

leadership development program

FOR RECENT GRADUATES



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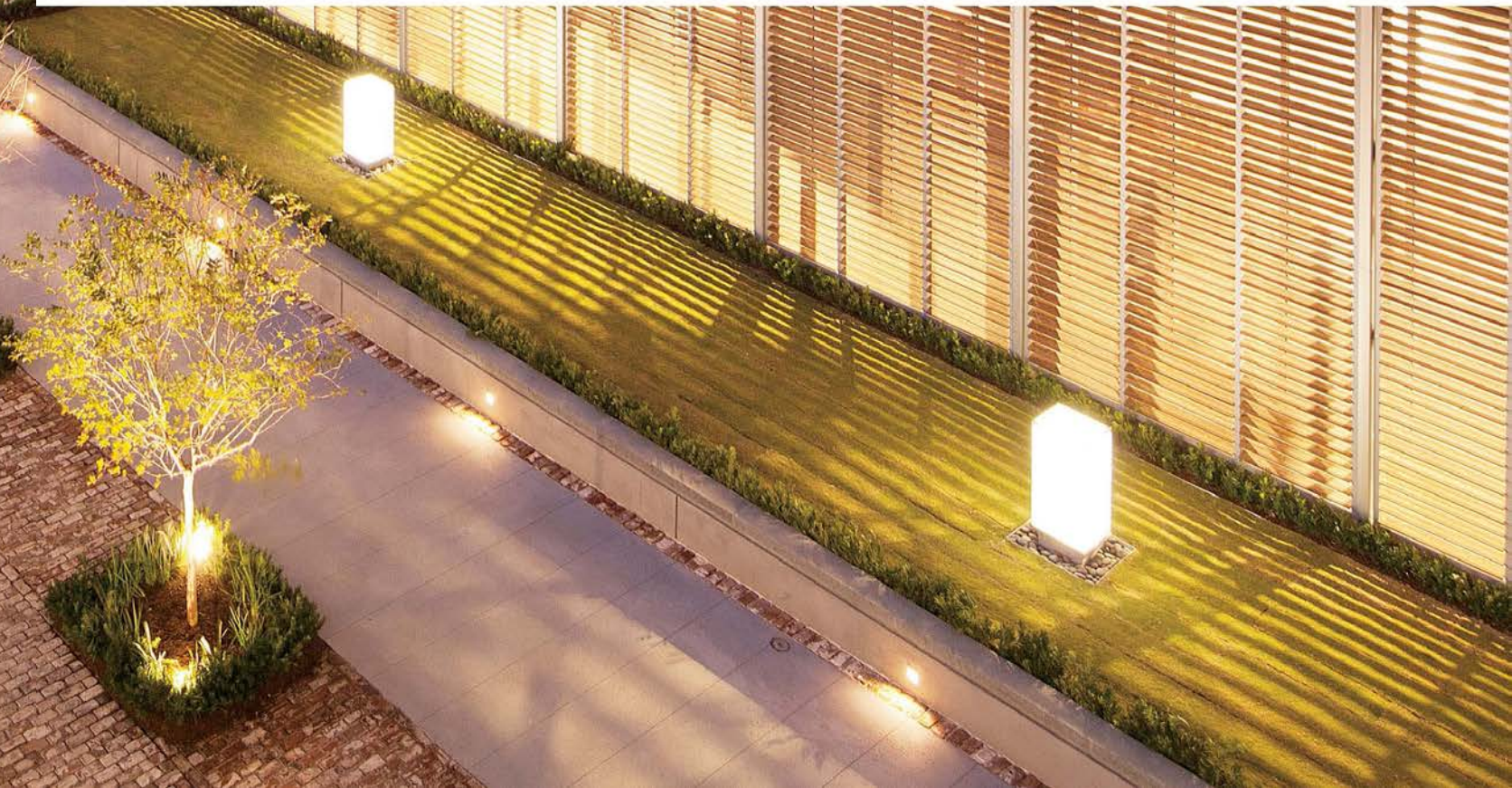
 Admission Pre-Test

WELCOME TO SCAD

The Savannah College of Art and Design is a private, nonprofit, accredited institution conferring bachelor's and master's degrees at distinctive locations and online to prepare talented students for professional careers. SCAD offers degrees in more than 40 areas of study, as well as minors in nearly 60 disciplines in Savannah and Atlanta, Georgia; in Hong Kong; in Lacoste, France; and online through SCAD eLearning.

SCAD has more than 20,000 alumni and offers an exceptional education and unparalleled career preparation. The diverse student body, consisting of more than 11,000 students, comes from all 50 United States and more than 100 countries worldwide. Each student is nurtured and motivated by a faculty of more than 700 professors with extraordinary academic credentials and valuable professional experience. These professors emphasize learning through individual attention in an inspiring university environment. SCAD's innovative curriculum is enhanced by advanced, professional-level technology, equipment and learning resources and has garnered acclaim from respected organizations and publications, including 3D World, American Institute of Architects, BusinessWeek, DesignIntelligence, U.S. News & World Report and the Los Angeles Times.

For more information, visit scad.edu.



