

BE A PART OF

**Arts, Audio/Visual Technology
and Communications**



Live Out Loud – Enhancing Life through the Arts, Audio/Visual Technology and Communications

“Success as an arts professional relies not only on spending thousands of hours at mastering a skill, such as the piano, the barre, or the easel; it also relies on carefully honed listening and observational skills, mastery of the creative discovery process, an intense curiosity and an interest in human beings.”

— Katie Fox
Director of Theatre Operations
Harbison Theatre at Midlands Technical College

Arts, Audio/Visual Technology and Communications Educational Opportunities

The Arts, Audio/Visual Technology and Communications career cluster is thriving in South Carolina. Pursuing a career in this creative field in our state is not as difficult as you may think, as there are a growing number of opportunities throughout South Carolina in both metropolitan and rural areas.

Key to Economic Development Growth in South Carolina

South Carolina is a role-model for the arts as a driver of economic activity. Jim Gambrell, the economic development director for the city of Columbia, says that a city’s cultural life is a strong “recruitment” tool when courting other businesses. (*Source: Charleston Post and Courier*)

In the current social climate of globalization, communication and technology are becoming increasingly intertwined through means of social and digital media. Arts organizations are catching on to the trend and are promoting their events using this new media. In the future, the arts, technology and businesses will likely become increasingly interconnected, and as policy-makers come to realize the economic value of the arts, demand for jobs requiring artistic skill will likely increase.

In this cluster, you may find a place in:

- Performing Arts (as an actor, dancer, musician, visual artist, or writer)
- Technical Theatre (as a lighting or sound technician)
- Audio Engineering (producing music recordings and sound for film)
- Business Management/Marketing (fundraising and human resources)
- Graphic Design (designing promotional materials for arts events)

The Value of an Education: Count on It

A recent U.S. Census Bureau report documents the substantial value of a degree in the United States.

Workers 18 and older earn each year:

- Without a high school diploma – average of \$18,734
- High School Diploma – average of \$27,915
- Bachelor’s Degree – average of \$51,206
- Advanced Degree – average of \$74,602

Regardless of the educational path you take, a solid foundation in science, math, English, social studies, and the arts will prepare you to be the kind of critical thinker and problem solver who can succeed in the arts, audio/visual technology and communications.



START YOUR JOURNEY TOWARDS A CAREER IN THE ARTS, AUDIO/VISUAL TECHNOLOGY AND COMMUNICATIONS

The opportunities for being involved with the arts and other creative vocations are expanding. This booklet will help you find the proper pathway for the career you want to pursue.

The development of digital design programs and social networking has made arts marketing (whether that be through audio and visual technology or written communication) much more user-friendly. There are simply more options for advertisement, and individuals who are adept at writing well and creating marketing materials will find quite a promising career ahead of them.

The skill-set and opportunities for those interested in the performing arts and technological arts are significantly different, though it will take no less dedication than that required for other professions.

A Look at Career Pathways

Career clusters are tools to help you decide where to focus your education as you formulate and make your career goals. They organize what you learn in school around specific professional fields.

The Arts, Audio/Visual Technology and Communications cluster is divided into six career majors:

- Audio/Visual Technology and Film
- Printing Technology
- Visual Arts
- Performing Arts
- Journalism and Broadcasting
- Telecommunications

Each major requires knowledge and skills that can be acquired in post-secondary institutions ranging from private career and company-sponsored schools to two-year institutions, like Midlands Technical College and four-year schools such as the University of South Carolina.

