

P E A R C E C C E N T E R
FOR PROFESSIONAL COMMUNICATION

CLEMSON

2023-2024 Annual Report

Professional Communication



Experiential Learning



Professional Development



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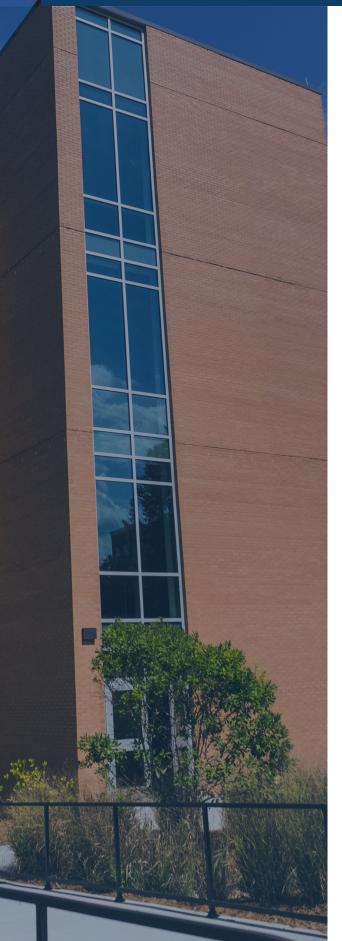
Faculty Advisory Committee

Clients and Community Partners

The Class of 1941 Studio



Pearce Center at a Glance



















124 Unique opportunities











Pearce Interns

Undergraduate internship that provides design, website and social media support to community and University clients



Client-Based Program

Partnership between classes and community clients that allows students to build communication skills through real-world projects



Visual Information Design

Undergraduate internship that provides tutoring and client partnerships for visual projects



Professional Editing at Pearce

Editing and copy editing services for graduate students, junior faculty and community members



Graduate WAC Fellows

Graduate professional development program focused on developing strategies for teaching writing



WAC/WID Professional Practicum

Mentorship that allows selected Grad WAC Fellows to present on WAC and WID strategies to various audiences



Service-Learning Faculty Fellows

Learning community in which members research and implement community service projects to complement course material



Writing Across the Curriculum Faculty

Professional development program in which faculty members teach and mentor graduate students in selected WAC and WID topics

Roy Pearce, president of Clemson University's Class of 1941, credited his professional success to his communication skills. Pearce believed that all students should have the opportunity to strengthen their communication skills to meet the challenges they would face as professionals. With that vision, Pearce and his wife, Marnie, established the Pearce Center for Professional Communication at Clemson in 1989. In 2001, Pearce's graduating class endowed the construction of the Class of 1941 Studio for Student Communication, which opened in 2004.

Aligning with this mission, the Pearce Center promotes effective communication as an integral part of the learning process at all levels of education. The center pursues these goals through comprehensive programs with interdisciplinary workshops, collaborative ventures, sponsored projects and active research. Working through the Class of 1941 Studio for Student Communication, the Pearce Center brings together the study and practice of the communicative arts in innovative ways to emphasize flexible applications for technology and new media.



Pearce Praise

6,080+

students have been served since the Pearce Center opened its doors in 2004



Written Communication

Writing is the most highly emphasized form of professional communication taught and practiced at the Pearce Center. Playing a part in every program offered, the Pearce Center helps students, faculty and staff develop clear, meaningful and effective writing. To do so, writing takes many forms, from "simple" emails to grant applications to publications.



"Even though this was my second semester as a Pearce Intern, my soft skills have continued to grow since last semester, as well as my writing. I have become much more comfortable with interviewing being confident people and about translating their story into written work. I really enjoyed our workshop on interviewing and feel like I took a lot from this. Working in Tiger Tales, I enjoyed getting the experience of editing, even if I didn't necessarily feel like I knew how to edit accurately 100 percent of the time."

INTERN WRITING DEVELOPMENT

83%

improved their writing skills

91%

gained confidence in their ability to create meeting summaries and notes

84%

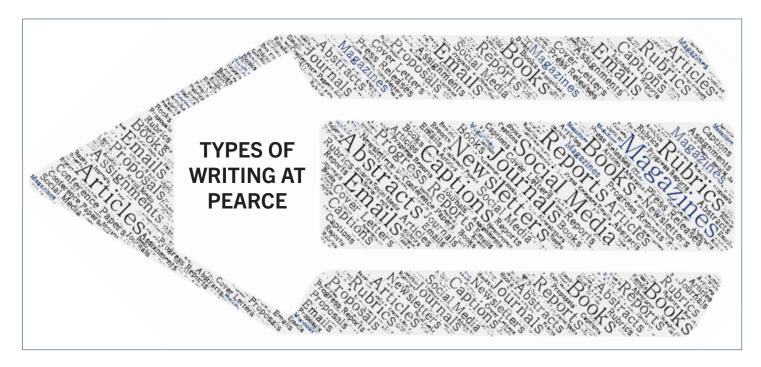
used writing skills in their internship

100%

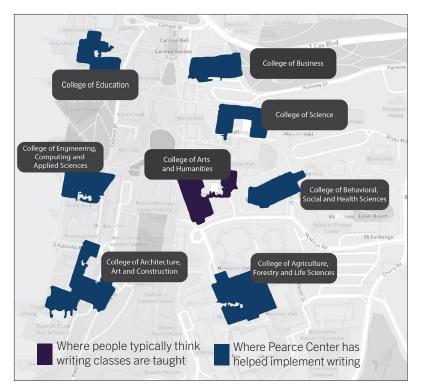
Preparedness for future career or post-graduate studies

90%

Confidence in writing ability at end of internship

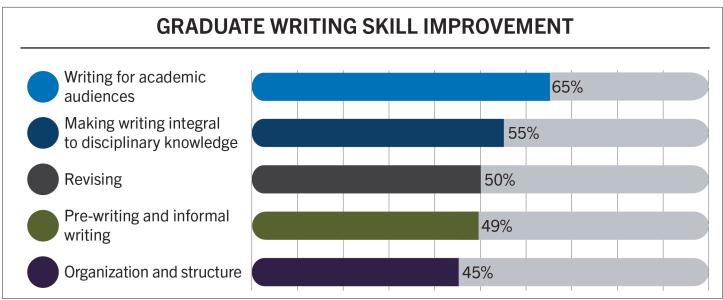


Writing doesn't just happen in writing classrooms! It is an interdisciplinary endeavor; learning with and from those in other colleges allows students and faculty to communicate effectively across audiences and disciplines. Pearce Center programs supported writing in classes across campus to enhance students' disciplinary knowledge.