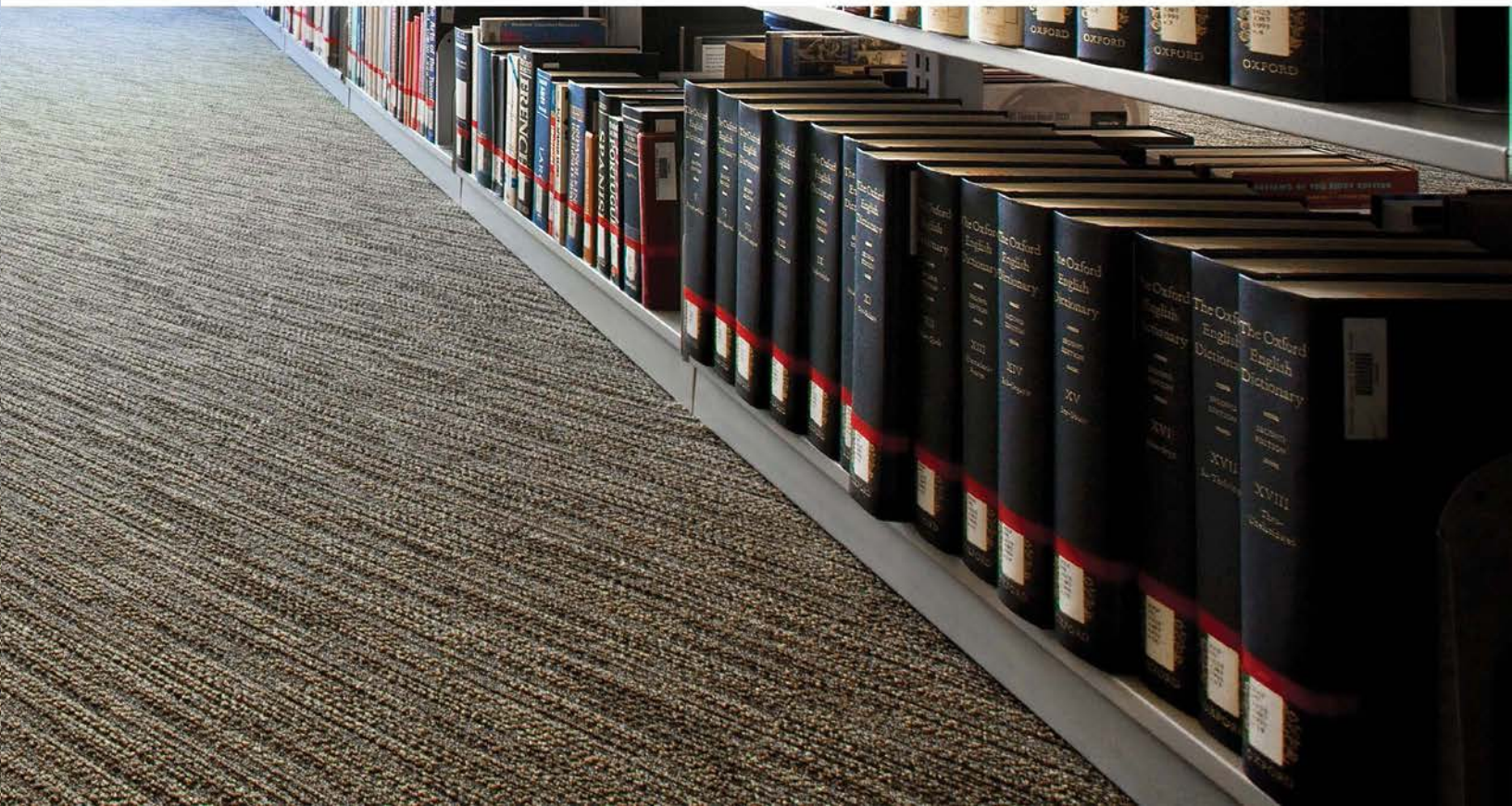
GENERAL PROGRAM INFORMATION

Welcome Inaugural Class to the SCAD Leadership Development Program!

The SCAD leadership development program for recent graduates exists to cultivate and challenge talented future leaders in SCAD's creative and innovative culture.

The program aims to mentor future leaders through an advanced and sophisticated curriculum, focusing on a blend of student facing and support functions. This variety allows the future leaders to get an understanding of how SCAD recruits, retains and researches the best students in the world while becoming well-versed in SCAD. It is the intention that by being well-versed in all of SCAD, that upon successful completion of the program, the participants will be able to contribute across the university.

Individual assignments and group projects are designed within the curriculum to ensure participants develop and hone professional and leadership skills while providing opportunities for collaboration and team building. Participants will experience a focused yet holistic program to provide perspective and insight into the entire university.



SCAD leadership and rotation executives



"Papa Legba open the gate for me"

WALTER D. EVANS CENTER
FOR AFRICAN AMERICAN STUDIES

**leadership
development
team**





JOHN PAUL ROWAN
Vice President for SCAD Hong Kong

Vice President for SCAD Hong Kong John Paul Rowan earned a B.A. in economics from the University of Mississippi, an Advanced Diplôme in Pâtisserie and Cuisine from Le Cordon Bleu in Paris, and an M.B.A. in finance and strategy from Emory University. Rowan co-founded Rowan Media LLC, a media and Web consulting company based in Atlanta. He is a lifetime member of the Hong Kong Designers Association, serves on the board of the Georgia Chamber of Commerce, on the board of Create Hong Kong and is a member of the Federation for Continuing Education in Tertiary Institutions. He has served in various leadership roles during the formation and ongoing operation of SCAD Atlanta and in operations at SCAD Savannah.



LESLEY HANAK
Vice President for Human Resources

Vice President for Human Resources Lesley Hanak has served SCAD for 12 years. She leads a staff of more than 30 with a wealth of experience guiding her. Her responsibilities include overseeing human resources operations, compensation, recruiting, benefits, employee relations, and learning and development. Her roles over the past twelve years with SCAD include human resources manager, associate director, director, senior director and interim vice president. Prior to SCAD, Hanak was a long-term care administrator at the John Wesley care facility and a financial administrator for an interior design company. She holds a B.S. in health care administration.



