

Introduction

This paper gives background information about the Savannah College of Art and Design (SCAD). Views of the school regarding issues related to self-financing post-secondary education in Hong Kong are laid down in the latter part of the paper from paragraphs 20 to 25.

About SCAD

1. The Savannah College of Art and Design (SCAD) is at the vanguard of art and design education in higher learning. With more than 100 degree programs, SCAD has the largest array of degree options of any U.S. nonprofit arts university. The opening of SCAD Hong Kong in 2010 enabled the university to establish a new frontier of art and design education, accessing Hong Kong's vibrant traditions, creative avenues, and multi-industry sponsorships to provide an enriched educational center for students to propel their learning and career trajectories. We will see our first class of graduates, taught entirely at our Hong Kong campus, completing their degrees in the spring of 2014.
2. Uniquely positioned to offer Bachelor of Fine Arts (B.F.A.), Master of Arts (M.A.) and Master of Fine Arts (M.F.A.) degrees, supported by the university's focused mission and vision, commitment to student excellence and achievement, and financial wherewithal, SCAD brings a unique educational experience to Hong Kong. SCAD Hong Kong has become a thriving member of the city's academic community, having received approval by the Hong Kong Education Bureau for the registration of its 21 course offerings. The original 14 learning programs have also been validated by the Hong Kong Council for Accreditation of Academic and Vocational Qualifications, a testament to the university's commitment to quality assurance and recognition that SCAD's degree programs meet the standards of Hong Kong local institutions.
3. As Hong Kong progressed through 2012, Hong Kong Design Year, the city was perfectly poised to welcome a new suite of SCAD learning programs, each distinctly creative and rigorous in its totality. The new programs – spanning fashion, fashion marketing and management, interior design, luxury fashion and management, painting, and sequential art – will add further value to Hong Kong's burgeoning community and open up this community to the talent and ingenuity of SCAD's students. In seeking further and continued support from the Hong Kong government and community, SCAD is advancing its commitment to a thriving, mutually beneficial partnership with Hong Kong that will both solidify Hong Kong's place as the hub in Asia for all creative fields, while elevating the university's international reputation.

A Student-centered Approach

4. The SCAD mission – to prepare talented students for professional careers, emphasizing learning through individual attention in a positively oriented university environment – is evidenced in the university's every facet, aspect, effort, and endeavor. SCAD's learning philosophy is predicated upon excellence in teaching, advanced learning resources, leading-edge technology, and comprehensive support services. The university is wholly dedicated to fostering the intellectual, artistic, and professional growth of the next generation of creative leaders, as well as providing them with a clear transition from academics to career.
5. Teaching and learning take place within a diverse educational environment that embraces ethical values, responsible citizenship, and cross-disciplinary collaboration. Students are challenged to expand upon the traditional view of the designer's role and seek new and innovative design possibilities. Under the leadership of distinguished professors, the broad array of available institutional resources, innovative curricula, and an inspiring environment set the stage for the university to nurture and cultivate the unique qualities of each student. The depth of SCAD curricula imparts both a strong foundation from which students can launch their careers and an opportunity for students to identify areas of specialization and gain expertise. The breadth of

disciplines supported by SCAD creates an exceptional opportunity for interdisciplinary study and provides professors an environment infused with innovative and collaborative teaching and learning.

7. SCAD Hong Kong is a component of the global SCAD community with campuses in Savannah and Atlanta, GA, as well as Lacoste, France. The curricula and fee structure is the same for all locations, and students are accepted to the university as a whole with freedom to move from location to location to gain a diverse and truly international education experience. This depth and diversity of locale, points of view, and perspective is a key distinguishing feature of a SCAD degree.
8. SCAD makes a valuable contribution to their student body in the form of institutional scholarships and student financial advising support. Institution scholarships are both academic and artistic and are automatically available to all students who apply. Over academic year 2011 and 2012 SCAD has awarded a total of HKD 22,819,867 distributed to an average of 82.5% of the local student population in Hong Kong.
9. Facilities play a large role in the quality of the work students are able to achieve. The campus is situated in Sham Shui Po, as the Hong Kong Development Bureau entrusted SCAD with conserving and revitalizing the historic North Kowloon Magistracy Building in Kowloon to become the home of SCAD Hong Kong. SCAD entered into a lease agreement with the government of Hong Kong Special Administrative Region, with SCAD assuming financial responsibility for renovations. SCAD revitalized the 70,000-square-foot historic facility into the leading site for the study of digital media in Asia, while honoring the structure's historic and cultural significance. SCAD was recently recognized by the 2011 UNESCO Asia-Pacific Heritage Awards for Culture Heritage Conservation for its conservation of the former magistracy building.
10. Specialized educational resources facilitate research and build knowledge. The SCAD library collections and other learning resources support the university's academic degree programs and fulfill the institution's mission and strategic plan. SCAD is committed to offering the range of materials needed for the programs of study at each location, to sharing collections, and to maximizing access via a broad selection of electronic resources available remotely to all members of the greater SCAD community. SCAD's libraries contain nearly 300,000 physical and electronic publications accessible by all SCAD students at all locations. The SCAD Hong Kong library contains approximately 26,500 book and bound periodical volumes, more than 600 audio-visual items, and nearly 100 current periodical subscriptions. A wide range of electronic resources and services are also offered, including various databases, online tutorials for library instruction, and the Ask-a-Librarian online reference query system. Library resources and services include electronic reserves for students and professors, interlibrary loans of books and other resources, study guide information, an online catalog to search for resources, and bibliographic guidance.