The Pearce Center's graduate training program helped teaching assistants integrate writing into their own disciplinary classrooms to increase the use of writing across campus. Graduate students reported the added benefit of significant improvement in their own writing skills.



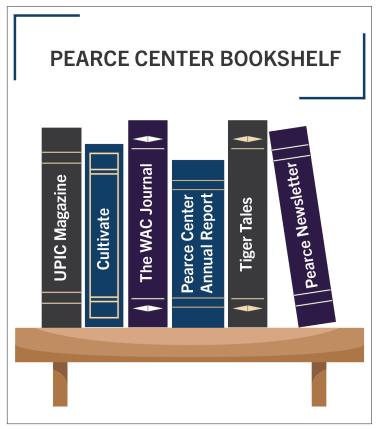
6 I discovered that writing doesn't always have to be a solemn or daunting task where one strives for perfection from the outset. Engaging in simple writing exercises can gradually enhance clarity and confidence in sharing ideas. 9 9

- Tolulope Famaye, Grad WAC Fellow

Pearce Praise

graduate students had papers accepted to either a conference or academic journal

The Pearce Center illustrated a commitment to writing through the publication and support of six on- and off-campus publications.



The biggest takeaway has been the profound impact of interdisciplinary communication on enhancing teaching and writing skills.

- Sayed Pedram Haeri, Grad WAC Fellow



In addition, the Pearce Center promoted writing across the curriculum through its PEP program, which helped students, faculty and community members by editing abstracts, journal articles, dissertations, books and other publication-ready works.

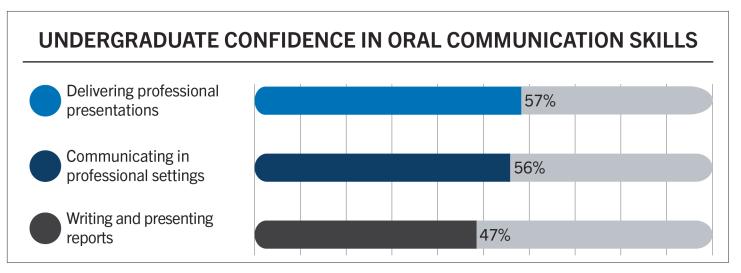


6 PEP eases the editing stress; they have a keen eye for detail and help with meeting deadlines because they have to receive your material in a timely matter. I am thankful for PEP and their timeliness to finish edits so I can meet my deadlines. 99

- Maira Patino, PEP Client

Oral Communication

The Pearce Center helps students improve their spoken communication along with their written and multimodal communication. In addition to traditional methods like class presentations, students and faculty hone their oral communication skills through outlets including interviewing others for articles and videos, leading trainings for peers, tutoring other students, speaking to small groups and presenting work to clients.



Students in client-based and service-learning classes reported feeling more confident in their oral communication skills as a result of their class projects and participation.

INTERN SKILL IMPROVEMENT

91%

improved their public speaking skills

100%

improved their ability to present work to clients

84%

gained confidence contributing to client meetings

"This semester, I have learned how to more effectively advocate for myself during client meetings. I have gained confidence in speaking up when a client gives unrealistic deadlines or asks me to complete tasks that are not in my job description. I am now more comfortable with offering up my own opinion or discussing solutions. At times, it was difficult to get feedback. I gained experience in rephrasing questions and leading the conversation into more specific details so that I could receive a more thorough response."

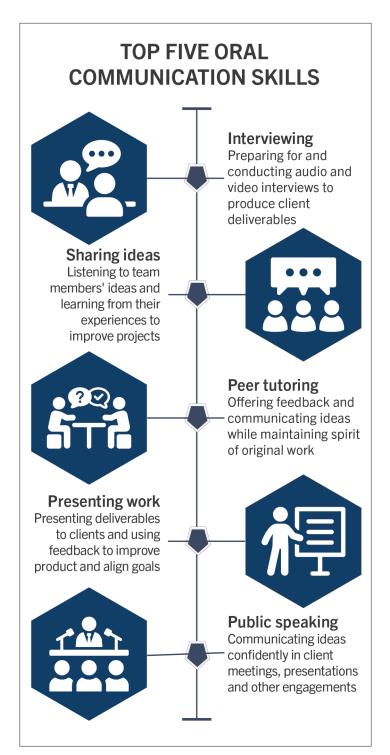
80%

Confidence applying skills gained during internship to future career

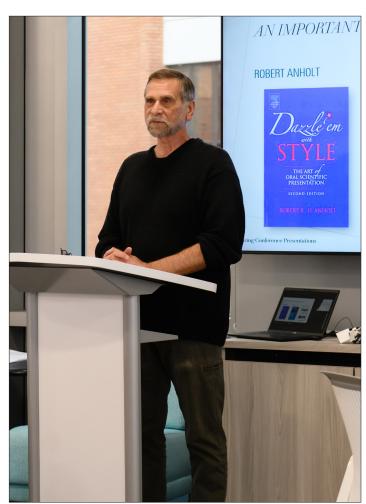
95%

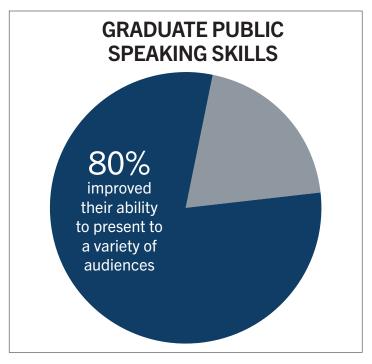
Confidence in public speaking skills at end of semester





Faculty, graduate students and undergraduates involved in Pearce Center programs gained many oral communication skills through their experiences, which included presenting project updates to clients, speaking to large groups and interviewing students and faculty across campus.



