

South Carolina Association for Institutional Research (SCAIR)
2025 Professional of the Year Award

Honoring Bruce McCord

It is my absolute privilege to stand before you today to recognize an outstanding leader, collaborator, and champion of institutional research in South Carolina. This year, the **South Carolina Association for Institutional Research** is proud to present the **2025 Professional of the Year Award** to **Bruce McCord**.

Bruce's impact on our field cannot be overstated. Over the past year, as new federal reporting mandates for **Gainful Employment and Financial Value Transparency** were impending, many of us found ourselves facing high stakes, stress, and uncertainty. The complexity and urgency of these changes required immediate action, collaboration, and shared expertise. Recognizing this, Bruce took the initiative to **bring together IR leaders across South Carolina's technical colleges**, creating a space where we could work through the challenges together. Many of us in this room benefited from those discussions—discussions that provided what little clarity we could muster, fostered collaboration, and ultimately strengthened our institutions' ability to comply with these mandates accurately and effectively.

This spirit of leadership and service is nothing new for Bruce. His career at **Aiken Technical College (ATC)** is a testament to his commitment to higher education. Since joining ATC in 2006, Bruce has served as a history instructor, department chair, and **Director of Institutional Effectiveness, Teaching, and Technology**. He was most recently appointed the Dean of General Education and University Transfer. His dedication extends beyond his institution—he has been an active member of SCAIR and assumed leadership positions within the **South Carolina Technical Education Association (SCTEA)** and the **SCTCS IE Peer Group**. His contributions to faculty development, curriculum planning, and institutional effectiveness have earned him well-deserved recognition, including two Faculty Member of the Year awards.

Beyond his titles and accolades, Bruce embodies what it means to be a **true professional in institutional research**—a problem solver, a collaborator, and a mentor. His ability to bring people together to support his colleagues in times of uncertainty exemplifies the very best of what SCAIR stands for.

Bruce, on behalf of SCAIR and all of us who have benefited from your leadership, thank you for your dedication to institutional research. It is with great honor that we present to you the **2025 Professional of the Year Award**.