



Local Roots, Global Reach

The Economic Impact of the
Savannah College of Art and Design

September 2013

This report was prepared by Appleseed, a New York City-based economic development consulting firm that works with government, corporations, and nonprofit institutions to promote economic growth and opportunity.

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Highlights

The Savannah College of Art and Design (SCAD)–

with locations in Savannah and Atlanta, Ga., Hong Kong and Lacoste, France and an online presence via SCAD eLearning— is among the world’s leading universities in preparing students for creative careers.

The impact of SCAD as an enterprise

- In the fall of 2011, SCAD employed 1,906 people (excluding students) at its locations in Savannah and Atlanta, with an annual payroll of \$94.7 million .
- With 1,590 non-student employees and 467 part-time student workers, SCAD Savannah is the fourth-largest private employer in the Savannah area. Approximately 2.8 percent of all employed Savannah residents work at SCAD.
- Taking into account those the university employs directly, jobs with its contractors and suppliers, the indirect and induced effects of spending by SCAD’s employees, suppliers and contractors, and the impact of spending by SCAD students and by the visitors the university draws to Savannah and Atlanta, Appleseed estimates that in 2012 SCAD directly and indirectly accounted for:
 - 5,623 jobs in Georgia;
 - \$225.9 million in wages; and
 - \$499.5 million in statewide economic output.

5,623

total Georgia jobs



\$225.9

million
in wages



\$499.5

million
statewide economic output





- SCAD is of particular value to the Savannah and Atlanta-area economies in that SCAD's revenues are overwhelmingly drawn from sources outside the two areas, while university spending on payroll, purchasing and construction occurs primarily in those areas. Off-campus student and visitor spending similarly represent revenue that is drawn from elsewhere and spent locally.

Developing human capital

- SCAD enrolled more than 11,000 students in the fall of 2011, approximately 10,200 of whom were enrolled at SCAD Savannah and SCAD Atlanta.
- SCAD attracts talented students from all over the U.S. and the world. In the fall of 2011, 95 percent of all SCAD Savannah students were from outside the Savannah area and 78 percent of those enrolled at SCAD Atlanta came from outside the Atlanta area.
- As of the summer of 2012, about 15 percent of all those who earned degrees at SCAD Savannah between 2001 and 2012 lived in the Savannah area; and 37 percent of those who had earned degrees at SCAD Atlanta were living in Fulton and DeKalb counties.

- SCAD's programs in architecture, historic preservation, interior design, interactive design and game development and animation are among the top-ranked programs in the U.S.
- SCAD is also a pioneer in the development of undergraduate and graduate programs in fast-emerging fields such as motion media design, service design and themed entertainment design.
- In an era when education will do much to determine the cities and regions that flourish and those that do not, SCAD has been a major contributor to the growth of Savannah's college-educated population. Since 2000, SCAD alumni have accounted for approximately 37 percent of the increase in the number of college-educated residents of the city.

Building Savannah's creative economy

- Since its founding in 1978, SCAD has acquired, preserved and re-purposed nearly 70 buildings in and around Savannah's historic district. The university has played an important role in Savannah's success in demonstrating how historic preservation can contribute to urban revitalization and has begun to do so in Atlanta as well.

- Through both its academic programs and signature events such as the Savannah Film Festival, SCAD Fashion Show and the new aTVfest, SCAD has also helped “brand” Savannah and Atlanta as major centers for culture, the arts and design.
- New ventures started by SCAD students and alumni have also reinforced Savannah’s role as a center for creative industries.

Community engagement

SCAD contributes to the vitality of the communities in which it is located in a variety of other ways as well. For example:

- In 2012, approximately 1,930 people participated in arts education programs that SCAD offers to youth of all ages as well as adult community residents.
- In 2012, 847 SCAD students performed more than 7,000 hours of volunteer work in Savannah and Atlanta, with an estimated value of \$145,000.

Preserving a heritage, building a future

As significant as SCAD’s impact has been, it could be even greater in the future as a result of:

- Continued development and growth of new programs that prepare students for careers in fast-growing creative occupations;
- The continued growth of its eLearning program;
- Increased collaboration with leading companies in creative industries in Georgia, throughout the U.S. and around the world; and
- Increased worldwide recognition of both Savannah and Atlanta as major centers of art and design.





Introduction & Overview

The Savannah College of Art and Design (SCAD) is a private, accredited, degree-granting, non-profit university with a mission to prepare talented students for professional careers. Established in Savannah, Ga. in 1978, SCAD has grown to become one of the leading universities in the U.S. in the fields of art and design.



In addition to its original location in Savannah, SCAD has three other locations in Atlanta (established in 2005) and Hong Kong (2010), and a residential study-abroad location in Lacoste, France (2003). Since 2003, the university has also offered courses and degree programs on-line.

SCAD offers bachelor's and master's degrees in more than 40 diverse program areas. The university's programs and courses are developed and delivered through nine schools listed in Table 1.

Table 1: SCAD schools as of January 2013

School of Building Arts

School of Communication Arts

School of Design

School of Digital Media

School of Entertainment Arts

School of Fashion

School of Fine Arts

School of Foundation Studies

School of Liberal Arts

Since its founding, SCAD has been a leading contributor to the revitalization of the City of Savannah, and since 2005 to the economy of the Atlanta area as well – both as a major enterprise in its own right and through activities related to its educational mission.

Purpose and organization of the report

To document more fully the university's contribution to the economic vitality of Savannah, Atlanta and the State of Georgia, SCAD asked Appleseed – a New York City-based consulting firm that has worked with more than 40 U.S. colleges and universities – to assess its economic impact, both locally and statewide. This report presents the results of Appleseed's assessment.



- **Part One** of the report analyzes SCAD's impact as an enterprise – a major regional employer, a purchaser of goods and services, and a sponsor of major construction projects.
- **Part Two** examines how SCAD contributes to the development of human capital in Savannah and Atlanta by attracting talented students from throughout the U.S. and around the world and preparing them for professional careers in art and design fields.
- **Part Three** discusses SCAD's role in historic preservation and urban revitalization in Savannah and Atlanta, and its contribution to the emergence of these cities as centers for culture, arts and creative enterprise.
- **Part Four** concludes the report with a brief discussion of why SCAD's impact in Savannah and throughout Georgia could be even greater in the future than it has been in the past 35 years.

Acknowledgments

This report could not have been completed without the active assistance and support of many people at SCAD. We would particularly like to thank Erin O’Leary, Minjie Chen, Christian Sottile, Kimberly Shreve, Hannah Crockett, Kristine Faxon, Teresa Griffis, Tina O’Hailey, Hillary Bradbury, Gokhan Ozaysin, J.J. Waller, Jeff Eley, Danny Filson, Andy Fulp, Laurie Ann Farrell, Victor Ermoli, Carmen Stowers, Len Cripe, Mary Taylor, John Paul Rowan, Jose Mallabo, Tara Pearsall, and Kappie Kopp.



Part One: SCAD as an enterprise

Since its founding in 1978, SCAD has become a significant regional enterprise in its own right – an employer of local residents, a buyer of goods and services from businesses in the region, and a sponsor of construction projects. This part of the report highlights SCAD's role as an enterprise, including the impact of university spending on payroll, purchasing and construction in the Savannah area, in Fulton and DeKalb counties, and in Georgia as a whole, as well as the impact of off-campus spending by SCAD students in these areas.

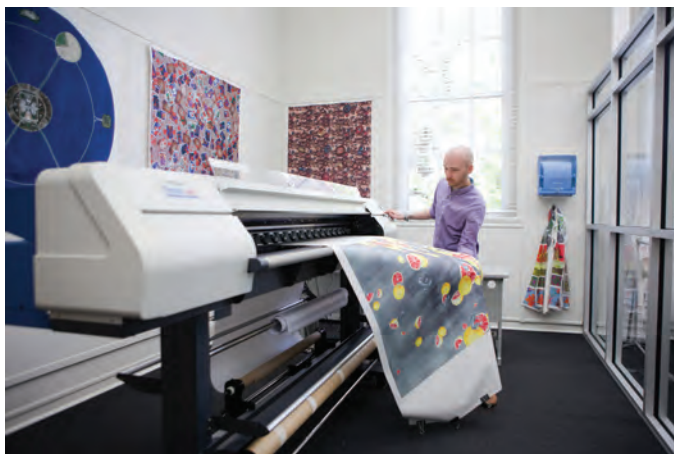
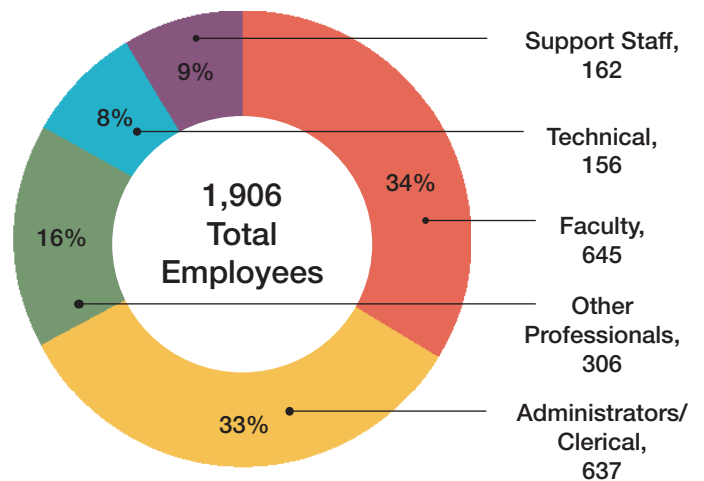


SCAD as an employer

In the fall of 2011, SCAD employed 1,906 people (excluding students) at its Atlanta and Savannah locations, of whom 1,574 (83 percent) were full-time employees and 332 (17 percent) were part-time employees. Of this total, 1,590 were employed at SCAD Savannah and 316 at SCAD Atlanta. In addition to these regular full- and part-time employees, SCAD also employed 583 students in a variety of part-time positions.¹

SCAD provides job opportunities for Georgia residents across a wide range of occupations. As Figure 1 shows, faculty members account for 34 percent of those employed at SCAD Savannah and SCAD Atlanta; administrative and clerical staff for 33 percent; technical and support staff for 17 percent; and other professionals for 16 percent.²

Figure 1: Employment at SCAD's Savannah and Atlanta locations by occupation, fall 2011



During fiscal year 2012, salaries and wages paid to employees of SCAD's Savannah and Atlanta locations totaled \$94.7 million.³ Salaries of the university's full-time employees averaged \$57,834. In addition to competitive salaries, SCAD provides a full range of benefits, including health insurance and retirement plans.

As of the fall of 2011, employment at SCAD (including students who work part-time for the university) accounted for 2.5 percent of the 80,934 total private-sector payroll jobs located in Savannah in 2011.⁴





A LEADING SAVANNAH-AREA EMPLOYER

SCAD's significance as an employer is particularly evident in the Savannah area. As of 2012, SCAD was the fourth-largest private employer in Chatham County, behind Gulfstream Aerospace Corporation, Memorial Health University Medical Center and St. Joseph's/Candler Health System.