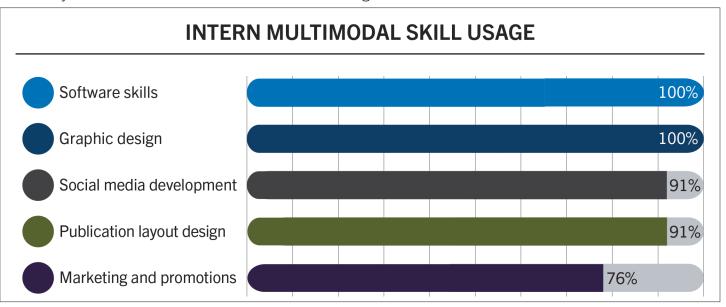


66 I learned how to lead a meeting for the first time ever, which I had no prior experience in doing. I have improved my organizational skills in order to make meetings and deadlines run smoothly. I also realize how important communication is, not only with our clients but also with my co-workers.

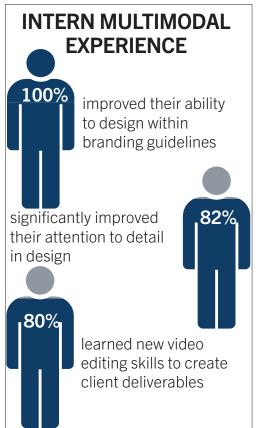
- McKenna Miller, Pearce Intern

Multimodal Communication

Multimodal communication projects use a combination of communication styles. A seemingly simple project like a newsletter includes written components, infographics, photographs and intentional design to effectively direct the reader through the page. Knowing the multitude of skills required to complete these projects, the Pearce Center uses multimodal communication to help students learn to communicate effectively with their audience and to enhance learning.



Undergraduate interns used a wide variety of skills to enhance their ability to communicate effectively with multimodal projects.





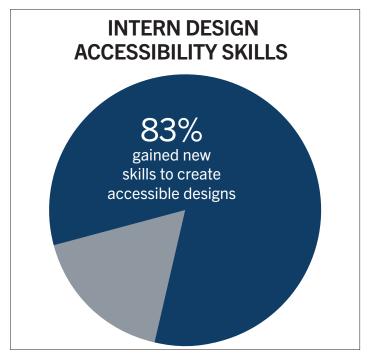
"This semester, I worked on a diverse range of tasks, including logo design, website design, company branding and video editing. Each project presented its own set of challenges and learning opportunities. While I anticipated that I would refine my design skills through this internship, I didn't expect to learn as much across so many different creative areas as I did. Video editing, in particular, pushed me out of my comfort zone, requiring both creativity and technical proficiency."

6

Number of software programs proficient in at end of semester

100%

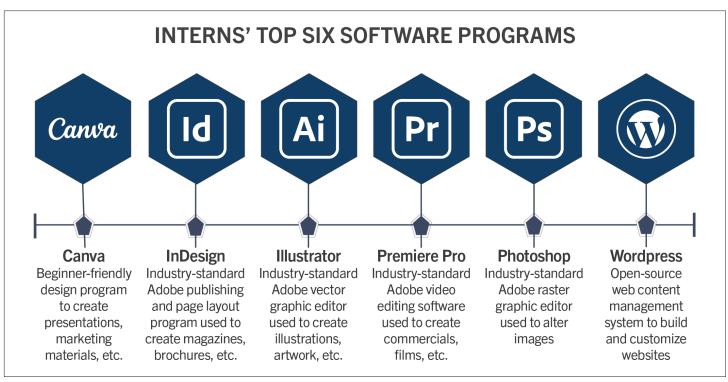
Confidence in designing for target audience



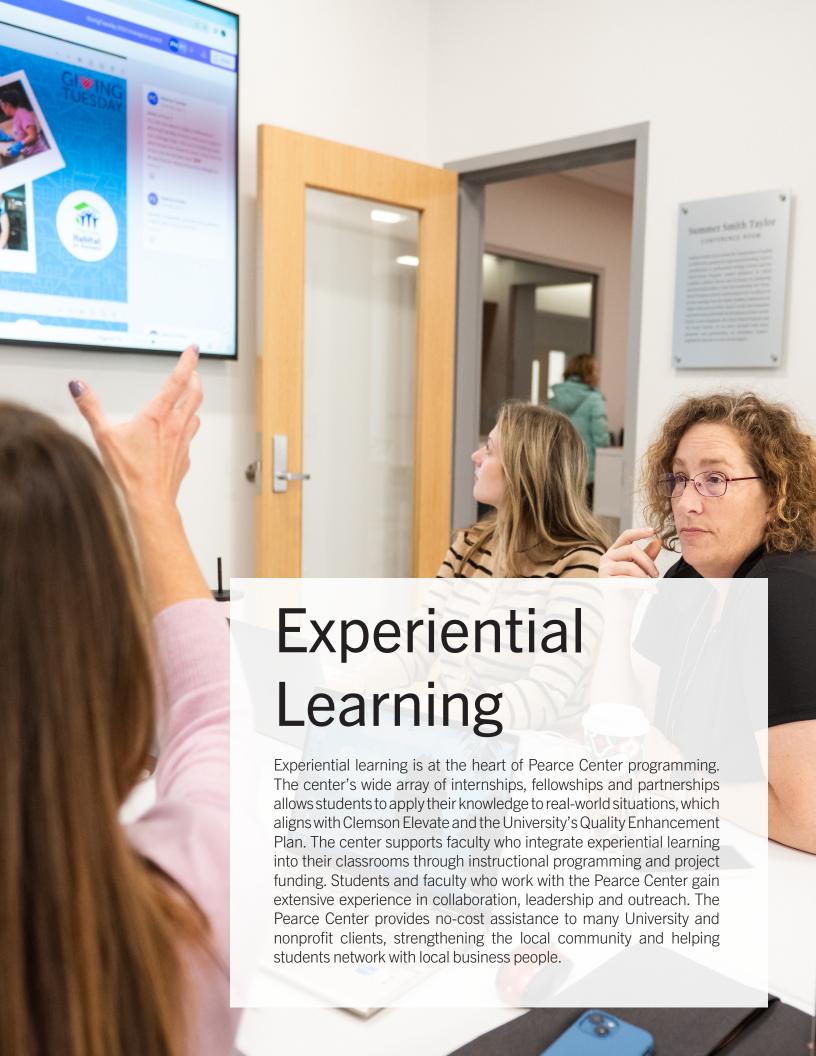
This was one of the best experiences I've had at Clemson. I learned how to manage social media accounts, how to market and promote funding and how to navigate Adobe programs. I've wanted to improve my graphic design skills, and learning these new, more complicated programs was incredibly useful. 99