NICKIE GREEN
Director of Human Resources

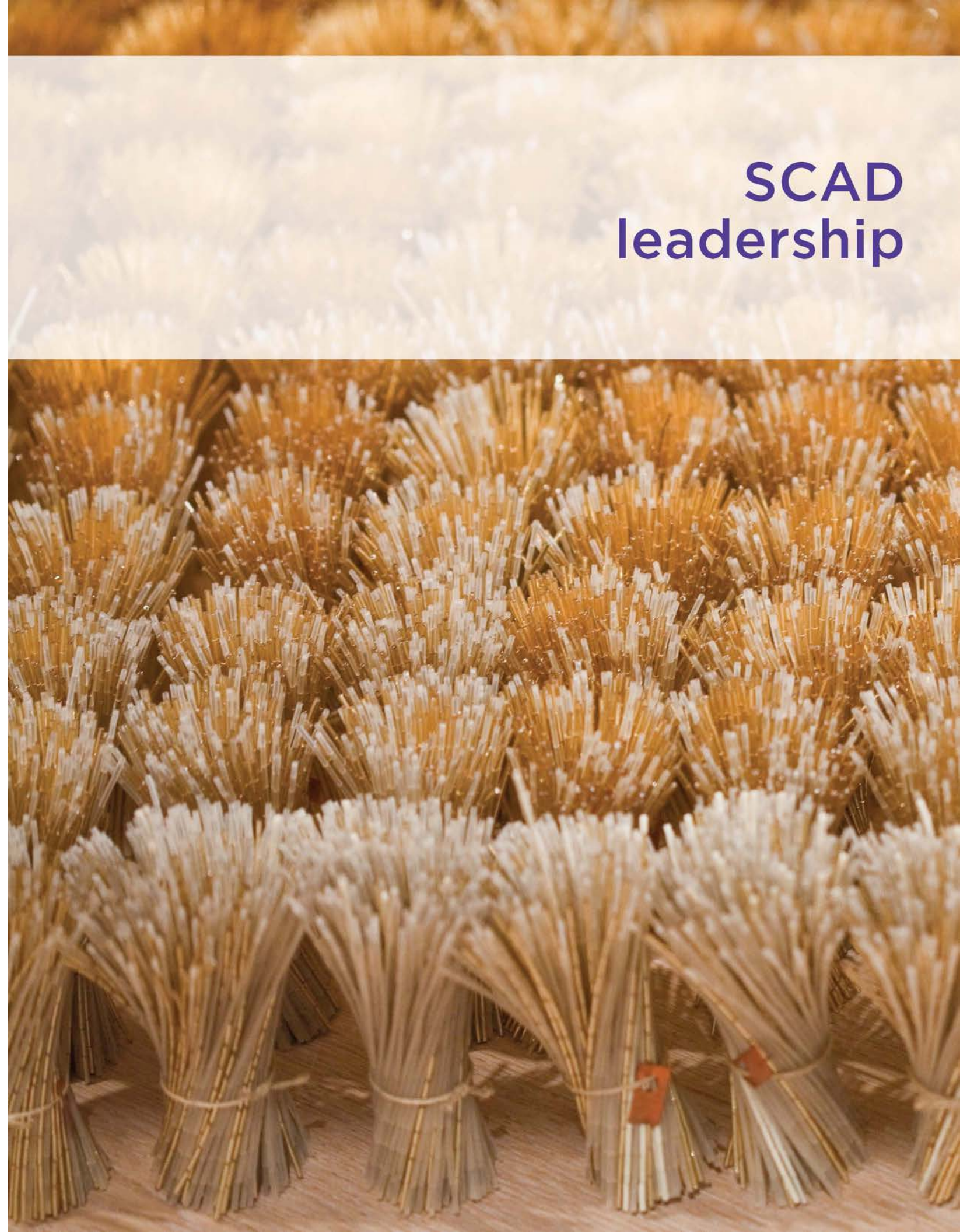
Nickie Green joined SCAD human resources in 2003 where she recruited and selected staff for all areas of the university. Over the course of seven years, she expanded and developed the recruitment department, as well as directing staff recruitment for SCAD Savannah and Atlanta. In 2010, Green relocated to SCAD Hong Kong to launch and manage human resources operations as the director of human resources for the university's newest location. She holds a bachelor's degree in journalism and a master's degree in psychology with a focus in counseling.



J.J. WALLER
Executive Director of Finance

As executive director of finance, J.J. Waller oversees the planning, analysis, decision support functions; treasury management; risk and insurance; and the auxiliary service lines. Waller joined SCAD in 2009 as the business manager of executive administration. He also led the SCAD 2020 initiative, resulting in millions of dollars of cost savings for the university. Before joining SCAD, Waller served as a financial consultant in the healthcare industry focusing on mergers and acquisitions, valuations, compensation modeling, among others. Waller received his B.B.A with emphasis in banking and finance from the University of Mississippi and subsequently received his M.A. with distinction in economics.

SCAD
leadership

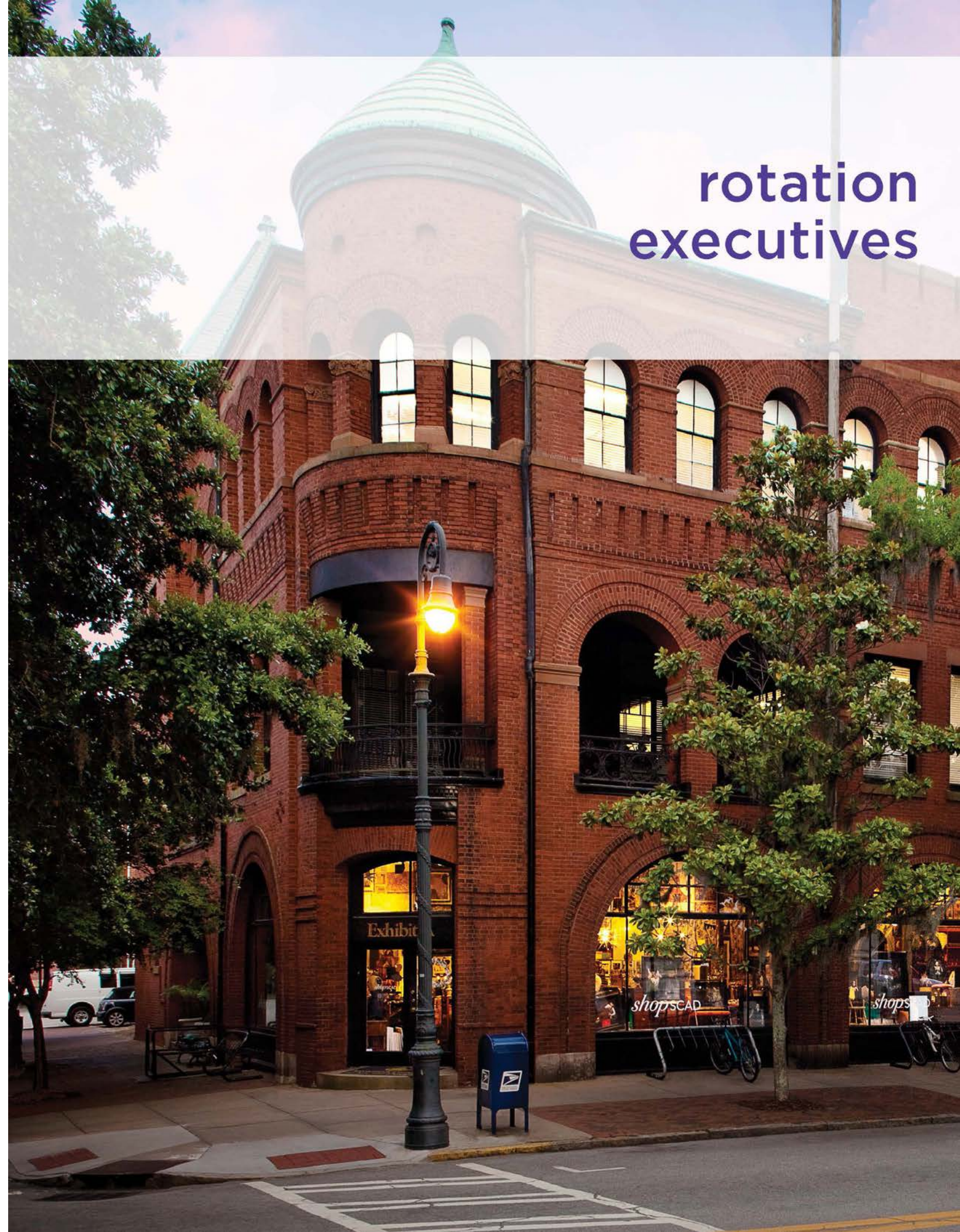




PAULA WALLACE
President and Co-founder

Paula Wallace is the president and co-founder of the Savannah College of Art and Design. Since her appointment as president in 2000, she has established many of the university's innovative academic outreach programs. She is the visionary behind SCAD's most popular annual events, a celebrated author of six interior design and children's books and has advanced SCAD's award-winning legacy of historic preservation in Savannah and abroad. To support the work of SCAD student-artists, faculty, and alumni, President Wallace founded shopSCAD and Working Class Studio, an innovative product development venture designed to teach students about the marketplace. President Wallace oversees the university's permanent art collection as well as the SCAD Museum of Art. Prior to her appointment as president, she served as vice president, academic dean, and provost. She is a member of the National Advisory Board of the National Museum of Women in the Arts in Washington, D.C. President Wallace earned a B.A. degree from Furman University, and M.Ed. and Ed.S. degrees from Georgia State University.

