report. This annual report also received two prestigious PICA (Printing Industry of the Carolinas) Awards presented by the PICA Foundation. The PICA Foundation was formed as a charitable organization, the funds of which are used to promote education in the printing industry for North and South Carolina. The two awards received for the annual report included the PICA Special Judges Award for Digital Printing: Special Effects and the Award of Excellence in Digital Printing (32 pages or less).



The ring presentation box, developed by the Clemson Alumni Association staff to provide a memorable moment for students receiving their ring after the Spring 2020 Ring Ceremony was canceled due to COVID-19, was recognized by the Graphic Design USA (GDUSA) who presented an American Inhouse Design Award to the Clemson Alumni Association. GDUSA's American Inhouse Design Awards™ are the original and premier showcase for outstanding work by inhouse creative professionals.

It was also honored with a Council for Advancement and Support of Education (CASE) District III Gold award in the Alumni Relations Pivot category, as well as a Grand Gold award in the Design: Specialty Pieces category. In addition, it also received a Silver CASE Circle of Excellence award in the Design: Specialty Pieces category, as well as two Awards of Excellence from the University & College Designers Association (UCDA) in the categories of Imprinted Materials and Special Publication – Alumni.



Finally, the Clemson Alumni Association also received a Best of Category PICA award for the 2020 Distinguished Service Award Programs in the category of Digital Printing: Offset/Digital Hybrid, as well as two more GDUSA American Inhouse Design Awards for the Couch Season Tailgate Package and the Ring Holiday Advertising Series.

ALUMNI REUNION

The Golden Tiger Reunion is an annual event that not only brings together the class celebrating its 50th anniversary of their graduation from Clemson, but also serves as a class reunion for all those previously inducted as Golden Tigers from years past.

During this time, we invite all classes who have been inducted into the Golden Tiger Society to reunite on campus and join us for tours, campus updates and class parties.

The Clemson Alumni Association is currently working with the Class of 1970, the Class of 1971 and the Class of 1972 for a combined Golden Tiger Reunion in June of 2022. Make sure you receive all reunion updates by keeping your contact information up to date. Go to alumni.clemson.edu/contactupdate.



Save the Date: June 8-10, 2022

Due to the impact of COVID-19, the Class of 1970 and the Class of 1971, along with the Clemson Alumni Association, **made the difficult decision to cancel the 2021 Golden Tiger Reunion.**



ONE CLEMSON

ONE Clemson is an organization within the Clemson Alumni Association that helps student-athletes transition into careers. This year, ONE Clemson teamed up with the Michelin Career Center and the Athletic Department to fund 36 semesters of on-campus internships for student-athletes, for a total of 123 semesters over the last six years.

In 2021, ONE Clemson's sixth annual fundraiser kicked off with a golf tournament at Holly Tree Country Club, where over 125 golfers competed for prizes. More than 25 former Clemson athletes

participated in the fundraising events, including Adam Humphries, Levon Kirkland, Charlie Whitehurst, Tajh Boyd and Ben Boulware.

The event continued at the Main Event party and auction. The attendees enjoyed an evening of good food while bidding on auction items which included NFL experiences with the Washington Football Team, hosted by Adam Humphries as well as signed memorabilia and one of a kind experiences. In total, ONE Clemson raised just over \$100,000. The funds will be used for future student-athlete internships.



GRAD PIC DAY

Graduation day is filled with families traveling to campus and taking photos of their graduate at iconic locations across campus. Since graduation was held in Greenville due to the pandemic, this photo opportunity was not an option for many. In the days leading up to graduation, the Clemson Alumni Association, Annual Giving Office and IPTAY offered graduating students the opportunity to participate in Grad Pic Day where professional photographers provided students with their cap and gown photos on campus.



SENIOR WEEK

After a year of uncertainty, the Clemson Alumni Association, in conjunction with the Student Alumni Association, Annual Giving Office and IPTAY, was thrilled to host Senior Week, an opportunity to recognize and celebrate graduating seniors. Seniors were invited to attend the annual Rub the Rock event in Memorial Stadium. For safety, students wore face coverings and maintained social distance, but that did not hinder the fun of having a photo taken at the Rock, their name called over the PA System, and then the opportunity to run down the Hill. Students also received free ice cream and enjoyed music, sharing their fondest Clemson memories and indicating where they were headed after graduation on maps of the country and the state of South Carolina.