Table 2: Chatham County's largest Private-Sector employers

Company	Employment
Gulfstream Aerospace Corporation	8,406
Memorial Health University Medical Center	4,600
St. Joseph's/Candler Health System	3,170
SCAD	1,590
International Paper	650
SouthCoast Medical Group	601
Goodwill Industries of the Coastal Empire	560
JCB Americas, Inc.	558
Imperial Sugar	450
Brasseler USA, Inc.	400

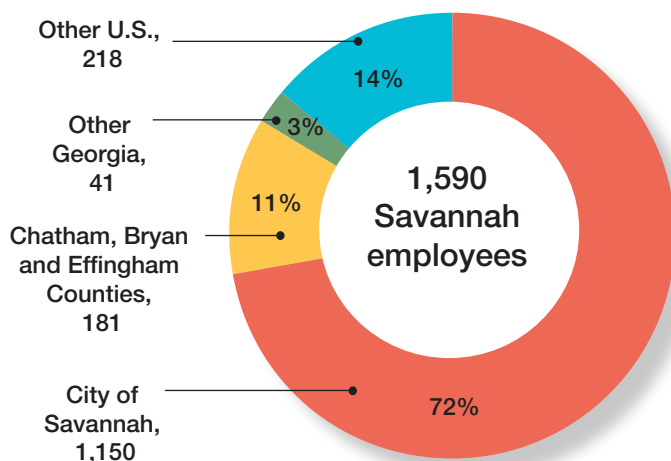
Source: Savannah Economic Development Authority

Where SCAD employees live

As Figure 2 shows, 72 percent of SCAD Savannah employees (excluding students) – 1,150 people – lived in the City of Savannah in the fall of 2011. Nearly 11 percent lived elsewhere in the Savannah area (Chatham, Bryan and Effingham counties). About 3 percent lived elsewhere in Georgia, and 14 percent out-of-state.

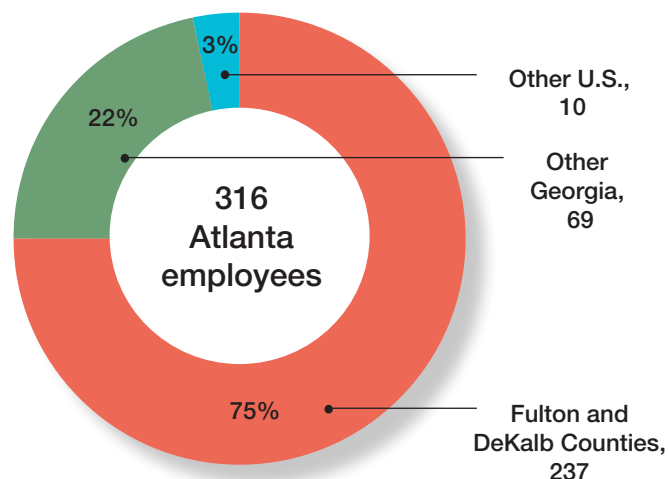
With 1,617 university employees living in Savannah in the fall of 2011 (including students who worked part-time), Appleseed estimates that 2.8 percent of the 57,021 Savannah residents who were employed in 2011 worked for SCAD.⁵

Figure 2: SCAD Savannah employees by place of residence, fall 2011



As shown in Figure 3, about 75 percent of all SCAD Atlanta employees (excluding students), or 237 people, lived in Fulton and DeKalb counties in the fall of 2012. About 22 percent lived elsewhere in Georgia.⁶

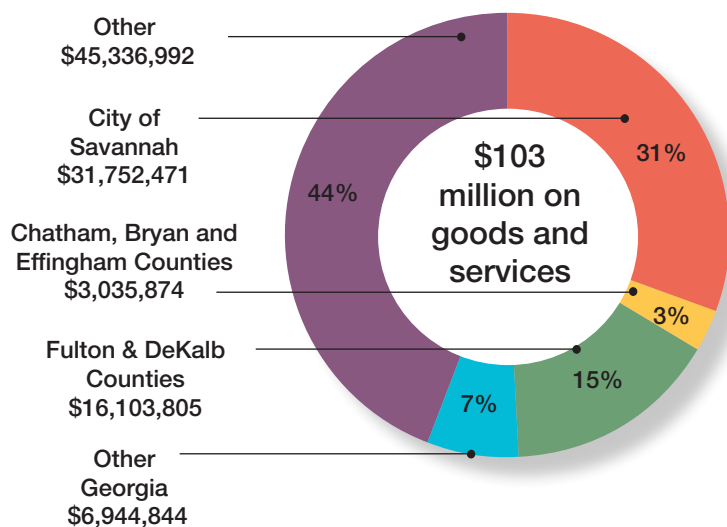
Figure 3: SCAD Atlanta employees by place of residence, fall 2011



Purchasing and construction

In addition to the people it employs directly, SCAD creates jobs in Georgia through its purchases of goods and services from Georgia businesses, and through its investments in university facilities in Savannah and Atlanta. In fiscal year 2012 (as Figure 4 shows), SCAD spent \$31.8 million on purchases of goods and services from Savannah companies, and \$3.0 million on purchases from companies elsewhere in the Savannah area. The university also paid \$16.1 million to suppliers and contractors located in Fulton and DeKalb counties, and \$6.9 million to companies elsewhere in Georgia.⁷

Figure 4: SCAD spending on goods and services by location of vendor, FY 2012



Leading categories of goods and services purchased from Savannah businesses included security, transportation, maintenance services and supplies and rent. Major purchases in Fulton and DeKalb counties include utilities, rent and security.

Using the IMPLAN economic modeling system,⁸ Appleseed estimates that in fiscal year 2012, SCAD's purchases of goods and services directly supported:

- 377 full-time-equivalent (FTE) jobs in Savannah;
- 27 FTE jobs elsewhere in the three-county Savannah area;
- 48 FTE jobs in Fulton and DeKalb counties; and
- 60 FTE jobs elsewhere in Georgia.

SCAD also spent \$13.3 million in fiscal year 2012 on construction and renovation of university facilities. Of this total, \$8.85 million was paid to Georgia-based contractors, including \$6.1 million paid to contractors based in Savannah. Major projects completed or under way in fiscal year 2012 included:

- **SCAD Museum of Art** – Completed in October 2011, this \$30 million project combined construction of a new 65,000 square-foot building with preservation and reuse of the partial remains of a mid-19th-century railroad depot. (The new Museum and its impact are discussed in greater detail in Part Three.)
- **Montgomery House** – A new residence hall scheduled to be completed in the fall of 2014 at a cost of \$30 million. The building will house 500 SCAD students and includes parking for 400 cars.

Using IMPLAN, Appleseed estimates that in fiscal year 2012, university spending on new construction and renovation of existing buildings directly supported 80 full-time-equivalent (FTE) jobs with Georgia contractors, including 56 FTE jobs with contractors based in Savannah.





Indirect and induced effects and total impact of SCAD spending

SCAD's impact as an enterprise goes beyond the direct impact of its spending on payroll, purchasing and construction. It also includes "indirect and induced" or "multiplier" effects. Georgia companies from which the university buys goods and services use some of the money they earn from SCAD to buy goods and services from other local businesses; and those businesses in turn buy some of what they need from still other Georgia companies. Similarly, SCAD's employees (and the employees of its local suppliers) spend part of their take-home pay locally – for housing, utilities, food, child care, entertainment and other routine household needs.

The IMPLAN modeling system allows for analysis of the indirect and induced impacts of SCAD's spending on employment, earnings and overall economic output⁹ in specific areas. Appleseed estimates that in the three-county Savannah metropolitan area, SCAD's direct spending for payroll, purchasing and construction indirectly supported:

- 1,022 FTE jobs;
- Nearly \$44.3 million in earnings; and
- More than \$131 million in regional economic output.



In Fulton and DeKalb counties, SCAD's direct spending indirectly supported:

- 186 FTE jobs;
- More than \$8 million in earnings; and
- More than \$26 million in regional economic output.

In Georgia as a whole (including the Savannah and Atlanta areas), SCAD's direct spending indirectly supported:

- 1,314 FTE jobs;
- Nearly \$57.7 million in earnings; and
- Nearly \$163.9 million in statewide economic output.

Table 3 summarizes the direct and indirect and induced economic impacts of SCAD's spending in the Savannah area, in Fulton and DeKalb counties and statewide. In the three-county Savannah area, SCAD's spending directly and indirectly accounted for:

- 3,073 FTE jobs;
- \$139.5 million in earnings; and
- Nearly \$250.3 million in regional economic output.

In Fulton and DeKalb counties, SCAD's spending directly and indirectly accounted for:

- 613 FTE jobs;
- \$27.5 million in earnings; and
- Nearly \$57.5 million in regional economic output.

Statewide (including the Savannah area, the Atlanta area and other communities throughout Georgia), SCAD's spending directly and indirectly accounted for:

- 3,860 FTE jobs;
- Nearly \$174 million in earnings; and
- \$322 million in statewide economic output.

Table 3: Direct, indirect and induced impact of SCAD spending on payroll, purchasing and construction, FY 2012 (wages and output in \$000's)

		DIRECT SPENDING IMPACT		INDIRECT & INDUCED EFFECTS		
		Payroll	Purchasing/ Construction	Employee spending	Contractor and Vendor spending	Total Impact
Savannah area	Jobs	1,590	461	794	228	3,073
	Wages	\$81,191.8	\$14,051.4	\$33,904.6	\$10,380.1	\$139,527.9
	Output	\$81,191.8	\$38,011.1	\$101,030.5	\$30,026.5	\$250,259.9
Fulton and DeKalb Counties	Jobs	316	111	120	66	613
	Wages	\$14,428.8	\$4,324.3	\$5,114.1	\$3,684.3	\$27,547.5
	Output	\$14,428.8	\$16,901.4	\$15,239.1	\$10,922.9	\$57,488.2
Georgia	Jobs	1,906	640	978	336	3,860
	Wages	\$95,616.6	\$20,653.1	\$41,767.6	\$15,934.9	\$173,972.2
	Output	\$95,616.6	\$62,527.7	\$117,436.7	\$46,432.2	\$322,023.2

Impact of student spending

In addition to the impact of spending by the university itself, SCAD contributes to the economic vitality of Savannah and Atlanta through off-campus spending by SCAD students.

To calculate the impact of off-campus student spending in the Savannah area, Appleseed started with data obtained from the university on average student expenses for room, board, books, supplies and other needs. We then excluded from our analysis:

- Spending by students who commute from home (on the assumption that they would be living in the Savannah area even if they were not enrolled at SCAD); and
- Spending on room and board by students who live in university residence halls (since that spending is already captured in our analysis of the impact of university spending).

The analysis includes spending on housing and food by students from outside the Savannah area who live in non-university housing, as well as other spending by non-local students, regardless of living arrangements. Based on these assumptions, Appleseed estimates that in fiscal year 2012, incremental local spending by SCAD Savannah students totaled approximately \$88 million.

As shown below in Table 4, we estimate that spending by SCAD students directly supported 761 FTE jobs in the Savannah area. Taking into account the multiplier effect, Appleseed estimates that SCAD student spending directly and indirectly accounted for:

- 1,057 FTE jobs in the Savannah area;
- \$29.9 million in wages; and
- \$108.2 million in regional economic output.