rotation
executives



ROTATION EXECUTIVES

JOE MANORY
Chief Financial Officer

Joseph "Joe" Manory joined SCAD as chief financial officer in January 2012. His responsibilities include overseeing the business and finance areas of the university. Manory has an extensive background in corporate finance, planning, accounting and operations, and most recently served as CFO at Deerfield Academy, a private residential secondary school in Deerfield, Massachusetts. Prior to that, he served as vice president and treasurer of Quest Diagnostics Inc. in Lyndhurst, New Jersey. Manory holds a B.A. in economics from Providence College and an M.M. in management, accounting and finance from the Kellogg School at Northwestern University.

KARI HERRIN
Vice President
for Creative Direction

As vice president for creative direction, Kari Herrin directs the global development and distribution of SCAD creative and design entities such as Design Press, ShopSCAD, conferencing, events, SCAD's in-house publishing division, visual media, exhibitions and industry partnerships. A graduate of the University of Georgia, Herrin earned a Bachelor of Science degree in Family and Consumer Sciences before joining SCAD in 1999 as an event coordinator and quickly becoming director of events. In 2006, Herrin was named executive director of presidential initiatives where she oversaw unprecedented growth of innovative projects like Working Class Studio and SCAD's sizable permanent collection.

SCOTT LINZEY
Vice President
for Enrollment Management

Scott Linzey is vice president for enrollment management, a position he has held since joining SCAD in 2008. His responsibilities include recruitment and enrollment of qualified applicants for all SCAD locations, including eLearning. Linzey's admission experience, as well as education marketing and communications consulting, spans 17 years at institutions of higher education such as Mount Saint Mary's University and Villa Julie College. He earned a B.A. in political science and an M.B.A. from Mount Saint Mary's University.

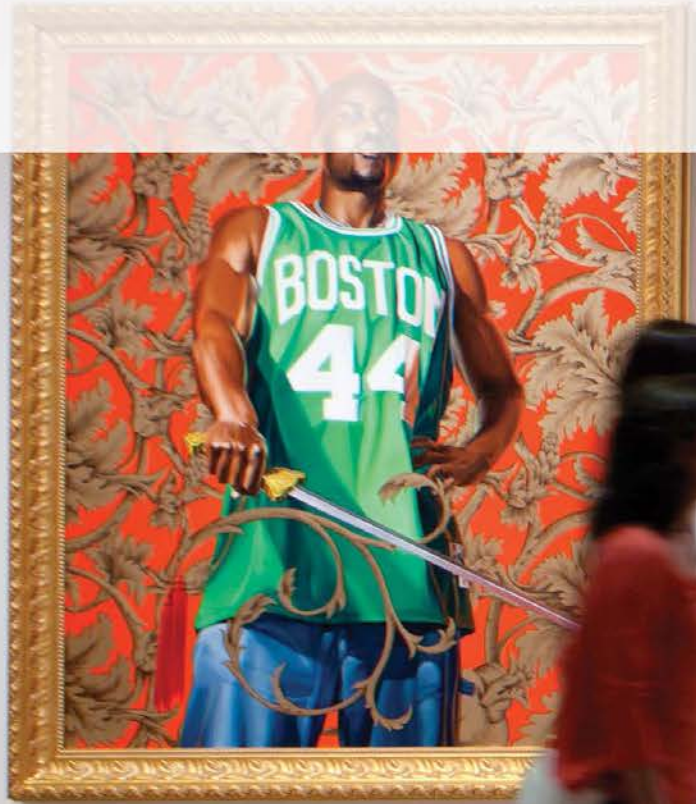
DR. PHIL ALLETTO
Vice President
for Student Success

Vice President for Student Success Phil Alletto joined SCAD in 2006. He oversees all areas of student development, including residence life, student activities, and personal and educational counseling. Alletto spent 15 years in higher education prior to coming to SCAD, most recently at Dixie State College in Utah where he was in charge of all areas of student development, student life and student services. He received an Ed.D. from the University of Utah in educational leadership and policy and an M.Ed. from Brigham Young University in educational administration and adult and continuing education.

DANNY FILSON
Executive Director
of External Relations

In addition to his role as director of external relations, Danny Filson liaises with the offices of institutional advancement, creative direction and the ombudsman. Filson has been with SCAD for 14 years and in that time has served as the director of the Trustees Theater, dean of the School of Performing Arts and the executive director of the Savannah Film Festival.

leadership development program



orientation schedule



2012

Mon July 2

| | |
|---------|--|
| 9:00am | pastries and coffee participants and leadership development team location: tomochichi room, 2nd floor, poetter hall |
| 9:20am | words of encouragement leadership development team |
| 9:30am | welcome to SCAD presentation: keys to success John Paul Rowan |
| 10:00am | orientation agenda program purpose and expectations |
| 10:30am | mission, vision and values why are we here? welcome to SCAD history of SCAD introduction to locations leadership powerpoint SCAD executives |
| 11:00am | essential policies and paperwork |
| 12:00pm | lunch location: gryphon tea room |
| 1:30pm | SCAD tour tour departs from gryphon tea room |
| 4:00pm | desk and office assignments location: lai wa hall, 622 drayton street |
| 4:30pm | banther assessment |

2012

Tues July 3

| | |
|---------|---|
| 8:30am | start day at desk |
| 9:30am | admission pre-test |
| 11:30am | team meeting and assignments location: lai wa hall board room |
| 12:00pm | lunch on own |
| 1:30pm | technology training location: jen library, room 328 |
| 3:30pm | SCAD ID and parking decal location: bradley hall |
| 4:00pm | presentation planning and preparation |

Wed July 4

SCAD observes holiday — college closed

Thurs July 5

| | |
|--------|-------------------------------|
| 8:30am | presentation prep time |
|--------|-------------------------------|