COCKY'S FUNERAL

Each year in the week prior to the Clemson vs. University of South Carolina football game, students and fans gather to take part in Cocky's Funeral, a pep rally to get students excited about the rivalry football game. Although typically held in the Fall, due to COVID-19, this year's event was moved to the Spring semester prior to the Clemson vs South Carolina baseball game. Students gathered in the C-2 parking lot, where they bore witness to the eulogy and "cremation" of a replica "gamecock" that is built by students. The event is hosted by the Student Alumni Association and has been an annual event since 1940.



TIGERTOWN BOUND YARD SIGNS

The tradition of Tigertown Bound yard signs began several years ago as an opportunity to encourage accepted students to attend Clemson University and to help them feel a part of the Clemson Family before stepping foot on campus. With these yard signs, students are able to let their communities know they are continuing their education at Clemson and share their pride for their future alma mater.

Years ago, the Clemson Alumni Association assumed the role of distributing the signs through the Clemson Alumni Club network. Prior to the pandemic, the Clemson Clubs held events where students could pick up their signs while meeting local alumni and current students and learning what to expect when they arrive on campus.

During the COVID-19 pandemic, the Clemson Alumni Association had to be creative in the distribution plan. To ensure each student was still able to receive their Tigertown Bound Sign, the Clemson Alumni Association staff, in cooperation with various volunteers, traveled to the communities with the largest concentrations of alumni and accepted students to host Drive-Thru Tigertown Bound Sign Pick-ups. Businesses across the state opened their parking lots to allow students, many of which decorated their cars in Clemson swag, to drive thru and receive their yard sign, continuing the long-time tradition.



STUDENT SEND-OFFS

The Clemson Alumni Association supports Clemson Clubs across the country to host Student Send-Off Parties, events that celebrate freshmen and returning students as they prepare to move to and attend Clemson. Parents and families are encouraged to attend these events. These events provide a great way for Clemson students to meet other students from their hometown, as well as providing a network for parents and families. In 2020, our Club and Affinity Group Network ensured students would not miss out on these great events by creating virtual send-off parties with special guest speakers and drive-by parades where Clemson families congratulated new students as they drove by.





FACEBOOK CONNECTIONS

Another opportunity to keep alumni engaged while spending more time at home during the pandemic was the development of the Something in These Hills Facebook Live Q&A Series. Hosted by Clemson Alumni Association's Director of Philanthropy, Bubba Britton, this Facebook Live series allowed members of the Clemson Family to join a weekly webcast devoted to interviews with notable alumni, experts in the medical and finance field, Clemson faculty and staff, and University leadership in one-on-one conversations about various topics including health and wellness during the pandemic, virtual learning and the impact on students, where are they now with notable alumni and how the colleges have adapted.

The Clemson Alumni Association's Facebook page also provided an outlet for fun and interactive events like Clemson trivia, painting classes, read alouds of children's books by current student athletes, dance breaks with DJ Sha, and more.

All of these events and their recordings are listed on our website at alumni.clemson.edu/virtualengagement.



VIRTUAL MEAL CLUBS

The Clemson Alumni Association team developed several opportunities during the COVID-19 pandemic to ensure alumni would remain connected to the association and the university. One of those endeavors included the evolution of the traditional in-person Meal Club events into virtual events. The Clemson Alumni Association currently supports four meal clubs in key areas across South Carolina that have large concentrations of Clemson alumni, friends and fans. The meetings feature speakers including Clemson Administrators, Deans, Admissions Officers, Professors, Researchers, Athletic Department Officials, and others. These clubs include the Greenville Luncheon Club, the Hub City Friends of Clemson (Spartanburg), the Second Century Society (Columbia) and Clemson in the Lowcountry (Charleston). These clubs meet several times throughout the school year and feature a University speaker at each meeting. Their goal is to provide a forum for Clemson to share its message with alumni and friends of Clemson. It is both a networking opportunity and a chance to learn what is going on in the academic, athletic and research fields at our school.

