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Subcommittee on Higher Education and Workforce Training

“Reviving Our Economy: The Role of Higher Education in Job Growth and Development”

CU-ICAR, Greenville, SC

Background on USC Upstate:

USC Upstate is a Metropolitan University serving the Upstate of South Carolina. The University currently consists of a main residential campus on I-85 just north of Spartanburg, a downtown campus in Spartanburg, housing the George Dean Johnson, Jr. College of Business and Economics, and a campus operation in Greenville, providing degree completion programs, primarily with Greenville Technical College transfers and working adults. With enrollment approaching 6000 students, USC Upstate has been the fastest growing public institution in South Carolina for most of the last 10-12 years and has the fourth largest enrollment of South Carolina resident students in the State.

Enrollment consists of 92% in-State residents with 80% coming from five surrounding counties. Minorities make up 32% of enrollment and 71 different countries are represented on the campus. There are 1100 students in University-owned housing and another 1100 students in privatized housing that touches the campus boundary.

Programmatically, USC Upstate is comprised of the School of Education, the Mary Black School of Nursing, The George Dean Johnson, Jr. College of Business and Economics, and the College of Arts and Sciences. All schools and programs are fully accredited by their respective agencies.

An economic impact study completed in the last year by the Metropolitan Studies Institute demonstrates that the total economic impact attributable to USC Upstate amounts to \$240 million with 850 employees, including full and part-time employment.

Major Initiatives and Partnerships That Impact Job Growth And Development:

“**The George**” (George Dean Johnson, Jr. College of Business and Economics) opened one year ago in the downtown business district. This project represents the pinnacle partnership achievement of the University’s “metropolitan mission,” providing a magnificent resource for the University’s continuing growth and a major investment in the economic development future of Spartanburg. Locating the business school in the heart of downtown Spartanburg will facilitate internship opportunities with downtown businesses, offer easier access to community and business leaders willing to share their knowledge and experience as guest lecturers, and provide a location for seeding and incubating entrepreneurial ideas.

The three story, 60,000 square foot building is a high-tech, modern facility with classrooms, computer labs (including a simulation stock trading room), distance education capacity, seminar rooms, and conference rooms. “The George” is truly a public/private partnership involving the University, the State of South Carolina, the City of Spartanburg, and the private business community. The City donated land for the building, a parking deck, and infrastructure surrounding the project. The private sector donated \$13 million for building construction and the State provided the University with funds to lease the building.

“The George” is rapidly becoming a centerpiece for economic development, educational opportunities, and outreach in the region. Partnership activities and programs include the following:

- Spartanburg County Economic Futures Group is the local community-wide economic development organization. The by-laws mandate that the USC Upstate Chancellor, the President of Spartanburg Community College and the Dean of the Johnson College of Business serve as board members. We are full partners and it is valued in both directions.
- Recently, a memorandum of understanding was executed between the Spartanburg Chamber, USC Upstate and Spartanburg Community College to collaborate on entrepreneurship. This program is part of a local focus on job creation and entrepreneurial success. Johnson College will be hosting a forum in the fall to bring the local support network together. The network will include mentoring for entrepreneurs and collaboration to launch Spartanburg based Venture Capital support.
- The George has allocated space where business start-ups can work with students as they develop their businesses. Undergraduate classes can work on business or marketing plans to help establish the business. This fall the first external company will move in. Student business support is also offered and the space will be fully utilized this fall.
- Johnson College hosts the BMW camp for high performing students in Math and Applied Sciences within business. This program matches emphasis on connections between sciences and careers. By jointly teaching these students there is promotion of business careers while building their understanding of applied math and science.
- Traditional internship programs are enhanced with “The George” in the central business district. There are numerous relationships with companies in the Upstate where students can develop an internship. Many turn into full time jobs.
- The George Dean Johnson, Jr. College of Business and Economics offers Executive Education programs in partnership with business and professional constituencies in the upstate metropolitan region. The programs are offered at the new business school building in downtown Spartanburg, and at the University

Center Greenville. Three types of programs are offered: certificate programs, custom programs, and open enrollment programs.

