

Quality Enhancement Plan Executive Summary

Savannah College of Art and Design

SCADamp — the university’s 2020 Quality Enhancement Plan — is grounded in three years of internal and external research, and informed by broad-based participation from the entire SCAD community, including students, faculty, staff, alumni, employers, and governing board members.

SCADamp is a professional presentation studio that prepares creatives to amplify their stories through verbal, visual, and interpersonal communication. Across a spectrum of formal and informal contexts, students who engage with SCADamp learn to:

- ▶ Effectively articulate compelling content to a variety of audiences (i.e., speak).
- ▶ Showcase a professional presence through high-impact visuals (i.e., visualize).
- ▶ Adapt interpersonal communication to maximize professional opportunities (i.e., connect).

SCADamp is housed within academic services and employs a dynamic team of communication coaches focused on elevating students’ abilities to speak, visualize, and connect across a spectrum of formal and informal peak-performance moments. From formal peak-performance moments (e.g., an interview with a potential employer) to those spontaneous, informal moments where a subtle approach is needed (e.g., an elevator pitch) — SCADamp covers it all.

Open to all students at no charge, SCADamp offers robust programming — workshops, events, and one-on-one or team coaching — designed to elevate students’ professional communication skills. The SCADamp workshop series includes 18 not-for-credit workshops that are carefully curated to offer a progressively rigorous out-of-class learning experience. Students who complete all 18 workshops earn the SCADamp Certificate of Completion.

Outfitted with the latest communication technology and housed within inspiring spaces, SCADamp facilities reflect the professional workplace and also create a welcoming environment for students to find their voice. From virtual reality stations that replicate peak public speaking moments to embedded cameras that record and replay rehearsals and presentations, SCADamp technology reflects the diverse ways students will speak, visualize, and connect with future employers, teams, and audiences. SCADamp physical spaces are supplemented by robust online and virtual resources and engagement opportunities, including the SCADamp Blackboard Learning Community.

Annually, with support from institutional effectiveness and assessment, SCAD implements a comprehensive assessment cycle to evaluate the intended impacts of the university’s 2020 QEP, which include:

- ▶ Improve students’ abilities to speak, visualize, and connect across a spectrum of formal and informal peak-performance moments.
- ▶ Enhance alumni professional outcomes, defined as alumni employment in a creative field.
- ▶ Improve stakeholder (i.e., students, alumni, employers) perception of SCAD students’ professional communication confidence and preparedness.

Since 2020, SCADamp has worked diligently to establish itself as the preeminent source of knowledge for professional communication. SCADamp coaches have engaged more than 32,000 students, alumni, faculty, and staff through nearly 700 workshops, 1,100 classroom visits, and 3,900 coaching sessions. SCADamp has quickly become a part of the university’s DNA and has made a measurable impact on the learning and career preparation of SCAD students.