

SEMESTERLY NEWSLETTER

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Issue Highlights

- ★ More than a logo: Building everlasting brands for local nonprofit organizations
- ★ Global expertise: International WAC Faculty expands the horizon for students
- ★ Aakriti Joshi's perspective on the Grad WAC Fellows program

Inside the Pearce Center: A VID intern on shaping her career path her future

JULIETTE FLECK

Fifth-semester VID intern Jessica Sandor reflects on her experiences at the Pearce Center and how they helped guide her on her career path.



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More than a logo: Building everlasting brands for local nonprofit organizations

ALYSSA DOLINA

The Pearce Interns have refined the marketing characteristics of these foundations according to their philanthropic ambitions.



The Client-Based Program: Giving students experience outside of the classroom

SAMMY SIROVER

Learn more about how the Pearce Center's Client-Based Program has a long-lasting impact on Clemson students' skills and capabilities.

Another semester allows Clemson students to learn new skills through the Client-Based Program

Two sections of PCID 3040 Business Communication and Information Design partnered with Clemson's Division of Student Affairs during the Fall 2025 semester.

Senior lecturer Heather Williams' students worked with the Center for Student Leadership and Engagement to analyze survey data from the Fall 2025 Weeks of Welcome.

After examining the data, Williams' students created various reports and infographics that detailed future needs.



The Client-Based Program gives students experience

-  Analyzing data and creating analysis reports
-  Building reliable client relationships in a professional environment
-  Completing real-world projects inside the classroom
-  Designing various materials and professional writing

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Aakriti Joshi's perspective on the Grad WAC Fellows program

HANNAH HARDY

Check out what Grad WAC Fellow Aakriti Joshi has to say about how her experience has helped her grow.



Global expertise: International WAC Faculty expands the horizon for students

ALYSSA DOLINA

The impact international WAC Faculty has within Clemson's academia extends all the way to undergraduate students.

PEARCE CENTER
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Global expertise: International WAC Faculty expands the horizon for students

Gugu Selela, pictured left, guides Grad WAC Fellows through both the cultural and academic settings in the U.S., helping them better understand how to engage their undergraduate students in the classroom.

The strong bond between the international students of the undergraduate student body and the GRAD WAC fellows stems from the WAC Faculty having diverse backgrounds. Katalin Beck, from Hungary, and Gugu Selela, from South Africa, encourage GRAD WAC Fellows to use their cultures to inspire their work, cultivating an inclusive community with multifaceted academic lessons.

"There's a really nice connection between our WAC Faculty being international and having international Grad WAC students. There's a mutual understanding about the struggles of being a non-native speaker in the classroom." - Cameron Bushnell, Pearce Center director

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