To ensure these clubs did not lose momentum during the pandemic, the Clemson Alumni Association moved the meetings online, keeping the tradition of meal clubs alive while allowing alumni and friends to remain up-to-date on Clemson initiatives. Learn more about meal clubs at alumni.clemson.edu/events/meal-clubs.



COUCH SEASON PACKAGES

Clemson clubs and other alumni groups rely heavily on football watch parties and other Fall events for their fundraising. When it became clear those events would not be possible in 2020, the Alumni Association team brainstormed a solution: Couch Season, a play on Clemson Football's "Ring Season."

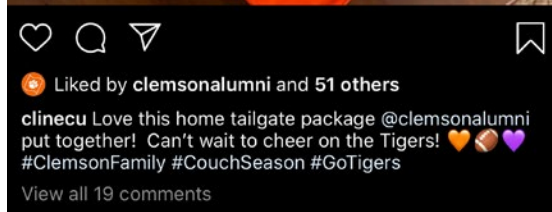


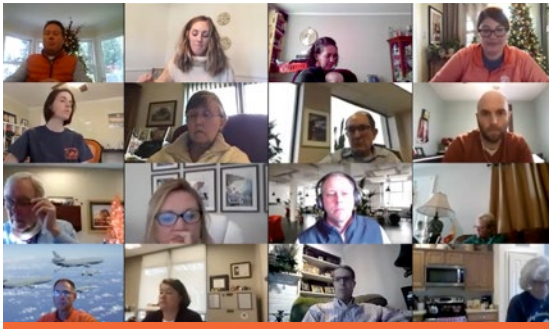
For \$15, Couch Season package patrons received two Tiger Rags, tailgating recipe cards, two koozies, two coasters, four "Beat" stickers for every game, one chip clip and two commemorative tickets — all emblazoned with the Couch Season logo, which was modeled after the famous couch on the TV show *Friends*.



The Alumni Association also asked alumni who purchased a package to give to their local Clemson Club, alumni group, scholarship fund or the Clemson University Foundation. As of November 2020, the Alumni Association sold 2,942 packages and raised a total of \$134,726.

Support the Clemson Alumni Association with a gift. Visit clemson.edu/isupportcu, search for "Clemson Alumni Association" and select it from the dropdown menu.





ALUMNI ADVISORY COUNCIL

On December 8, 2020 the Clemson Alumni Association's Engagement Team held their Fall Alumni Advisory Council meeting via the virtual platform, Zoom. The Alumni Council is made up of official Clemson club and group leaders throughout the country. The group heard from Clemson Alumni Association Executive Director, Wil Brasington, received updates on club and group finances, philanthropic initiatives, tips for club and group virtual events, heard an update from Clemson's Diversity and Inclusion office and received information from the Clemson Forever Annual Giving Office on club and group scholarship information. Presenters included the Clemson Alumni Engagement Team; Director of Philanthropic Initiatives, Bubba Britton; Associate Director of Annual Giving, Amy Craft; and Director of Alumni Relations and Development, Corrine Grant.

Connect with Tigers in Your Community

Let us help you find Tigers to gather with for volunteer opportunities, networking events or just to watch the Tigers play! Connect with us at alumni.clemson.edu/clubs.



DIVERSITY-FOCUSED AFFINITY GROUPS

In partnership with the Harvey and Lucinda Gantt Multicultural Center, the Alumni Association is excited to feature a series of virtual events highlighting diversity-focused affinity groups: Hispanic and Latinx, LGBTQ+, Clemson Black Alumni Council, Women's Alumni Council and Clemson Corps.

All alumni are welcome to participate in affinity groups and their events. To view the calendar for upcoming virtual events, visit alumni.clemson.edu or follow the Clemson Alumni Association on social media.

To join an affinity group, go to alumni.clemson.edu/contactupdate. If you have an account, simply login. If you do not have an account, click on New User Registration to create an account. Submit your contact information and click next at the bottom of the page to then select each of the affinity groups you would like to join. Once you have indicated your interest to join, you will begin receiving communications from the group(s) on upcoming events and opportunities.



