



THE PEARCE CENTER ANNUAL REPORT

A CLOSER LOOK AT 2012-2013

PEARCE  CENTER

FOR PROFESSIONAL COMMUNICATION

CLEMSON

DIRECTOR'S NOTE

It's been another exciting year for the Pearce Center for Professional Communication. The most visible development in 2012-2013 was a comprehensive redesign and renovation of the Class of 1941 Studio for Student Communication, which houses Pearce Center initiatives. With the support of Provost Dori Helms and Dean Rick Goodstein, and through the collaborative efforts of David Blakesley, Ashley Cowden Fisk, Angie Justice, and Barbara Ramirez, we have transformed the middle room into a state of the art production and design studio with the latest computing technologies and multimedia displays.

In April 2013, this space was used to showcase the work of our students in various programs. Our team of Pearce Center Interns completed multiple ambitious projects this past year, including the editing and production of the latest issue of the *Writing Across the Curriculum* journal and the second issue of *Decipher*, a magazine highlighting Clemson's Creative Inquiry undergraduate research program. Our Writing Fellows Program – a collaborative effort with the Clemson Writing Center and the Calhoun Honors College – is now fully implemented, thanks to the expert guidance of Meredith McCarroll. And the Client Based Program continues to pair classes of business and technical writing students with campus and community clients. In recognition of her visionary work with this program, Ashley Cowden Fisk, Pearce Center Assistant Director, was awarded South Carolina Campus Compact's Faculty Award for Service Learning.

The Pearce Center sponsored and hosted numerous guest speakers, including talks by writers, editors, academics, publishers, poets, philosophers, and communications professionals. We also supported multiple faculty research projects to continue Clemson's longstanding tradition of promoting Communication Across the Curriculum. Through it all, I've been continually impressed with the talent, energy, and initiative of Clemson students, evidence of which fills the following pages.

Yours,

Michael LeMahieu, Director
Pearce Center for Professional Communication
mlemahi@clemson.edu





PEARCE PEOPLE

Pearce Center Director: Michael LeMahieu

Pearce Center Assistant Director: Ashley Cowden Fisk

Pearce Center Administrative Assistant: Angie Justice

Class of 1941 Studio Coordinator: Barbara Ramirez

Writing Fellows Program Coordinator: Meredith McCarroll

Pearce Professor of Professional Communication: Steven B. Katz

Campbell Chair in Technical Communication: David Blakesley

Pearce Graduate Assistants: Katie Mawyer, Heather Christiansen

2012-2013 Faculty Advisory Council:

David Blakesley (English)

Amanda Cooper Fine (Marketing)

Steven B. Katz (English)

Travers Scott (Communication Studies)

Jillian Weise (English)



PEARCE CENTER HISTORY

Roy Pearce (1919-2004), President of Clemson University's Class of 1941, always maintained that his professional success was a direct result of his communication skills. Throughout his life, Pearce was a leader in the Clemson community, serving as President of the Clemson Alumni Association and of the CU Foundation. Clemson awarded him an honorary doctorate, the Distinguished Service Award, the President's Award, and in 1991 the Clemson Medallion, the University's highest honor. Pearce strongly believed that all students should have an opportunity to develop effective communication skills.

In 1989, he and his wife established the R. Roy and Marnie Pearce Center for Professional Communication at Clemson. The Pearces envisioned a Center whose mission was to help prepare students for the communication challenges they would face as professionals in their chosen fields. In 2001, Pearce's graduating class endowed the Class of 1941 Studio for Student Communication, which opened its doors in Daniel Hall in 2004.

PEARCE CENTER MISSION

The Pearce Center for Professional Communication promotes effective communication as an integral part of the learning process at all levels of schooling. The Center pursues these goals through a comprehensive program of interdisciplinary workshops, collaborative ventures, sponsored projects, and action research. Housed in the Class of 1941 Studio for Student Communication and emphasizing flexible applications of technology and new media, the Pearce Center explores innovative ways to bring together the study, theory, and practice of the communicative arts.



DANIEL
HALL

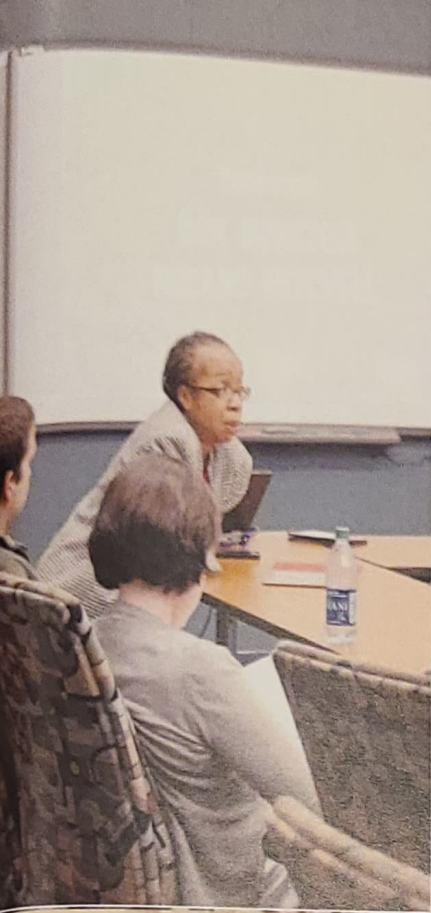
STUDIO



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COMMUNICATION SCHOLARS

In the 2012-2013 academic year, the Pearce Center launched a new Pearce Communication Scholars Program, designed to place students in leadership positions where they can create a culture of writing at Clemson, serve as resources for their peers, improve written communication skills, and gain valuable professional experience.



Business and industry leaders place a premium on writing and communication skills. The state of South Carolina offers a generous supplement to the Life Scholarship for students majoring in math, science, or engineering. The Pearce Communication Scholars Program aims to match that supplement for students working in the fields of writing and communication.

Pearce Scholars work in the Class of 1941 Studio using cutting-edge communication technologies. These tools provide Pearce Communication Scholars with opportunities to learn, engage, and collaborate in an interactive, professional environment.

The variety of opportunities within the Pearce Communication Scholars Program also allows for students to pursue objectives most valuable to their education and future careers. Whether through working as a Pearce Center Intern, a Writing Fellow, or a member of the Client Based Program, the Pearce Center Communication Scholars Program benefits an incredible number of students on Clemson's campus.



PEARCE CENTER INTERNSHIP PROGRAM

The Pearce Center offers semester-long internships that introduce students to the world of professional communication. Partnering with Clemson's Undergraduate Professional Internship and Co-op Program, Pearce Center Interns work on a variety of long-term projects including writing, editing, marketing, event promotion, video production, and graphic design. Through these projects, interns gain valuable experience that translates directly to their future careers.

During the 2012-2013 academic year, all Pearce Center Interns collaborated and contributed to the creation of *Decipher*, a magazine devoted to Clemson's Creative Inquiry undergraduate research program. Interns completed all stages of the process from interviewing faculty and students about their research to writing and editing the articles. In addition, Pearce Center Interns took photographs, designed layouts, and consulted with the Director of Creative Inquiry. This project demonstrated the complex, multi-faceted nature of all aspects of the publication process.

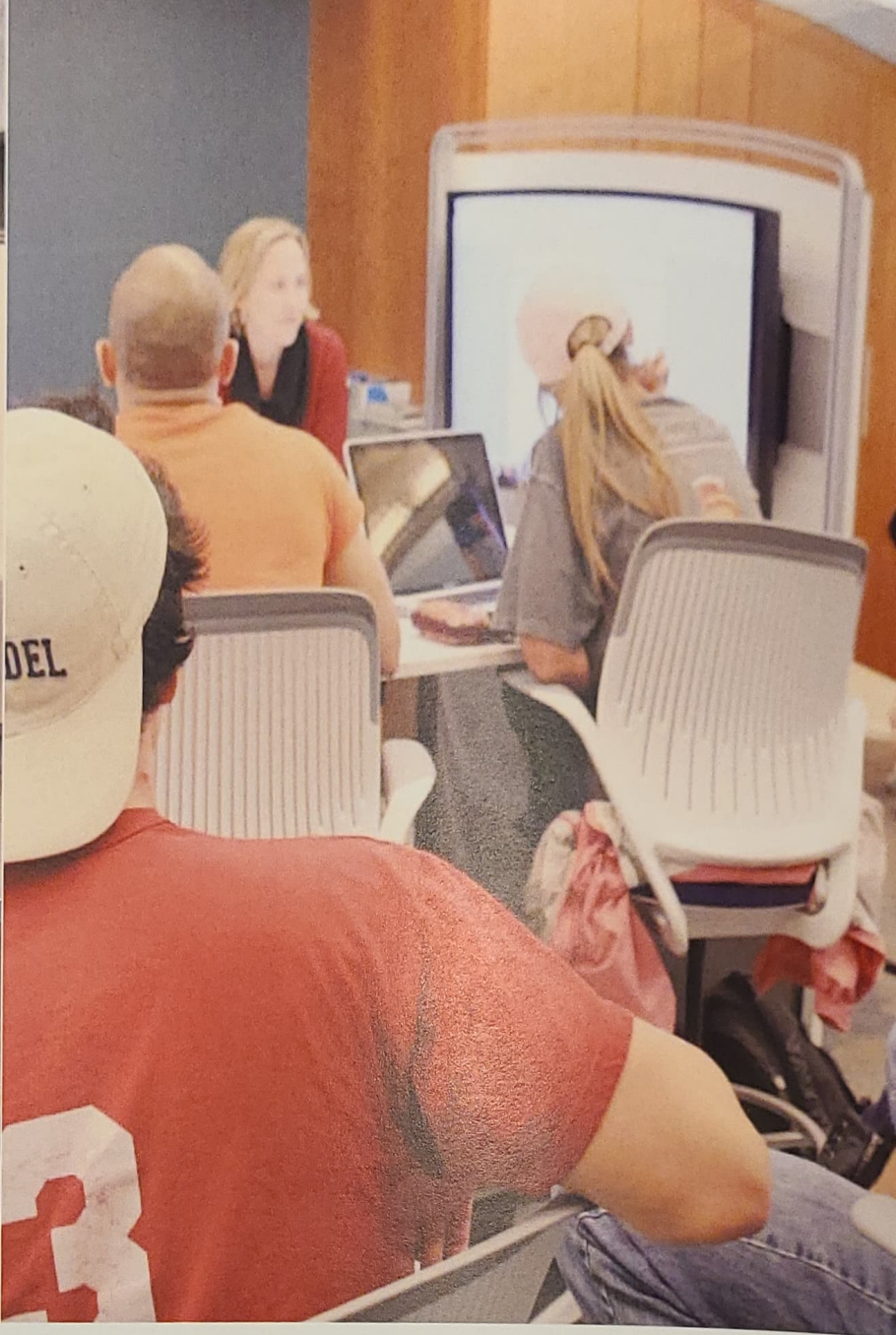
"Working with clients, meeting deadlines, and creating polished content will be extremely useful experiences for my future career," Amber Day, the project manager for this year's issue, explained. "I'm confident the work I've done through this internship will prove invaluable for me."