- Sierra Wilson, Pearce Intern



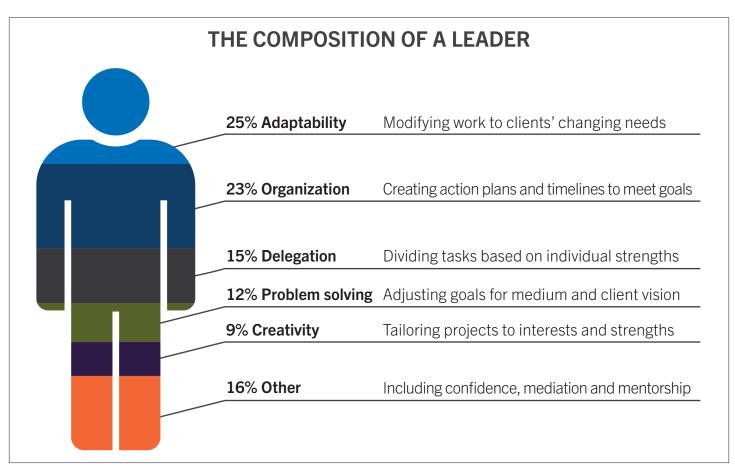


Interns reported significant improvement in their ability to effectively use a variety of software programs after their internship. Video editing, website management and graphic design ranked high among skills the interns were the most proud to have gained during their internship.



Leadership

Students involved in Pearce Center programs get extensive hands-on experience working with clients and peers. Working in groups, students must manage themselves and their teams to reach their goals and produce high-quality deliverables for their clients, which gives them a unique opportunity to gain leadership skills and learning opportunities that prepare them for an array of paths after college.



While all Pearce undergraduate students gained confidence in their leadership skills, they all had different ideas about the most important leadership quality.



"I have learned a lot this semester as a Pearce Intern. I remember being nervous on the first day because being a team lead seemed a little scary at first, but handing out tasks, holding myself and my teammates accountable and adapting to helping different clients turned out to be a good learning experience. I was able to develop new skills, such as interviewing people, and enhance my existing skills, including collaborating with others."

40%

Confidence in leadership at start of semester

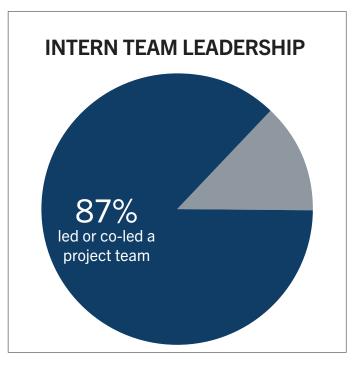
90%

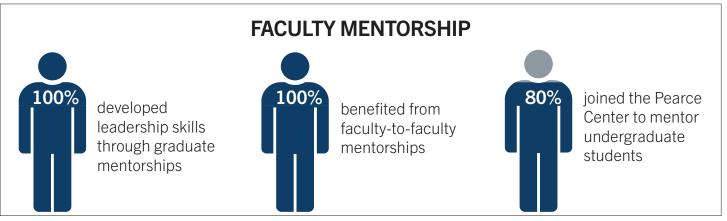
Confidence in leadership at end of semester



The Pearce Center's interns gained many leadership skills through their time navigating client and peer relationships. In fact, project management and leadership were the top two overall skills that the interns were the most proud to have gained during their internship.







By leading teams of other students, interns got hands-on experience in project management. For many, this was their most involved experience of managing others and serving as the main point of contact for clients.

INTERN PROJECT MANAGEMENT SKILLS

100%

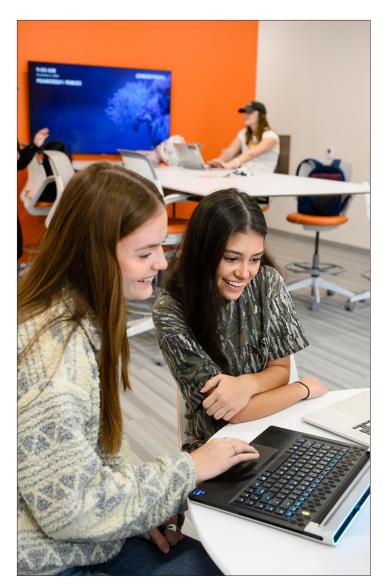
gained experience delegating tasks between team members

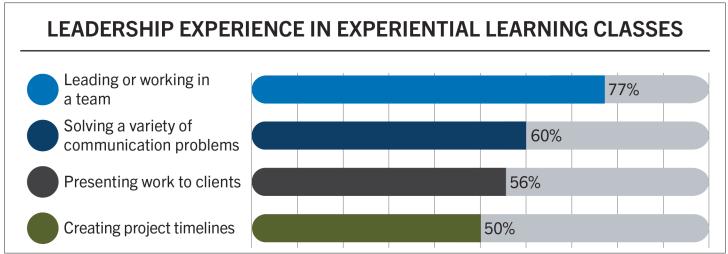


gained confidence participating in and contributing to client meetings



created agendas to keep teams on task to meet deadlines



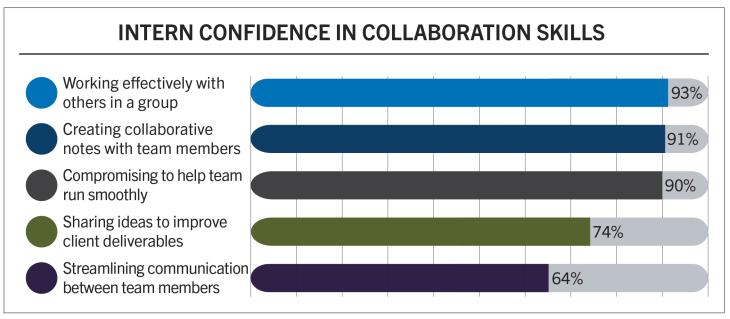


Students in client-based and service-learning classes reported gaining a variety of leadership skills through their experience working with clients. In teams, students worked together to create cohesive deliverables.