Table 4: Impact of student spending in the Savannah area, FY 2012

Impact	Employment	Labor Income	Output
Direct	761	\$16,613,808	\$66,635,665
Indirect/Induced	297	\$13,304,882	\$41,520,008
Total	1,057	\$29,918,690	\$108,155,673

In Atlanta, Appleseed similarly estimates that off-campus spending by SCAD Atlanta students in fiscal year 2012 totaled \$27.7 million, and that this spending directly supported 284 FTE jobs. Taking into account indirect and induced effects, Table 5 shows that in fiscal year 2012 SCAD Atlanta student spending directly and indirectly accounted for:

- 394 FTE jobs;
- \$11.3 million in wages; and
- \$38.8 million in output.



Table 5: Impact of student spending in Fulton and DeKalb counties, FY 2012

Impact	Employment	Labor Income	Output
Direct	284	\$6,335,311	\$23,474,610
Indirect/Induced	110	\$5,006,786	\$15,378,682
Total	394	\$11,342,096	\$38,853,292

Putting it all together

Combining the direct, indirect and induced effects of spending by the university itself and by SCAD students (that is, the impacts summarized above in Tables 3, 4 and 5), Appleseed estimates that in the Savannah area, university and student spending in fiscal year 2012 directly and indirectly accounted for:

- 4,130 jobs;
- \$169.4 million in wages; and
- \$358.4 million in regional economic output.

In Fulton and DeKalb counties, university and student spending in fiscal year 2012 directly and indirectly accounted for:

- 1,007 jobs;
- \$38.9 million in wages; and
- \$96.3 million in regional economic output.

Statewide (including the Savannah and Atlanta areas and other communities in Georgia), university and student spending in fiscal year 2012 directly and indirectly accounted for:

- 5,311 jobs;
- \$215.2 million in wages; and
- \$469.0 million in economic output.

Savannah



4,130 jobs



\$169.4 million



\$358.4 million

Fulton/DeKalb



1,007 jobs



\$38.9 million



\$96.3 million

Georgia



5,311 jobs



\$215.2 million



\$469.0 million





Impact on state and local revenues

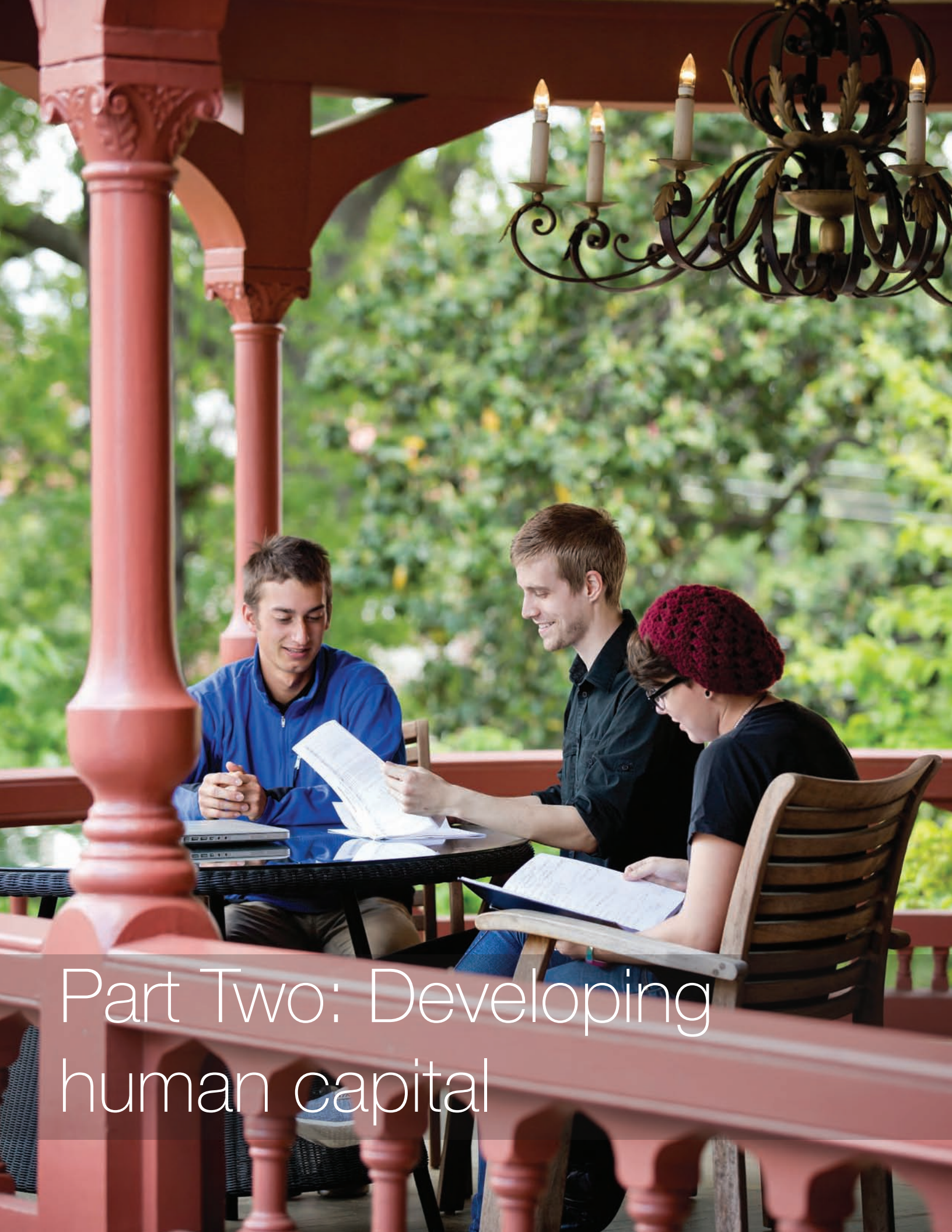
Despite its not-for-profit status, SCAD contributes in a variety of ways to state and local government finances. As shown below in Table 6, in fiscal year 2012:

- State income taxes withheld from the salaries and wages of SCAD employees totaled \$2.78 million;
- SCAD paid to the state \$130,890 in unemployment insurance taxes;
- SCAD paid \$1.53 million in real property taxes on university-owned properties used for other than tax-exempt purposes; and
- SCAD also paid \$956,711 in fees to local governments and the state.

In total, SCAD directly accounted for \$2.92 million in Georgia state revenues and \$2.47 million in local government revenues.

Table 6: State and local government revenues directly attributable to SCAD, FY 2012

TYPE OF REVENUE	AMOUNT
State revenues	
State income taxes withheld	\$2,783,046
Unemployment insurance taxes	\$130,890
Fees paid to Georgia state agencies	\$10,406
Total State Revenues	\$2,924,342
Local government revenues	
Real property taxes	\$1,527,126
Fees paid to local governments	
City of Savannah	\$602,571
City of Atlanta	\$306,152
City of Tybee Island	\$1,225
Chatham County	\$35,565
Fulton County	\$792
Total Local Government Revenues	\$2,473,431

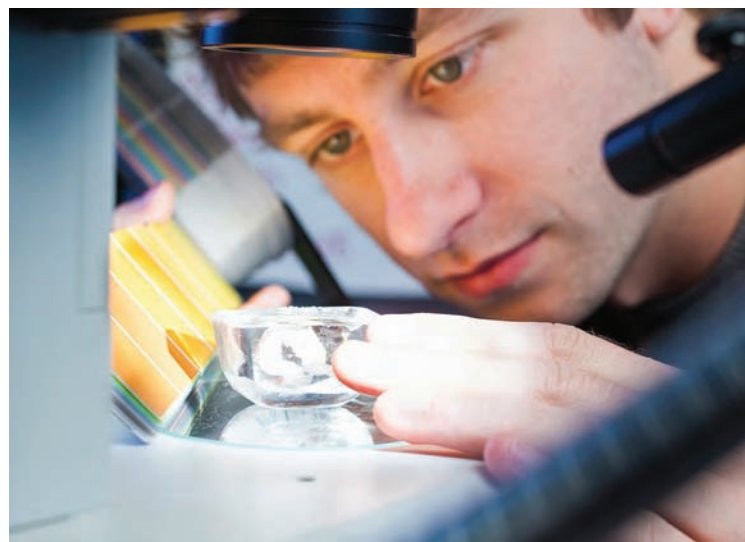


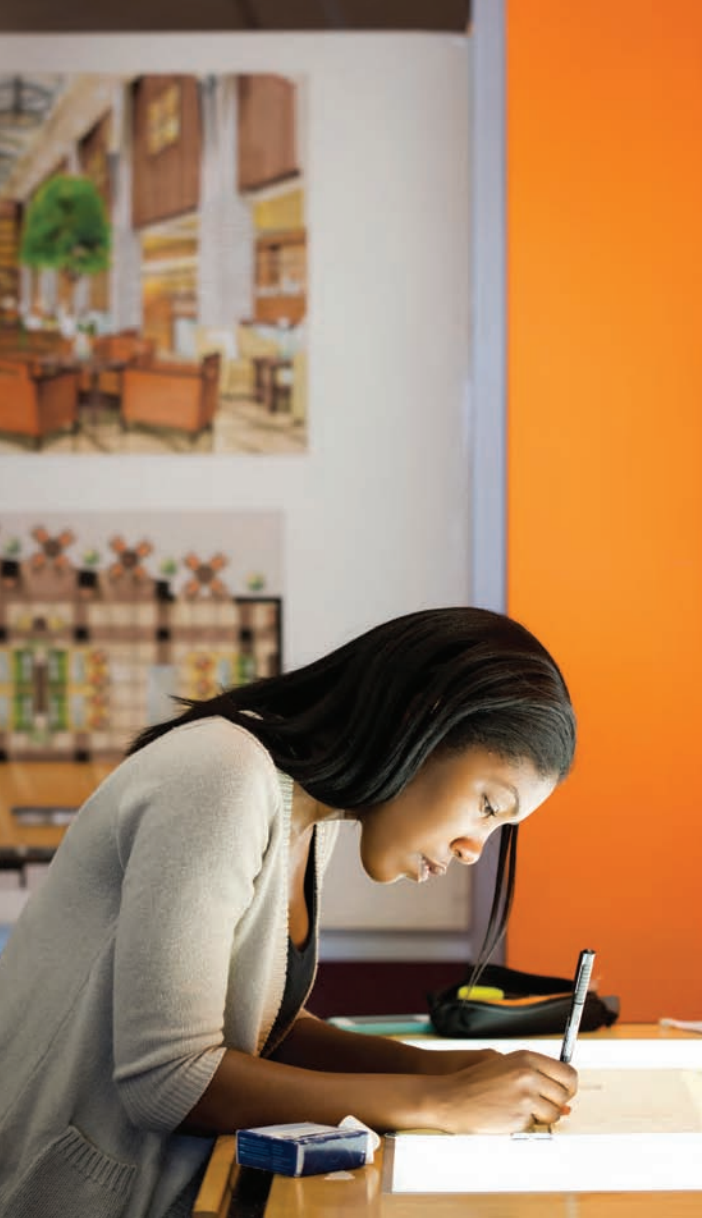
Part Two: Developing human capital

Human capital – the totality of knowledge, skills and experience accumulated over time by a community’s or a region’s workforce – plays a central role in determining whether cities and regions flourish or falter economically. Human capital can be especially critical in determining how quickly and how successfully regions can adapt to changes in the broader economic environment.

As a leading institution specializing in preparing students for careers in the arts, design and other creative fields, SCAD has for 35 years been a major contributor to the development of human and creative capital in the Savannah area, and more recently in Atlanta. This part of the report:

- Provides some basic information about SCAD students and alumni;
- Describes the wide range of programs through which SCAD helps students prepare for creative careers; and
- Examines SCAD’s impact on the development of human capital in the Savannah area.