Saahirah Goodwin, the head Graphic Designer for *Decipher*, found that her academic work correlated very closely with her work at the Pearce Center. "I have been able to apply what I learn in the classroom every day I come in to work, and that has helped me do very well in my Graphic Communications classes," Goodwin said.

Meredith FitzGibbon, who leads the Pearce Center social media team, ensures that the Pearce Center maintains a strong internet presence and publicizes its work via Facebook and Twitter. "Social media is much more than simply promoting events," FitzGibbon, a senior

"I'm confident the work I've done through this internship will prove invaluable for me."
Amber Day



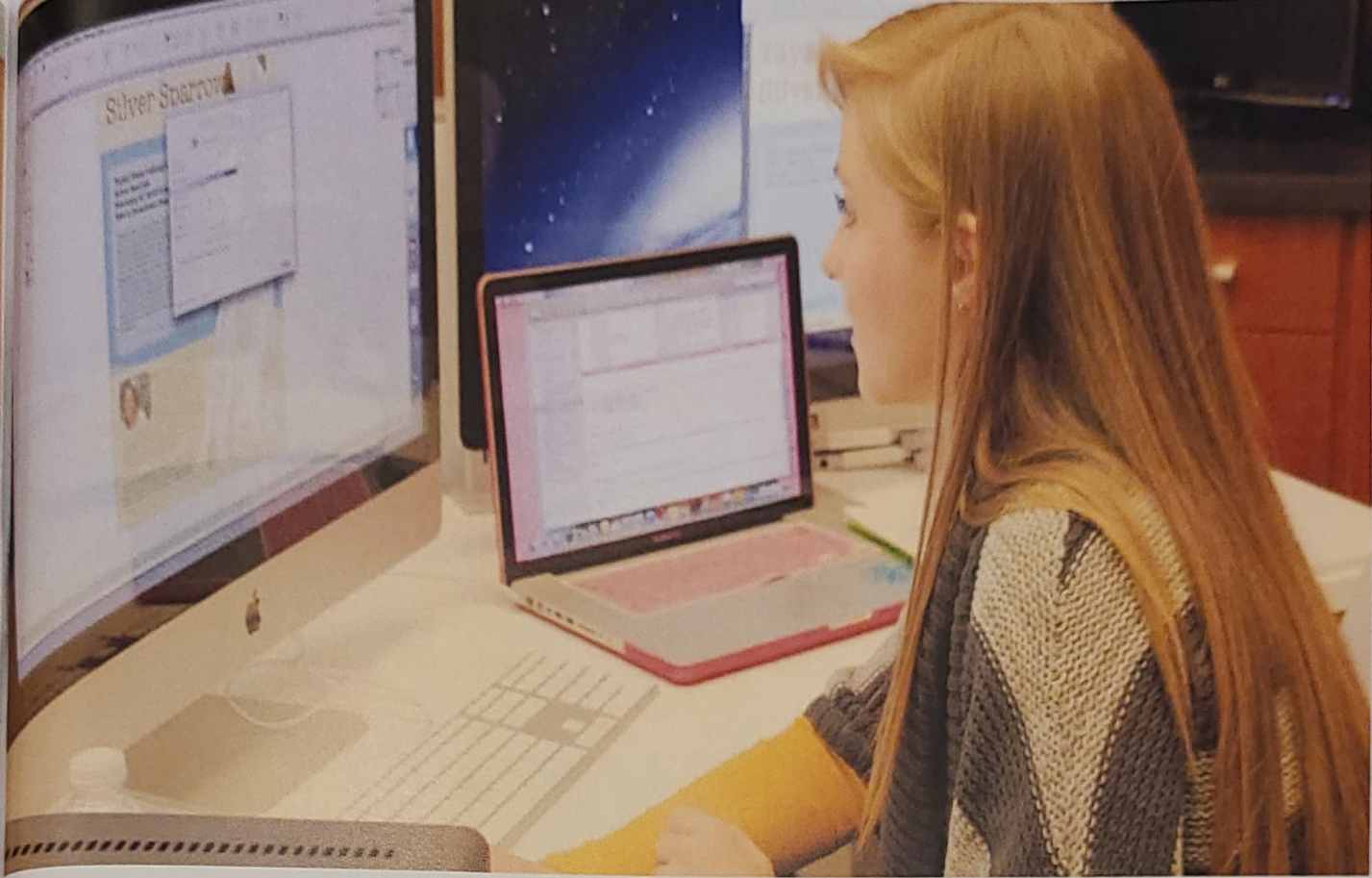


Political Science major, said. "It's about making connections across the University and helping the Pearce Center to fulfill its mission. I feel very grateful to have been a part of this program."

Pearce Center Interns organized, publicized, and hosted a spring showcase featuring the work of the various Pearce Communication Scholars. "I have been working with a group of six other interns to create a video display that presents all aspects of the Pearce Center and the Studio," says Melissa Jackson, a senior in

Graphic Communications. In addition to this work with video production technology, Pearce Center Interns Meredith FitzGibbon and Katie Ott created a promotional video to highlight Clemson's new University Professional Internship and Co-op Program.

The partnership with the UPIC Program is one example of how Pearce Center Interns work on university-wide projects. Interns worked with the Office of Advising in the College of Architecture, Arts, and Humanities to create information



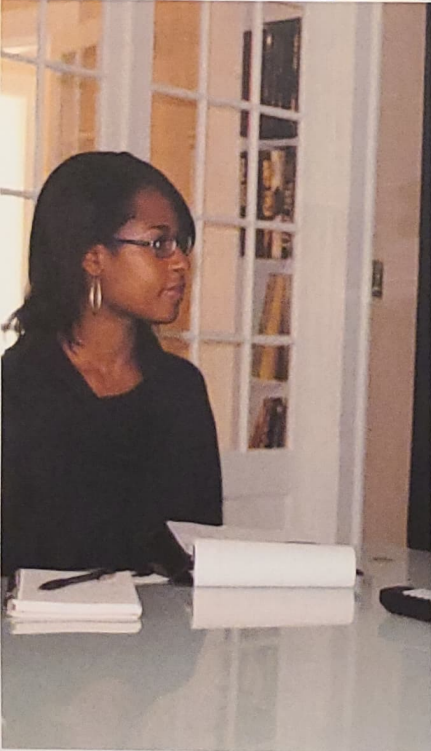
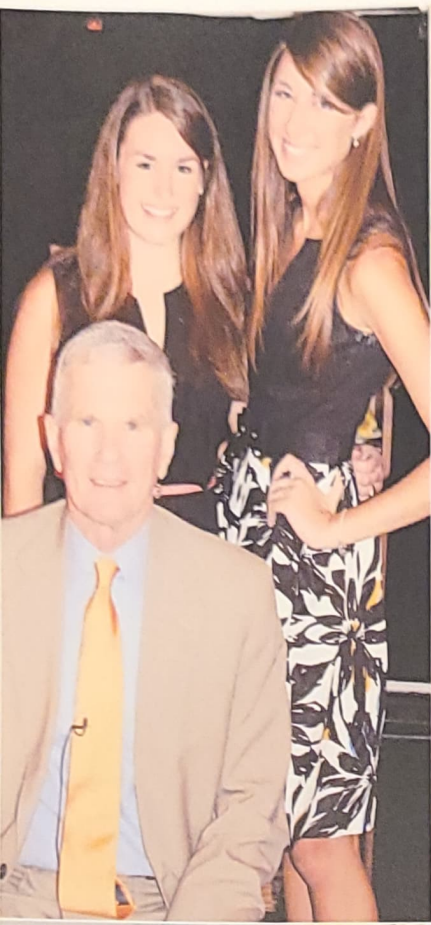
"Being an intern with Pearce really highlights your strengths and also helps you develop new skills."

Raquel Cobb

sheets and handouts that help explain the new registration system, iRoar. Implementing a new course registration system is a massive undertaking that affects all Clemson students, faculty, and staff. Pearce Center Interns helped to make the transition as smooth as possible.

The Pearce Center Internship Program seeks to capitalize on the depth and breadth of talent at Clemson by establishing a team of students from multiple disciplines. "Being an intern with Pearce really highlights your strengths and also helps you develop new skills," explains Raquel Cobb, a sophomore Communications Studies major. "I love the cohesive environment the Pearce Center fosters." By drawing on their respective talents and working collaboratively, Pearce Center Interns are able to achieve results that would not be possible working individually.

"By working together as a team," said Ashley Cowden Fisk, Pearce Center Assistant Director, "the interns are able to take on projects that would be too large and too complex for any one of them to tackle individually. Students are thus able to improve both their communication and leadership skills."



2012-2013 Pearce Center Interns

Blake Calamas, Class of '14 -- English/Religious Studies

Raquel Cobb, Class of '15 -- Communication Studies

Amber Day, Class of '13 -- English

Timbra Dye, Class of '14 -- Marketing

Meredith FitzGibbon, Class of '13 -- Political Science

Saahirah Goodwin, Class of '14 -- Graphic Communications

Jessica Heron, Class of '15 -- Communication Studies/Marketing

Melissa Jackson, Class of '13 -- Graphic Communications

Jeff Kinnison, Class of '14 -- Computer Science/English

Marissa Kozma, Class of '15 -- English

Abir Mandal, Class of '15 -- Economics

Katie Ott, Class of '13 -- English

Michaela Reinhart, Class of '15 -- Biochemistry

Bethany Vierling, Class of '14 -- Graphic Communications



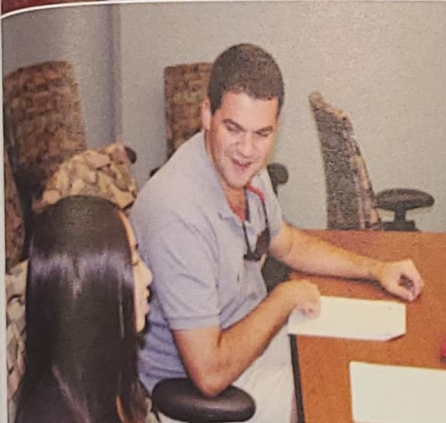


WRITING FELLOWS PROGRAM

The Writing Fellows Program is an initiative established by the Pearce Center for Professional Communication and the Calhoun Honors College to promote the importance of revision in writing through peer interaction across the Clemson campus.

The Writing Fellows Program began last semester with ten initial Fellows and has grown in the past year to include twenty talented students trained in the art of peer review and tutoring. As a part of Clemson's award-winning Writing Across the Curriculum initiative, the Writing Fellows Program aims to redefine the meaning of peer editing, emphasizing higher order revisions including argument development, sentence structure, audience, and evidence.

