



CampusLeaders
A COLUMBIA CHAMBER Program

2024-2025 ROI

**2024-2025 Inaugural class for the
Campus Leaders program:**
October 2024- April 2025

Number of Graduates: 17
Number of Colleges & Universities Represented: 4

GENERAL PROGRAM OVERVIEW:

Campus Leaders is the region's newest collegiate leadership program offered through the Columbia Chamber providing professional development with a focus on networking skills through mentorship and an introduction to the thriving industries in the Columbia area. The inaugural class consisted of 17 students representing Benedict College, Columbia International University, Midlands Technical College, and the University of South Carolina.

CLASS SCHEDULE:

October 4, 2024 – Class Orientation at the Central Carolina Community Foundation Sponsored by Amplified Communications, LLC

November 1, 2024 – Class Day 1 hosted by Bauknight, Pietras & Stormer Sponsored by Amplified Communications, LLC

January 24, 2025 – Class Day 2 hosted at the Columbia Chamber Sponsored by Ignite Leadership Solutions and Amplified Communications, LLC

February 7, 2025 – Class Day 3 hosted at CMC Steel Sponsored by Amplified Communications, LLC

March 28, 2025 – Class Day 4 hosted by Unum/Colonial Life Sponsored by Amplified Communications, LLC

April 23, 2025 – Graduation Celebration in collaboration with Columbia Opportunity Resource (COR) Capture Columbia hosted at Riverbanks Zoo



ONLINE MARKETING

295 Program Webpage Views

<https://www.columbiachamber.com/talent-workforce-development/campus-leaders>

SOCIAL MEDIA

(As of 4/29/2025)

5,315 Total Impressions



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