SCAD students: Savannah and Atlanta

In the fall of 2011, SCAD enrolled 11,063 students at its locations in Savannah, Atlanta and Hong Kong, its study abroad program in Lacoste, and in its eLearning program. Of this total, 10,200 (about 92 percent) were enrolled at SCAD's two locations in Georgia.

In the fall of 2011 (as Table 7 shows), 8,271 students were enrolled either full-time or part-time at SCAD Savannah, and 1,929 students at SCAD Atlanta.¹⁰

During fiscal year 2012, SCAD awarded 1,389 bachelor's and 530 master's degrees to SCAD Savannah students; and 269 bachelor's and 120 master's degrees to SCAD Atlanta students.¹¹

Table 7: Full- and part-time for-credit enrollment by campus, fall 2011

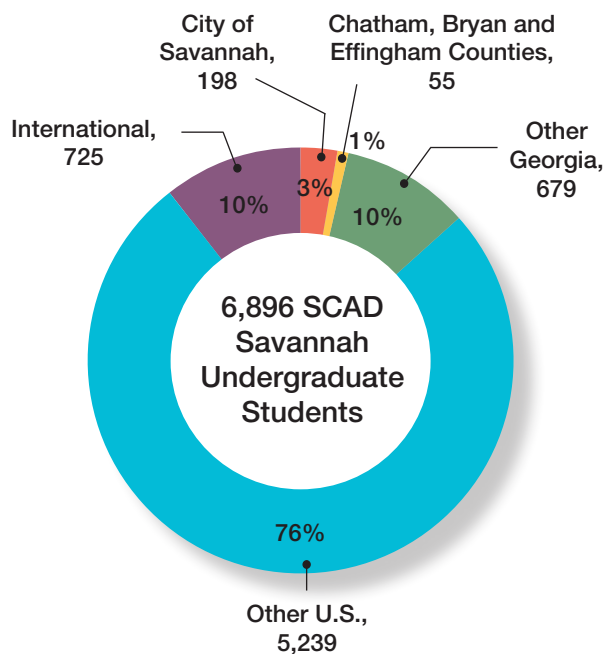
	SAVANNAH		ATLANTA		TOTAL	
	Full-time	Part-time	Full-time	Part-time	Full-time	Part-time
Undergraduate	6,242	654	1,134	409	7,376	1,063
Graduate	1,087	288	285	101	1,372	389
Total	7,329	942	1,419	510	8,748	1,452

SCAD attracts talented students from all over the U.S. and throughout the world. In the fall of 2011 (as Figure 5 shows):

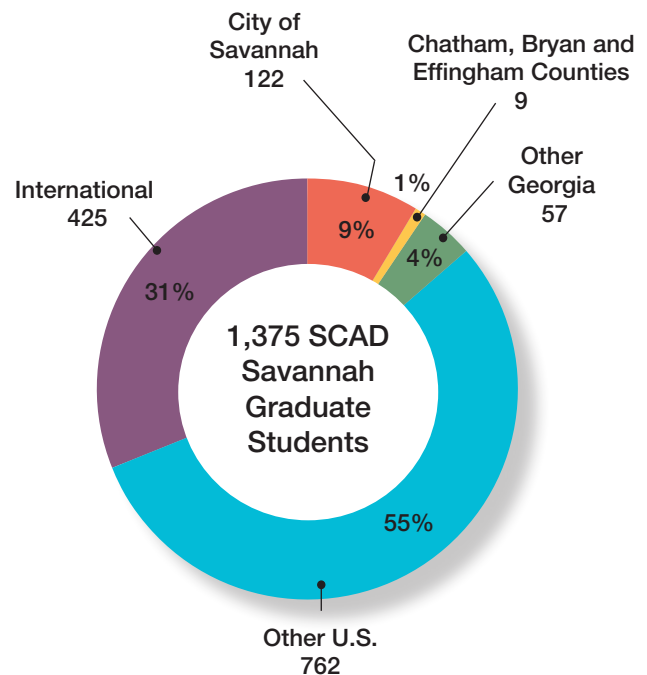
- About four percent of all undergraduates enrolled at SCAD Savannah were from the Savannah area, 10 percent were from elsewhere in Georgia, 76 percent from other states, and 10 percent from other countries.
- About 10 percent of all SCAD Savannah graduate students were from the Savannah area, four percent from elsewhere in Georgia, 55 percent from elsewhere in the U.S., and nearly 31 percent were international students.



Figure 5: SCAD Savannah full- and part-time enrollment by place of residence, fall 2011



Undergraduate Students



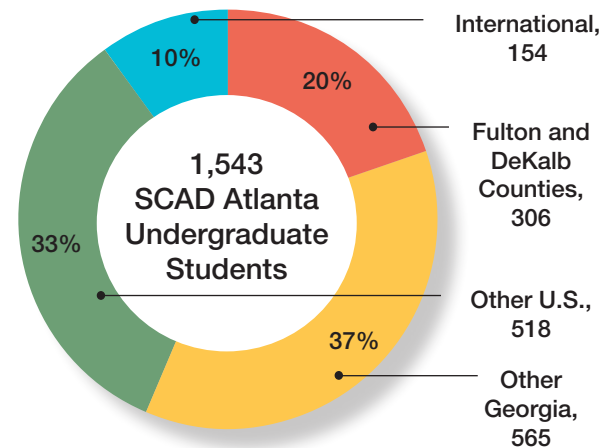
Graduate Students

As Figure 6 shows, in the fall of 2011:

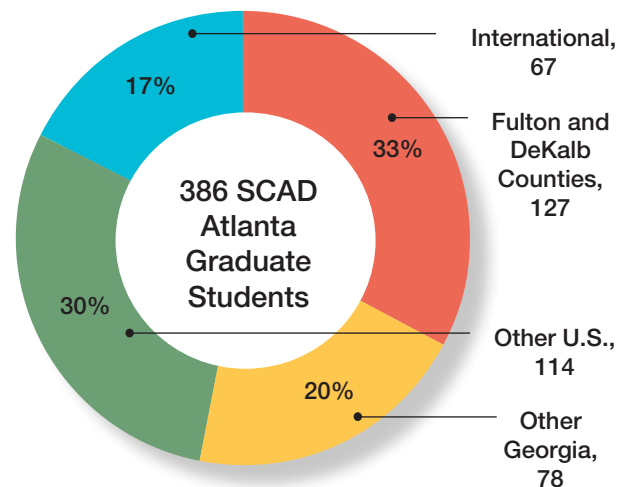
- 20 percent of SCAD Atlanta's undergraduate students were residents of Fulton and DeKalb counties; 37 percent came from elsewhere in Georgia; 33 percent from other states; and 10 percent from other countries.
- Among graduate students, 33 percent were Fulton or DeKalb County residents; 20 percent came from elsewhere in Georgia; 30 percent came from elsewhere in the U.S.; and 17 percent were international students.¹²

SCAD has significantly increased international student enrollment in Savannah and Atlanta in recent years. In the fall of 2011, 1,371 international students (879 undergraduates and 492 graduate students) were enrolled at SCAD Savannah and SCAD Atlanta – an increase of about 80 percent over the past five years. SCAD's international students came from 104 countries, and together accounted for about 13.4 percent of SCAD's Savannah and Atlanta enrollment.

Figure 6: Atlanta campus full- and part-time enrollment by place of residence, fall 2011



Undergraduate Students



Graduate Students

Preparing students for creative careers

SCAD describes itself as “The University for Creative Careers.” Its academic programs reflect this emphasis, helping students develop the knowledge, skills and practical experience they will need to succeed in a variety of artistic and design-oriented careers. For undergraduate students this begins with SCAD Core, a series of required courses in foundation studies, art history and liberal arts that are designed to prepare students for work in their specific program areas.

SCAD’s foundation studies curriculum provides undergraduate students with a studio background in drawing, design and color theory, and helps them develop the visual and technical skills necessary for upper-level coursework. The general education program focuses on building students’ knowledge in areas such as the humanities and quantitative reasoning and prepares students with the skills to effectively communicate their work and ideas.

SCAD offers undergraduate, graduate and professional degrees in more than 40 program areas. In each of these areas, SCAD offers programs and specializations that prepare students to succeed as creative professionals. The examples presented below highlight the breadth and variety of SCAD’s programs, and how they prepare students for creative careers.





- With 670 undergraduates and 206 graduate students in the fall of 2011, the **graphic design** department has in recent years led all SCAD programs in enrollment. Offered in Savannah, Atlanta, Hong Kong and on-line, the program brings together multiple perspectives on graphic design – from diverse countries and cultures, from art and commerce, and from traditional and emerging media.



- SCAD's **fashion** program, offering degrees at the Atlanta, Savannah and Hong Kong locations, trains both undergraduate and graduate students in the design and construction of fashion, and in the practical skills they will need to succeed in the industry. In the fall of 2011, 491 undergraduates and 35 graduate students were enrolled in the program. The program offers internships with leading fashion companies and mentorships with industry leaders such as Zac Posen and Catherine Malandrino. The program also sponsors the annual SCAD Fashion Show, a juried competition for undergraduate and graduate fashion students.

- With 317 undergraduates and 141 graduate students in the fall of 2011, **architecture** is the largest program in SCAD's School of Building Arts. This Savannah-based program gives students the opportunity to study architecture in the context of other design disciplines, and to study abroad at SCAD's locations in Hong Kong and Lacoste. SCAD architecture students also have the opportunity to gain professional experience through class projects with external partners.



- SCAD offers bachelor's and master's degrees in **interior design** at its Savannah, Atlanta and Hong Kong locations. In the fall of 2011, 283 undergraduates and 112 graduate students were enrolled in these programs. In 2012, SCAD's undergraduate and graduate interior design programs were ranked first in the U.S. by DesignIntelligence, published by the Council for Interior Design, for the second consecutive year.





- SCAD's Savannah-based **historic preservation** program is one of the leading programs of its type in the world. Undergraduate and graduate students acquire knowledge, skills and experience in the practices of preservation at SCAD's Clarence Thomas Center for Historic Preservation—one of only a few academic centers dedicated to the study of historic preservation. The program also provides students with the opportunity to gain professional experience through local partnerships and restoration projects in Savannah, and through study at SCAD Lacoste.



- The School of Digital Media's **interactive design and game development** program has been recognized by the Princeton Review as one of the top ten U.S. undergraduate and graduate programs in this field. The program emphasizes both artistic and technical skill in the development and design of interactive media platforms such as Web design, digital and non-digital games, mobile applications, interactive social media sites and digital imaging.

- With 602 undergraduate and 138 graduate students in the fall of 2011, SCAD's **animation** program is the largest within the School of Digital Media. Students develop their skills across a variety of animation forms, from classical 2-D and stop-motion animation, to 3-D character animation, all while using industry-standard software and tools. Collaboration with peers in other SCAD programs allows animation students to apply their skills to a variety of different media, including film, television, online media, video games and product design. SCAD has been ranked among the world's top animation schools by 3D World magazine, and characterized as being in the "Ivy League of Animation."