Each semester, Writing Fellows are assigned to an Honors seminar class. Students in these classes are given two major writing assignments throughout the semester. These assignments are submitted to a Writing Fellow two weeks in advance of the deadline. The Writing Fellow then reads each draft and returns it to the student with written comments, notes, and suggestions. Students meet with their Writing Fellow for a conference to



discuss revision strategies. This process encourages students to further analyze their own writing through creating multiple drafts prior to submitting assignments.

The Writing Fellows Program has proved advantageous for all parties involved. Faculty work closely with Writing Fellows to ensure that the discussion beginning in the classroom is emphasized through further conversation between students and Fellows.

Peer tutoring creates a comfortable atmosphere in which students can discuss how to improve their writing outside of the context of grading and evaluation. The Writing Fellows Program embodies the idea of students learning to write successfully not only within their disciplines but also across the curriculum.

Writing Fellows function as an important intervention in the writing process and serve as a resource for Clemson students.

2012-2013 Writing Fellows

Dorothy Behre, Class of '13 -- English/Chinese

Parker Essick, Class of '15 -- English

Alyssa Glazener, Class of '15 -- English

Michael Harris, Class of '13 -- Language and International Health

Jessica Heron, Class of '15 -- Communication Studies/Marketing

Jessica Lau, Class of '14 -- Bioengineering

Haley Nieman, Class of '14 -- Communication Studies

James Ozmint, Class of '14 -- English

Michaela Reinhart, Class of '15 -- Biochemistry

Jenny Tumas, Class of '14 -- Communication Studies/Political Science

"Serving as a Writing Fellow has given me the opportunity to develop more as both a thinker and a writer."

Jessica Heron





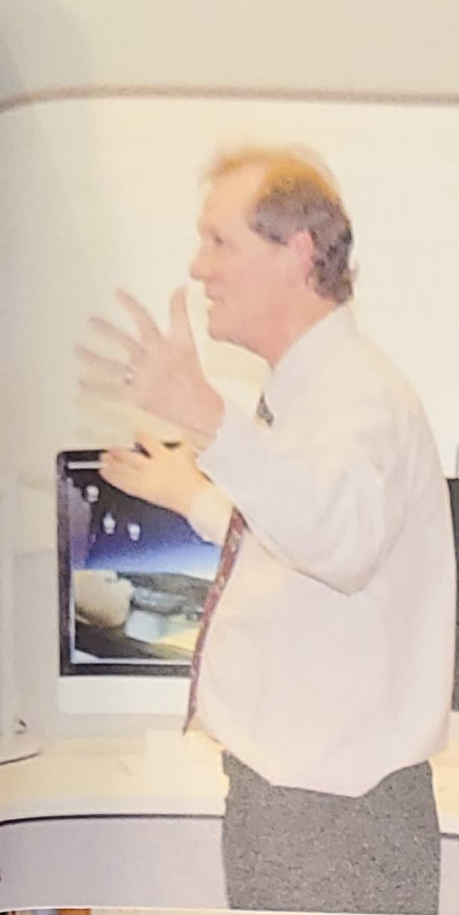


CLIENT BASED PROGRAM

The Client Based Program (CBP) matches students in technical and business writing classes with campus and community clients. Students meet with the clients to discuss their communication needs and then work together to create deliverables ranging from promotional publications and business plans to websites and videos.

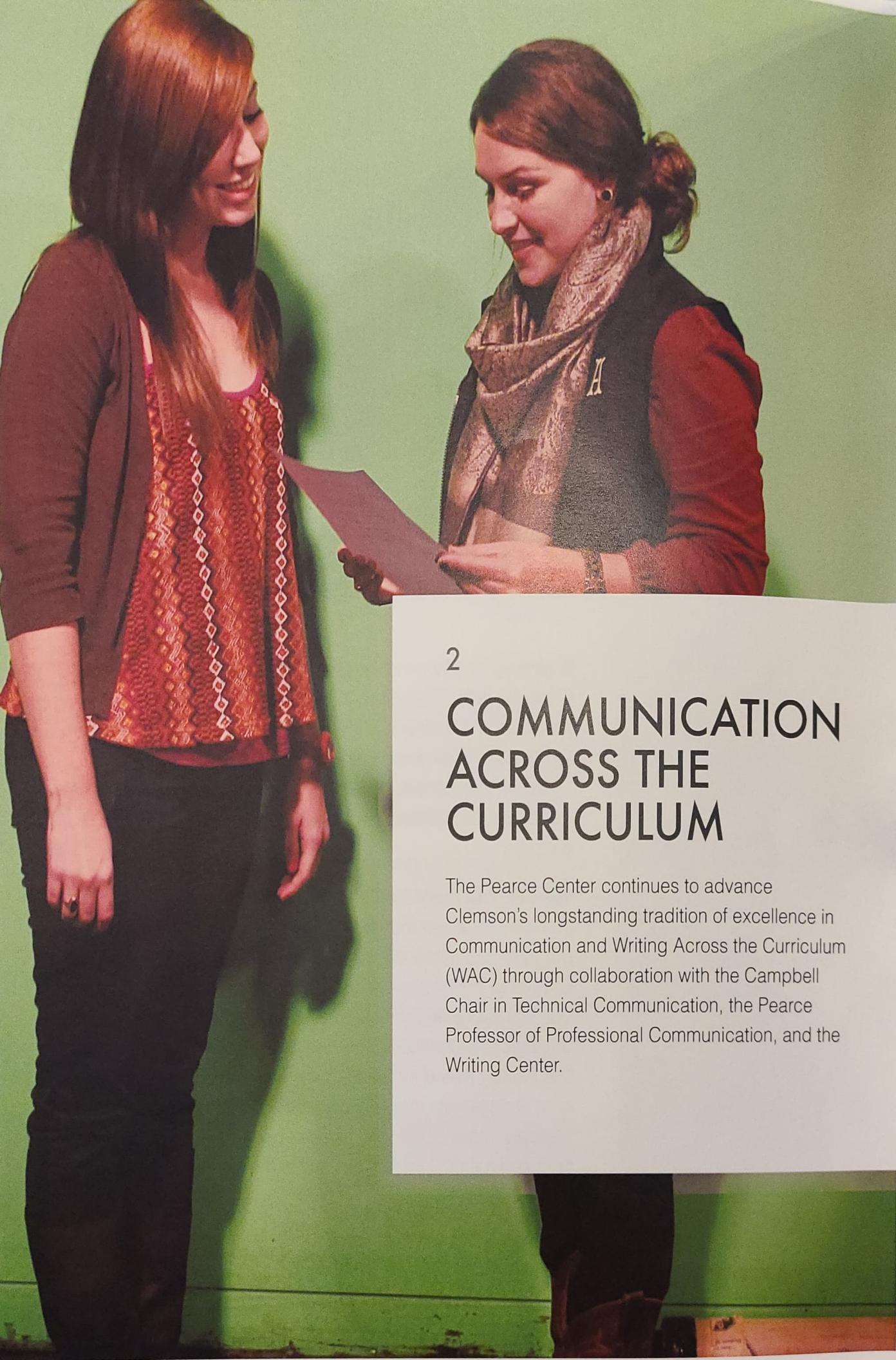
As students work in teams on these long-term projects, they acquire writing and critical thinking skills that prepare them for situations they will encounter in the workplace. Since 2003, nearly 200 classes of 4,000 students have worked with more than 30 faculty members and 200 clients, producing more than 1,250 communication deliverables. Students display their projects at two showcase events held at the end of the fall and spring semesters.

The CBP has developed strong and lasting relationships with local non-profit and community groups. 2012-2013 clients included Fort Daniel Academy, St. Jude Up 'til Dawn, Tri-County Technical College, Parenting Place, Killingsworth House, Ugly Words, Military Transition Services, and the Clemson Literary



Festival. One of the most successful partnerships is with the Anderson Adult Education Center (AAE). Three years into this partnership, students have helped develop a retention program for AAE students, designed computer tutorials, created new curricula, and developed technology tutorials. These efforts have helped increase participation and retention in the AAE's GED program.

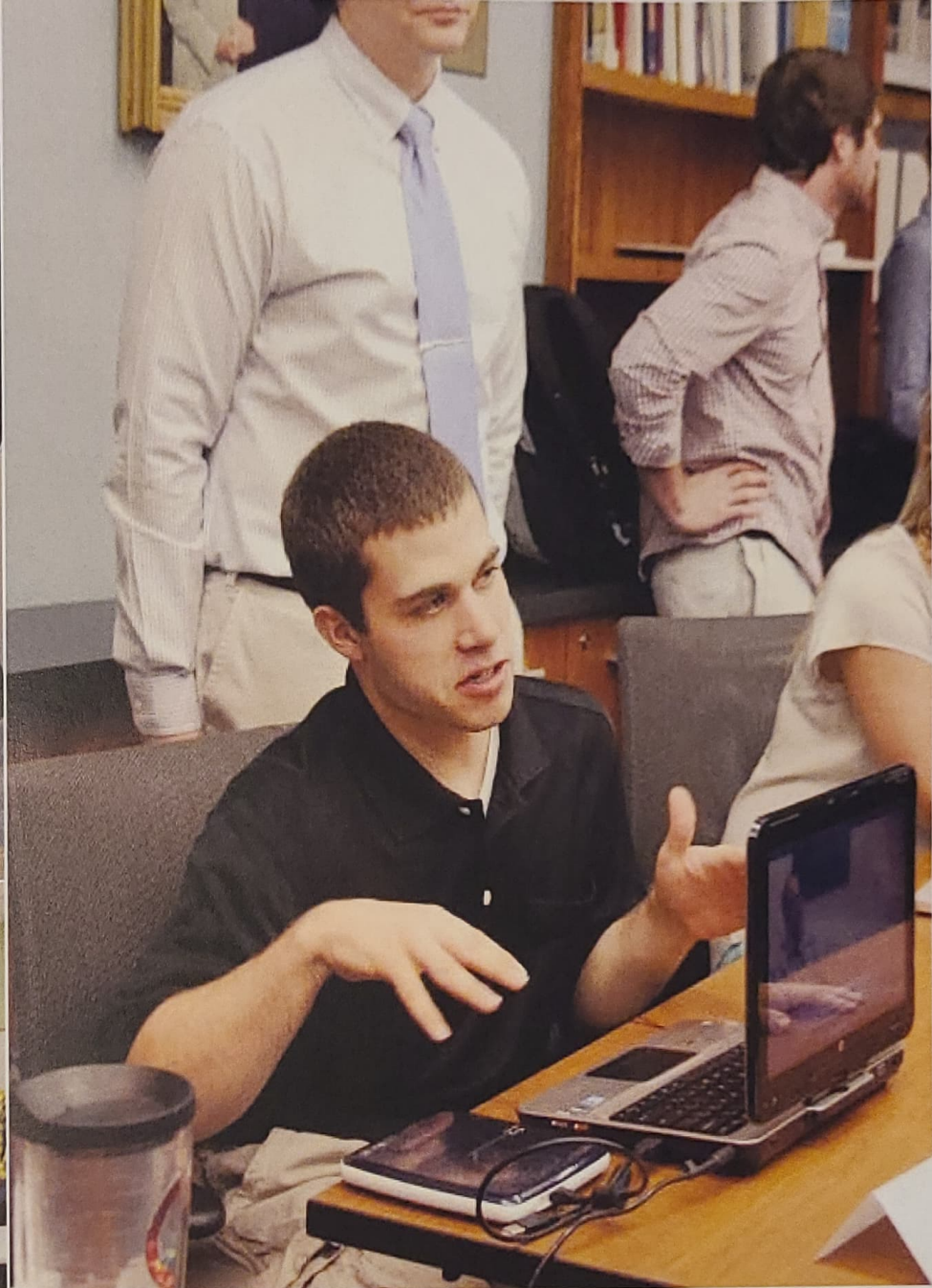
The CBP was started in 2003 by Professor Summer Smith Taylor and went on to win multiple local and national awards. The program is currently directed by Ashley Cowden Fisk, Assistant Director of the Pearce Center. In 2013, Fisk received South Carolina Campus Compact's Faculty Award for Service Learning, adding one more accolade to the CBP's list of accomplishments. The Faculty Award for Service Learning is one of the four 2013 civic engagement leadership awards given to South Carolina students, faculty, staff, and campus partners for achievements in civic engagement on campus and in the surrounding community.