Fri July 6

| | |
|-----------|---|
| 9:00am | banther results and team discussions location: clinard hall first floor conference room |
| afternoon | presentation prep time |

2012

| | | |
|---------|--|--|
| Sun | July 8 | |
| 7:30pm | casual dinner | location: AJ's restaurant |
| Mon | July 9 | |
| 9:30am | presentation: a new SCAD event for students | team 1 presents location: lai wa hall board room |
| 10:15am | presentation: a new SCAD event for students | team 2 presents location: lai wa hall board room |
| 1:30pm | benefits orientation | location: clinard hall first floor conference room |
| 2:30pm | individual meetings | meeting time and location TBA |
| Tues | July 10 | |
| 8:30am | presentation prep time | |
| 6:30pm | event: Anthony Vanky | guest speaker from MIT location: SCAD Museum of Art theater |
| Wed | July 11 | |
| 8:30am | presentation prep time | |
| 1:30pm | team building exercise | location: clinard hall second floor conference room |

2012

| | | |
|-----------|---|---|
| Thurs | July 12 | |
| 8:30am | presentation prep time | |
| 12:00pm | luncheon with rotation executives | location: Soho South Cafe |
| afternoon | presentation prep time | |
| Fri | July 13 | |
| 9:00am | presentations: start with why | teams present location: clinard hall first floor conference room |
| 10:00am | group discussion: start with why | |
| 1:30pm | individual presentations: who I am and what I want | location: lai wa hall board room |

program
calendar



2012

| | |
|------------------------|---|
| July week of | 2 - 6 initial orientation to program |
| | 9 - 13 the test project experience and assessment feedback |
| | 16 - 20 rotation 1 begins |
| | 23 - 27 rotation 1 |
| Aug week of | July 30 - August 3 rotation 1 |
| | 6 - 10 rotation 1 |
| | 13 - 17 rotation 1 |
| | 20 - 24 rotation 1 |
| | 27 - 31 rotation 1 |
| Sep week of | 3 - 7 rotation 1 |
| | 10 - 14 rotation 1 |
| | 17 - 21 rotation 2 begins |
| | 24 - 28 rotation 2 |
| Oct week of | 1 - 5 rotation 2 |
| | 8 - 12 rotation 2 |

2012 - 2013

| | |
|-----------------------|--|
| | 15 - 19 rotation 2 book presentation due: marketing outrageously |
| | 22 - 26 rotation 2 |
| Nov week of | * SCAD Atlanta excursion |
| | October 29 - November 2 event week: Savannah Film Festival |
| | 5 - 9 rotation 2 |
| | 12 - 16 rotation 2 |
| | 19 - 23 rotation 2 |
| | 26 - 30 rotation 3 begins |
| Dec week of | 3 - 7 rotation 3 |
| | 10 - 14 rotation 3 |
| | 17 - 21 rotation 3 |
| | 24 - 28 rotation 3 |
| Jan week of | * program recruitment activities |
| | December 31 - January 4 non-rotation week midpoint assessments |

2013

| | |
|-----------------------|--|
| | 7 - 11 rotation 3 book presentation due: five levels of leadership |
| | 14 - 18 rotation 3 |
| | 21 - 25 rotation 3 |
| Feb week of | * program recruitment activities |
| | January 28 - February 1 rotation 3 |
| | 4 - 8 rotation 4 begins |
| | 11 - 15 rotation 4 |
| | 18 - 22 rotation 4 |
| Mar week of | February 25 - March 1 rotation 4 |
| | 4 - 8 rotation 4 |
| | 11 - 15 rotation 4 book presentation due: how we decide |
| | 18 - 22 event week: deFINE Art |
| | 25 - 29 rotation 4 |
| Apr week of | 1 - 5 rotation 4 |
| | 8 - 12 rotation 4 |

2013

| | |
|-----------------------|---|
| | 15 - 19 event week: SCAD Style |
| | 22 - 26 rotation 5 begins Program Orientation Binder presentation due |
| May week of | April 29 - May 3 rotation 5 book presentation due: how to sell anything to anyone |
| | 6 - 10 rotation 5 |
| | 13 - 17 rotation 5 |
| | 18 key event: Fashion Show |
| | 20 - 24 rotation 5 |
| | 27 - 31 rotation 5 |
| Jun week of | 1 key event: Commencement |
| | 3 - 7 rotation 5 |
| | 10 - 14 rotation 5 |
| | 17 - 21 rotation 5 |
| | 24 end of program presentations |