- SCAD's **performing arts** program prepares students for careers in theater, film and television. Students in the program benefit from being able to draw on the resources of related programs such as film and television production design, animation and motion media design. The program is also home to the only full-time, in-house university casting office in the U.S., connecting students with opportunities to audition for stage productions, major TV series and films. In the fall of 2011, 129 undergraduate students and 26 graduate students were enrolled in the program.



- SCAD's **photography** program, the largest in the School of Fine Arts, enrolled 455 undergraduate and 121 graduate students in the fall of 2011. Offered in Atlanta, Savannah, Hong Kong and on-line, the program gives students the opportunity to specialize in fine art, commercial photography, photojournalism, and to pursue hybrid approaches that integrate photography with other media. Students develop both conceptual and advanced technical skills and learn how to succeed as creative professionals as they take part in gallery shows and exhibitions, and work with industry professionals during internships.





THE COLLABORATIVE LEARNING CENTER

Real-world, hands-on experience plays an important role in preparing students for creative careers. SCAD's Collaborative Learning Center (CLC), launched in 2010, serves as the creative hub for facilitating external collaborative projects between industry partners and SCAD students and faculty. Through these projects, the CLC helps students gain experience in creating design solutions to real-world problems.

Each quarter, SCAD students are invited to apply to become part of a team that includes professors and students from different disciplines, along with external partners. During these for-credit CLC projects, students have the opportunity to experience first-hand working within a professional environment, including market research, branding, product development, client relationships and presentations, contracts and deadlines.

In 2012, for example, a team of nine SCAD students worked with company representatives to create a new line of women's jewelry for The Limited. Out of hundreds of student-designed pieces, 26 were chosen for The Limited's 2012 holiday season. The collection debuted at the Oglethorpe Mall in Savannah and at thelimited.com in September 2012. Other CLC partners have included Microsoft, The Centers for Disease Control and Prevention, J.C. Penney and Rubbermaid.

In 2012, SCAD students and faculty members participated in 40 collaborative projects with external partners. These projects generated nearly \$700,000 in revenue for SCAD programs.

In addition to being a leader in well-established fields such as graphic design, fashion and interior design, SCAD has been a pioneer in the development of new and innovative programs. SCAD's flexible, entrepreneurial culture has helped the university identify emerging needs and opportunities in the creative economy, and has enabled the university to move quickly in developing programs that are responsive to those needs and opportunities. Below are some examples.

- In the School of Design's **service design** program, students learn how to create new ways for service providers and their customers to interact, and to design positive and profitable service experiences between consumers and the companies that serve them. The first and only U.S. university to offer both B.F.A. and M.F.A. degrees in service design, SCAD launched this program in 2009 in response to a growing demand for "user experience architects" to work in a variety of industries including retail, financial services, public services, media, healthcare, transportation and telecommunications.

SCAD service design students learn to create strategic design solutions through shaping the points of interaction between the consumer and the service – whether by redesigning the physical

spaces in which face-to-face interactions occur, creating new service delivery protocols or developing new ways to interact online.

- In the School of Design's **design for sustainability** program, introduced in 2009, graduate students learn to develop and apply innovative design solutions that integrate sustainability practices into fields such as industrial design, urban design, engineering, package design, architecture, product design, fashion and fibers. SCAD students have the opportunity to work on collaborative projects with companies, governments and community organizations to find solutions to real-world sustainability challenges.
- At SCAD Atlanta, students in the **television producing** program learn all aspects of the role of a television producer, including creating new programs, casting and supervising shooting. Taking advantage of its location in one of the largest centers of television production in the U.S., students complete four industry internships, typically with Atlanta-based companies such as CNN, The Weather Channel, FOX Sports and Cartoon Network.

- SCAD is one of the few U.S. universities to offer undergraduate and graduate degree programs in **motion media design**. Students study motion media design from both fine art and commercial perspectives, with specializations ranging from video art and abstract film to computer animation and typography design. In addition, students have the opportunity to present their work and network with industry professionals at SCAD's two annual motion media symposia: Inspire and CoMotion. The events feature student showcases, contests and portfolio reviews, as well as presentations and lectures by leading industry professionals on the topics of broadcast design, motion graphics, media art and visual effects.
- Launched in the fall of 2012, SCAD's Savannah-based **themed entertainment design** graduate program prepares students for careers designing and constructing the unique environments and experiences of entertainment parks, zoos, resorts, hotels, restaurants and museums. Created in response to the rapidly expanding "experience economy" industry, SCAD is the only university to offer a M.F.A. degree program in themed entertainment design. Students learn to combine architecture and electronic design modeling strategies

with industrial design and production design skills to create "spatial narratives" for entertainment and recreation venues of all types.

Through the development of these and other programs, SCAD helps ensure that its students graduate with knowledge and skills that are up-to-date and in demand, and are prepared to succeed in the fast-changing world in which they will live and work.

The impact of SCAD's programs on the career readiness of its students is evident in the data on placement rates after graduation. A survey conducted in 2012 (nine months after the spring 2011 commencement) found that 88 percent of all those who had graduated from SCAD in the spring of 2011 were either employed, pursuing further education or both.¹³ For students who graduated in spring of 2012, this statistic increased to 91 percent.

91%

job/graduate school
placement rate in 2012





SCAD eLEARNING

Launched in 2003, SCAD eLearning offers undergraduate and graduate degree programs in advertising, arts administration, design management, interactive design and game development, graphic design, historic preservation, illustration, illustration design, interior design, luxury and fashion management, motion media design, painting, photography, sequential art and writing and certificate programs in historic preservation, digital publishing, and interactive design. Students have the option of completing their degrees entirely online, or may choose to spend one or more quarters at one of SCAD's physical campus locations.

SCAD's eLearning programs are carefully designed to ensure that they provide the same quality as on-campus programs. About 80 percent of all on-line courses are taught by full-time SCAD faculty members. These courses operate on the same academic schedule as on-campus courses, and have similar student-teacher ratios. The university's eLearning staff works with faculty members to design online courses, and provides ongoing support to both faculty members and students.

In the fall of 2012, SCAD had 726 eLearning students enrolled. Students are typically graduate students age 35 to 40 who are employed and studying part-time. The university expects enrollment to grow to 1,100 by the fall of 2014, and eventually to as many as 2,000.

The growth of SCAD's eLearning programs contributes in several ways to economic growth in Savannah and Atlanta. By enrolling hundreds of students who would not have the opportunity to earn degrees on campus, eLearning in effect allows SCAD to "export" its services from Savannah and Atlanta to a wider market, with the tuition paid by eLearners supporting jobs and economic activity in the university's home cities. At the same time, eLearning helps build the two cities' reputations as centers of the creative economy.

Expanding opportunities for global learning

In an era when creative professionals increasingly need to understand the global context of their work, SCAD offers its students a variety of opportunities to study and work in other countries. Because SCAD is accredited as one institution, students can easily switch between any of the university's locations (Savannah, Atlanta, Hong Kong and Lacoste) and SCAD's eLearning program. This flexibility allows students to take advantage of the unique programs and experiences offered at each SCAD location, and to gain international experience.

Of the 1,253 students who graduated in the spring of 2012 and whose main campus was Savannah or Atlanta, 130 had spent at least one quarter studying at SCAD Hong Kong or SCAD Lacoste.

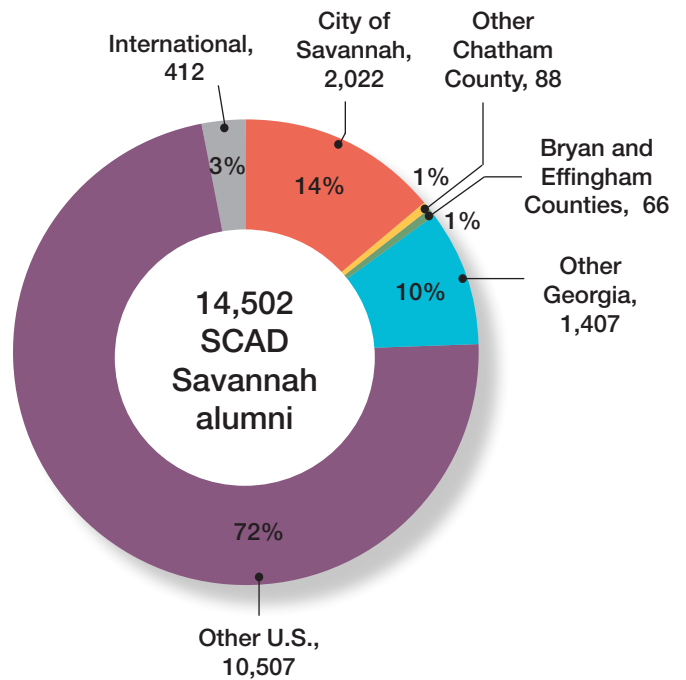


SCAD alumni: building human capital in Savannah, Atlanta and beyond

Just as SCAD attracts talented students to Savannah and Atlanta from all 50 states and overseas, the university's graduates can be found in cities and states across the U.S. and in other countries as well. Many, however, remain in the Savannah or Atlanta areas after graduation. As of the summer of 2012 (as shown in Figure 7), among the more than 14,500 SCAD Savannah alumni with known addresses who have graduated since the fall of 2001:

- 14 percent (2,022) were residents of the City of Savannah;
- An additional one percent (154) live elsewhere in the Savannah area; and
- 10 percent (1,407) lived elsewhere in Georgia.¹⁴

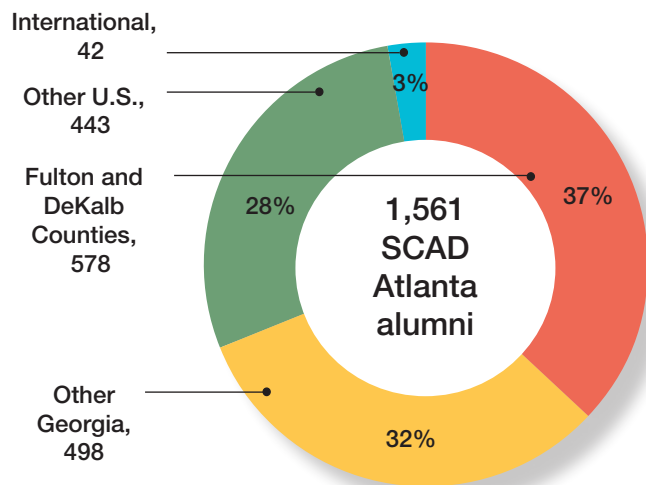
Figure 7: SCAD Savannah alumni by place of residence, summer 2012



Based on data on the educational attainment levels of Savannah residents published by the U.S. Census Bureau, Appleseed estimates that alumni who have graduated from SCAD since 2001 currently account for roughly 10 percent of all Savannah residents who have at least a bachelor's degree.

As of the summer of 2012 (as shown in Figure 8), 37 percent of all those who graduated from SCAD Atlanta during the same period were living in Fulton and DeKalb counties, and 32 percent lived elsewhere in Georgia.

Figure 8: SCAD Atlanta alumni by place of residence, summer 2012



The impact of SCAD alumni on the economy of the Savannah area is evident from U.S. Census Bureau data on the growth of the city's college-educated population. Between 2000 and 2011, the number of Savannah residents age 25 and older who had at least a bachelor's degree grew from 16,198 to 21,681 – an increase of 5,483, from 20.2 percent to 25.8 percent of the city's 25-and-older population.¹⁵

As noted above, of all SCAD alumni who had graduated since the fall of 2001, 2,022 were living in Savannah as of the summer of 2012 – a number equivalent to about 37 percent of the overall increase in college graduates living in Savannah.