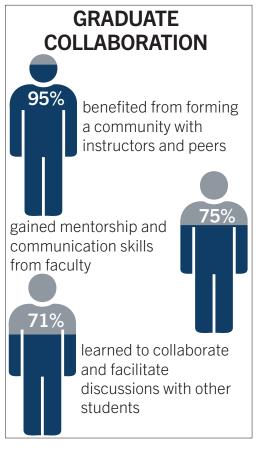
This project forced every individual within the project teams to take on a leadership role. The project improved my communication and time management skills and helped me develop patience when working with others. I believe this project should be continued in order to allow other individuals to develop their leadership skills. 99 - Hailee Longmoore, CBP Student

Collaboration

Collaboration is an active part of every facet of the Pearce Center. Being able to communicate with a team, divide work to enhance learning and work together to accomplish a larger goal are integral to the programming and management of the center.



Pearce Center interns gained a variety of practical skills in teamwork through their client project teams. In addition to managing their own work, they also learned methods to delegate, communicate and manage timelines effectively with other interns and clients.





"Working with the different teams this semester pushed me outside of my comfort zone and allowed me to grow in so many different ways. Collaborating with my peers has taught me about working in corporate environment and improved mν communication skills. The relationships I have built through this program have been so instrumental in my growth personally and professionally. I can't wait to come back next semester and continue the amazing path the Pearce Center has put me on."

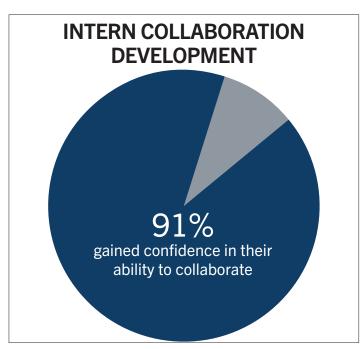
Number of peers collaborated with across project teams

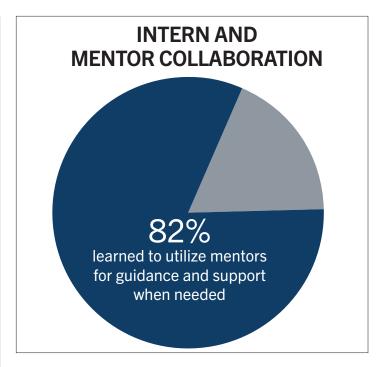
100%

Likelihood of recommending Pearce Interns to a friend



Undergraduate students in the Pearce Center's internships and experiential learning classes used many essential elements of collaboration.





66 I learned a lot about teamwork and dividing and conquering. My teammate and I both have very different skill sets, and we were able to use it to our advantage. I had such a positive experience and am leaving this internship with a lot of takeaways I could bring into the real world.

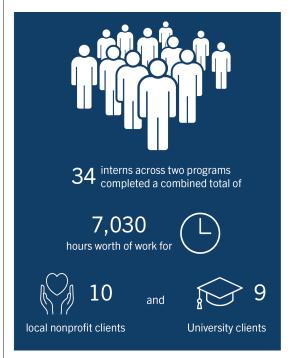
- Reaghan Cadorette, VID Intern

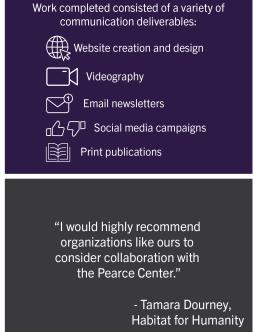


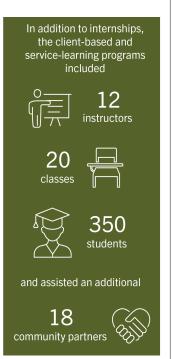
Community Outreach

Central to the Pearce Center's experiential learning structure is the positive impact it has on campus and the community. The Pearce Center partners with a variety of University and nonprofit clients to provide nocost assistance to strengthen local clients' communication and to enrich students' college experience by allowing them to serve their community.









66 I think this project reaffirms my desire to work within rural, underserved communities in a healthcare setting. As an aspiring physician, this project had an impact on me because the information that my group got to work on is a primary public health prevention outreach. Moving forward, I am excited to talk about this project within my work as a Master of Public Health graduate student at Vanderbilt and use it as a primary talking point in my personal statement, resume and medical school application. 99 - Sarah Thompson. SLFF Student

"As a Service-Learning Faculty Fellow, I was able to both learn how much Clemson faculty are already engaging with their students and the community and how much more work can be done in this area. I was thoroughly impressed with many of the projects others are doing, such as grant writing and translation for local organizations. I learned how community-engaged learning can be rewarding but also challenging, especially as it relates to connecting with organizations and creating assignments that are interesting and accessible to students."

80%

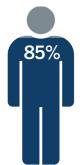
Helpfulness of program to overall professional development



Number of students impacted

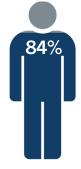


OUTREACH IMPACT ON UNDERGRADUATES



felt their project had a positive impact on their clients' department or organization

said working with clients increased their understanding of course material or professional development



75%

better understood the needs of the Upstate and surrounding area after working with their client

The [client] experience astounded me because my students knew so much about social media, and I could just take a backseat and watch them share their expertise. Overall, I think this experience showed me how I can be of service to the community as a scholar and media producer.

- John Falter, SLFF Fellow

FACULTY MOTIVATION 60% joined Pearce Center programs because of a desire to help community partners



LONGSTANDING INTERN-CLIENT PARTNERSHIPS

















While the Pearce Center intern programs assisted new clients each semester, some partnerships were so successful they returned year after year!

Pearce Praise

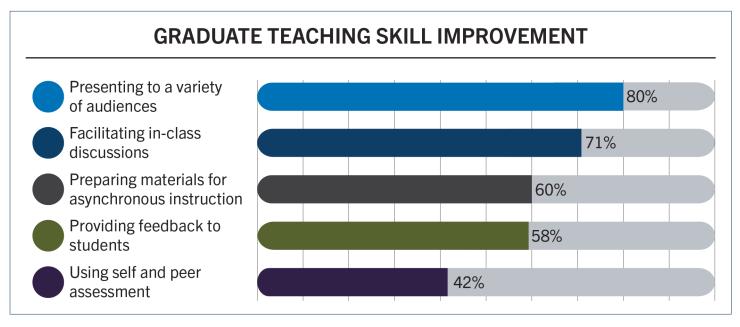


sponsored events supported students and the community through food pantry donations, language-learning support and more



Teaching

Instructors and graduate students who join the Pearce Center learn from experienced faculty, guest scholars and peers to enhance their teaching philosophy and professional development. Graduate students are instructed in teaching methods, and faculty receive training, community and financial support to integrate client-based projects into their classrooms.