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COMMUNICATION ACROSS THE CURRICULUM

The Pearce Center continues to advance Clemson's longstanding tradition of excellence in Communication and Writing Across the Curriculum (WAC) through collaboration with the Campbell Chair in Technical Communication, the Pearce Professor of Professional Communication, and the Writing Center.



In 2012, Clemson was again named a “Top School for Writing in the Disciplines” by *US News and World Report*. Clemson has received this distinction every year since the creation of the category. Other schools that joined Clemson in receiving this designation in 2012 include Brown University, Duke University, Harvard University, Miami University -- Oxford, Princeton University, Purdue University -- West Lafayette, and the University of Missouri.

Clemson's constantly evolving Communication Across the Curriculum initiative includes

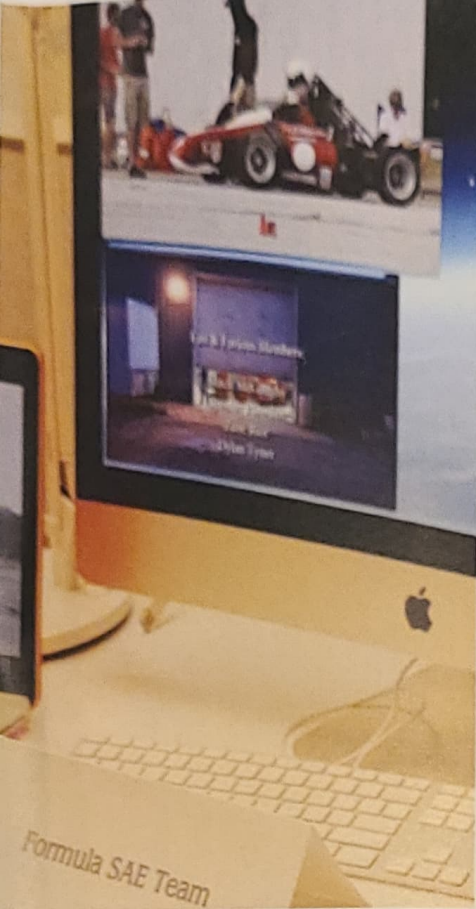
sponsored faculty research projects, dedicated space in the Class of 1941 Studio for Student Communication, and multiple writing, editing, and publication projects. This initiative attempts to improve the teaching of writing and communication in all disciplines and across the curriculum by funding pedagogical research, promoting the use of emergent technologies, fostering discussion about best practices, and assessing the effectiveness of curricular and programmatic innovations.



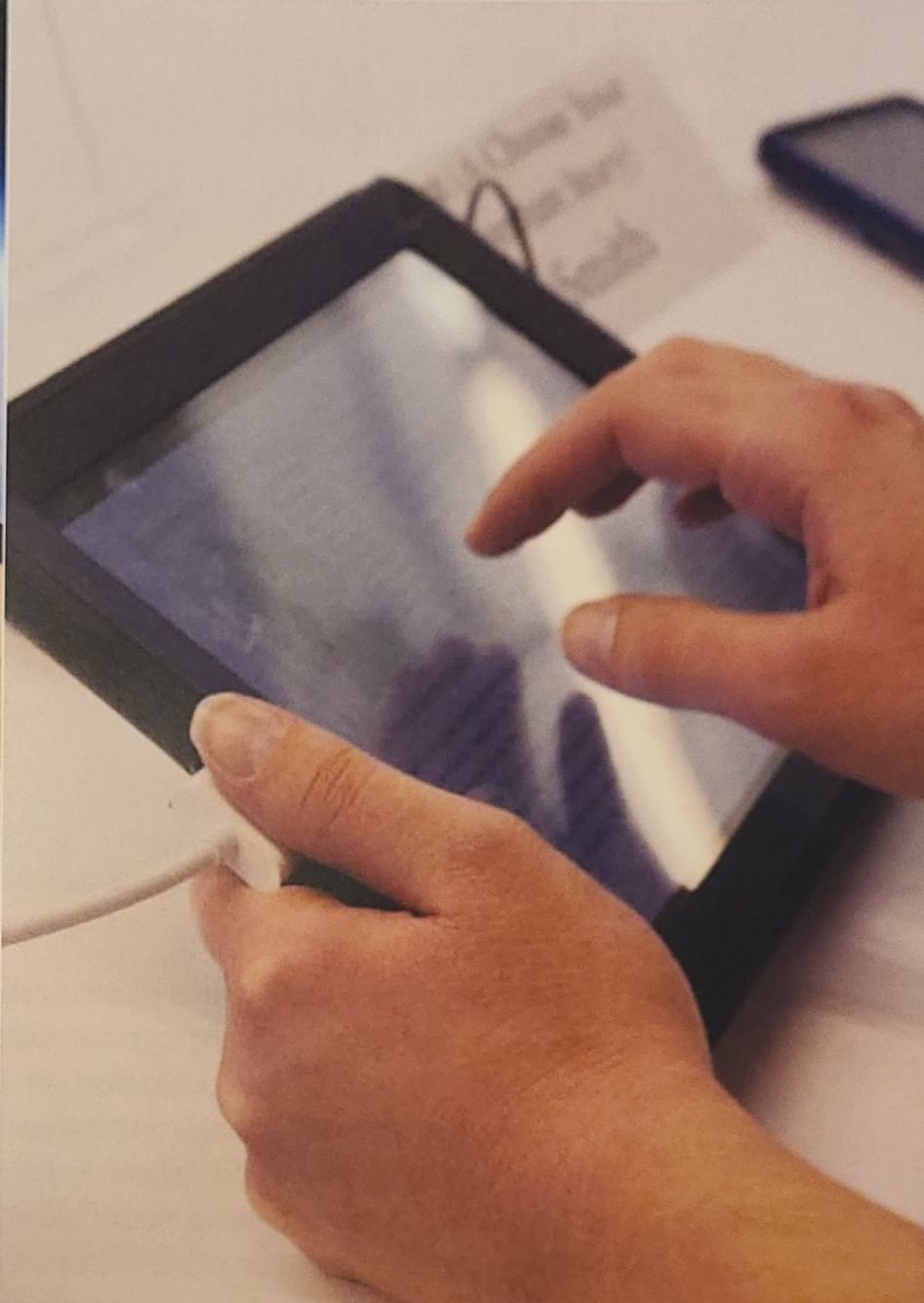
CLASS OF 1941 STUDIO

In honor of the 60th anniversary of their graduation, the members of Class of 1941 pledged one million dollars to continue their support of Communication Across the Curriculum at Clemson. This gift funded the Class of 1941 Studio for Student Communication, which opened in January 2004. In partnership with the Pearce Center, the Studio is one of the first communication studios in the country, bringing together teaching and research to advance the study and practice of communication.

While many universities offer communication/writing/media labs to supplement such courses as public speaking and composition, the Studio for Student Communication is unique as it was designed to foster cutting-edge forms of communication outside of the classroom and other traditional venues. Envisioned as a place focusing on the creation, practice, and presentation of oral, written, and digital work, the Studio provides space for collaboration and small group projects, multimedia development, educational presentations, and literary events. It is also used as classroom space for faculty to model innovative teaching pedagogies for facilitating student learning.

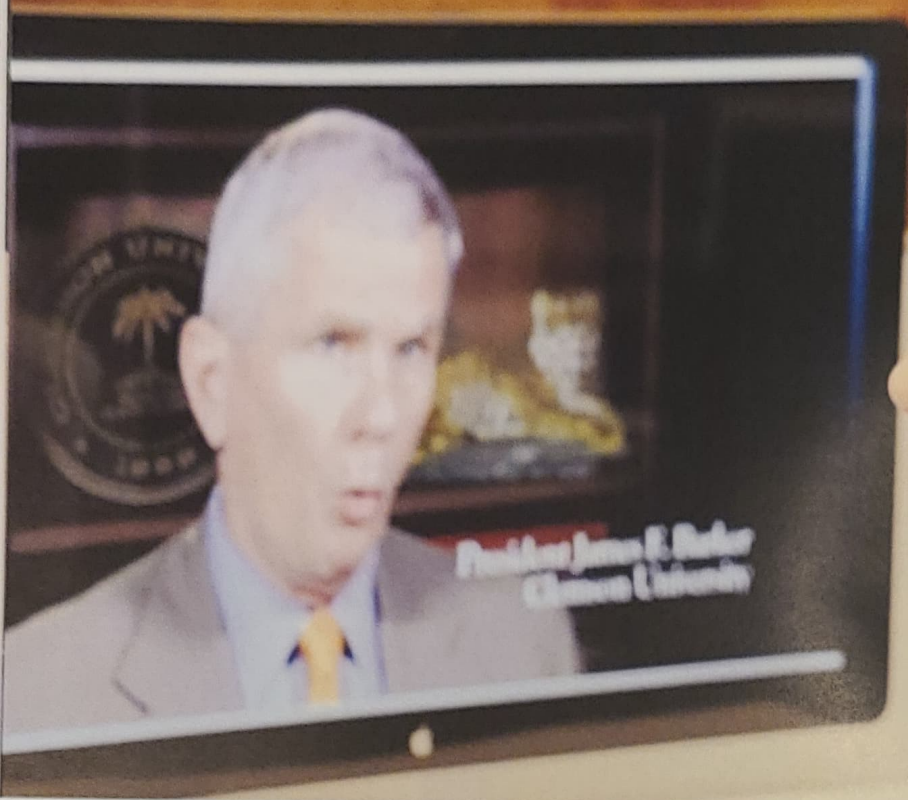


Formula SAE Team



The Class of 1941 Studio for Student Communication is divided into multiple areas to facilitate student creation of various types of communication and faculty research. The first space is the reception area, which houses laptops, digital and video cameras, workstations, and a televised calendar of upcoming projects and events. The middle room, a large studio area, serves as a production space and is primarily the site for collaboration, development of communication material, revision, and remediation. The next area is the lounge, an