1. Certificate Programs

Executive education certificate programs present the option of multiple areas of study, covering the topics that are most critical to managers. As with all programs at the Johnson College of Business and Economics, certificate programs present the chance for professionals to build their knowledge and skills in one or more areas of focus in a timely and cost-effective manner. For example, our [retail management certificate program](#) includes four sections of study to enhance managerial competence at retail: retail management, retail accounting/financial analysis, communication theory and practice, and communicative Spanish for retail personnel.

2. Custom Programs

Building upon a long-standing dedication to premium educational experiences, core strengths lie in providing timely, innovative, partner-driven learning options that are designed with the client in mind, and individualized accordingly.

3. Open Enrollment Programs

There is a broad choice of open enrollment programs, generally lasting two days. Past subjects have included "How to Export from the Upstate," and an overview of the "Six Sigma Quality Process."

“Direct Connect”: Initiatives promoting accessibility, affordability and degree-completion:

In 2009, a Spartanburg Chamber of Commerce committee on college attainment established the fact that only 19% of the local population over age 25 has a baccalaureate degree or higher. The local population falls far below the 24% state average and the 26% national average of baccalaureate degree attainment. High performing cities and regions have baccalaureate educated populations in the high 30%’s up to 50%. For our region to compete for jobs and companies we must have an educated workforce. In response to this message and because of our mission, this University has developed several programs focusing on degree completion, accessibility, and affordability of higher education.

Direct Connect is a degree completion program involving articulation agreements with several community colleges in the region. Academic personnel have worked together to establish program requirements that can be transferred automatically and seamlessly from the community college to the University. Signing up for Direct Connect insures automatic acceptance at USC Upstate (only one application) when the program curriculum is followed at the community college. We currently have these agreements with Spartanburg Community College, Greenville Technical College and Tri-County Technical College. Several more are being developed.

This program is an aid to affordability of college as the averaged four year costs are lower when taking the first two years at the lower tuition technical/community colleges. Accessibility is enhanced through the USC Upstate campus in Greenville as well as multiple sites at the two year colleges and the availability of online classes offered at the two-year programs and at USC Upstate.

Another degree-completion program is called “Track Two”. This program in the new IDS (Interdisciplinary Studies) program is designed as an option for students who have accumulated many undergraduate hours but have no degree.

Other Partnerships:

Various departments and offices at the University partner with many community organizations that impact and are involved with economic development/quality of life/workforce development issues. These include the following:

- City of Spartanburg
- City of Greenville
- Spartanburg County
- Spartanburg Housing Authority
- South Carolina National Guard
- Chambers of Commerce (Greenville, Spartanburg, Greer)
- Upstate Alliance
- Ten@The Top
- Urban League of the Upstate
- United Way of the Piedmont

Market Driven Programs in Response to Community Needs:

USC Upstate is obligated by our Metropolitan Mission to collaborate with area businesses and industry and respond to their needs. In recent years, the University has established numerous degree programs and minors/concentrations in this response that provide jobs and economic development in the region. Included are:

- **Robotics:** Private industry has donated \$500,000 in equipment and resources to equip and establish a robotics lab on campus. Research efforts have led to 10 peer-reviewed robotics-related research articles published in Journals or Conference Proceedings since 2006. Three courses are taught in the lab: industrial robotics, artificial intelligence, and computer vision. A focus area in “Automation” in the Computer Information Systems degree was recently developed in partnership with the Business and Engineering Technology Management program. The robotics lab is also utilized for several community engagement activities. Since 2009, approximately 40 students each summer have participated in robotics summer camps where they learn how to operate and program the machines in a fun, hands-on environment.