PLAYOFF PACKS

While we were not able to travel to cheer on our Clemson Tigers in New Orleans at the 2021 Allstate Sugar Bowl, we were able to bring some Clemson spirit directly to the Clemson Family. On Wednesday, December 30, we asked Clemson alumni, fans and donors in 5 key geographic areas to decorate their cars with gameday attire for a drive-thru celebration. Through these events, the Clemson Family was able to pick-up a 'Clemson Playoff Pack' of Clemson promotional giveaways just in time for the big game. The Clemson Alumni Association staff traveled to Anderson, Charleston, Columbia, Greenville and Spartanburg to deliver these Playoff Packs in a socially distanced, in-person setting. The team successfully gave out 1,250 playoff packs to very excited and thankful members of the Clemson Family!



TIGERS TACKLE

In an effort to provide a variety of events to Clemson Clubs and Groups across the country during COVID-19, the Clemson Alumni Association created an exciting new engagement series highlighting different alumni, campus leaders and interest areas called Tigers Tackle.

Events included:

- Halloween wine tasting
- Clemson sports trivia with fan-favorites Tim Bourret and Kelly Gramlich '14
- Creating the perfect holiday flower arrangement
- Upgrading your gameday spread with lifestyle guru Anna Louis Carter '11
- Healthy Cooking with Executive Performance Chef for Clemson Football, Chef Hali Foreman
- Mastering LinkedIn with General Manager of LinkedIn's Government Practice in Washington, DC and Clemson Alumnus, Michael Cirrito





ALUMNI NETWORKING – GREENVILLE*



HIRES – CHARLESTON*

ALUMNI CAREER SERVICES

Alumni Career Services provides registered alumni with life-long career support designed for different stages of your career. Alumni gain access to a plethora of tools and services, including an alumni job board, subscription to “The Best Job Search Tool on the Internet,” access to mentoring and connection opportunities, alumni career fairs, local networking opportunities (pre-COVID-19), the ability to request in-person training on how to navigate the job search using the resources provided, and access to mentoring opportunities via the TigerLink Gateway—all FREE.

ELIGIBILITY

Alumni Career Services works with Clemson alumni who have been out of school 1-year or longer. Students and recent graduates will continue to work with the Center for Career and Professional Development.

RESOURCES

Alumni Career Link

Employer relationships are important. Alumni Career Services has worked hard to build employer relationships that will benefit alumni, and the job opportunities within Alumni Career Link are the result of those relationships.

Experience Network

Registered alumni gain access to Experience, a career services software that has helped guide more than 5 million students and alumni nationwide into the workforce by matching

To register for Alumni Career Services,
go to alumni.clemson.edu/career-services.

interests, skill sets and core competencies with available positions. More than 130,000 employers use the Experience network to recruit top talent.

CareerShift

Recently named “The Best Job Search Tool on the Internet,” CareerShift is a job hunting and career management solution that is designed to manage and streamline the job search. Registered alumni will get up-to-date contact information (including email addresses) for millions of companies, and in-depth information about contacts, companies and job postings. Once registered for Alumni Career Services, alumni are given an access code to establish a CareerShift account.



ALUMNI CAREER FAIR – COLUMBIA*

VIRTUAL ALUMNI CAREER FAIRS

When the pandemic hit, Alumni Career Services was able to seamlessly pivot to a virtual career fair model through an already established partnership with Go Hire Talent. Running on Zoom technology, Go Hire Talent developed HireSessions, a simple and easy to use virtual career fair experience for both the employer and the jobseeker. Unlike other career fair platforms, HireSessions allows employers to conduct information sessions prior to the fair, enabling them to gain new insight into opportunities. Additionally, unlike other virtual fairs, HireSessions allows alumni to schedule timeslots with employers ahead of the fair.