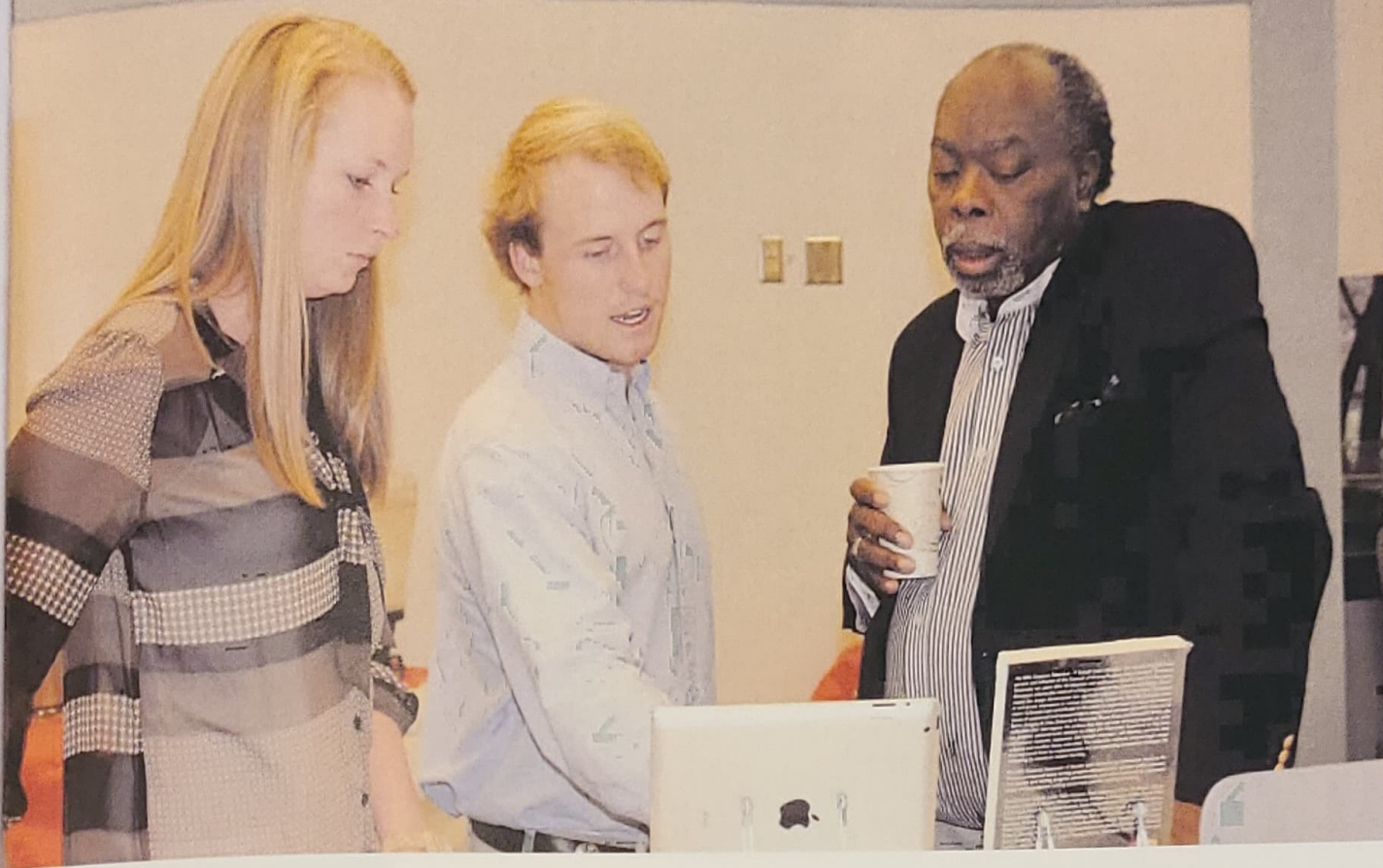
intimate space that works well for small group meetings or seminars. The final area of the Studio is the conference room, equipped with boardroom-style tables and Smartboard technology. This area, which is more formal than the rest of the Studio, is used for presentations, seminars, and advisory board meetings. It serves as the space for presenting materials produced in the larger studio area.



PUBLICATIONS

The Pearce Center is proud of the continuous growth and development of the various publications it contributes to and supports. These publications include the *WAC Journal*, which publishes innovative research on writing across the curriculum and writing in the disciplines; *Decipher* magazine, devoted to Clemson's Creative Inquiry undergraduate research program; and *Upstart*, an online journal of English Renaissance Studies.

The *WAC Journal* is a national peer-reviewed journal of innovative research relating to writing across the curriculum. In 2012, the Pearce Center and the Campbell Chair in Technical Communication reached an agreement with Plymouth State University, which previously published the journal, to make Clemson its new institutional home. The journal is edited by Roy Andrews and simultaneously made available online through Colorado State University's WAC Clearinghouse. Clemson's longstanding commitment to excellence in writing across the curriculum and writing in the disciplines makes it the perfect home for a leading scholarly journal in the field. Publishing the journal provides unique professional experience for the team of Pearce Center Interns who helped design the layout and cover of



the journal, copy-edited articles accepted for publication, and produced the final copy. Volume 23 of the *WAC Journal* appeared in November 2012 in both print and online versions.

Decipher magazine showcases Clemson's multiple Creative Inquiry undergraduate research projects, which pair teams of undergraduate students with faculty members working in their areas of expertise. Pearce Center Interns explored multiple Creative Inquiry projects, conducted interviews with faculty and students, wrote articles describing the nature of the project, and photographed research teams. Pearce Center Interns completed the editing, layout, and design for Volume 2 of *Decipher*, published in the summer of 2013.

In 2013, the *Upstart Crow*, a Shakespeare journal that has been in publication for 35 years, transitioned to a new, online format with the new

name, *Upstart*. Pearce Center Interns assisted with the transition to an open-access journal that will continue to publish peer-reviewed essays, performance reviews, and poetry regarding Shakespeare's work and the English Renaissance. The new format will also feature an informal blog and regular updates. Pearce Center Interns created a new logo for *Upstart* and designed the website.

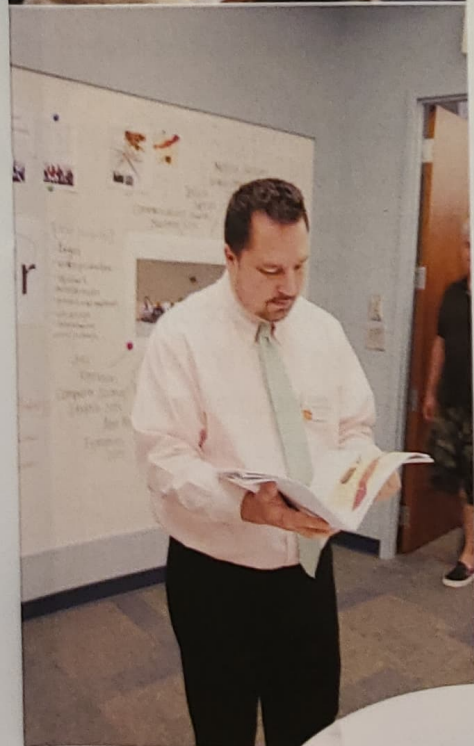
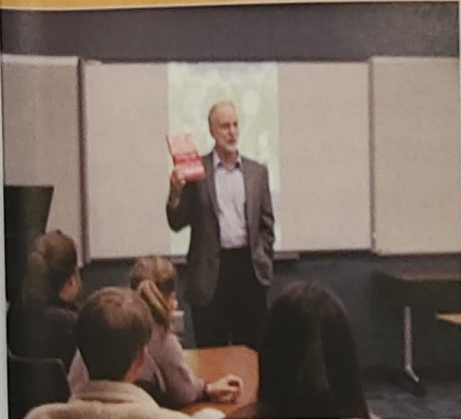
Worldreader.org is a nonprofit organization founded by David Risher, former Senior Vice President of Amazon.com. The organization distributes Kindles to third-world countries in an effort to promote literacy and higher education. The Pearce Center worked to develop the content and design of an employee manual for Worldreader.org by meeting with representatives from the organization, gathering relevant information, producing multiple drafts, and designing the layout of the final product.



FACULTY RESEARCH

The Pearce Center for Professional Communication works closely with Clemson faculty from across the university, sponsoring research projects, providing space and technology for collaborative work, and supporting innovative approaches to teaching communication across the curriculum. Through these efforts, the Pearce Center enhances the teaching of oral, written, visual, and digital communication and fosters writing to learn at Clemson.

In 2012-2013, the Pearce Center sponsored projects by faculty from multiple departments: Biological Sciences, Chemistry, Communication Studies, English, Health Sciences, and Political Science. These projects included creating campaign videos for fictional candidates during the Fall 2012 election cycle, a multimedia project that seeks to revise standard perceptions of Appalachia, a documentary film about author and social activist Jane Edna Hunter, an anthology of readings for use in health care settings, and a series of articles, podcasts, and videos for disseminating scientific knowledge to a non-specialist audience.



2012-2013 Faculty Projects

Jeff Fine: Political Communication Technology

Brenden Kendall: Creativity < Communication > Professional Ethics

Meredith McCarroll: *Black Appalachia*

Windsor Westbrook Sherrill: The Healing Words "Balm Reader:"
Using Literature To Improve Patient Communication and Impact
Health Outcomes

Lesly Temesvari, Matthew Johnson and Peter Kent: Curiously
Speaking: Producing Audio Programs for Science Literacy and
Scientist PR Skill Building

Rhondda Robinson Thomas: Jane, a documentary celebrating the life
of the most influential early 20th-century African American activist
you've never heard of—Jane Edna Hunter

Gautam Bhattacharyya: Organic Eye Candy: Transfer Between
Diagrammatic and Verbal/Linguistic Representations in Organic
Chemistry



ASSESSMENT SEMINARS

One of the primary goals of the Pearce Center is to assess the progress and development of writing across the curriculum, writing in the disciplines, and related curricular initiatives. The Pearce Center hosts two annual assessment seminars in the Class of 1941 Studio: the Ethics Across the Curriculum Faculty Seminar and the ePortfolio Summer Assessment Seminar. Each aims to study assessment data, examine possible curricular improvements, and ultimately improve the quality of undergraduate education at Clemson.

