

LIMITLESS



THE CAMPAIGN FOR CHARLESTON SOUTHERN UNIVERSITY



Dear Valued Member of the Buccaneer Family,

At Charleston Southern, we promise our students more than credentials and degrees. Our students learn to think broadly and deeply about ideas, engage biblical truths that ignite their curiosity, and ask questions of the world and themselves—so that each of them can discover their purpose and achieve success living it out.

As a result, our graduates go into the world—in every sphere of influence—and make a difference. They transform the world because they know they have been called by God to do just that. This is what sets Charleston Southern University apart.

I am proud to announce the launch of Limitless, a campaign so named because God can do far more than we could ever ask or imagine. Through this campaign, you can become God's hands and feet. You can help us transform our campus, build a stronger Buccaneer community, and ensure a Charleston Southern education is within reach of every student who wants it.

Together, we can ensure our students' futures, and that of Charleston Southern University, are limitless.



Sincerely,

Dondi E. Costin, PhD.
President





Past, Present, and **Purpose**

Established in 1964 with the support of the South Carolina Baptist Convention, Charleston Southern University is the Lowcountry's only Christian university and serves far more than just Christian students. From an initial student body of 588, the university has grown to over 3,400 students today. Our students represent diverse backgrounds and cultures from all over the world, and many are the first in their families to attend college.

Charleston Southern is blessed with a 300-acre campus located just miles from historic downtown Charleston and South Carolina's beautiful beaches. In God's Providence, the university sits at the center of the Charleston metro region, where the local economy is booming, tourism is growing, and career opportunities in biotechnology, aviation, automotive industries, and healthcare are expanding.

Charleston Southern University is recognized for delivering a world-class education grounded in a biblical worldview and rooted in the liberal arts. We strive to meet workforce projections by continually investing in degree programs that have the highest demand.

CSU is proud to have

- 60+ undergraduate programs and 20+ graduate programs
- A 13-to-1 student-to-faculty ratio—almost impossible to find at larger universities
- The U.S. News' No. 21 best online bachelor's programs and No. 13 best online bachelor's programs for veterans in the country
- 16 NCAA Division I teams that compete in the Big South Conference
- An average nursing graduate NCLEX pass rate of 94% over the last decade
- One of only 14 cybersecurity programs in the world accredited by ABET
- The only collegiate aviation program in South Carolina, and new programs in engineering and a Doctor of Physical Therapy program.
- One of the most diverse campuses in the state of South Carolina—34% people of color
- Recognition as a VA Yellow Ribbon Program and a Military Friendly School



“It has long been said that if you aim at nothing, you will hit it every time. While it is tempting to be satisfied with the mere act of doing something—firing—without regard to your aim, the stakes are too high in the task of Christian higher education to settle for anything less than the bullseye. Our strategic plan represents a deliberate effort to find the target, aim, and deploy the necessary resources required to hit dead center.”

DR. DONDI E. COSTIN, PRESIDENT, CHARLESTON SOUTHERN UNIVERSITY

Our strategy for the future is designed to propel Charleston Southern to greater heights by improving our ability to recruit, retain, and graduate the region’s next servant leaders. We do this by issuing each student a *Passport to Purpose*.

In the midst of a culture that has lost its way, where students face increasing distractions, meaninglessness, and anxiety, CSU works to help each of our students identify their passion and turn it into purpose through academics, student life, athletics, and campus ministries. Our desire is to issue every student a Passport to Purpose.

Purpose not only brings meaning to our students’ day-to-day experiences at CSU; it also increases their connections to the university and to each other. Wherever their journey leads them, they are prepared to become servant leaders who glorify God and pursue significant lives.

You’ll get an education at any school, but here you’ll discover who you are and God’s purpose for your life.

SARAHBETH MCKENZIE, '20

From Limited

Charleston Southern University is eager to provide an epic experience for all students. Today's lack of quality university facilities, on top of limited resources to fully support our students' academic, athletic, spiritual, and financial needs, directly impact recruitment and retention levels.