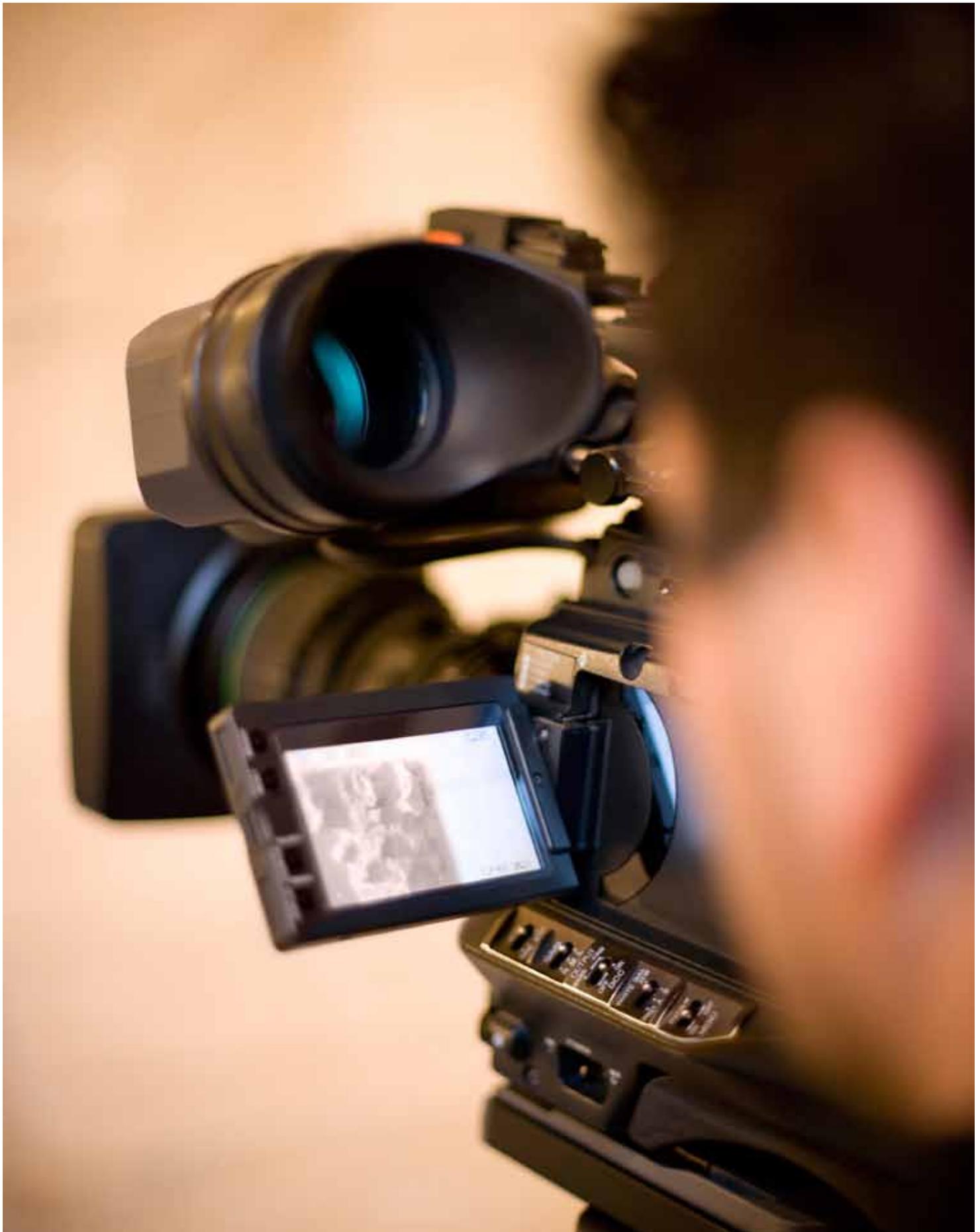
These majors have been aligned to industry careers that are defined by national and international standards groups and are applicable to companies in the Midlands and around the world. Each of the majors is unique in their educational, developmental and experience requirements. Industry partners and specific employers will serve as role models to students who have a desire to learn more about this exciting career field.



The Impact of the Arts in South Carolina

The Arts in South Carolina creates a core impact of \$9.2 billion and 78,682 jobs and a full impact of \$13.3 billion and 107,614 jobs.

Source: South Carolina's Creative Cluster: A Catalyst for Economic Development (April 2011), by Douglas Woodward, Ph.D., director of the Division of Research and professor of economics at the Darla Moore School of Business at USC.



AUDIO/VISUAL TECHNOLOGY AND FILM

If you've ever dreamed of working in the entertainment business, whether it be as a camera operator or music producer, you might be interested in pursuing a degree in audio/visual technology and film production.

This broad major involves everything from video and sound editing to equipment maintenance and technical theatre. If you're someone who enjoys working behind the scenes, then audio and visual technology is an excellent way to indulge your creative side.

Education/Credentials

- High school or GED
- Associate of Applied Science in Television and Video Production
- Associate of Arts in Audio Engineering
- Associate or Bachelor of Arts in Graphic Design
- Associate, Bachelor or Master of Arts in Technical Theatre/Theatre Design
- Bachelor of Applied Science in Digital Media
- Bachelor of Arts in Film and Cinema
- Bachelor or Master of Arts in Audio Engineering

Employment Outlook

Within the next few years, the U.S. Bureau of Labor Statistics (BLS) predicts that jobs in the audio/visual industry will increase by 24% from now until 2016. Individuals with the greatest skills-sets, including the ability to use and maintain electronic video and audio equipment, will have the greatest chance of success.