The Ethics Across the Curriculum (EAC) Faculty Seminar, held annually since 2000, is the flagship project of the Robert J. Rutland Institute for Ethics. These seminars have been a resounding success, and the Institute's user-friendly approach, which has been discussed at national meetings of the Society for Ethics Across the Curriculum and the Association for Practical and Professional Ethics, has prompted numerous inquiries from universities trying to develop their own EAC programs. The Rutland Institute has conducted several EAC seminars for Kennesaw State University in Georgia and, in collaboration with Wofford College, for faculty in Spartanburg County, South

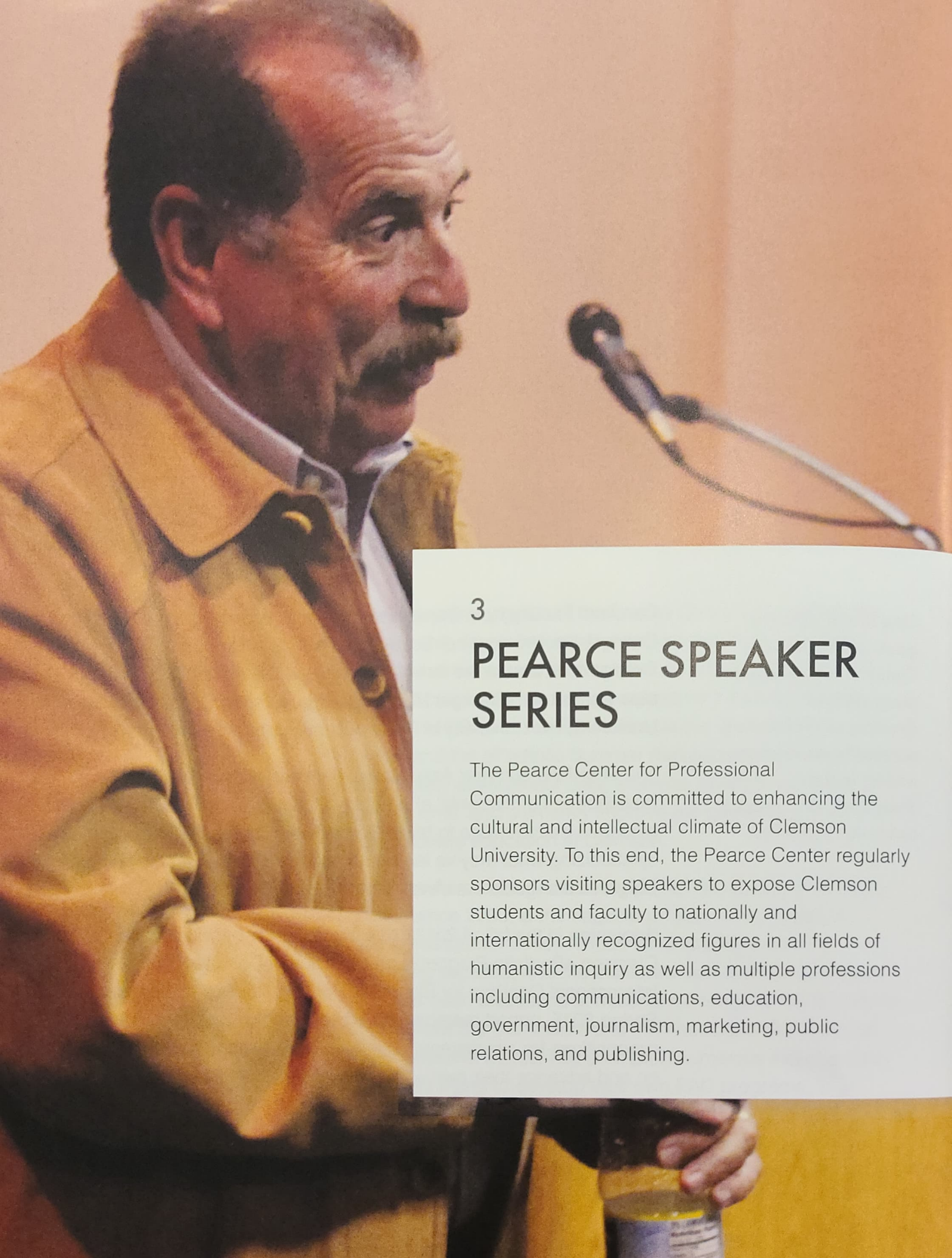


One of the primary goals of the Pearce Center is to assess the progress and development of writing across the curriculum, writing in the disciplines, and related curricular initiatives.

Carolina. Faculty from Converse College, Spartanburg Methodist College, the University of South Carolina -- Spartanburg, and Wofford College took part in the three-day seminar. The Rutland Institute has also worked with Georgia Military College, Eastern Connecticut State University, the University of South Australia, and Kuwait University.

The ePortfolio Summer Assessment Seminar examines the development of students' ePortfolios. Students use ePortfolios to collect evidence that they use to tell their academic story by reflecting on and synthesizing what they've learned. These seminars examine student progress alongside the development of the ePortfolio.

Beginning in the fall of 2012, the Pearce Center began sponsoring the Clemson ePortfolio Program's participation in Cohort VII of the International Coalition for Electronic Portfolio Research. Extending to Spring 2015, cohort members examine their own practices and test propositions for assessment. The institutions meet twice a year to report on and advance their own work, provide feedback to other institutions, and advance the knowledge base of the cohort.



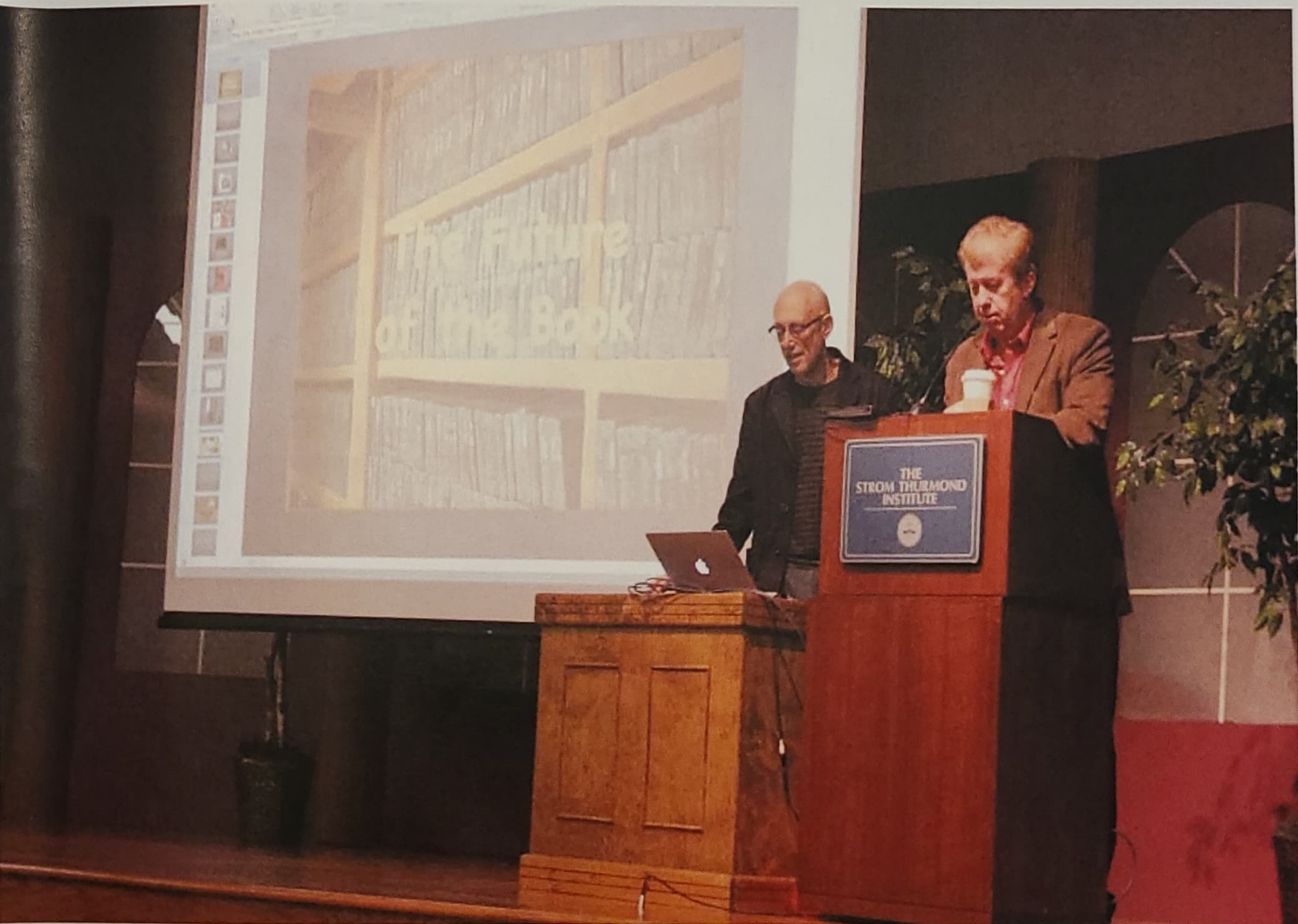
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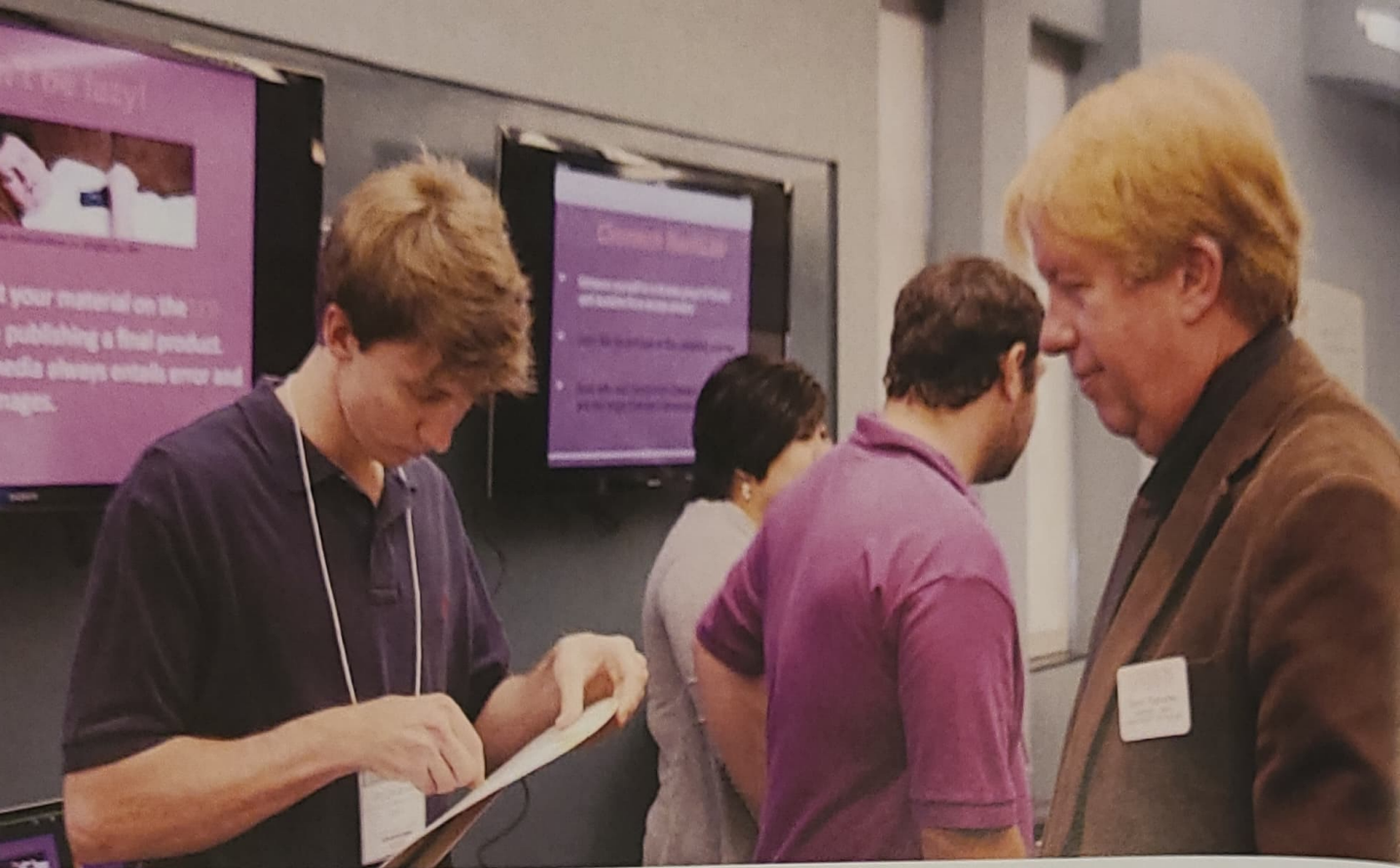
PEARCE SPEAKER SERIES

