



UNIVERSITY OF SOUTH CAROLINA BEAUFORT



The New Economy and Higher Education

The 4th Industrial Revolution
Higher education's response
Challenges for public comprehensive universities

Academic Master Plan Ideals

- A Spirit of Entrepreneurship, Innovation, and Connectivity
- A Diverse Community of Scholars Capable of Learning Anything
- Sustainable Community Models with Global Reach

AMP Recommendations

- Advance interdisciplinary collaboration
- Embrace Technological Advances
- Prioritize Student Success

AMP Tactics

- Establish a Lab for Innovative Teaching & Learning
- Create a Makerspace
- Develop entrepreneurship curricula
- Reboot General Education
- Increase programming and delivery to support non-traditional students
- Repurpose the First-Year Reading Experience
- Re-envision and build academic programs to enhance relevance

Academic Program Planning

Community Interests

- A vibrant economy
- An educated, adaptable workforce
- A region that is safe, culturally rich, and committed to innovative collaborations

The Role of Public Comprehensive Universities

- Supply regional workforce/ Promote upward mobility
- Provide academic programming that responds to regional needs
- Improve quality of life

Guiding Principles for Academic Program Review

- Workforce demand
- Financial viability
- Current and projected resources for implementation

Academic Program Planning at USCB

Campus Studies- Beaufort, Bluffton, HHI

Internal & external sources- Environmental Scan (regional, state and national data), university stakeholders, community members, businesses, Academic Steering Committee, Jasper Ocean Terminal Ad Hoc Committee, USCB Strategic Planning, faculty and staff

Deans Council & Institutional Research

Regional, state, and national data- Bureau of Labor Statistics (BOLS), SC Department of Employment & Workforce, SC Department of Commerce, SC Sector Partnerships, Projections Central Data, Fundera, Aerotek, Classification of Instructional Programs (CIP) codes

Top Growth Fields in the U.S.

Industry	Forecasted job growth 2016 -2026	Best sub-sectors
1. Technology	120%	Cloud computing, machine learning/A.I., big data
2. Health	121%	Biotechnology, health data mgt., personalized health
3. Energy	115%	Oil and gas, mining, fracking, sustainable energy
4. Media	109%	Gaming, virtual reality, streaming television
5. Consumer retail	103%	E-commerce, pop-up retailers, personalized retail
6. Construction	113%	Residential housing, big infrastructure, construction tech
7. Hospitality	108%	Hotels, sustainable food providers
8. Finance	107%	Fintech, cryptocurrency
9. Real estate	106%	Online brokerage, online design services, real estate tech
10. Transportation	108%	Autonomous vehicles, electric vehicles, smart cities

Source: <https://www.cnbc.com/2018/10/16/top-10-industries-that-are-hiring-thriving-and-making-money.html>

Areas of Strategic Focus for USCB

- Technology
- Health
- Hospitality
- Media
- Construction
- Finance
- Sustainability

Feasible Academic Programs

Program Area	Possible Degree Level(s)
Accounting	Concentration +
Applied Languages and Intercultural Studies	Concentration, B.A.
Cybersecurity	Concentration, Minor
Digital Arts	B.S./B.A.
Digital Humanities	B.S./B.A.
Entrepreneurship	Minor
Environmental Engineering	B.S.
Environmental Health	Minor
Event Management	Concentration
Exercise Science	Concentration, Minor
Fine Arts & Technology	M.F.A.
Health Economics	Concentration, Minor

Program Area	Possible Degree Level(s)
Health Information Technology/Healthcare Informatics	Concentration
Healthcare Leadership	Minor
Marine Biology	Concentration, B.S.
Nurse Educator	M.S.
Nurse Leadership & Administration	M.S.
Nutrition	Minor
Production Design	B.A./B.F.A.
Project Management	Concentration, Certificate
Studio Art	B.F.A.

Less Feasible Programs

Program Area

Chemistry of Biological Systems

Criminal Justice

Data Science and Engineering

Human Performance and Kinesiology

International Business

Journalism

Logistics and Supply Chain Management

Marine Engineering and Technology

Marine Science

Maritime Studies

Military Science

Program Area

Music

Networking and Communications

Pharmaceutical Sciences

Physical Therapy

Spanish for the Health Professions

Sports Management

Sustainability

Master's in Business Administration

Master's in English (Literature)

Master's in Natural Science

Master's in Public Health

USCBe

Discussion