These figures suggest that SCAD alumni who stay in the Savannah area after graduation have been a significant factor in the growth of the city's college-educated population.

Along with SCAD alumni, current SCAD Savannah students also contribute to the development of the city's human capital. A survey conducted in the spring of 2012 found that 14 percent of all SCAD Savannah students – about 1,150 students – were at that time working in the Savannah area for employers other than SCAD.¹⁶

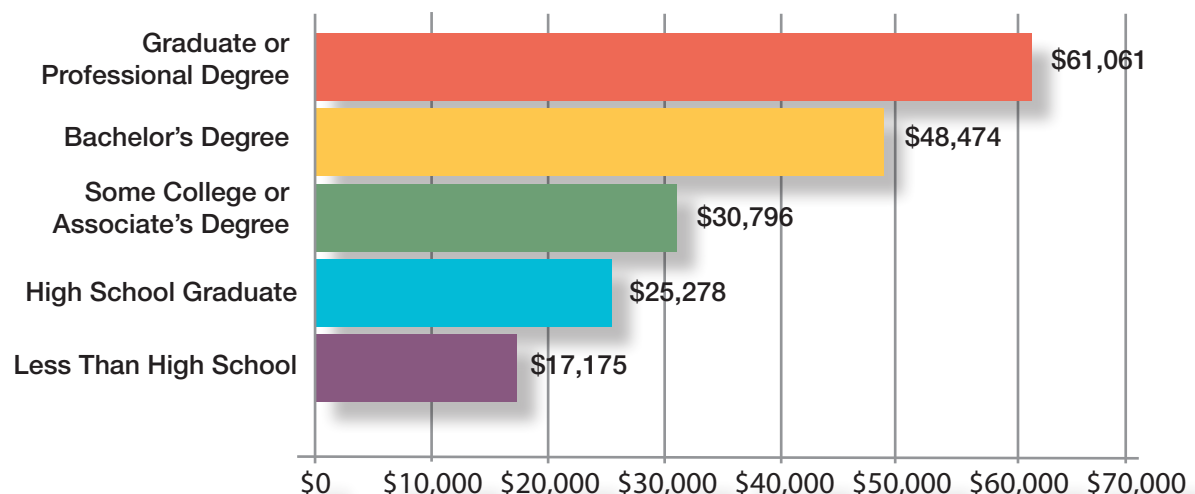
Moreover, as the single largest enterprise in the region's creative economy, SCAD is itself a magnet for talent, attracting faculty members and other talented professionals to Savannah from other U.S. regions and from other countries as well.

The continuing increase in the number of college-educated Savannah residents strengthens the city's economy in several ways. Workers with college degrees earn

significantly more than those with only a high school education (or less). As Figure 9 shows, the median annual income of adult Georgia residents who had four-year college degrees was nearly double the median income of those who had only a high school diploma, and the median income of those with graduate or professional degrees was higher still.

The economic benefits of higher education, however, are not limited to those who earn degrees. Researchers at the New York Federal Reserve Bank have found that "a one percentage point increase in the proportion of residents with a college degree is associated with a 2.3 percent increase in metropolitan-area GDP per capita."

Figure 9: Median earnings of Georgia residents age 25 and older by educational attainment



Source: American Community Survey, 2010

The researchers cited two explanations for the powerful link between human capital and economic growth:

First, human capital increases individual-level productivity and idea generation. Second, the concentration of human capital within a region facilitates knowledge spillovers, which further enhance productivity and fuel innovation.¹⁷

Even non-college educated workers benefit from these spillover effects. University of California economist Enrico Moretti has shown that a one percentage point increase in the percentage of workers with college degrees is associated with a 1.6 percent increase in the earnings of workers who only have high school diplomas.¹⁸

Moving beyond overall educational attainment as a measure of the strength of a city's or a region's human capital, other researchers have focused on the concentration of workers with specific creative skills or in creative occupations as a key contributor to economic growth. Richard Caves, for example, has highlighted the fact that creative industries are characterized by shorter life cycles and a need for constant reinvention. As a result, they are typically built around geographic clusters of creative individuals, rather than large, vertically integrated firms.¹⁹



Part Three of the report provides examples of how SCAD alumni are contributing to the growth of the creative economy.



Part Three: Participating
in the development of the
creative economy

In addition to being a major enterprise in its own right, SCAD has since its founding been an active participant in the revitalization of downtown Savannah and to the diversification of the city's economy. More recently, SCAD has also contributed in similar ways to the growth of Atlanta's economy. This part of the report highlights three ways in which SCAD has contributed to the development of the creative economy in the cities in which it is located:

- Through its commitment to historic preservation;
- By helping to develop Savannah's role and helping "brand" the city as a center for culture and the arts;
- Through spending by the visitors SCAD attracts to Savannah and Atlanta; and
- Through the entrepreneurial activities of students, faculty and graduates.





SCAD's role in historic preservation

Since its founding, SCAD has played a leading role in the revitalization of Savannah's Historic District. Starting with the purchase and renovation of the historic Savannah Volunteer Guards Armory as SCAD's first classroom and administrative building, the university has since grown to include nearly 70 historic buildings in and around the Savannah historic district. Figure 11 shows the location of these buildings in relation to the historic district.

Following are just a few notable examples of SCAD's investment in historic Savannah.

- SCAD's "flagship building," **Poetter Hall**, was acquired in 1979 as the university's first building in Savannah and its first historic restoration project. Originally built in 1892, the former Savannah Volunteer Guard Armory (36,248 square-feet) initially served as SCAD's first classroom and administrative building, with the school's first library located in the building's original ballroom on the second floor. Today, the Romanesque Revival-style building serves as home to the SCAD Welcome Center, the admission department, May Poetter Gallery, and the university's gallery boutique, shopSCAD.
- In 1989 SCAD acquired and restored the historic Weis Theatre, a 16,240 square-foot theatre designed by Howell and Tucker in 1946. Located in Savannah's theatre district, the late Art Deco building is now home to the university's **Trustees Theater**, a 1,100 seat multi-use performing arts center that hosts theater, dance and music performances, lectures, and several of the university's annual signature events including the SCAD Fashion Show and the Savannah Film Festival.

70

historic Savannah
buildings preserved



Figure 11: Map of SCAD facilities in Savannah





- Purchased in 1996, SCAD's 84,750-square-foot **Jen Library** was once home to several businesses, including the Levy and Maas Brothers department store. Located on an entire city block in downtown Savannah, the three-story Jen Library now features a monumental staircase and floor-to-ceiling windows at each corner of the building. The library's facilities include the university's numerous periodicals, books and visual resources, the Writer's Studio, Gutstein Gallery, and the Visual Resources Center, which houses 335,000 slides and more than 28,000 digital images.
- When purchased by SCAD in 2003, the century-old former convent for Franciscan Sisters in Savannah had been unused for 40 years. Today, the three-story brick, Greek Revival-style structure is home to the **Clarence Thomas Center for Historic Preservation**. The Center is the focal point of SCAD's historic preservation program, with facilities that include a restoration workshop, lecture and drafting classrooms, exhibition space, a computer lab, an outdoor work pavilion, a lecture hall and a specially-equipped conservation lab used for testing architectural materials and experimenting with new conservation techniques.

- The largest landmark rehabilitation project in SCAD's history, the new **SCAD Museum of Art** was built from a dilapidated headquarters of the Central of Georgia Railway — the nation's only surviving antebellum railroad complex. The museum incorporates the building's key historic components, including salvaged Savannah gray brick, combined with modern sustainable and renewable materials and contemporary design.

The museum's facilities include a steel-and-glass lobby atrium, outdoor lecture and performance spaces, academic classrooms and study rooms, an events terrace, a courtyard, and permanent and temporary exhibition space. The museum has garnered much recognition, including a 2012 Preservation Award from the Historic Savannah Foundation, "a 2012 Charter Award from the Congress for New Urbanism, top honors from the International Interior Design Association Georgia chapter, and the 2011 First Place Honor Award from the Savannah Chapter of the American Institute of Architects."

Although SCAD Atlanta has only been operating since 2005, the university has already had an impact on historic preservation in Atlanta.

- After the building was donated to university, SCAD began working on the restoration of **Ivy Hall** in 2007. A 7,000 square-foot Queen Anne Victorian house that had been the home of the Peters family, one of Atlanta's leading nineteenth-century families, the building had been listed in 2001 by the Atlanta Preservation Center as one of the city's most endangered historic buildings. SCAD invested approximately \$2.2 million in the project, which was completed in 2009. As in Savannah, SCAD's historic preservation students and faculty were actively involved in the project from beginning to end. Ivy Hall now serves as a cultural arts center for SCAD Atlanta and the community, and as the home of the Ivy Hall Writers Series – a series of lectures and workshops that has featured leading writers such as Margaret Atwood, Elmore Leonard and William Gibson.

In addition to SCAD's work in the adaptive reuse of historic buildings as university facilities, SCAD undergraduate and graduate students in the SCAD historic preservation program work with community groups on off-campus preservation projects in the Savannah area. In the spring of 2012, SCAD School of Building Arts students partnered with the Historic Savannah Foundation, Habitat for Humanity and the Georgia USGBC to help with the research and architectural design of an affordable historic house in the Cuyler-Brownville National Register Historic District in Savannah, a traditionally African-American, Victorian-era community to be built and "granted to a Habitat for Humanity family." Other class projects have included collaborative work with the National Park Service and the Coastal Georgia Historical Society.

SCAD did not start the campaign to preserve Savannah's historic heritage – it was already under way when the university arrived in 1979. But within a few years of its arrival SCAD had become a major contributor to that campaign and, in effect, its anchor institution. The university's long-term commitment to the preservation of historic Savannah helped to provide a foundation for its development as one of the leading centers for culture and the arts in the southeastern U.S.. This topic is addressed below.

Creating the “brand” of Savannah: a center for culture and the arts

SCAD has helped in several ways to build Savannah’s identity as a center for culture and the arts. Having one of the nation’s leading art and design schools located in (and named for) the city is in itself a major contribution to that identity. But SCAD’s impact goes well beyond that.

The university, for example, sponsors a series of annual events that connect SCAD students with creative professionals, bringing industry leaders to Savannah and helping make Savannah a center of the art world.

- Since its debut in the fall of 1998, the **Savannah Film Festival** has grown to become an internationally recognized event, drawing award-winning filmmakers, producers and actors to Savannah to celebrate and promote independent films and filmmakers. The festival includes film competitions in categories such as feature, short, animation and documentary, and receives more than 1,000 entries each year from student and professional filmmakers world-wide. SCAD students and faculty, community members, and local area high school and college students have the opportunity to attend

workshops, panels and lectures given by distinguished professionals on topics such as acting, directing, producing, sound design, film technology and animation.

The festival’s events also include special screenings of new films, many of which go on to earn Academy Award nominations, and gala screenings of films shown before their national release. Awards are also presented each year to distinguished leaders in the entertainment industry.

For the past several years, the eight-day Savannah Film Festival has drawn more than 40,000 attendees, including over 43,000 in 2012, of whom approximately 40 percent were from outside Savannah. The festival allows SCAD students the opportunity to network and engage with leading professionals in all different fields of the entertainment industry, as well as spotlights the incredible resource of SCAD’s talented students and faculty and the city of Savannah itself.