The Pearce Center for Professional Communication is committed to enhancing the cultural and intellectual climate of Clemson University. To this end, the Pearce Center regularly sponsors visiting speakers to expose Clemson students and faculty to nationally and internationally recognized figures in all fields of humanistic inquiry as well as multiple professions including communications, education, government, journalism, marketing, public relations, and publishing.

The Pearce Center regularly sponsors visiting speakers to expose Clemson students and faculty to nationally and internationally recognized figures in all fields of humanistic inquiry.

Many Pearce Center visiting speakers contribute to various discussions, colloquia, and speaker series, including Communication Across the Curriculum, Writers Reading, Career Paths, and Thoughts Worth Thinking. In 2012-2013 the Pearce Center partnered with the Campbell Chair in Technical Writing, the Calhoun Honors College, the National Scholars Program, and the Departments of Communication Studies, English, and Philosophy in order to enhance Clemson's vibrant intellectual culture.





COMMUNICATION SPEAKERS

To promote communication across the curriculum, the Pearce Center supports Clemson speakers who represent a range of academic and professional fields.

Mario de Carvalho, a longtime Emmy Award-winning cameraman with CBS News, came to Clemson's McKissick Theater to give a talk on his career and the power of video. He emphasized capturing small moments that can have a big impact on both personal and societal levels. Carvalho's autobiography, released in Portuguese, focuses on the little moments from across his career and how they shaped him both professionally and personally.

Bob Stein, Director of the Institute for the Future of the Book, spoke at Clemson's Strom Thurmond Institute, discussing his work in electronic publishing. In 1985, Stein founded the first commercial CD-ROM publisher, The Voyager Company, and he has continued to work with and explore electronic media since then. His latest project, Social Book, combines e-books and social media to allow readers to discuss what they are reading

with others. Stein believes that this will become the norm in classrooms, and he developed Social Book with that goal in mind.

The Pearce Center also hosted Kevin DeShazo, the founder of Fieldhouse Media, who spoke to students about the relationship between athletics and social media. The Pearce Center hosted Scott Titsworth, Dean of the Scripps College of Communication at Ohio University. Dean Titsworth spoke to Clemson faculty and students about changes in education brought about by electronic and social media.

The Pearce Center supports Clemson speakers who represent a range of academic and professional fields.





WRITERS READING

A variety of events sponsored by the Pearce Center gives published writers the opportunity to read from and discuss their works with students, faculty, and other attendees.

On October 25, 2012, the Pearce Center, along with the Rutland Institute for Ethics and the Department of Philosophy and Religion, hosted philosophy professor Troy Jollimore of California State University -- Chico. Dr. Jollimore read his poetry and then participated in a question and answer session on the relationship between poetry and philosophy. His most recent poetry collection is *At Lake Scugog*, and his first collection, *Tom Thomson in Purgatory*, won the National Book Critics Circle Award for Poetry in 2006.

The Pearce Center also co-sponsored the English Department's annual Writers' Harvest benefit reading on November 14, 2012. Pearce helped with publicity, and its support allowed the event to be held once again in the Strom Thurmond Institute's Self Auditorium. The event attracted a standing-room-only crowd of more than 200, a record turnout. The reading was a benefit for Loaves & Fishes, and more than \$200 in cash donations and



numerous boxes of canned and dry goods were collected on behalf of the Greenville, SC, food bank. The lineup of writers included Keith Lee Morris, Jillian Weise, Steven B. Katz, John Pursley III, Alex Kudera, Angelina Oberdan, and Mike Pulley of the English Department. Writers' Harvest readings are held each year during the holiday season by writers and poets throughout the United States. The benefits were first launched by Share Our Strength, a national organization that works to ensure no child in America grows up hungry.

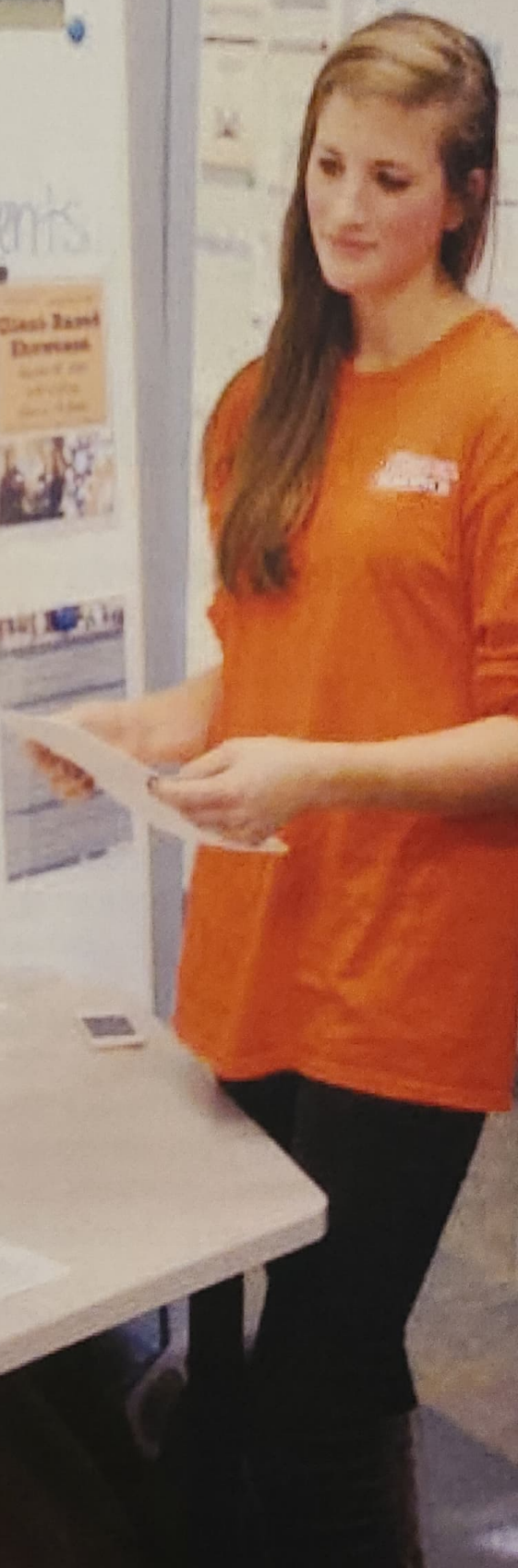
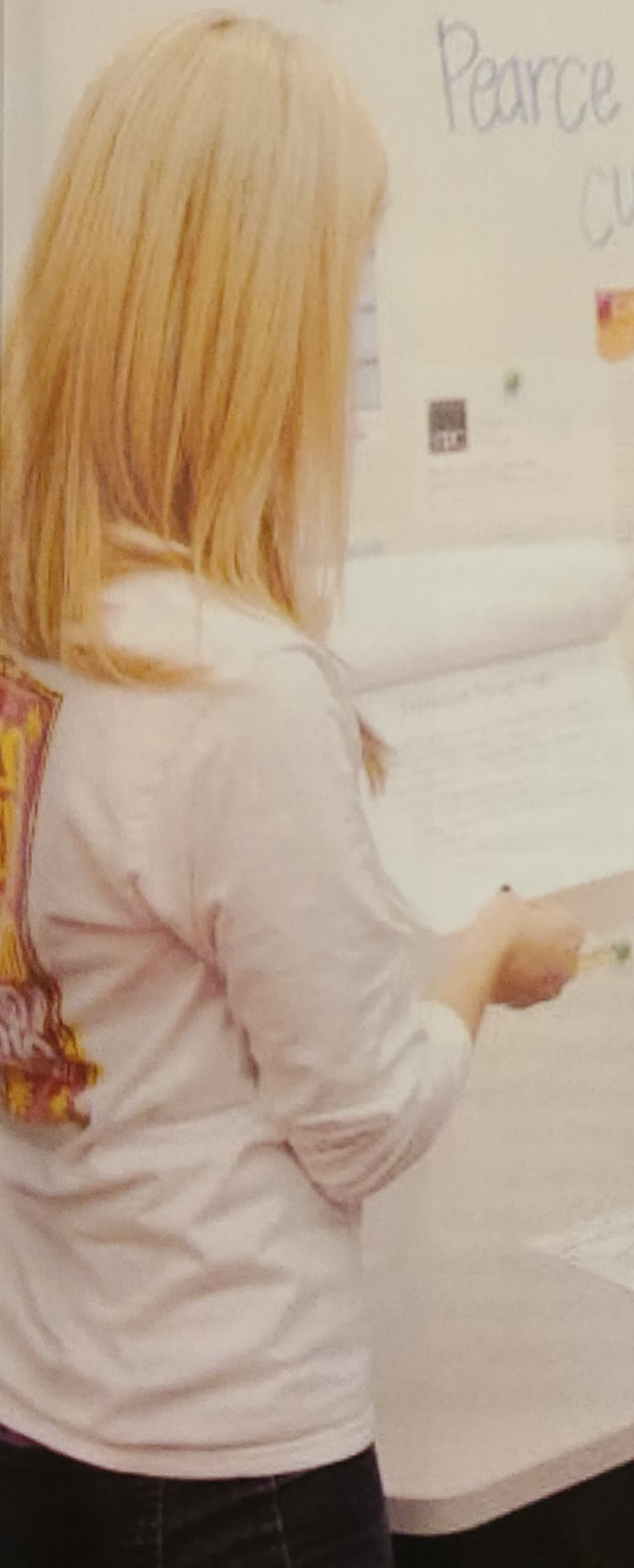
The Pearce Center sponsored Tayari Jones, author and associate professor in the Master of Fine Arts Program at Rutgers -- Newark University, to read and hold a book signing on February 25, 2013. The event, organized by Dr. Kimberly Manganelli of Clemson University, was held at 356 Sushi and Martini Bar in downtown Clemson. Jones read from her book *Silver Sparrow*, published in 2011, which has been named on such lists as *O Magazine's* Favorite Books of 2011, *Slate's* Best Books of 2011, and *Library Journal's* Top 10 Best Books of 2011.