1,157	569	176
CAREER JOB POSTING REQUESTS	ALUMNI CAREER SERVICE REQUESTS	NEW EMPLOYERS

In many ways, the pandemic opened the door to these new and exciting opportunities for Clemson alumni all over the country. From July 2020 through June 2021, there were 16 different virtual career fairs offered in New York, Ohio, Colorado, South Carolina, Pennsylvania, D.C., Tennessee, as well as a Veteran Alumni Career fair. Upwards of 450 alumni attended these virtual career fairs, allowing them to explore other job markets across the nation.

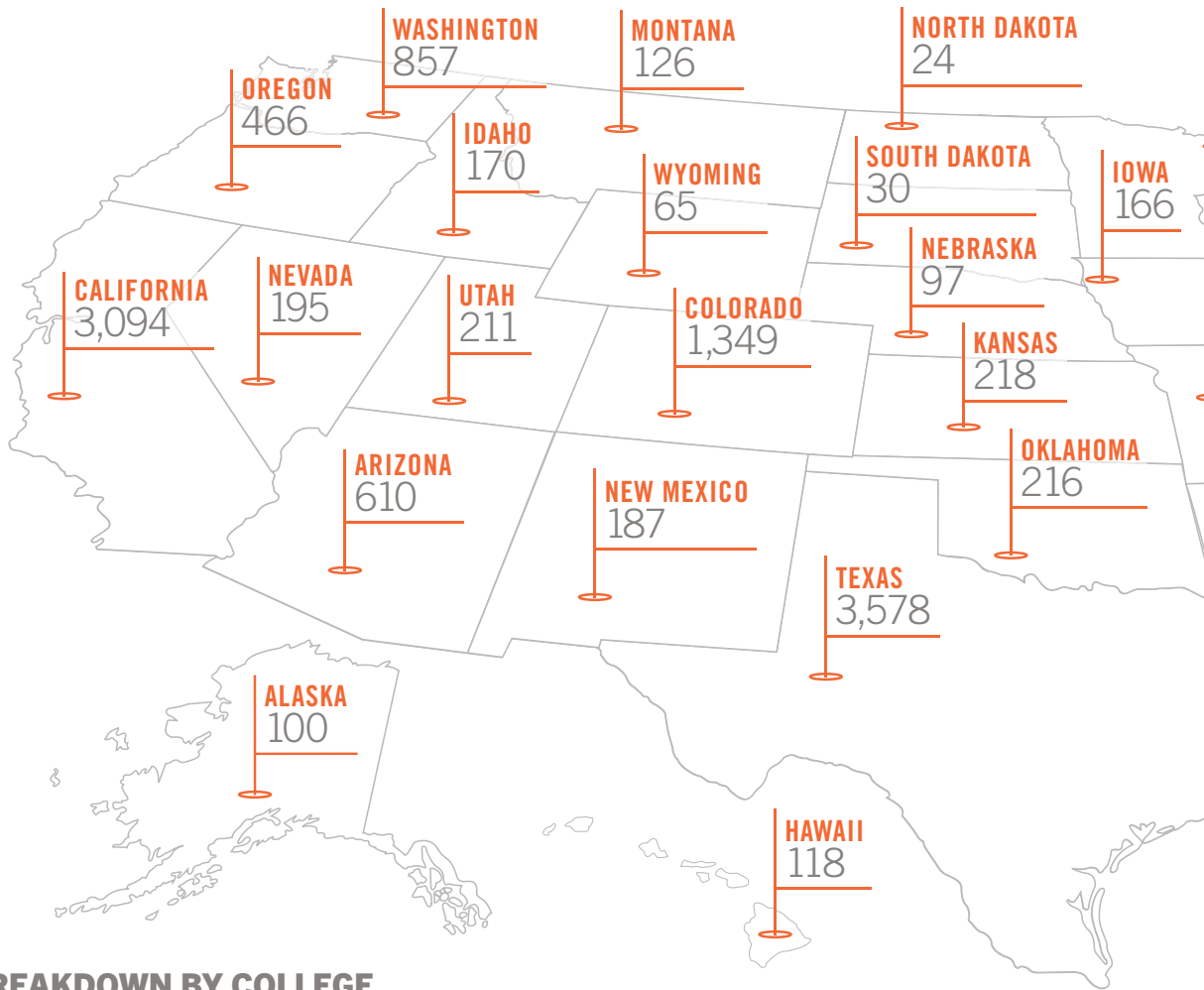


The Gateway helps facilitate career-related conversations between students, Clemson alumni, faculty & staff, friends of Clemson, and industry leaders around the globe. Community members can seek knowledge

