



U N I V E R S I T Y O F
SOUTH CAROLINA[™]
B E A U F O R T

USCB Athletes “Make the Grade” on and off the field

Bluffton, SC- The University of South Carolina Beaufort Athletics Department has reason to celebrate. They have been awarded the *Champions of Character* Five Star Award through the NAIA Scorecard released on Oct. 5th, 2011.

Because USCB did not “Make the Grade” the previous year, student athletes worked especially hard to earn this prestigious award. And they will continue working even harder to increase their score. “Our goal this year is to maintain our status of ‘Making the Grade’ and improve our score,” stated Athletic Director, Ty Rietkovich. “It is my hope that every coach on staff is looking for ways to instill the 5 Core Values of the Champions of Character program into our student athletes.”

The Scorecard process is based on the NAIA’s flagship program Champions of Character, which emphasizes five core values: integrity, respect, responsibility, sportsmanship and servant leadership. To learn more about the NAIA Champions of Character Scorecard and Five Star Award visit www.ChampionsofCharacter.org.

“The Scorecard supports and recognizes member institutions and conferences using sport as a vehicle to teach life lessons. No doubt this is a point of differentiation in college athletics and making a huge impact on our 60,000 student-athletes” said Kristin Gillette, NAIA Director of *Champions of Character*.

Institutions were measured based on a demonstrated commitment to Champions of Character and earned points in each of the following categories: character training, conduct in competition, academic focus, character recognition, and character promotion. Institutions earned points based on exceptional student-athlete grade point averages and by obtaining zero ejections during competition throughout the course of the academic year.

“Making a difference for our athletes both on and off the field is something that we should all take great pride in” said Rietkovich. To his staff, Rietkovich stated “I am proud to be associated with each of you on a daily basis and proud of the example you set for all our student – athletes to follow.”

About NAIA

The National Association of Intercollegiate Athletics (NAIA) is the governing body for athletics programs at colleges and universities throughout the United States and Canada. The long-held mission is to advance character-driven intercollegiate athletics while promoting the education and development of well-rounded students and productive citizens through sport participation. The association offers equitable access and opportunities to more than 60,000 student-athletes for the chance to compete in its 23 national championship events held annually throughout the country.

Today, the NAIA strengthens its commitment to student-athletes and strives to enrich their college experience by supporting academic achievement and character development. NAIA Champions of Character is the association's innovative flagship program designed to instill character values in student-athletes, coaches and youth in the communities it serves. To learn more visit www.NAIA.org.

About USCB

Located in the heart of the Carolina Sea Islands, the University of South Carolina Beaufort (USCB) is a senior institution of the University of South Carolina system serving the southeast coast of Georgia and South Carolina. USCB has been the fastest growing baccalaureate institution in the USC system since becoming a four year university in 2002. The University has two campuses which serve a diverse student body of more than 1750 students. The Historic Beaufort campus, located on Beaufort's downtown waterfront, houses an innovative baccalaureate studio arts program in close proximity to Beaufort's many art galleries. The Hilton Head Gateway campus in Bluffton, S.C., offers cutting-edge Computational Science and Nursing laboratories and is the home to Sand Shark athletics. USCB offers students an exceptional place to learn and live in an environment focused on growth, preservation and opportunity. For more information about the University of South Carolina Beaufort, please visit www.uscb.edu online or call the university's Office of Public Information at 843-208-8030.