Community Engagement

Opportunities for Personal Enrichment

11. In addition to learning resources, SCAD Hong Kong offers channels for personal enrichment that also augment professional preparation. The Hong Kong campus supports a full calendar of university-sponsored gallery exhibitions, lectures, workshops, and community outreach efforts throughout the Hong Kong metropolitan area, as well as special projects and industry collaborations. Special events and activities hosted by SCAD enrich academic life and enhance the relationship between the university and the local community. Recent exhibitions include "Remains of the Day" by Richard Mosse as part of the university's global programming for deFINE ART 2012 and "SUPERHEROES" by SCAD alumnus and accomplished artist Michael Scoggins. Public lectures have been hosted by luminaries such as Henry Steiner, David Elliot, Tozer Pak, and Claire Hsu.

Partnership Programs and Student Achievement

12. Recent partnerships include projects with global brands such as Audemars Piguet Hong Kong and Mainland China, Yves Saint Laurent Asia, and Makedo; and recent examples of SCAD student achievement include winning the Disney ImagiNations Hong Kong Design Competition two years in a row, and earning multiple recognitions across the 12th Footwear Design Competition Hong Kong, the Hong Kong Arts Festival Young Friends 2012 Arts Diary Cover Design Competition, and the Second Greater China Illustration Awards. Additionally, students participate in the city's many cultural events, including the Hong Kong Film Festival and the Hong Kong International Art Fair.

Internships and Industry Relations

13. SCAD Hong Kong provides a career success department whose job it is to outreach and build robust networks for its students to find internship opportunities and ultimate job placement. For current students who are job/internship ready, SCAD has 85 sophomores, 80 juniors and 18 seniors of winter 2013. An estimate of roughly 50-55% of students have secured some form of career-related opportunities including temp, part-time and full-time employment to volunteering, freelance/project basis, and summer and ongoing internships. Some top employers of SCAD Hong Kong students since 2010 includes:

- Mattel Asia
- Lane Crawford
- T by Alexander Wang
- Social@Ogilvy
- Y&R Wunderman, Zed Academy
- Heathwallace
- Prestige Magazine
- Unison Creative
- Foodie Magazine
- Friends of the Earth

14. The richness and diversity of these events and opportunities provide students with numerous ways to broaden their education experience through first-hand exposure to major works of art and participation in professional-level projects and challenging competitions. Everything SCAD offers is intended to support its learning programs, assuring each student a stimulating learning environment that promotes the development of general education and foundation studies knowledge, individual design theories, and technical skills necessary to enter the profession by encouraging intellectual and artistic freedom, experimentation, and risk taking.

Quality Assurance

15. Each SCAD learning program sets high standards to ensure that graduating students are well prepared for professional careers. From setting program-level goals and learning outcomes to designing the curriculum to articulating course-level goals and learning outcomes, SCAD's academic staff strives to ensure that students receive a broad and comprehensive education while rigorously developing specialized knowledge and intellectual skills and continuously engaging in creative processes. Throughout the course of study, students are challenged to critically analyze complex issues and define solutions through planning, managing, and maintaining projects, collaborating with peers, developing concepts, and communicating technical expertise and personal aesthetic.

16. SCAD is committed to the long-term success of SCAD Hong Kong and administers the same quality assurance policies and procedures across all of its locations. In accordance with these established policies, procedures, and organizational structure, the executive officers, academic administrators, and teaching staff of the partnership jointly and effectively conduct quality assurance at SCAD

Hong Kong. Guided and monitored by this tested and proven quality assurance system, SCAD Hong Kong learning programs meet the required standards to achieve their claimed objectives and deliver the intended learning outcomes.

