SCADnet

How does SCAD attract and support a diverse student population?

The Savannah College of Art and Design (SCAD) ecosystem is a vibrant and interconnected system that encompasses academic programs, student support services, faculty knowledge, industry collaborations, and community outreach. Its primary goal is not only to offer top-tier education in art and design but also to cultivate an inclusive, diverse, and engaging learning environment. Through its integrated efforts—ranging from recruitment strategies and scholarship opportunities to student life enrichment, alumni connections, and global campus access—SCAD is well-equipped to attract and support students from a wide range of cultural, geographic, and personal backgrounds.

Legend:
- Students
- SCAD Events
- SCAD workteam
- Industry
- Scholarship Promotion Group

Promote Specialized Programs to Attract Diverse Talent

SCAD offers unique programs like the fragrance marketing and management minor, designed to prepare students for specific industries. By marketing these specialized courses, SCAD can attract students with diverse interests and backgrounds, showcasing the institution's commitment to catering to varied career paths.

Leverage Industry Partnerships for Enhanced Visibility

Through SCADpro, the university collaborates with Fortune 100 companies and various brands, providing students with real-world project experience. Highlighting these partnerships in marketing materials can demonstrate SCAD's commitment to practical, industry-relevant education, appealing to prospective students and donors alike.

Enhance Scholarship Promotion to Support Underrepresented Groups

Scholarship programs are pivotal in attracting students from diverse backgrounds. By actively promoting scholarships aimed at underrepresented communities, SCAD can demonstrate its dedication to accessibility and inclusion, making education more attainable for all.

Diagram labels: INDIRECT, DIRECT, CORE, Prospective Students, Healthcare Industry, Technology and Innovation Experts, Educational Institutions, leading brands, SCADpro Account Leads and Staff, SCAD Alumni (SCADpro Fund), SCADpro, Industry Partnerships, Public Sector Entities, Nonprofit Organizations (UNICEF), Community Organizations, SCAD SERVE, SCAD NOW, Press Outlets, Programs Team, Career and Alumni Success Services, SCAD Faculty, SCAD Staff, SCAD Board of Trustees, Admissions and Enrollment Management, Donors, SCAD Students, Global Students, Prospective Students' Families, Alumni, Events and Experiences, Design Challenges, Workshops, SCAD Summer Seminars, Portfolio Reviews, Pre-College Programs, SCAD Day, Admissions Office, Financial Aid Office, Scholarship Promotion Group, High School Counselors and Art Teachers, Marketing and Communications Department, Government and Educational Authorities. Connection labels: advertising, Support, Believe, real-world project collaboration, Access, Develop, Collaborate.