Through in-class workshops, discussions, readings, writing activities and comprehensive practice, graduate students expanded their teaching skills and became more effective educators.

• Practice is the only way to perfection. Throughout this practicum, my bi-weekly meetings and discussion of projects with my advisor have really helped me to understand how to effectively plan and create course content for a specific audience. Also, I really grew in confidence in terms of my public speaking skills. 99 - Bharath Kunduru, Practicum Fellow



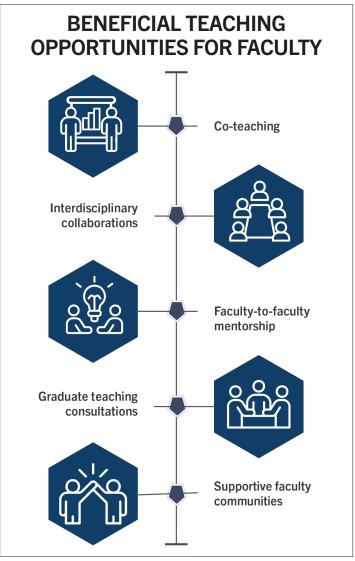
"Through this experience, I've learned to be more patient and empathetic in my approach to teaching writing, recognizing that each student has their own unique challenges and learning styles. My experience as a Grad WAC Fellow this semester has been incredibly rewarding and eye-opening. One of the biggest takeaways for me has been learning how to approach writing instruction from a more holistic and student-centered perspective. I've discovered the importance of scaffolding assignments and providing targeted feedback to help students improve their writing skills over time."

3

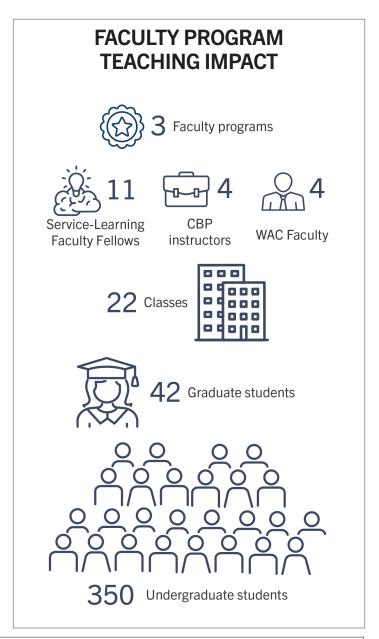
Other rotations of experiential learning completed

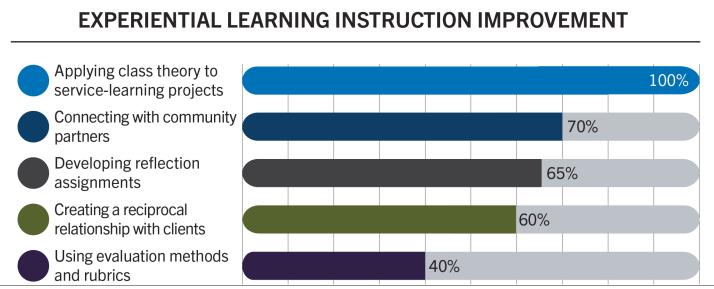
100%

Likelihood of returning for second semester



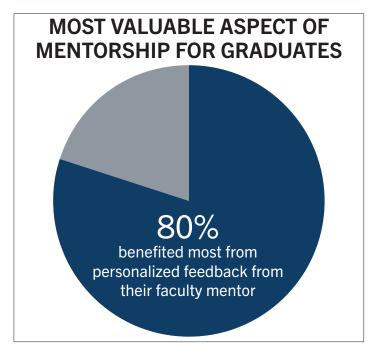
Faculty gained experience beyond the traditional classroom; working with graduate students and other instructors allowed them to pursue unique opportunities.



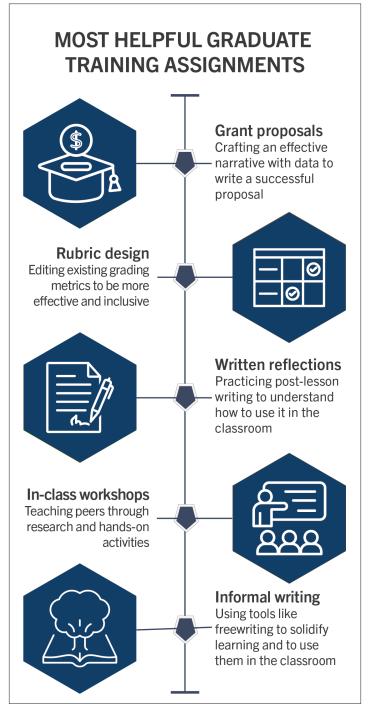


Faculty participating in the service-learning and client-based programs improved their teaching using service-learning pedagogy principles. These educators found that creating a community between experienced and new faculty to share knowledge was one of the most beneficial elements of the programs.

FACULTY PROGRAM PARTICIPATION 100% would participate in their program again rated their participation extremely or mostly helpful for their professional development joined because it aligned with their teaching philosophy 64% joined for professional development opportunities



Graduate fellows completed a variety of activities to learn to become more effective teachers and pursue their academic goals, from freewriting to submitting conference proposals.



66 For me, the most important thing — and it was also one of my main goals — was to meet other faculty who are interested in service-learning, become part of a cohort. I loved to hear about the different kinds of projects and their scope.

- Magdaléna Matušková, SLFF Fellow

Research

The Pearce Center supports research by providing supportive communities, mentorships and competitive funding. The Pearce Center pairs graduate students with faculty mentors, provides editing services for advanced written projects and hosts weekly writing groups. Additionally, skill acquisition workshops with guest speakers help those at all levels gain valuable tools for academic advancement and scholarship.



