



**FOR IMMEDIATE
RELEASE**
www.converse.edu

Contact:
Karen Rhodes
Office: 864.596.9504
karen.rhodes@converse.edu

Converse Receives \$1M to Support Adult Learners, Veteran Services

SPARTANBURG, S.C. (March 25, 2024) – Converse University will revitalize its long-standing program for [adult learners](#) and enhance its veteran services, all thanks to a partnership with Spartanburg Academic Movement’s newest philanthropic endeavor, Movement 2030. As one of 30 business, university, and nonprofit partners included in Movement 2030, Converse has been entrusted with more than \$1 million in philanthropic funds, including a direct award from the Spartanburg Academic Movement and an impactful sub-award from OneSpartanburg.

Converse President Boone Hopkins, Ph.D. said the University is honored to be a trusted partner in this worthy effort. “With these funds,” he said, “Converse will focus on advancing economic mobility and career readiness by increasing adult re-engagement and degree completion and expanding services and support to veterans – all helping Spartanburg be a community where everyone thrives.”

Spartanburg leaders launched Movement 2030 to dramatically improve social and economic mobility for young people and families in Spartanburg. [Movement 2030](#) is a community-wide initiative by Spartanburg County for Spartanburg County that brings together local foundations and nonprofits, educational and faith-based institutions, businesses, and philanthropists. The initiative is streamlining critical resources and existing efforts around school readiness, postsecondary attainment, and place-based programs in under-invested communities.

This generous investment will support Converse University with the following goals:

- Boost marketing to increase enrollment and expand support for the [Converse II program](#) for nontraditional, adult undergraduate students.
- Hire an admissions counselor focusing on nontraditional students, which includes supporting degree completion for working adult/nontraditional students
- Expand [veteran services](#) to assess credit for prior learning and to support retention, academic success and career counseling

- Develop strategies to support male recruitment and retention efforts and increase male student programming at Converse
- Partner with United Way of the Piedmont to welcome a Community Resource Coordinator to the Converse University campus.

These funds will support Converse’s goal of equipping students to become transformational, adaptable, and responsive leaders. Converse graduates cultivate bright careers right here in Spartanburg and beyond.

Converse’s contributions to local economic growth are evident through programs such as:

- The development of a BA in Healthcare Administration and a new BA in Data Science, based on local workforce needs;
- More than 20 undergraduate and graduate education programs – including the Master of Arts in Teaching programs; and
- The Doctorate in Professional Leadership, the Masters in Management in Professional Leadership, and a new Masters in Management in Community Advocacy.

Programs and initiatives like these reflect Converse University’s commitment to excellence in teaching and to producing generations of well-trained, service-driven, problem solvers to positively impact the workforce in Upstate South Carolina and beyond. For more information, please visit converse.edu/converse-ii.

About Converse University

Converse University empowers students to become transformative leaders who see clearly, decide wisely, and act justly. Converse was founded in 1889 by citizens of Spartanburg, SC, who aimed to create an educational experience for women, and in fall 2020 it welcomed its first undergraduate co-educational incoming class. The University encompasses the School of Liberal Arts and Sciences, the School of Business and Data Science, the School of the Arts, The Graduate School, and the Converse College for Women. Converse students experience deep scholarship, transformative mentorship, experiential learning, and wonderful support for and belief in each other. Through this unique formula, Converse is a creator of opportunity for its students through a personalized education that also includes the professional and technical skills graduates need to be successful in their careers.

About Movement 2030

Movement 2030 is a county-wide initiative in Spartanburg, South Carolina driven by one guiding belief: everyone can thrive here. With the goal of improving school readiness, post-secondary attainment, and neighborhood outcomes for thousands of Spartanburg County residents, Movement 2030 is an effort by Spartanburg County and for Spartanburg County. Together, we are coordinating critical resources and existing efforts among over 30 local foundations and nonprofits, educational-and faith-based institutions, public agencies, businesses, and philanthropists to create the conditions for children and families to succeed in life, no matter where they are born and raised. To learn more about how you can join Movement 2030 or access resources for your journey, please visit movement2030.org.

About Spartanburg Academic Movement

Spartanburg Academic Movement (SAM) is a nonprofit organization working to improve economic mobility, anchored in building equity and academic achievement across Spartanburg County, SC. Led by SAM, Movement 2030 is a place-based partnership with the goal of improving school readiness and post-secondary attainment for thousands of Spartanburg residents across the county. Movement 2030 is coordinating critical resources and existing efforts among over 30 local foundations and nonprofits, educational- and faith-based institutions, and businesses to create the conditions for children and families to succeed in life, no matter where they are born and raised. To learn more, visit learnwithsam.org.

###