- The annual **SCAD Fashion Show** has grown to become one of the leading student fashion shows in the country, drawing top fashion industry professionals and national and international media to view the work of SCAD's top senior fashion students at the university's Trustees Theater in downtown Savannah.

Each year, the show presents the juried collections of senior undergraduate and graduate fashion students participating in the Style Lab mentorship program. During this year-long program, select graduating seniors work with major industry designers such as Zac Posen and Catherine Malandrino as they develop their collections, receiving one-on-one guidance from the start of their initial sketches through final production. The fashion show is a collaborative undertaking – produced, directed and built by SCAD students and alumni, with fellow SCAD students walking as models in the show.

- **SCADStyle** is the university's annual style and design event, showcasing SCAD's programs in fashion, architecture, interior design, fibers, furniture design and industrial design. The event provides SCAD students and the public with the opportunity to interact and connect with prominent artists, designers and

industry professionals in a series of lectures, workshops, panel discussions and exhibitions taking place at SCAD's locations in Savannah, Atlanta and Hong Kong.

- The SCAD **Sidewalk Arts Festival** is an annual community-wide event hosted during the spring in Savannah's historic Forsyth Park. Each year, the festival attracts thousands of visitors to view the "chalk art masterpieces" created by SCAD students, alumni and prospective students on the park's sidewalks for the festival's Sidewalk Arts competitions. Free and open to the public, the event features a two-night, family-friendly outdoor film series in the park and finishes with a full-day of sidewalk art, music, fare from local food and drink vendors, and a children's activity area where kids can create their own sidewalk chalk artworks.

The festival's Sidewalk Arts competition is judged by notable art and design professionals and awards first-, second- and third- place monetary prizes in the student, alumni and prospective student categories.



SCAD has also contributed in several ways to Savannah's emergence as a center of fine art.

- Launched in 2010, SCAD's annual fine arts showcase, **deFINE ART**, brings together art professionals, students, alumni, community members and visitors to celebrate the work of both established and emerging artists in the fields of painting, photography, printmaking and sculpture. The event takes place at SCAD's locations in Savannah, Atlanta, and Hong Kong over a five-day period. The event includes public lectures by renowned art world professionals, student showcases and a series of major contemporary art exhibitions.
- The **SCAD Museum of Art** serves as an educational resource for SCAD students and faculty, a cultural resource for local residents and an attraction drawing visitors from out-of-town. In the first year after its opening in the fall of 2011, the museum hosted 23 exhibitions and 153 events, including lectures, panels, film screenings, receptions, and classes. It has attracted visitors ranging from local elementary school classes, community groups and local residents to tourists and out-of-town visitors. During 2011-2012, the SCAD Museum of Art had a total of 38,486 visitors, 80 percent of whom came from out-of-town.



The museum houses SCAD's permanent collections, including the Walter O. Evans Collection of African American Art and the Earle W. Newton Collection, haute couture pieces from noted designers including Yves Saint Laurent, Chanel and Oscar de la Renta, and contemporary works by artists including Salvador Dali, Willem de Kooning, Annie Leibovitz, Pablo Picasso and Andy Warhol, as well gallery space for rotating visiting artist exhibitions.

- Throughout the year, SCAD hosts exhibitions (open to the public) at the university's seven free-standing galleries located throughout Savannah and its four galleries in Atlanta. Shows feature the work of SCAD alumni, students and faculty, as well as visiting artists. These galleries also provide SCAD students with professional development opportunities, as they gain first-hand experience with the business side of the art world— learning how to market and present their own work— while also helping them gain visibility as artists.



SCAD has similarly begun to attract visitors to Atlanta.

- Launched in February 2013, SCAD's **aTVfest** is a new three-day event showcasing the innovative and creative work being done in the television and media production industry. SCAD students are able to connect and interact with content production industry professionals in areas including network, cable, Web, social media and advertising. Hosted at SCAD's location in Atlanta, the event featured workshops, award presentations, daily screenings and panels with industry leaders in production, directing, writing, casting and visual effects.
- In January 2012, SCAD Atlanta was one of the hosts for **Global Game Jam 2012**— an annual weekend event organized by the International Game Developers Association. Students and local game developers had the opportunity to design and present their own digital and non-digital games to industry leaders and attend lectures and workshops with professionals from companies such as Microsoft, Hi-Rez Studios and Eye Wide Games.

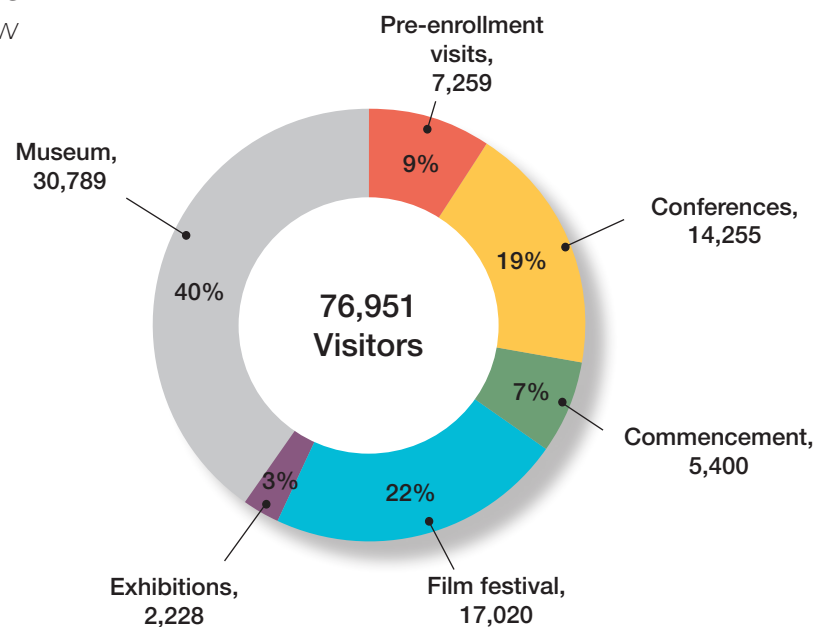
The impact of visitor spending

These and other SCAD-sponsored events have an immediate impact on the local economy as a result of spending by the visitors they draw to Savannah and Atlanta. SCAD estimates that more than 126,000 non-SCAD-affiliated visitors came to the SCAD Savannah location or events in fiscal year 2012, of whom about 60 percent (more than 76,000) came from outside Savannah.²⁰ Figure 10 shows the purpose of out-of-town visitors' trips to SCAD Savannah in fiscal year 2012. (It should be noted that this estimate of out-of-town visitors to SCAD includes several categories of visitors for whom data are not currently available, including visits by students' friends and family members and by representatives of vendors, contractors and other companies doing business with the university. As a result, the estimates of the local economic impact of visitor spending presented below probably understate its actual effect.)

Using data on spending by visitors to the city compiled by Visit Savannah, Appleseed estimates that visitors to SCAD from outside the Savannah area spent \$22.3 million in the area in fiscal year 2012. Using IMPLAN, estimates reveal that this spending directly supported 189 FTE jobs in the Savannah area. Taking into account the multiplier effect, Appleseed estimates that visitor spending directly and indirectly accounted for:

- 283 FTE jobs;
- \$9.6 million in wages; and
- \$27.6 million in economic output.

Figure 10: Estimated Number of non-local visitors to SCAD Savannah, FY 2012



In Atlanta, it is similarly estimated that off-campus spending by visitors to SCAD from outside the Atlanta area in fiscal year 2012 totaled \$1.7 million. Using IMPLAN, estimates reveal that this spending directly supported 19 FTE jobs in the Atlanta area. Taking into account the multiplier effect, Appleseed estimates that visitor spending directly and indirectly accounted for:

- 29 FTE jobs;
- \$1.0 million in wages; and
- \$2.9 million in economic output in Fulton and DeKalb counties.



Table 8: Impact of visitor spending in Savannah, FY 2012

Effect	Employment	Labor Income	Output
Direct	189	\$ 5,249,016	\$ 14,597,287
Indirect/Induced	94	\$ 4,386,787	\$ 13,008,625
Total	283	\$ 9,635,803	\$ 27,605,912

Table 9: Impact of visitor spending in Atlanta, FY 2012

Impact	Employment	Labor Income	Output
Direct	19	\$ 549,241	\$ 1,528,934
Indirect/Induced	10	\$ 478,148	\$ 1,365,327
Total	29	\$ 1,027,389	\$ 2,894,261

The growth of art- and design-based enterprises

One of the most important ways in which SCAD contributes to the economic vitality of Savannah and Atlanta is through the growth of art- and design-based enterprises founded by SCAD students and alumni. Several examples of businesses with roots at SCAD are highlighted below.

- **Paragon**, founded in 2001 by SCAD alumni Susan Isaacs, Philip Joyner and Andrew Davies, is a design studio specializing in motion, branding, print and Web design. The firm's portfolio includes Georgia-based clients such as the Savannah Economic Development Authority, Gulfstream, The Weather Channel, Inc., the Creative Coast Alliance, CNN International and the Savannah Urban Arts Festival. Their design work has won multiple awards, including Gold, Silver and Bronze Telly Awards; and Gold, Silver and Bronze ADDY awards from the American Advertising Federation.
- **Clark Creative Communications**, founded by SCAD graphic design alumna Cari Clark Phelps in 2004, is a design and communications company that provides creative brand development and market strategy solutions, including marketing and advertising, sales promotion, packaging and Web design solutions to companies across a wide-range of industries. The company's clients include a variety of Georgia-based companies and organizations, including the Memorial Health University Medical Center, the Savannah Development and Renewal Authority, Chatham Area Transit, and the Humane Society of Greater Savannah.
- **Gauge Interactive**, founded by Dan Augustine, is a Web design and development company specializing in developing and designing eCommerce sites for online retailers using the Magento e-commerce software and platform.
- **Pro Location Sound LLC**, founded in 2001 by SCAD sound design alumnus Whitney Ince, provides location sound mixing services for television and film media, including commercials, TV, films, network news, realty and documentary TV, corporate programming and sports.
- **BlueLime Studio, Inc.**, founded in 2000 by Ken Elwood, Chad Warner and Scott Swanson (a former SCAD professor and students), is an architectural rendering and animation studio specializing in computer-generated 3-D architectural modeling. The company provides these hyper-realistic interior and exterior illustrations for use by residential and corporate developers in client presentations.

- **98 Productions**, founded by Trevor Jenkins in 2006, is a digital video production studio specializing in short films for commercial production, corporate videos and graphic production. The studio provides design, production and editing services that help clients “tell their story” through a digital clip that will make a quick, lasting connection with their audience.
- **Satchel**, founded in 2006 by SCAD fashion alumna Elizabeth Seeger, offers handmade, leather bags designed and created in-house. Clients may purchase the bags in the shop or request custom pieces made-to-order by Seeger and her assistants.
- **Tiffani Taylor Gallery** is the gallery space for SCAD painting (B.F.A.) and art history (M.F.A.) alumna Tiffani Taylor. Her nature- and travel-inspired paintings and pottery are shown internationally.
- **Measure**, founded by SCAD fashion student Maria Gallo in 2012, is a fabric “parlor” that focuses not only on the quality and diversity of the fabric assortment, but on the customer experience and store ambiance as well. The store carries a wide arrangement of apparel, upholstery and drapery fabrics, as well as special collections of vintage fabrics and trimmings.
- **Fabrika**, founded by SCAD fibers student Ashleigh Spurlock, is a fabric store offering sewing supplies, custom sewing jobs and classes and craft workshops for the local Savannah community.
- **Foxy Loxy**, founded by Jennifer Jenkins in 2011, is a neighborhood café and print gallery serving espresso, craft beer, wine, desserts and snacks that also features a rotating gallery with prints for sale from emerging local and non-local artists.