Charleston Southern is no longer the small, local Christian college it was when the campus was built in the early 1960s. We have outgrown our current facilities due to the steady increase of student enrollment.

While the Field House, affectionately known as the Buc Dome, creates an intimate and exciting environment for Buccaneer home games, it is the second smallest arena in Division I, with seats for only 800 spectators. Most high school gyms are bigger and better equipped than Charleston Southern's Field House.

The increase in our student body also places a high demand on student scholarships. Being able to provide students with the accessibility to attend and afford a Christian education is a key priority.

When we cannot attract and retain our students, we fall short on our promise to help each of our students achieve their true God-given purpose.

“There is zero reason why we can't be a major university in 10 years. We have 60 acres of undeveloped land. We live in an amazing city. Our state has strong theological roots. Dr. Costin has a deep philosophy for the school. We need to take steps of faith now.”

REV. CLARK CARTER, DEAN OF STUDENTS



Caption: Many of CSU's buildings were designed to accommodate that smaller campus community. Not a single building on campus today can hold our entire student body.

To Limitless

“Now to him who is able to do immeasurably more than all we ask or imagine, according to his power that is at work within us, to him be glory in the church and in Christ Jesus throughout all generations, for ever and ever! Amen.”

EPHESIANS 3:20-21

Without God, Charleston Southern’s opportunities are limited, but with God, they are limitless.

With you as our partner, Limitless will transform CSU by allowing us to expand our campus through the addition of a new convocation center and arena, while we grow CSU’s annual scholarship fund and enhance our student experience. You can ensure every student has meaningful opportunities to grow academically, athletically, and spiritually on their paths to purpose and servant leadership.

“**And whatever you do, whether in word or deed, do it all in the name of the Lord Jesus, giving thanks to God the Father through him.**

COLOSSIANS 3:17

Student Government Association President Matthew Petterson points to Colossians 3:17 when thinking about CSU’s future. “If our vision is be a nationally recognized school that integrates faith-based learning, leading, and serving, then everything we do as a university must be excellent—academics, programs, ministries, and athletics,” said Petterson. So many of Petterson’s experiences exemplify CSU’s pursuit of faith-based excellence, such as a class on human resources, where Dr. Ben LeVan encouraged students to view personnel challenges through the lens of ministry.

Petterson believes that building a convocation center and arena is another step on CSU’s path to success. “We’ve outgrown our chapel. Even before COVID, we had to overflow to the dining hall. We’ve outgrown our basketball facility,” he said. “We have to have a large space that accommodates all our students so we can have games, rallies, movements, chapel, and camps. We have to have that space to secure our D1 title in basketball because doing so will lead to us securing that title in our other sports.” Academics, leadership, athletics, ministry—every component of CSU’s faith-based education—“it’s all integrated when we are doing ministry well,” concludes Petterson. “We just need the space to do it.”



Priority #1: Build a New Convocation Center and Arena

\$15 Million +

Your investment in CSU through the Limitless campaign will build a new convocation center and arena. With our growing national reputation, enrollment, and graduation rates, it cannot come at a more crucial time.

As the center for large worship, academic, athletic, and social events on campus, the convocation center will be the single venue that brings the university community together in one place at one time to share an experience—the very definition of community. In addition to hosting commencement, chapel, conferences, and other large gatherings, the convocation center and arena will give us home court advantage for Buccaneer athletics.

The 3,000-seat arena will also attract and provide opportunities to host a diverse range of community and regional events, including job fairs, tournaments, and corporate conferences.

The new building will feature:

- **3,000 seat capacity in a 360-degree layout**
- **A flex space at the front of the arena designed for students to use on a day-to-day basis to study, socialize, and build a stronger Buccaneer community**
- **Locker rooms for home and visiting athletic teams**
- **Essential training room and sports medicine spaces**

The clock is ticking. The Big South Conference has given CSU a deadline. If we want to continue to compete in the conference, on a national stage as a Division I program, we have to be able to host 3,000 spectators by 2025.