**program
rotation**

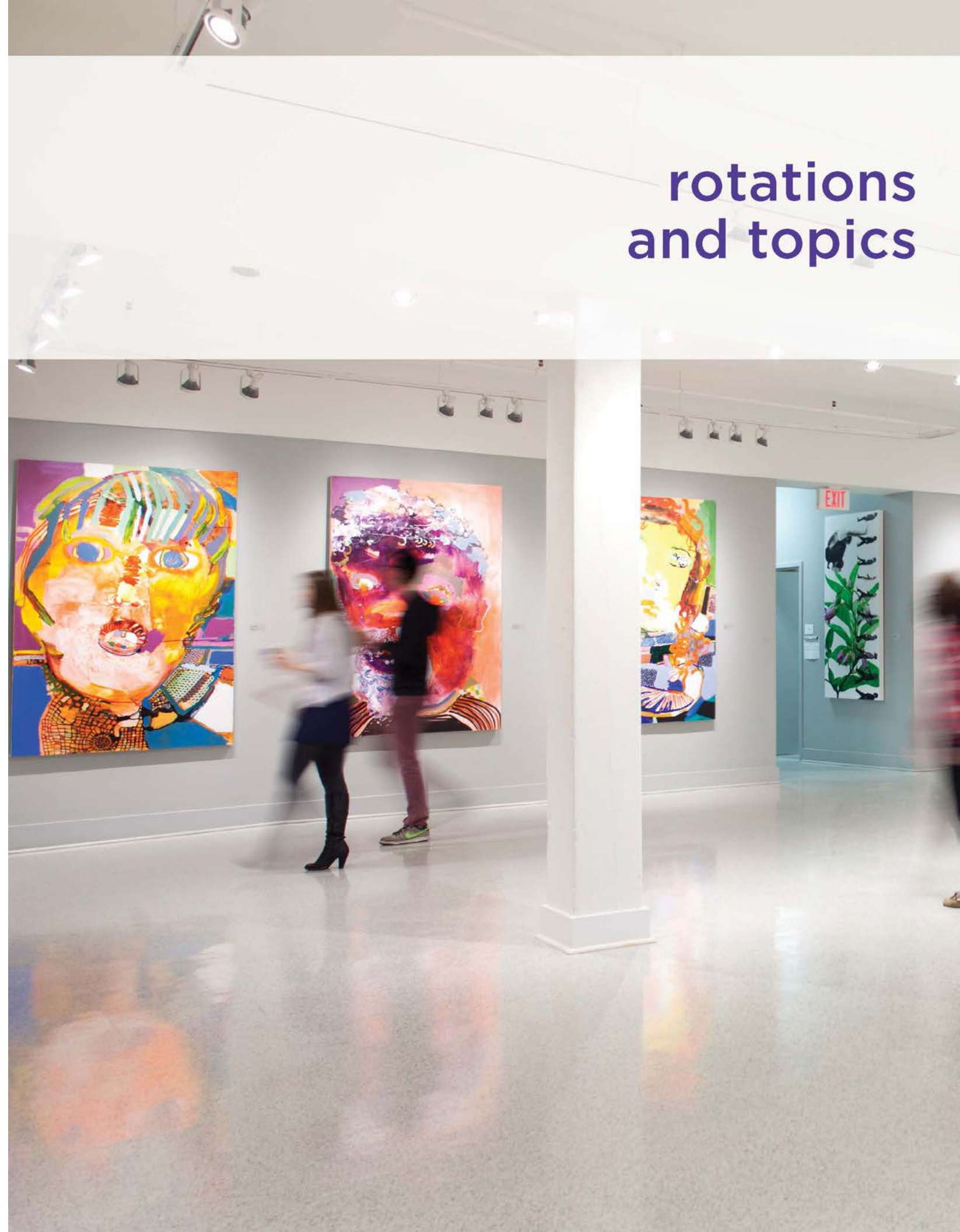


PROGRAM ROTATION

notes:

| | Morgan Corbett | Joanna Dozier | Jonathan Neshena | Christina Wilson |
|----------------|-----------------------------|-----------------------------|-----------------------------|-----------------------------|
| rotation one | Student Success | Communications | Finance/ Human Resources | Enrollment Management |
| rotation two | Finance/ Human Resources | IA/ Events | Student Success | Communications |
| rotation three | Communications | Enrollment Management | IA/ Events | Student Success |
| rotation four | IA/ Events | Student Success | Enrollment Management | Finance/ Human Resources |
| rotation five | Enrollment Management | Finance/ Human Resources | Communications | IA/ Events |

rotations and topics



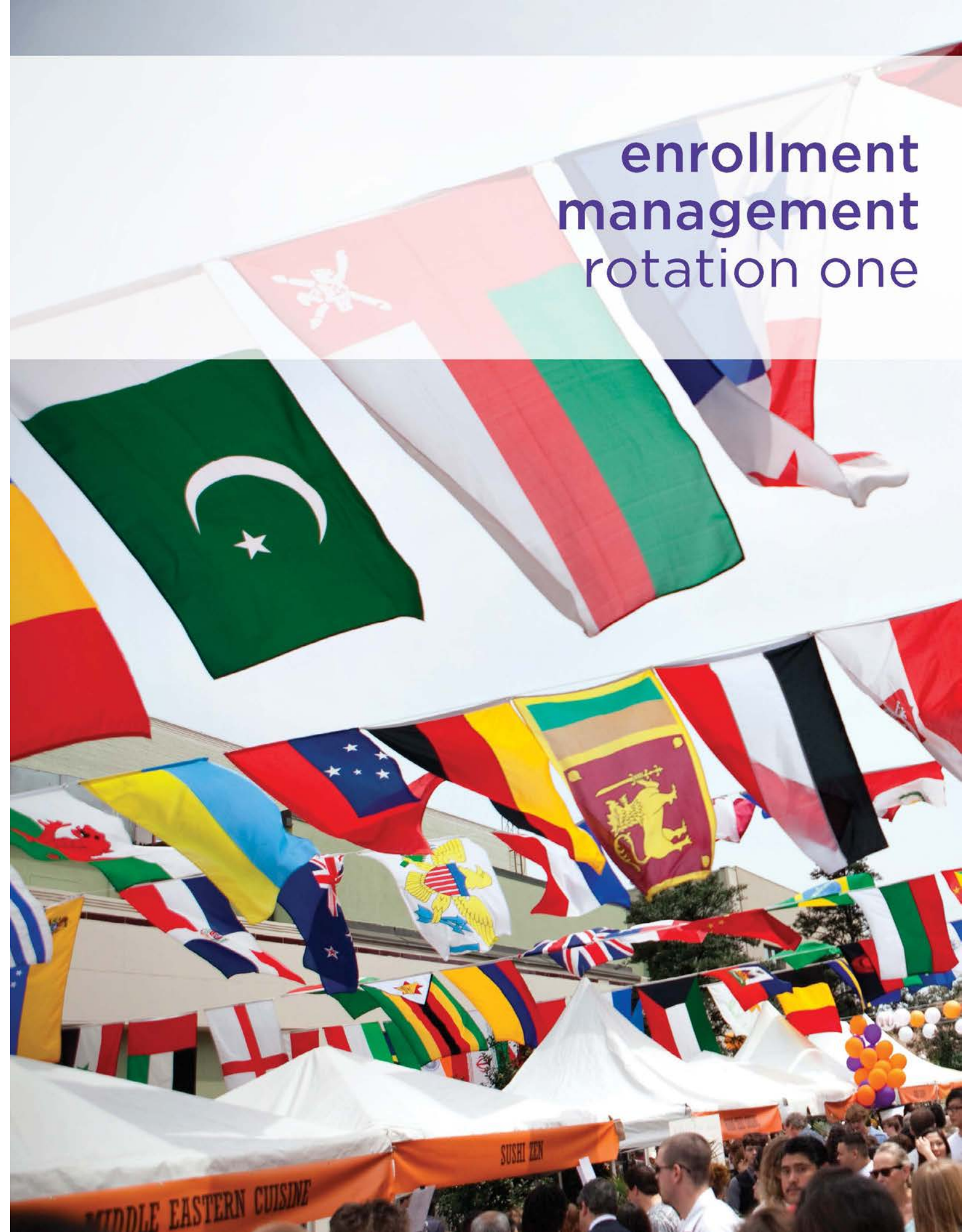
ROTATIONS AND TOPICS

| | Enrollment Management | Student Success | Communications | Finance/ Human Resources | IA/ Events |
|------------|-------------------------|--------------------|--------------------------|----------------------------------|---------------------|
| week one | Department Basics | Department Basics | Department Basics | Department Basics | Department Basics |
| week two | SCAD in the Marketplace | Student Activities | The Main Message | Accounting | The SCAD Experience |
| week three | Multiple Locations | Retention | Program/ School Campaign | Planning, Analysis and Budgeting | Donors |
| week four | International Students | Graduate Students | Technology | Special Projects and Auxiliaries | Fundraising Events |
| week five | Recruitment Strategies | Student Engagement | The Media | Internal Audits | Alumni |

