

## MOONSHOT BRIEF

# USC COMPETES

President Folt's USC Competes moonshot aims to make USC a destination of choice that attracts the best and brightest, and where faculty, staff, and students can thrive and achieve their dreams.

“We start with our overarching goal — to increase the stature and impact of USC, by making USC the international standard-bearer and innovator for collaborative learning and discovery, and making USC the top choice for students, faculty, and staff who seek purpose-driven work and lives.”

– PRESIDENT CAROL L. FOLT, STATE OF THE UNIVERSITY 2022

## DESTINATION OF CHOICE



*Opening pathways for students, faculty, and staff to achieve their full potential*

### FINANCIAL AID

\$635 million from all sources (university, federal, state, and other) in 2022-23.

**\$635 million**

### TRANSFER STUDENTS

Nearly 1,000 transfer students are admitted every year.

**1,000**

### INVESTMENT IN DIVERSITY

\$50 million investment in faculty and institution-wide diversity.

**\$50 million**

## RESOURCES

### PRESIDENTIAL SPEECHES

[January 2023: Convocation](#)

[August 2022: Convocation](#)

[April 2022: State of the University - UPC](#)

[March 2023: State of the University - HSC](#)

### COMMUNICATIONS

[February 2020: Financial Aid Expansion](#)

[March 2022: Investing in our Faculty and Staff](#)

### USC NEWS

[Student-related articles](#)

[Faculty-related articles](#)

[Staff-related articles](#)

[USC establishes new campus in the heart of Washington, D.C.](#)

[USC's big day in D.C.: Trojans celebrate the new Capital Campus](#)

## Investing in students

- Focus on accessibility, affordability, belonging, and debt reduction to recruit the top students in all fields:
  - [Affordability initiative](#) now entering its fourth year: makes a USC education tuition-free for families making less than \$80,000 a year.
  - \$635 million in scholarships and grants to undergraduates from all sources (university, federal, state, and other) was awarded to students during the 2022-23 academic year.
  - USC enrolls more than 4,700 low-income undergraduate students, as defined by Pell Grant eligibility – more than most private research universities.
  - In fall 2022, 22 percent of enrolled undergraduates received Pell Grants.
- Among private universities, USC accepts an exceptionally high number of transfer students (nearly 1,000 every year), the majority coming from [local community colleges](#).
- [Neighborhood Academic Initiative](#): national model for college access and success:
  - Graduated more than 1,400 students since 1997.
  - Expanded from South LA to include students who live in the vicinity of our Health Sciences Campus; first cohort of eastern Los Angeles students [graduated in 2020](#).
  - In 2023, 94 graduating seniors – all of them attending college (44 coming to USC).

## Investing in our faculty and staff

- [Five-year, \\$700 million investment](#) to support performance-based salary increases, related employee benefits, and market adjustments.
  - USC's Human Resources, Equity, and Compliance team has launched a Job Structure and Pay Equity initiative to introduce flexible work arrangements and refresh job and salary structures to retain and attract talented employees.
- \$50 million investment: partnering with each and every one of USC's schools to [diversify the faculty and the institution](#) overall.
- Office of Research and Innovation's research grants to USC faculty have nearly tripled since 2015 (to \$7.7 million).



## Capital Campus officially opened in April 2023

- New coast-to-coast bridge for [interdisciplinary study, collaboration, and connection](#):
  - The mission of USC's Capital Campus is to accelerate the university's influence and impact, promote and develop strong leaders, and forge critical partnerships to address the nation's most pressing issues and opportunities.
  - The new campus will significantly expand opportunities for experts, thought-leaders, faculty, students, and alumni to serve the public good.
  - USC will convene high-level conversations with national and global opinion leaders, strengthen collaborations with federal and private foundations, and expand its curriculum to develop leadership and grow programs in experiential and executive education.



## Excellence at scale: the USC advantage

*“What does it take to be excellent at scale? Size, quality, speed, and connection.*

*USC is big. Each year, we graduate more than 5,000 diverse undergraduates and 11,000 graduate students.*

*USC is excellent. Our schools are leaders in their fields. So many of our students, graduates, faculty, and alumni are changing the world.*

*USC can do fast. We have a history of boldness and inclusivity. We take big swings — and we do them decisively. And boldness often drives the day.*

*Yet, as strong as we are individually, USC's biggest boost comes from the strength and power generated by the bridges that connect us.*

*Connection is, to my mind, the most important element needed to achieve excellence at scale. The “connective tissue” linking our 22 schools and powering interdisciplinary collaboration comes directly from your determination to stretch, and it sets USC apart. I believe we must foster this with every tool we have.”*

– PRESIDENT CAROL L. FOLT, [STATE OF THE UNIVERSITY 2023](#)