By tying new facilities into our existing basketball area, CSU will be able to save money, meet conference demands, attract more recruits, improve athlete retention, and give students a place to rally around their teams, their faith, their ministries, and their university.

This center will bring our entire Buccaneer family together and serve the greater community of Charleston for years to come. Game on!



“A modern facility will shine the light on Charleston Southern and make an impression on student-athletes, no matter the sport they play. It will serve as a testament not only to the university’s commitment to athletics but also to our belief that when we gather together, we have the opportunity to further God’s kingdom on earth.

JEFF BARBER, DIRECTOR OF ATHLETICS

“Your college years are your formative years,” said Katie Tull Harris, Class of 2011. “You are coming into your own as an adult, setting the path—the trajectory—for the rest of your life.” A standout on the women’s basketball team, Harris studied communication and sociology at CSU while leading the Big South Conference in scoring. After graduation, Charleston Southern inducted her into the Athletics Hall of Fame, and the Big South Conference recognized her on the 2010-2019 All-Decade Team.

Harris loved her time and CSU, and she is excited about its future. “The new arena will change the energy for everyone, especially women’s and men’s basketball,” she said. For Harris, the importance of those athletic successes extends far beyond the court. “I want CSU to win, but I want CSU to use that platform to glorify God. Every success we have as a university is because we are a Christian university. We reflect that when we win ball games, when we worship together, when we bring in speakers—it’s all for the glory of God,” said Harris. “If we reach the top of Big South sports, we can be a real example for what it can look like to incorporate faith into athletics, academics, and the university experience as a whole.”

Priority #2: Grow CSU's Annual Scholarship Fund

\$7.5 Million

Giving to CSU's Annual Scholarship Fund is one of the best investments you can make in Charleston Southern's mission. Charleston Southern University is a private university, which means that the cost to attend is higher than nearby public universities because our faculty, staff, and facilities are not underwritten by the state budget. Because of the generosity of our donors, most students can attend CSU for no more than it costs to attend a state school.

Scholarships put Charleston Southern's top-notch education within reach. They provide opportunities for students whose financial capacity is limited, but whose God-given ability and ambitions are limitless.

Currently 97% of our students receive some form of financial aid, and last year we awarded more than \$76 million in financial aid. Scholarships are a key component of CSU's financial aid packages. Unlike loans, scholarships do not have to be paid back. Scholarships not only lower the barrier to entry for a college education, they also reduce students' lifetime financial strain. As a result, students can focus on learning, leading, and serving; graduates can focus on their future instead of the past.

"It is so important that we offer scholarships because there are students out there that do not have the financial means to go to school. We do not accept that. Growing our student body by attracting the best students is of utmost importance to us, and we want to help as much as possible. Growing our scholarship fund will strengthen our school even more."

RON JAICKS, CLASS OF 1993, PRESIDENT OF CHARLESTON SOUTHERN UNIVERSITY ALUMNI ASSOCIATION AND BUC CLUB

By supporting CSU's Scholarship Fund, you are directly providing the necessary financial assistance for students to pursue a Christ-centered higher education. Your gift encourages our students and lets them know others believe in them.



"I could get emotional thinking about the scholarship side of things. My husband and I both played on athletic scholarships. When I think about what we are doing in our lives now, the reason we can do big things now is that we are not fighting the battle of repaying student debt."

KATIE TULL HARRIS, '11



"At public universities, you see how a secular worldview is integrated in everything they do. At CSU, we are able to differentiate ourselves through our faith-based education, but the only way to ensure the students who want that education have access to that is through scholarships. We've got to keep giving."