17. SCAD Hong Kong engaged with the Education Bureau and the Hong Kong Council for the Accreditation of Academic and Vocational Qualifications to ensure that all SCAD programs of study were not only appropriately registered with the government, but that they were aligned with the tertiary education standards of Hong Kong's academic system.
18. SCAD has registered each of SCAD Hong Kong's 21 degree programs with the Registrar. In accordance with the Ordinance, prior to implementation, the university submitted a separate Form IA, Application for Registration of a Course Leading to a Non-local Higher Academic Qualification, for each degree program it planned to conduct at its Hong Kong location. The Education Bureau staff ensured all the basic information for the application was present and then referred the applications for assessment. The Hong Kong Council for the Accreditation of Academic and Vocational Qualifications (HKCAAVQ) has been appointed by the Registrar of Non-local Higher and Professional Education courses to provide professional advice as to whether a particular course delivered in Hong Kong, leading to a non-local higher and professional qualification, meets the registration criteria stipulated by the Ordinance. The HKCAAVQ seeks clarification when necessary and makes recommendations to the Registrar of unconditional approval, approval with imposed condition(s), or non-approval. SCAD Hong Kong is in full compliance with all of these practices.
19. Each year, SCAD is required to submit annual returns to the Education Bureau. These are again thoroughly reviewed by HKCAAVQ to ensure that the university continues to satisfy registration criteria. SCAD submitted these to the Education Bureau in 2011 and in 2012 and received unconditional approval for all courses.

Views on Self-financing Tertiary Education

20. SCAD is committed to the long-term success of SCAD Hong Kong, as evidenced by the university's involvement in the local community, its efforts to maintain strong relationships with several stakeholders in the local government, and its express desire to grow its presence within Hong Kong. The university is grateful for its place among local institutions of higher learning, knowing fully the distinction such a position accords, and welcomes the opportunity to further prove itself as a strong colleague within the tertiary education system in Hong Kong. Similarly—as an institution guided by motivated leaders, supported by an expansive world-wide network of students, faculty, staff, and external advocates, and bolstered by resources that enable currency with and discovery within each of its disciplines—SCAD is a valuable asset to Hong Kong.
21. SCAD is encouraged by the governmental support for the self-financing post-secondary education sector and hopes that this can move beyond simply providing monetary subsidies through the Self-financing Post-secondary Education Fund. There should be more dialogue, both formal and informal, between institutions in the sector, the Education Bureau, the HKCAAVQ and members of this panel in order that as a unified sector self-financing institutions can steer development and resources in the best way to cater to the needs of students in Hong Kong.
22. SCAD sees the newly formed steering committee for the Self-financing Post-secondary Education Fund as one possible forum for these discussions. SCAD wishes for more direct communication with members of this committee in future. Also, SCAD is supportive of the formation of a single oversight body for non-publicly-funded post-secondary education, as this allows for a consolidated airing of issues and concerns being dealt with across the sector in lieu of each institution lobbying their own position.

23. SCAD believes it is important to more closely align institutions in the self-financing post-secondary education sector to create synergies and collectively complement the publicly-funded institutions more effectively. Whether a university operates under CAP 493 or CAP 320, they should have equal and fair opportunities to take advantage of all subsidies and schemes provided by the government. Additionally regulations and ordinances should be aligned for all universities to have equal flexibility in school management, recruiting practices (local vs. non-local), curricula, etc.
24. SCAD Hong Kong is poised for considerable smart growth, and hopes the government will continue to provide various competitive grant and property schemes that self-financing institutions can take advantage of, such as the land grant schemes and the quality enhancement support scheme. SCAD has been encouraged by the Education Bureau's implementation of the E-App options for students as well as building the iPASS website to better communicate all tertiary options for students. The more all of this can align with the current UGC-funded schools the better, as the biggest challenge for self-financing institutions is fighting the perception of quality versus more well-established local universities.
25. Over the longer term, we think more financial assistance should be given to students choosing to study at self-financing post-secondary education institutes, especially as SCAD graduates its first cohort and these students are working in the local industry. SCAD students have already taken advantage of SFAA financial aid per the chart below:

Academic Year	No. of students received NLSPS and FASP	Funding amount received
2010-2011	18	HKD 4,762,189
2011-2012	43	HKD 7,478,043

Additionally, SCAD has been appreciative of its participation in the Self-financing Post-Secondary Scholarship Scheme, and hopes that more initiatives will be created to allow local students a greater diversity in their choice of higher education.

Conclusion

The SCAD global institution remains extremely enthusiastic about Hong Kong and the opportunities the partnership represents with regard to the university's new and existing learning programs. SCAD is dedicated to delivering the most profound learning experience for its students, furnishing them with the academic acumen and professionalism to become insightful, accomplished, dedicated practitioners – and leaders – of their disciplines. Gaining momentum and confidence from SCAD's educational partnership with Hong Kong to date, as well as past experiences, SCAD Hong Kong is looking forward to expanding its membership within the Hong Kong education system, contributing to Hong Kong's vision and serving its community.

The Hong Kong government's comprehensive support of SCAD Hong Kong's programs will ensure that the university's graduates and their qualifications and degrees are recognized by local Hong Kong employers and organizations, that the campus can truly reach its enrollment potential and continue to thrive in the burgeoning art and design community of Hong Kong. As evidenced in SCAD's commitment to compliance with the many agencies that the university works with, as a non-subsidized self-financing institution, SCAD has the flexibility to offer its degree programs to students all over the world and infuse the Hong Kong economy with new designers, educators, and artists.