The TigerLink Gateway is Clemson's campus-wide mentoring initiative and the entryway to career connections.

and advice, explore career fields, become a mentor, join an official mentoring group or program, and build professional networks. To learn more about the TigerLink Gateway, visit tigerlink.clemson.edu.

CLEMSON ALUMNI EVERYWHERE



BREAKDOWN BY COLLEGE



- College of Engineering, Computing and Applied Sciences – 22.9%
- College of Education – 10.8%
- College of Agriculture, Forestry and Life Sciences – 8.6%
- College of Business – 22.1%
- College of Architecture, Arts and Humanities – 9.9%
- College of Science – 9.3%
- College of Behavioral, Social and Health Sciences – 16.4%

BREAKDOWN BY ETHNICITY



- White – 62.67%
- American Indian/Alaska Native – 0.28%
- African American/Black – 4.30%
- Native Hawaiian – 0.02%
- Asian – 1.40%
- Unreported – 30.27%
- Hispanic/Latino – 1.06%

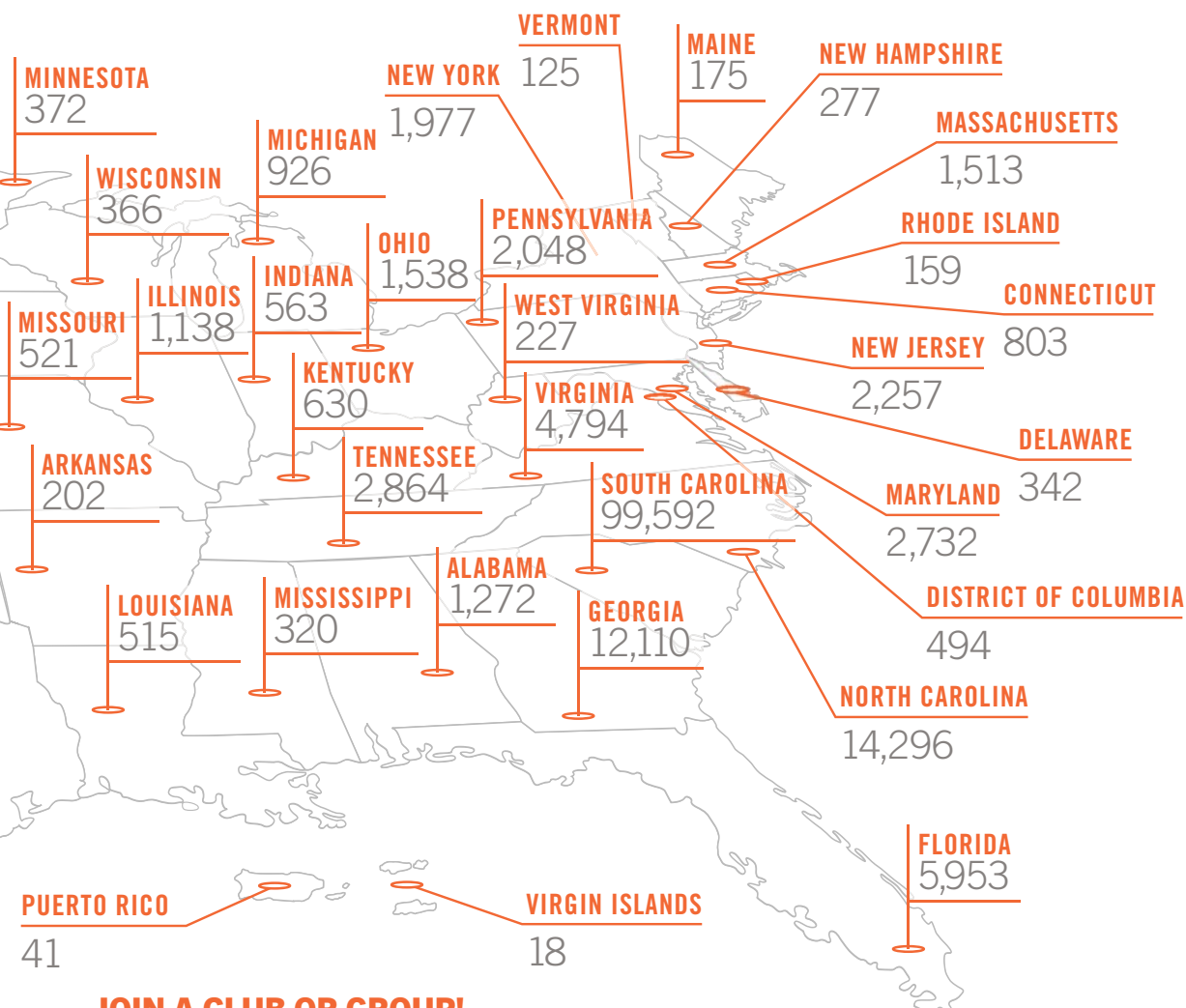
BREAKDOWN BY GENDER



Male – 55.9%



Female – 44.1%



JOIN A CLUB OR GROUP!

Did you know there are over 80 Clemson Clubs and Affinity Groups around the country? Reconnect with your lifelong Tiger family by finding the club or group you would like to support! Here are just a few:

THE CLEMSON CORPS

alumni.clemson.edu/clemson-corps

CLEMSON BLACK ALUMNI COUNCIL

alumni.clemson.edu/black-alumni-council

CLEMSON LGBTQ+ ALUMNI COUNCIL

lgbtq.clemson.alumnispaces.com

WOMEN'S ALUMNI COUNCIL

womensalumni.clemson.alumnispaces.com

CLEMSON UNIV. TIGER BAND ASSOC.

tband.people.clemson.edu/cutba

HISPANIC AND LATINX ALUMNI COUNCIL

alumni.clemson.edu/hispanic-latinx-council

CONSTRUCTION SCIENCE MANAGEMENT

alumni.clemson.edu/construction-science-management

CLEMSON MBA ALUMNI

alumni.clemson.edu/mba-alumni-association