While the impact of small creative ventures such as those cited above is not easily quantified, data published annually by the U.S. Census Bureau highlight the growth of this sector in the Savannah area.

In Chatham County, the number of “non-employer businesses” (individual proprietors, solo entrepreneurs or other self-employed people) operating in creative industry segments such as fashion design, jewelry-making, art galleries, architecture, design services, writing and the performing and fine arts grew by 87 percent between 2000 and 2011 – increasing from approximately 1,085 to 2,025.²¹

While it cannot be precisely determined how much of this growth is directly attributable to artists and other creative professionals who have studied at SCAD, it clearly has its roots in the environment that SCAD has helped to create.

In addition to businesses founded by SCAD students and graduates, the university itself operates two ventures that are part of the local creative economy, and that help students develop the practical skills they will need to succeed as working artists and designers.

- Opened in 2003, the university’s gallery boutique, **shopSCAD**, offers original artwork, jewelry, accessories, apparel and home décor created by SCAD students, professors and alumni. Located in SCAD’s Poetter Hall in Savannah’s historic district, the store recently completed an expansion (in 2012) that includes nearly 800 additional square feet of new merchandising space and a seating area for customers to view the available art work during individual consultation sessions with the store’s sales associates.

- **Working Class Studio** is a product development and promotion venture that markets home décor, stationery and other products created by SCAD students, faculty and alumni. The studio distributes these products on-line and through retailers throughout the U.S.. In fiscal year 2012, sales through Working Class Studio totaled \$383,124.²²

SCAD is also an active participant in efforts to develop the region's creative economy, including those of **The Creative Coast**. Founded in 1997, The Creative Coast is a non-profit organization supported by the Savannah Economic Development Authority (SEDA) and the City of Savannah with a mission "to nurture the members of our community engaged in creative or innovative endeavors and to cultivate an environment in which they can thrive" and transform Savannah "into a vibrant hub for creative and innovative business, organizations, and individuals."

The Creative Coast works with entrepreneurs in Savannah's growing knowledge-based industry sector to help them build their businesses and connect them with the resources they need. The monthly programs and events provide entrepreneurs with the opportunity to connect with the community and help further foster the network of local creative, technical and new media businesses in Savannah.





Part Four: Community engagement at SCAD

SCAD's commitment to the communities in which it operates goes beyond its role in developing human capital and fostering the growth of the creative economy. This part of our report focuses on two ways in which the university contributes to the life of its local communities:

- By expanding educational and cultural opportunities for adults and children; and
- Through volunteer community service activities.





Expanding opportunities for education in the arts

SCAD works in several ways to expand opportunities for education in the arts, both for students of all ages and for adults.

- High school students have the opportunity to study with SCAD professors and use SCAD's art facilities through the university's two summer programs for high school students: **Rising Star** and **SCAD Summer Seminars**.
- Rising high school seniors in SCAD Savannah's Rising Star program earn college credit during a five-week session in which students take part in two college-level courses of their choice, such as computer art applications, architecture, video production, digital photography, fashion technology or visual effects.
- SCAD also offers non-credit workshops for high school students grades 10-12 through its five-day Summer Seminars program, offered at both the Savannah and Atlanta locations. Students participate in two workshops per day that range from 3-D modeling, animation, and television production to fibers, graphic design, and painting.



In 2012, 754 high school students participated in these programs, including 607 in Savannah and 147 in Atlanta.

- SCAD's summer education program, **Art Smarts**, is a week-long summer day camp program for youth ages 6-14. Each summer the program offers differently themed sessions in which students have the opportunity to explore various types of art, from studio art and computer art to performance art and fashion. The program is held at the Savannah Arts Academy in Savannah and The Galloway School in Atlanta, and taught by SCAD graduate students, alumni and K-12 educators.

In 2012, 733 youth students participated in the Arts Smarts camp program, including 312 in Savannah and 421 in Atlanta.

- In October 2010, the university introduced the **SCAD Buzz Bus**, a SCAD-sponsored community outreach program that visits local elementary and middle schools and youth organizations to promote art education through student workshops, book readings, musical performances and art-supply donations.



- In the year following the opening of the SCAD Museum of Art, museum staff hosted 45 tours for K-12 schools, involving 1,300 students.

In October 2012, the museum also hosted a “family day,” featuring free admission, gallery activities, workshops and demonstrations.

With grant funding from the Hodge Foundation, the museum also launched the **Art Start** program in partnership with the Esther F. Garrison School of Visual and Performing Arts. The Art Start curriculum guides and assists teachers in using the museum’s resources as tools for learning.

- SCAD’s **summer educator programs** offer one- and two-day intensive workshops in which art teachers can earn professional education units in areas such as website design, digital photography, screen printing, paper model building and surface design. The programs also offer week-long sessions in printmaking and ceramics. In 2012, 269 teachers enrolled in these programs, including 135 at SCAD Savannah and 134 at SCAD Atlanta.

- SCAD Atlanta also offers Advanced Placement*²³ Institutes, a College Board*-sponsored program designed to prepare educators to teach and build AP* programs in art history, English or studio art.
- Executive education programs allow companies and businesses to co-create custom programs geared toward the employer’s specific needs and interests.



847

2011-12 volunteer students



7,000

hours of service programs



\$145,000

value of service activity



Community service at SCAD

SERVE, SCAD's student-led community service initiative, runs several programs that work with local Savannah agencies:

- **Book Buddies** is a weekly mentoring and reading program in which SCAD students work with children from local elementary schools, as well as the Union Mission and Frank Callen Boys and Girls Club.
- **Kid's Café** is a community-service program in which SCAD students visit charitable organizations and take part in art projects with local children. Past partner organizations include Kayton Homes, Frank Callen Boys and Girls Club, Moses Jackson, Yamacraw and Midtown Center.
- Through **H.E.Art (Healing and Education through Art)**, students spend time with patients at the Anderson Cancer Institute at Memorial Health in Savannah doing arts and crafts with cancer patients.
- Through **Pet Project**, SCAD students spend time visiting dogs and cats at the Humane Society of Savannah, helping to better socialize the animals and prepare them for adoption.

During the 2011-12 academic year, a total of 847 SCAD students participated in more than 7,000 hours of volunteer community service programs in the Savannah and Atlanta areas.²⁴ Based on data published by Independent Sector (a national coalition of not-for-profit organizations) on the value of volunteer time in Georgia in 2011,²⁵ Appleseed estimates the value of these services is more than \$145,000.

Through these and other programs, SCAD and its students have shown that the arts can be a resource not only for strengthening the local economy, but for enriching the lives of community residents as well.





Part Five: Preserving a
heritage, building a future



Since its founding 35 years ago, SCAD has helped Savannah demonstrate that a community can be fully committed to preserving the best aspects of its heritage while at the same time remaining clearly focused on building its future – a tradition that it has carried over to Atlanta and the university’s other locations.

As significant as its impact has been, SCAD’s contribution to the continued growth of the creative economy – in Savannah, Atlanta and beyond – could be even greater during the next five to 10 years. This is so for several reasons.

Responding to the needs of a rapidly evolving creative economy

SCAD has in recent years been particularly effective in quickly developing and successfully launching new programs in emerging areas of art and design, such as motion media design, service design and themed entertainment design, and fashion marketing and management. As it continues to create new programs, SCAD will reinforce its position as a leading source of the highly-skilled professionals on whom the continued development of the creative economy depends – and its ability to attract to Savannah and Atlanta talented young people from across the U.S. and around the world.

Extending SCAD's market through eLearning

SCAD's rapidly expanding eLearning program provides a channel through which the university can reach thousands of students who otherwise would not have access to the educational and career opportunities SCAD offers. It thus provides a means through which SCAD can "export" its programs from Savannah and Atlanta to students around the world. The number of students participating in SCAD's online programs is expected to double in the next two years, to approximately 2,000.



Increased collaboration

SCAD's Collaborative Learning Center (CLC), launched in 2010, embodies the university's commitment to working closely with industry partners and to providing students with real-world practical experience. In fiscal year 2012, SCAD faculty and students engaged in 40 projects with a wide range of industry partners. As the CLC continues to develop its web of collaborative working relationships, it will help more and more companies (in Georgia and elsewhere) address strategic design challenges, and it will enhance both learning and career opportunities for SCAD students.

Building a global brand

By attracting international students to Savannah and Atlanta, through the development of its locations in Lacoste and Hong Kong and its eLearning program, and through its partnerships with global companies, SCAD is building a world-wide reputation as a leader in art and design. In doing so, it also helps to raise the visibility of both cities as centers for the arts and creative industries.



Endnotes

1. Data provided by the SCAD Office of Institutional Effectiveness
2. Ibid.
3. SCAD Office of Institutional Effectiveness
4. Appleseed calculations based on SCAD employment data and data on private-sector payroll employment in Savannah in 2011 from the U.S. Census Bureau's Local Employment Dynamics (LED) series.
5. Appleseed calculations based on SCAD employment data and data from the U.S. Census Bureau's 2011 American Community Survey on employment of Savannah residents.
6. SCAD Office of Institutional Effectiveness
7. SCAD Office of Institutional Effectiveness
8. The IMPLAN input-output modeling system is a tool of economic analysis that can be used to measure the direct and indirect impacts of a change in income, spending, or employment in a given industry on employment, earnings and overall economic output within a defined geographic area. It is widely used in analyses of the economic impact of institutions, companies, development projects and changes in public policy.
9. For purposes of economic impact analysis, output is defined as the total value of final sales by all businesses and institutions in the area being analyzed.
10. SCAD Office of Institutional Effectiveness
11. Ibid.
12. SCAD Office of Institutional Effectiveness
13. SCAD Office of Institutional Effectiveness
14. SCAD Office of Institutional Effectiveness
15. Appleseed calculations based on data from the U.S. Census Bureau's 2000 Census and American Community Survey for 2011.
16. SCAD Office of Institutional Effectiveness
17. Jaison Abel and Todd Gabe, "Human Capital and Economic Activity in Urban America," Federal Reserve Bank of New York, staff report no. 332, July 2008, pp. 1-2.
18. Enrico Moretti, "Social Returns to Human Capital," NBER Reporter: Research Summary, Spring 2005.
19. Richard Caves, *Creative Industries*, Harvard University Press, 2000.
20. SCAD Office of Institutional Effectiveness
21. Appleseed calculations, based on county-level U.S. Census Bureau data on "non-employer businesses," 2000-2011
22. SCAD, *Strategic Plan Retrospective Results 2007-2012*, p. 40
23. * College Board, AP, Advanced Placement, Advanced Placement Program are registered trademarks of the College Board. Used with permission.
24. SCAD Office of Institutional Effectiveness
25. www.independentsector.org/volunteer_time. The value of an hour of volunteer time in Georgia in 2011 was estimated to be \$20.77.

Local Roots, Global Reach

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September 2013

appleseed 

