

11 REASONS TO SUPPORT PUBLIC INVESTMENT IN HIGHER EDUCATION

CAROLINA CHANGES EVERYTHING

We're making South Carolina **more prosperous**,
healthier and **more vibrant**.

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UNIVERSITY OF
SOUTH CAROLINA

1 **We make our state more prosperous, healthier and more vibrant.**

A stronger USC means a stronger State of South Carolina. No state can thrive without a strong system of public higher education and a strong flagship university.

2

As a state we can and must focus on K-20—education does not stop with a high school diploma.

The suggestion that we can only invest in either K-12 or higher education is a myth. Both are critical to our state.

3

South Carolina needs MORE college graduates.

We need 70,000 more baccalaureate degree holders by 2030 (above current graduation rates) to meet the needs of business, industry and health care.

USC graduates nearly 40% of the state's public college graduates with a baccalaureate degree or higher and is therefore a vital link to continuing economic prosperity for our state. We are here to help South Carolina's businesses succeed and attract global investment by providing highly educated, in-demand graduates.

4 **College graduates make more money and stimulate the economy.**

Four-year degree holders make on average \$15,000 more per year and \$1 million more over a lifetime than those without a baccalaureate degree. USC and its alumni have a tremendous economic impact on the state, building the tax base and contributing \$200 million annually in state revenue.

5 **USC is a leading international research university driving discovery and innovation while attracting Fortune 500 partners to South Carolina.**

Our discovery and innovation attracts Fortune 500 partners like Boeing and IBM. Last year, we were awarded \$243 million in competitive external research funding from federal agencies, corporations and foundations, which stimulates approximately \$630 million in regional economic activity.

6

High return on investment.

Overall, USC has a \$4.1 billion annual economic impact. \$25 is returned to the state's economy for every \$1 invested in higher education.

7

We provide opportunity and can change the lives of all South Carolina high school graduates.

Our strength and impact is such that we can offer a point of admission into the USC system for any high school graduate while also offering some of the most sought after degrees in the country. We serve all kind of students, from those who struggle to succeed, to Honors students and PhD candidates. We continue to be a national model for access and affordability with the success of innovative initiatives like Palmetto College and On Your Time graduation.

9

Deferred maintenance of state assets is a nine-figure problem.

Hundreds of millions of dollars in maintenance and repair needs across the state sit unmet due to a lack of state funding to care for state assets. At USC a very small percentage of tuition is put toward these projects, but we choose to spend the vast majority of tuition dollars on instruction and student support.

8

Higher education is in need of funding for facilities but it's also an easy political target.

New buildings and modern learning environments are essential for retaining South Carolina's best and brightest students, attracting the best faculty and researchers and, yes, importing talent from other states—many of whom will stay in South Carolina after graduation. New buildings are easy to see and increasing tuitions are easy to demagogue. But the full picture isn't quite so simplistic:

- New buildings and full scale renovations are paid for with borrowed money, not tax dollars, and very little tuition (less than 6% of each student's bill goes toward debt service)—a testament to sound financial management and our status as a destination of choice for students—or through innovative public-private partnerships that require little or no university investment.
- In order to preserve and enhance quality learning experiences, universities were forced to increase tuition as the state slashed budgets during the Great Recession and the costs to educate students continued to rise. USC's budget was cut by 40%. Higher education received 13% of the state's budget in 2008; today it receives 8% — a decrease of \$315 million.