CLEMSON MEAL CLUBS

alumni.clemson.edu/meal-clubs

VETERAN ALUMNI COUNCIL



Throughout the United States, you can connect with Tigers in your own community.

Find the Clemson Club nearest you at: alumni.clemson.edu/clubs.

ALUMNI BREAKDOWN

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ATTEND AN EVENT

When you're with other Tigers, you're with family. Attending an event is a great way to connect with old friends, make new memories, and celebrate Clemson! Even if it is virtual.

WELCOME BACK FESTIVAL

The ultimate town and gown celebration takes over College Avenue with local vendors and good times.

alumni.clemson.edu/welcome-back

HOMEcoming AND TIGERAMA

Come home to Clemson.

alumni.clemson.edu/homecoming

CLEMSON RING CEREMONIES

Nobody does the ring ceremony better than Clemson.

alumni.clemson.edu/ring

SPRING FLING

Welcoming back alumni of student organizations like Greek Life and intramural sports.

alumni.clemson.edu/cu-spring-fling

GOLDEN TIGER REUNION

Celebrate the 50th reunion class and all previous Golden Tigers in June.

alumni.clemson.edu/reunion

FALL BAND PARTY

Celebrate Clemson with live music, a silent auction, games and food at this family-friendly event each Fall.

alumni.clemson.edu/fall-band-party

AWAY GAME TAILGATES

Be sure to stay on the lookout for details of upcoming pre-game tailgate opportunities when you travel to see the Tigers play! The Clemson Alumni Association and IPTAY hosts various tailgates during the football season and in post-season to help you connect with the Clemson Family before heading into the game to cheer on the Tigers.

KEEPING YOU CONNECTED

Join the Clemson Alumni Association for virtual events and activities.

alumni.clemson.edu/virtualengagement