ROTATIONS AND TOPICS

| | Enrollment Management | Student Success | Communication | Finance/ Human Resources | IA/ Events |
|------------|-----------------------------|-------------------------------|-------------------------|--------------------------|----------------------------|
| week six | The Decision to Matriculate | Where's My Job? | Grow It | Recruitment | Campaign Enhancements |
| week seven | Does Location Matter? | Resources for Success | The SCAD Voice | Retention | The SCAD Mission |
| week eight | Successful SCAD Students | The Residence Hall Experience | Internal Communications | Learning and Development | Students are Future Donors |
| week nine | Wild Card | Wild Card | Wild Card | Future Leaders | Wild Card |

enrollment
management
rotation one



ROTATION ONE: ENROLLMENT MANAGEMENT

| | Theme | Assignment |
|------------|-------------------------|--|
| week one | Department Basics | Learn department functions and fundamentals. |
| week two | SCAD in the Marketplace | How are we rated as an institution and within each program? |
| week three | Multiple Locations | What differentiates SCAD Atlanta from SCAD Savannah, and from competitors in urban and destination campuses? |

notes:

ROTATION ONE: ENROLLMENT MANAGEMENT

| | Theme | Assignment |
|-----------|-----------------------------|--|
| week four | International Students | How can we overcome the challenges international students face in applying and enrolling in SCAD? |
| week five | Recruitment Strategies | Master the admission tour. |
| week six | The Decision to Matriculate | Create a survey (and implementation plan) for high school counselors to determine SCAD's reputation. |

notes:

ROTATION ONE: ENROLLMENT MANAGEMENT

Theme

Assignment

week seven

Does Location Matter?

What SCAD location should be marketed to specific geographic areas or student demographic?

week eight

Successful SCAD Students

Identify the top three indicators for success at SCAD in prospective students.

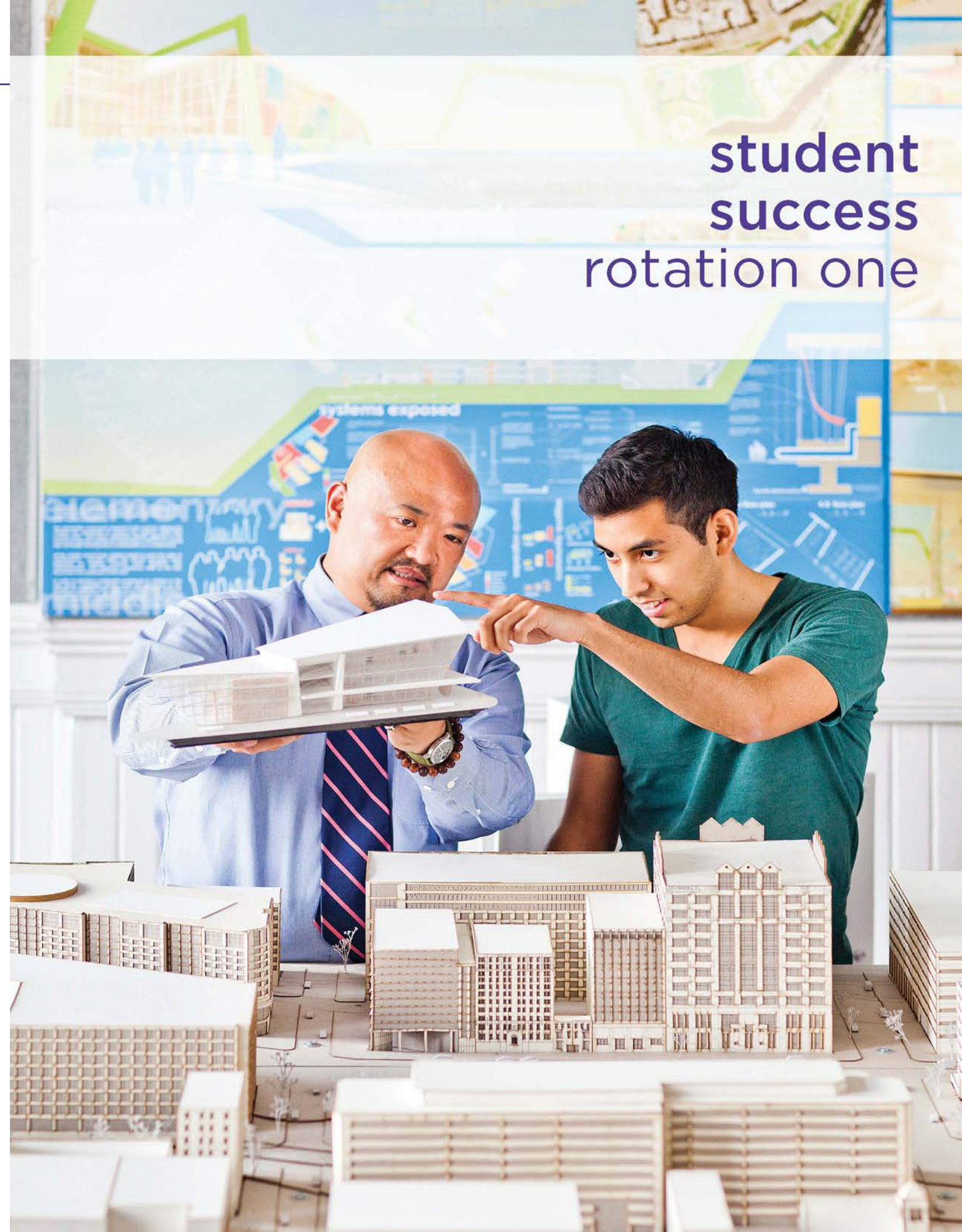
week nine

Wild Card

Summary Presentation

notes:

student success rotation one



ROTATION ONE: STUDENT SUCCESS

| | Theme | Assignment |
|------------|--------------------|--|
| week one | Department Basics | Learn department functions and fundamentals. |
| week two | Student Activities | How can we use student activities to better integrate international and domestic students? |
| week three | Retention | What is the break down for retention rates by major? What differentiates the majors with highest retention? |

notes:

ROTATION ONE: STUDENT SUCCESS

| | Theme | Assignment |
|-----------|--------------------|---|
| week four | Graduate Students | What is the average time it takes for graduate students to complete degrees and how can it be shortened? |
| week five | Student Engagement | How many classes should be taught at ClubSCAD (demand and variety) to better meet student needs? Provide a budget and calendar. |
| week six | Where's my Job? | How can we improve data collection on employment rates for timeliness and accuracy? |

notes:

ROTATION ONE: STUDENT SUCCESS

Theme

Assignment

week seven

Resources for Success

How do students feel about the new food service program?

week eight

The Residence Hall Experience

How can the roommate selection process be improved?
Can wait lists be eliminated?

week nine

Wild Card

Summary Presentation

notes:



communications
rotation one

ROTATION ONE: COMMUNICATIONS

| | Theme | Assignment |
|------------|-----------------------------|---|
| week one | Department Basics | Learn department functions and fundamentals. |
| week two | The Main Message | Evaluate a recent SCAD ad campaign. How does it compare to others in the marketplace? Suggest improvements. |
| week three | Program/ School Campaign | Design a marketing campaign for the School of Fine Arts. |

notes:

ROTATION ONE: COMMUNICATIONS

| | Theme | Assignment |
|-----------|------------|--|
| week four | Technology | How do we streamline our social media presence? |
| week five | The Media | Write an article that could be placed in regional, national, or international press. |
| week six | Grow It | What makes the Hong Kong location unique and tell us how to grow it! |

notes:

ROTATION ONE: COMMUNICATIONS

Theme

Assignment

week
seven

The SCAD
Voice

Find and tell us a "SCAD Story" that embodies our mission.

week
eight

Internal
Communications

How can we improve communications during
crisis situations?

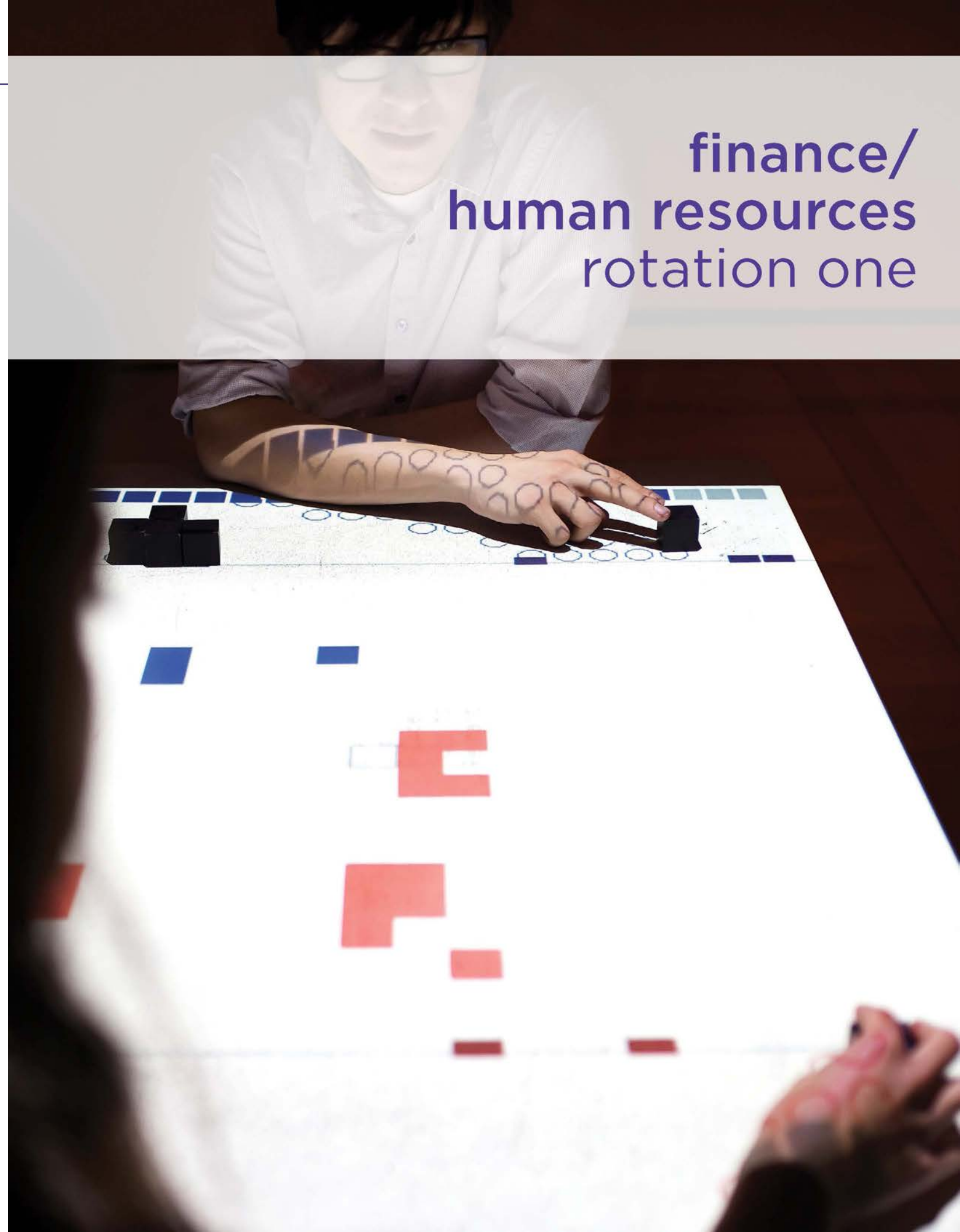
week
nine

Wild Card

Summary Presentation

notes:

finance/
human resources
rotation one



ROTATION ONE: FINANCE/HUMAN RESOURCES

| | Theme | Assignment |
|------------|----------------------------------|---|
| week one | Department Basics | Learn department functions and fundamentals. |
| week two | Accounting | Hands on experience in business and finance highlighting accounting practices and procedures. |
| week three | Planning, Analysis and Budgeting | Hands on experience in business and finance highlighting planning, analysis, and budgeting at SCAD. |

notes:

ROTATION ONE: FINANCE/HUMAN RESOURCES

| | Theme | Assignment |
|-----------|----------------------------------|---|
| week four | Special Projects and Auxiliaries | Hands on experience in auxiliaries and special projects at SCAD. |
| week five | Internal Audits | Hands on experience in internal auditing practices at SCAD. |
| week six | Recruitment | Why work at SCAD? Create a recruitment tool highlighting these reasons. |

notes:

Theme

Assignment

week
seven

Retention

Create a way to recognize and reward employees that is connected to the SCAD Mission.

week
eight

Learning
and
Development

Design a plan to communicate future career paths at SCAD to new and current employees.

week
nine

Future
Leaders

Profile successful SCAD employees.

notes:

Spring 2012 ADMISSION PRE-TEST/POST-TEST

SCAD.