10

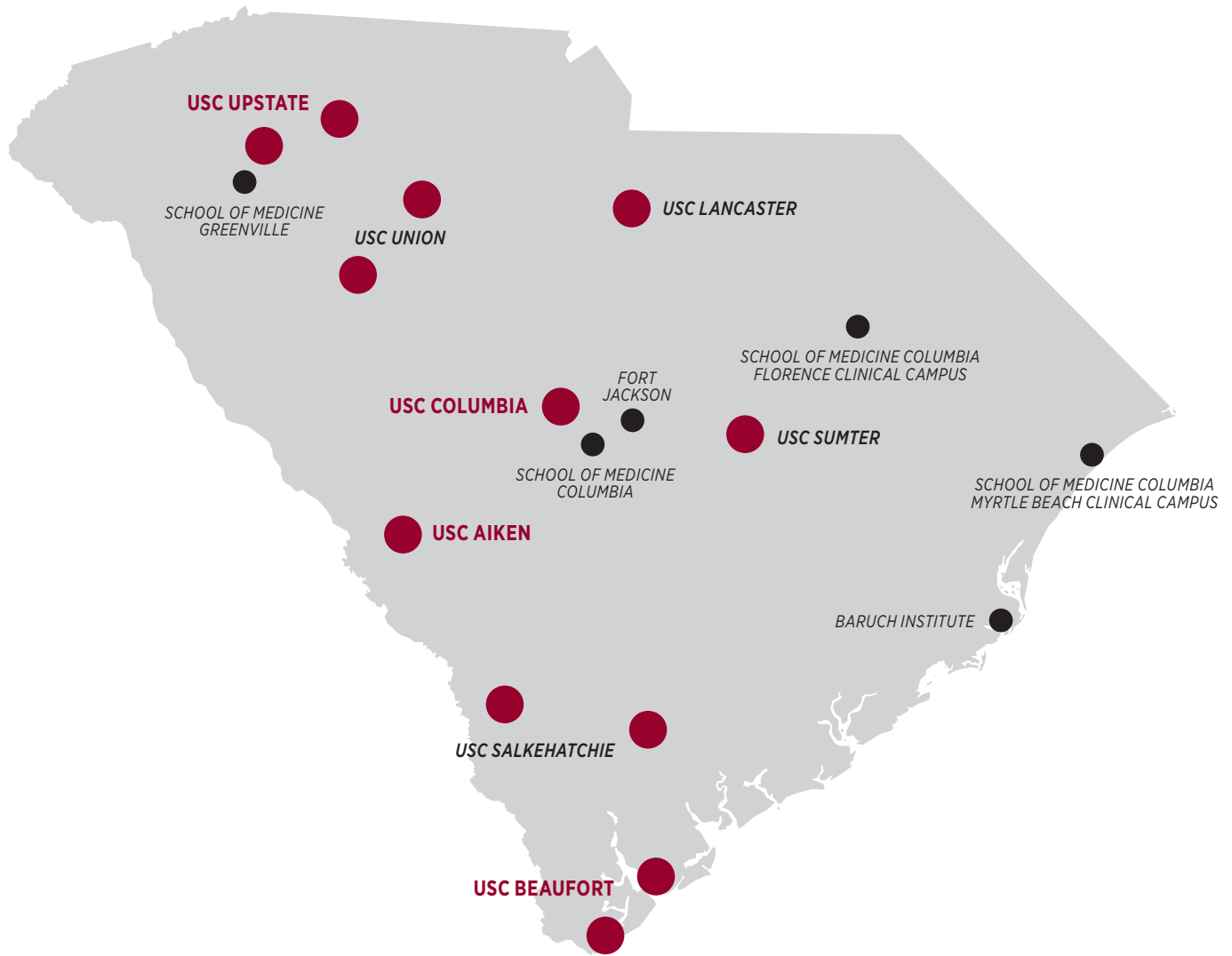
State government has made a conscious decision to shift the burden of paying for higher education from the state to students and their families.

Yes, families receive aid through the lottery scholarships and for that we are all very grateful. But refusing to adequately fund colleges and universities forces tuition to rise as costs increase, faculty and student success staff must be added to support growth and an aging physical plant must be cared for.

11

This model is unsustainable.

Tuitions at South Carolina institutions exceed the national average while state support lags way behind. In the SEC, only Ole Miss has fewer resources per student than USC—tuition and state support combined.



RESEARCH CAMPUS

USC Columbia

COMPREHENSIVE CAMPUSES

USC Aiken
 USC Beaufort
 USC Upstate

PALMETTO COLLEGE CAMPUSES

USC Lancaster
 USC Salkehatchie
 USC Sumter
 USC Union