GRADUATE AND FACULTY SCHOLARSHIP

31

Had papers accepted at a conference or journal

28

Attended conferences

19

Submitted journal articles or book manuscripts

13

Submitted grant or scholarship proposals

5

Were awarded grants or scholarships

"The first interesting part for me is working with my mentor on deciding about [my WAC research] project and developing it. Also, I learned how to present my ideas and thoughts. Having my own project and working on it taught me about my abilities. Thinking about explaining your ideas to other people, especially people who are not in the same field, taught me a lot about developing my presentation skills. Finally, I understood that always there are a lot of things to learn that could help me develop my expertise, and I am grateful that I had a chance to participate in this program."

20

Hours spent working on research project

75%

Improvement in public speaking skills through practicum

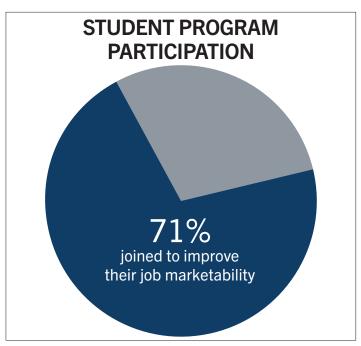


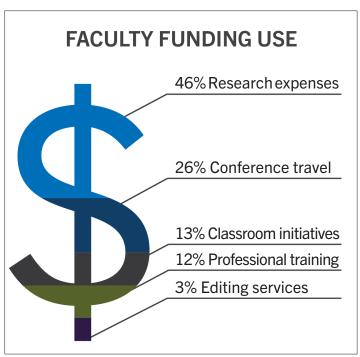


Students and faculty benefited from guest speakers and workshops on a variety of topics to improve their research and academic pursuits.

Learning about grant writing has been the most valuable skill I've acquired for several reasons. Firstly, I've realized the critical importance of being able to secure funding for my dissertation and for travel grants to disseminate my work effectively. Also, the grant writing workshop provided me with practical tools and strategies that I can immediately apply to my academic pursuits.

- Tolulope Famaye, Grad WAC Fellow



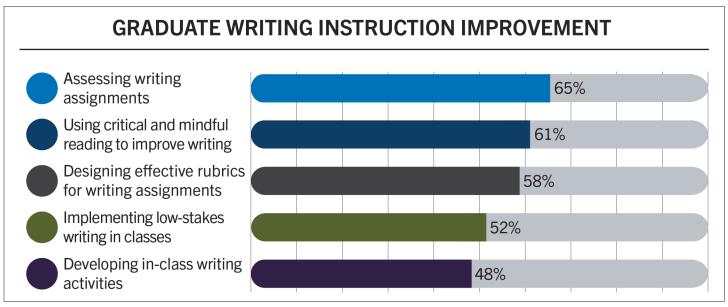


Faculty participating in Pearce programs were compensated with competitive funding. Those who did not receive stipends used their funding to further their professional development.

Pearce Praise 1,952 hours were spent conducting research by Pearce faculty and graduate students

WAC and WID

With the belief that writing improves learning, the Pearce Center supports initiatives in writing across the curriculum and writing in the disciplines. Graduate students across campus receive training to incorporate and assess writing in their classrooms. Faculty trained in WAC and WID teach the graduate programs and provide specialized workshops for faculty in other disciplines to facilitate writing in their fields.



In addition to becoming better instructors overall, graduate students learned to incorporate WAC principles into their classrooms and to make writing integral to their students' disciplinary knowledge.

WAC BENEFITS FOR FACULTY

100%

developed critical thinking that enhanced disciplinary knowledge

99%

improved information retention through writing



improved formal and informal writing through practice



Senior Lecturer, English

"The work we do in the WAC program directly translates into the work that Grad WAC Fellows do with undergraduates in their departments. As a technical writing instructor, I am connected to the undergraduates that our graduate teaching assistants are responsible for, so I see the WAC program trickle-down effect firsthand. I enjoy how this cross-pollination cultivates the culture of prioritizing writing as a learning tool, as a knowledge-making tool and as a tool of professional advancement throughout the entire University."

5

Semesters served as WAC Faculty

100%

Helpfulness of program to overall professional development



WAC PROGRAMMING REACH

4 WAC Faculty



taught and mentored





6 Practicum Fellows

who in turn instructed



• I value that working as a WAC Faculty opens up opportunities to collectively build knowledge, experiment with collaborative teaching, expand my understanding of disciplinary writing and — most importantly — see the impact of my teaching in a transparent and direct way.

- Katalin Beck, WAC Faculty



Pearce Praise

WAC-focused conferences hosted by Pearce Center brought together global scholars



FOR PROFESSIONAL COMMUNICATION



Staff and Graduate Students



Ashley Fisk Interim Director



Sarah Costley Program Coordinator



Allison Daniel Professional Communications Specialist



Cameron Bushnell Director



Emma Pinson Graduate Assistant



Brea Hudson Graduate Assistant



Tiffany Messer-Bass Graduate VID Coordinator



David Williams
Graduate VID Coordinator



Nicole Weldy Graduate VID Coordinator



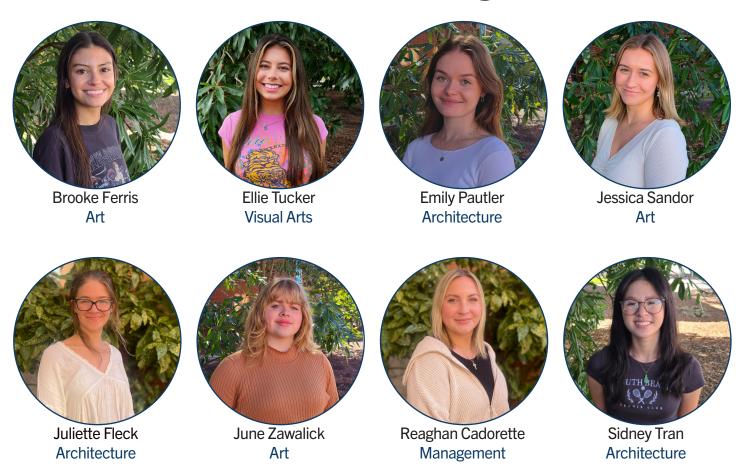
Jess Reynolds-Clay Graduate PEP Editor

Pearce Interns





Visual Information Design Interns



WAC/WID Practicum Fellows



Amir Mehdi Shayan Bioengineering



Bharath Kunduru Genetics



Maira Patino
Parks, Recreation and
Tourism Management



Mina Shokrollahi Ardekani Planning, Design and the Built Environment

Fellows Not Pictured:

Environmental Engineering and Earth Sciences

Graduate WAC Fellows



Aishah Khan Industrial and Organizational Psychology



Amin Nabati Civil Engineering



Ashish Bastola Computer Science



Dixizi Liu Industrial Engineering



Ezinne Sylvia Melikam Applied Health Research and Evaluation



Farzad Zeinali Industrial Engineering



Fatemeh Lotfi Electrical Engineering



Fatemeh Mahroo Industrial Engineering



Gisoo Daviran Civil Engineering



Kalvry Cooper Human Factors Psychology



Kavi Raj Awasthi Forest Resources



Krishna Sharma Economics



Masoum Soleimani Mathematical Sciences



Mohammad Nahavandian Mechanical Engineering



Navid Aftabi Industrial Engineering



Sajad Goudarzi Computer Science



Sanjeev Ghimire Medical Biophysics



Sayed Pedram Haeri Boroujeni Computer Science



Seyed Ali Asli Mechanical Engineering



Seyed Mahmoudreza Yadollahi Civil Engineering



Seyedeh Sara Sadralashrafi Civil Engineering



Shamrat Kumar Paul Medical Biophysics



Shuai Yuan Parks, Recreation and Tourism Management



Sibongile Majola Policy Studies



Siddhartha Regmi Forest Resources



Soumya Ranjan Pathy Industrial Engineering



Sunwoo Park Parks, Recreation and Tourism Management



Tolulope Famaye Learning Sciences

Fellows
Not Pictured:

Abass Babatunde
Applied Health Research and Evaluation

Mahmood Mazare Sheikhhossein Electrical Engineering

> Mina Bahadori Industrial Engineering

Narges Sadat Shambadi Bioengineering

Monireh Noori

Chemistry

Seyed Amin Seyed Haeri Business Administration

Shokuh Puladi Industrial Engineering



Zahra Karimpourkalou Chemistry

WAC Faculty



Cameron Bushnell Associate Professor



Katalin Beck Senior Lecturer



Phil Randall Principal Lecturer



Will Cunningham Senior Lecturer

Service-Learning Faculty Fellows



Angela Naimou Associate Professor



Arelis Moore Associate Professor



Clare Mullaney Assistant Professor



David Williams Graduate Teacher of Record



Emily Yates Lecturer



John Falter Graduate Teacher of Record



Katalin Beck Senior Lecturer



Magdaléna Matušková Assistant Professor



Melissa Dugan Senior Lecturer



Seth McKelvey Lecturer



Will Cunningham Senior Lecturer

Client-Based Program Instructors



Ashley Fisk Principal Lecturer



Katalin Beck Senior Lecturer



Mike Pulley Senior Lecturer



Will Cunningham Senior Lecturer

Faculty Advisory Committee



Amanda Cooper Fine Principal Lecturer



Anne Salces y Nedeo Senior Lecturer



Chelsea Murdock
Director of the Writing Lab



David Blakesley Campbell Chair in Technical Communication



Jordan Frith
Pearce Professor of
Professional Communication



Lesly Temesvari Chair of Department of Biological Sciences



Rhondda Thomas
Calhoun Lemon Professor
of Literature

Clients and Community Partners



Pearce Interns

- BRIEF
- Clemson Free Clinic
- College of Arts and Humanities
- CUExL
- Emerson Rose Heart Foundation
- Pearce Center for Professional Communication
- Pickens County Habitat for Humanity
- Pickens County Humane Society
- Main Street Walhalla
- Office of Global Engagement
- Ripple of One
- Tiger Tales

- University Professional Internship and Co-op Program
- Writers' Harvest
- Young Voices of the Foothills

Visual Information Design Interns

- Brooks Center for the Performing Arts
- CU Navigate
- Cultivate San Antonio
- Office of Global Engagement
- Pearce Center for Professional Communication
- South Carolina Watermedia Society



Client-Based Program

- Clemson University Sustainability Commission
- CUExL
- Healthy Campus
- Jasmine Road
- Office of Teaching Effectiveness and Innovation
- Pickens County Courier
- The Tiger

Service-Learning Faculty Fellows

- Clemson Area African American Museum
- Clemson University Commission on Latino Affairs

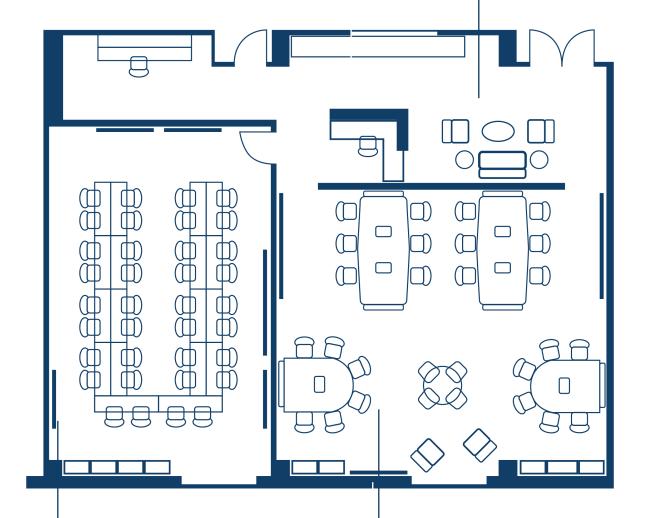
- Clemson University Sustainability Commission
- Department of Plant Industry's Invasive Species
 Outreach Program for Asian Longhorn Beetle
- Echoes and Reflections
- Every Campus a Refuge
- Hispanic Alliance
- Hispanic American Women's Association
- Jasmine Road
- Museum of the Cherokee in South Carolina
- PASOs
- The City of Clemson Arts Center
- VeggieRx



The Class of 1941 Studio for Student Communication

Lobby Capacity: 2-5 Suited for:

- Receptions
- Drop-ins
- Informal meetings



Conference room

Capacity: 36 Suited for:

- Large meetings
- Events
- Classes

Studio

Capacity: 30 Suited for:

- Meetings and consultations
- Individual work
- Collaborative meetings



PEARCE CENTER

FOR PROFESSIONAL COMMUNICATION

CLEMSON

261 Humanities Hall Class of 1941 Studio for Student Communication Clemson, SC 29634 864-656-9351