The Literary Festival held annually at Clemson is planned by a Creative Inquiry course led by Jillian Weise and Keith Lee Morris. The festival creates a cultural center through readings, panels, discussions, and a book fair for its audience of varying ages. The Pearce Center hosted one of the events of the festival on April 5, 2013, in which three faculty members read from their own publications and had a question and answer session afterward. The event featured Dr. Brian McGrath, Dr. Will Stockton, and Dr. Rhondda Thomas, reading from their books -- *The Poetics of Unremembered Acts: Reading, Lyric, Pedagogy*; *Sex Before Sex: Figuring the Act in Early Modern Comedy*; and *Claiming Exodus: A Cultural History of Afro-Atlantic Identity, 1774-1903*, respectively.





Pearce Center Current Events



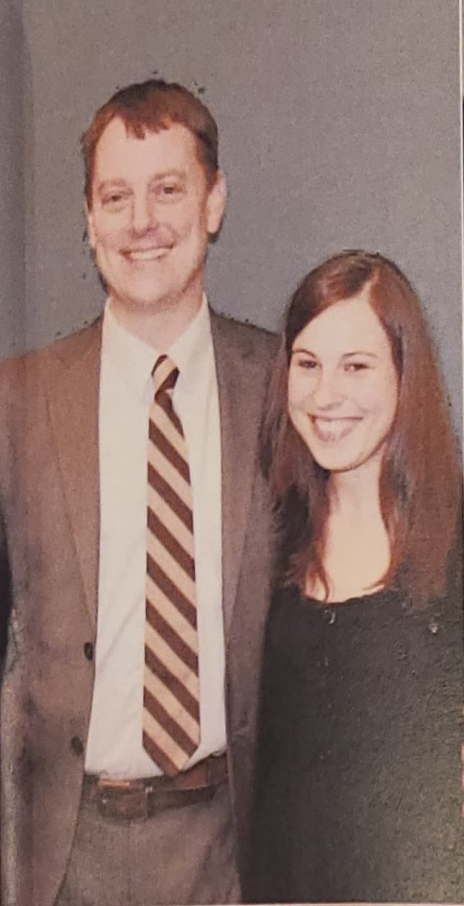


CAREER PATHS

In 2012 the Department of English and the Pearce Center launched a new joint initiative, Career Paths, that invites Clemson alumni back to campus to speak to current students about their careers and the paths that led to them. Students are given the chance to have lunch with the alumni speakers in order to ask questions and begin to build their professional network. Career Paths gives Clemson students the chance to meet, learn from, and network with Clemson alumni who have launched exciting, successful careers.

Elizabeth Hutchison (BA, 2007) discussed her experiences working for *Southern Living* and *Garden & Gun* magazines. She encouraged students to seek out internships in their areas of interest while they are students and to build a network of professional contacts.

Rachel Sparks (BA, 2007) spoke about the experiences that led to her current position at Weber Shandwick Public Relations Firm in New York City. She encouraged students to embrace networking as a means of career building and discussed the somewhat unexpected path that led her to her current position.



Sparks also discussed the many different kinds of work that fall under the description “public relations.”

Jake Lappi (BA, 2008) spoke about his work in urban public schools in Charlotte, NC, and his time as a corps member in Teach for America, an organization committed to combating education inequality. Lappi discussed the various kinds of careers available in the field of education and described how he went from Teach for America to a position as Assistant Principal at Reid Park Academy in Charlotte.

The first year of Career Paths was received enthusiastically. Alumni appreciated the invitation to campus and the opportunity to meet current students; faculty enjoyed the chance to connect with their former students and suggested many more possible alumni to invite back to campus; and Clemson students expressed their excitement at hearing about the many career possibilities available to them.

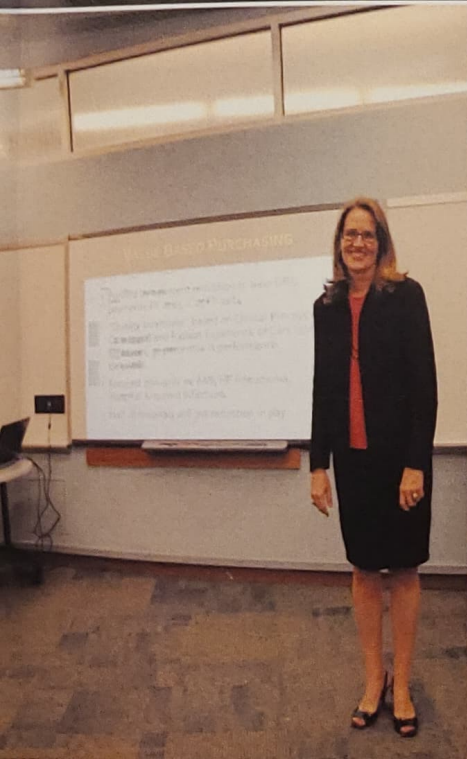
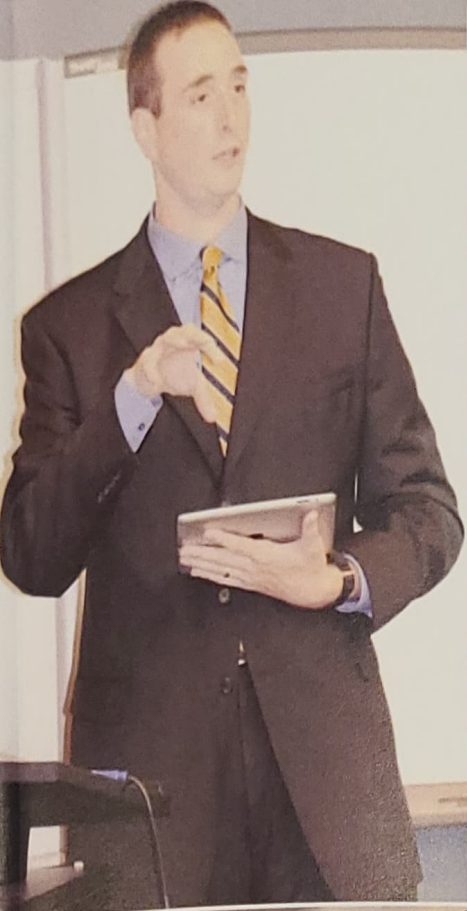


THOUGHTS WORTH THINKING

Made possible by funding from the Human Adventure Symposium, the Thoughts Worth Thinking program at Clemson is a series that brings together university faculty and students to discuss a wide range of academic ideas and engage in intellectual discourse. The year-long program remains a clear example of the fruitful discussion that can occur between teacher and student, faculty and undergraduate.

The program was started in the spring of 2012 by Clemson graduate Allison Kidd, who wanted to create a discussion-based lecture series in order to generate interest in extra-curricular intellectual pursuits. The Calhoun Honors College and the Pearce Center have collaborated to organize and promote the events. Student recommendations are always considered for future talks.

The series, meant to pair Clemson's top professors with interested students, investigates a broad spectrum of both theoretical and practical ideas "worth thinking." Speakers come from a number of departments at Clemson, including Bioengineering, Political Science, Psychology, and Physics.



2012-2013 Thoughts Worth Thinking Series

September 19: "The Economics of Health Care Reform: A Crash Course in Blind Curves" -- Dr. Windsor Sherrill, Professor of Public Health Sciences

October 31: "Religion and the 2012 Presidential Election" -- Dr. Laura Olson, Professor of Political Science

November 28: "Does God Play Dice? The Origin and Hidden Meaning of Quantum Mechanics" -- Dr. Antony Valentini, Professor of Physics and Astronomy

February 21: "Hospitals in Other Countries: Why Improving Medical Equipment Design Can Help All of Us" -- Dr. Delphine Dean, Professor of Bioengineering

February 27: "The Pursuit of Happiness: Why Is It So Darned Hard?" -- Dr. David Shi, Former President of Furman University

March 27: "The Mystery of Intention: Some Brain-Based Ideas" -- Dr. June Pilcher, Professor of Psychology



CLOSING REMARKS

We're very proud of the impressive accomplishments of these students and wish them all the best as they pursue these exciting opportunities!

I hope this report makes clear that it's been another exciting year for the Pearce Center as we continue to develop our various programs and initiatives. I want to thank Pearce Center Intern Katie Ott for her expert assistance in preparing this report and for all of her help over the past two years.





And I want to congratulate Katie and our other seniors on their graduation. Katie and fellow Pearce Center Intern Meredith FitzGibbon are headed off to Wake Forest Law School. Intern Amber Day has accepted a full-time position with Clemson University Libraries and will also begin her pursuit of Clemson's Master's in Professional Communication program. Writing Fellow Mike Harris will attend graduate school in public health at the University of Minnesota, and Writing Fellow Dorothy Behre has been awarded a Fulbright to teach English in Taiwan. We're very proud of the impressive accomplishments of these students and wish them all the best as they pursue these exciting opportunities!

The previous year was full of activity as we implemented the new Writing Fellows and Pearce Center Internship programs. We hope to grow these programs next year by developing the Pearce Communication Scholars Program in order to offer more learning and leadership experiences to Clemson students. As the state of South Carolina offers a scholarship supplement to students pursuing majors in science and engineering, we hope to offer similar incentives to students pursuing majors in writing and communication.



Last year was also a busy one in the Class of 1941 Studio for Student Communication as we planned and implemented Phase 1 of a redesign and renovation. We look forward in the coming year to implementing Phase 2, which will enhance our communication technologies and allow us to serve our faculty even better.

Before closing, I want to thank Rick Goodstein, Dean of the College of Architecture, Arts, and Humanities, for his leadership and support of the Pearce Center for Professional Communication.

The Pearce Center benefits from the ideas and energy of the wider Clemson community. If you'd like to support or get involved with the Pearce Center, please don't hesitate to contact me. We're always interested in any ideas or suggestions for new projects and initiatives. I'm looking forward to another exciting year!

Michael LeMahieu, Director
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