- **Engineering Technology Management:** The Bachelor of Science degree in Engineering Technology Management (ETM), accredited by the Technology Accreditation Commission (TAC) of ABET, builds on the technical foundation of an ABET accredited Engineering Technology Associate's Degree, which students can earn from Greenville, Spartanburg, Piedmont, York, or other technical colleges. Most ETM students are non-traditional students looking to increase opportunities by adding a Bachelor's Degree to their Associate's Degree in Engineering Technology. Current students and graduates work for local companies such as Avery Dennison, Baldor, BMW, CH2MHill, Fitesa Fiberweb, Fluor, Hubbell Lighting, KTM Solutions, Michelin, TieTex, and USC Upstate.
- **Child Advocacy Studies:** The Psychology Department is the home of the Child Advocacy Studies minor. This interdisciplinary minor prepares students to work with abused and neglected children. Courses in the program focus on child maltreatment, system responses to child maltreatment, and intervention strategies. An internship experience in an agency dealing with child maltreatment is available in the program. The Psychology Department also maintains an active internship program where students are placed in different agencies in the community and get direct experience with the populations that psychologists serve.
- **RN to BSN Nursing:** The Mary Black School of Nursing is the largest deliverer of BSN degrees in South Carolina. Partnering with the large hospitals, Mary Black SON offers nursing education to working RNs on their days off. This program helps the immediate need for BSN nurses in area hospitals.
- **BS in health sciences:** To meet demands of healthcare providers and jobs beyond nursing, Mary Black School of Nursing is pursuing a health sciences program. This program can prepare many students for the workforce who could not all get into the Nursing program or want to prepare for other jobs in this region.
- **MSN with a concentration in Clinical Nurse Leader:** Mary Black School of Nursing is also pursuing a Master's Degree program. Hospitals are very desirous of Master's level nurses and have been very helpful in the University being approved for this program. Most employed nurses cannot leave employment to go off to get this degree. There is a large demand for this offering locally.
- **Graphic Design:** Another market-driven program, it was one of the first BA degrees in the State in graphic design. It was designed 10 years ago to be the upper division for the two year graphic design program at Greenville Technical College. This popular program places graduates across the Upstate in business and industry. Recent graduates were employed at the Palladian Group, Erwin-Penland, Bounce-Greenville and Michelin.
- **Information Management and Systems:** The IM&S degree is a multi-disciplinary degree comprised of courses in computer programming, relational database design and utilization, computer networking, social networking, business informatics,

business theory, information resources management, and communication. Each student completes either a minor in another domain or one of four application areas: healthcare, business, education, or communication. The IM&S program is available through USC Upstate's Greenville campus as well as our Spartanburg campus. Students routinely transfer a significant percentage of the required 120 hours from other institutions and we have special articulation agreements with several community and technical colleges. Much of the IM&S is available online. The entire healthcare application area can be completed online. The Bachelor of Arts in Information Management & Systems/Health Information Management (IMS/HIM) is the only degree program of its kind in South Carolina.

- **Metropolitan Studies Institute:** The MSI supports research efforts between USC Upstate and the community, enhancing relationships, promoting the reciprocal flow of information and ideas, assisting community and economic development, and increasing the strategic use of the University's scholarship and outreach capabilities.
- **Teacher-To-Teacher Partnership:** A partnership with Spartanburg District 6, this internship program recognizes the need to retain promising teachers in the profession. Through an extended supportive relationship, the partners provide ongoing mentoring in early clinical experiences and student teaching which continue through the induction contract year.
- **Evening Program in Early Childhood and Elementary:** Our early childhood and elementary education program is offered in the evenings at UCG (Greenville) in order to accommodate currently employed Teacher Assistants in Greenville County Schools. These persons would otherwise not be able to attend college as they cannot afford to give up employment in order to attend school during the day. Students are able to complete their student teacher requirement in the schools where they are already employed.
- **Visual Impairment Program:** The School of Education offers the only Master of Education in Visual Impairment Program in South Carolina. The comprehensive and culturally responsive program of study includes a strong emphasis on braille, assistive technology, and teaching reading and mathematics skills and concepts to students with visual impairment. Throughout the coursework, candidates simultaneously participate in a variety of different clinical experiences at schools to apply what they are concurrently learning under "real life" conditions. One of the truly unique aspects of Visual Impairment Program is the collaboration with the South Carolina School for the Deaf and the Blind (SCSDB) to maximize program effectiveness.

The School of Education received a grant for \$746,956 from the U.S. Department of *Education to significantly increase the number of highly qualified, certified teachers of students* with visual impairments in South Carolina. We are on target to train an additional 48 teachers by the end of the grant. This is especially critical as an estimated 50 percent of certified teachers of students with visual impairments are expected to retire within the next three to five years.

- **Non-Profit Management:** Including churches, there are over 700 non-profit organizations in Spartanburg County alone. This program was initiated (when started it was the first program in South Carolina) from a need to enhance an educated workforce for non-profits. The curriculum is designed to help students fulfill their requirements for national certification (Nonprofit Leadership Alliance - NLA based in Kansas City). They are required to have 18 hours of nonprofit courses, and 300 hours of internship experience.