MATTHEW PETTERSON, CLASS OF 2022, STUDENT GOVERNMENT ASSOCIATION PRESIDENT 2020

Priority #3: Enhance the Student Experience

\$12.5 Million

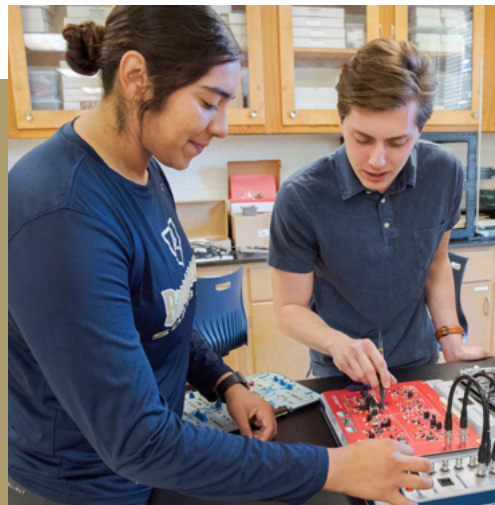
Over the next five years, Charleston Southern will seek to increase designated gifts through Limitless for priority initiatives that will improve the student experience from matriculation to graduation.

Providing a broad, deep, and relevant Christian education requires more than our dedication to intellectual engagement and faith integration. It requires consistent funding so that we can overcome today's challenges, keep pace with developments in every field of study, innovate, and plan for the long-term.

Opportunities for designated gifts abound and include:

- **Expanding funding for capital projects** to sustain and upgrade existing resources—from academic buildings to athletic facilities and residence halls
- **Supporting programs of study**—from aeronautics to engineering, health sciences to business, humanities and fine arts and Christian education.
- **Providing support for student-athletes** to give them access to world-class resources as they compete for Big South and NCAA championships
- **Creating endowed chairs** to support faculty scholarship and growth
- **Endowing new scholarships** that make a CSU education more accessible year after year

Designated gifts take many forms, including estate gifts, and we ask you to prayerfully consider where your passions and CSU's needs align so that together we can enhance every student's experience and advance our kingdom building efforts at CSU.



A Limitless God, A Limitless Future

“With man this is impossible, but with God all things are possible.

MATTHEW 19:26

From undergraduate through doctoral programs, in majors ranging from business to Christian studies, humanities to nursing, education to engineering, prepared graduates are Charleston Southern's end game.

In the classroom and on the court, in the chapel and in the coffee shop, we employ all means available to integrate faith, transforming every learner into a leader dedicated to serving God and others. Students may have come to CSU to earn a credential or start a career, but they discover so much more as they develop Godly character, discover their calling, and commit themselves to what matters most.

We invite you to join *Limitless*.

Your gift will have an immediate and eternal impact by helping us **build a convocation center and arena, enhance the student experience** through designated gifts that support the university's highest priorities, and **strengthen CSU's Annual Scholarship Fund** so that a Charleston Southern education is accessible to every student who wants it.

You will help students see beyond the next syllabus to the limitless future God has for them.

You will directly contribute to efforts to build God's kingdom here on Earth because every student who becomes a Buccaneer presents us with a new opportunity to share the Gospel.

You will ensure CSU fulfills our true purpose: recruiting, retaining, and graduating servant leaders who understand their passion, transform that passion into purpose, and glorify God in all they do.

You can ensure the future of our students and our university are limitless.

“We often hear this word and immediately think about those things which are most important to us. Your priorities might be God, family, and work. In that order. Or some might say their priorities are food, shelter, clothing, or even health and education. But whatever your priorities, God loves each of us, and we seek guidance from Him in all cases to help us with these. Ultimately, the priorities we decide on are our choice and can impact our happiness and even our existence. As Charleston Southern University approaches a season of giving with the Limitless campaign, we ask that you consider CSU as one of your priorities.”

CAMPAIGN CHAIR FRANK BULLARD





CHARLESTON
SOUTHERN
UNIVERSITY

Integrating Faith in Learning, Leading, and Serving