Sample Tasks and Responsibilities

- Use software and hardware to record and edit video material
- Coordinate audio and video equipment during live performances and events
- Manage video and audio broadcasts in a studio environment
- Design layouts of audio and video equipment
- Upgrade and repair equipment as needed
- Capture music and speech on recording media using recording equipment
- Create aesthetic designs and layouts for visual projects
- Use media production as a means of creative communication, whether visually or aurally

Required Skills

- **CRITICAL THINKING** — Using logic and reasoning to identify the strengths and weaknesses of alternative solutions, conclusions or approaches to problems
- **OPERATION MONITORING** — Watching video and computer screens to ensure the proper functioning of A/V equipment
- **WRITING** — Communicating plans clearly and concisely using the written word
- **SPEAKING** — Communicating verbally with artists, musicians, directors, and producers to ensure a high-quality product
- **COORDINATION** — Adjusting plans, information and equipment to work as effectively as possible

Sample Career Options

With an Associate's Degree or Less	With a Bachelor's Degree	With more than a Bachelor's Degree
Annual Salary Range \$30,000-\$50,000	Annual Salary Range \$40,000-\$70,000	Annual Salary Range \$70,000-\$150,000
<ul style="list-style-type: none"> • Audio and Video Technician • Camera Operator • Broadcasting Technician • Radio Operator 	<ul style="list-style-type: none"> • Graphic Designer • Computer Graphics Animator • Sound Engineer • Film and Video Editor 	<ul style="list-style-type: none"> • Computer Graphics Animator • Professor of Audio Engineering

NOTE: Salary may differ according to county, region and state.



PRINTING TECHNOLOGY

Breaking a major newspaper story or magazine profile of an important person may bring journalists quite a bit of fame, but just as important are the people who work to put those articles into print. You might find a career in printing technology a great environment if you enjoy the excitement of working with deadlines while using creativity on a daily basis.

In this major, you will find work as a desktop publisher, a graphics and printing equipment operator, or a lithographer, among others. It combines creativity with technical know-how.

Education/Credentials

- High school or GED
- Associate of Arts in Commercial Photography
- Associate of Arts in Printing and Graphics
- Bachelor of Arts in Digital Media Studies
- Bachelor of Science in Paper Science and Engineering
- Bachelor of Arts in Graphic Art Management and Printing Technology
- Master of Arts in Graphic Communications and Management
- Master of Science in Publishing – Digital and Print Media

Employment Outlook

The printing industry is rapidly becoming more technologically advanced. This presents both challenges and opportunities for potential employees. Old jobs are being phased out, while other more technologically-skilled jobs are taking their place.

Unfortunately, the printing industry is expected to lose jobs over the next six years at a rate of 16%. However, as

printing shifts to the digital realm, printing organizations will become smaller and will maintain viability, which is predicted to prove a positive for the industry as a whole.

Sample Tasks and Responsibilities

- Operate desktop publishing software and equipment to design, layout, and produce ready copy
- Enter digitized data into electronic prepress system computer memory, using a scanner, camera, keyboard or mouse
- Collaborate with graphic artists, editors and writers to produce master copies according to design specifications
- Examine job orders to determine quantities to be printed, paper stock specifications, colors or special printing instructions
- Input production job settings into workstation terminals that control automated printing systems
- Operate presses to print proofs of plates and monitor printing quality to ensure that it is adequate

Required Skills

- **CRITICAL THINKING** — Using logic and reasoning to identify the strengths and weaknesses of alternative solutions, conclusions or approaches to problems
- **OPERATION MONITORING** — Watching computer screens and mechanical equipment to ensure the proper functioning of printing equipment
- **WRITING** — Communicating plans clearly and concisely using the written word
- **SPEAKING** — Communicating verbally with writers and graphic designers to ensure a high quality product
- **TIME MANAGEMENT** — Managing one's own time and effectively meeting tight deadlines

Sample Career Options

With an Associate's or Bachelor's Degree	With More Than a Bachelor's Degree
<p>Annual Salary Range \$30,000-\$50,000</p>	<p>Annual Salary Range \$50,000-\$150,000</p>
<ul style="list-style-type: none"> • Press Operator • Bookbinder • Graphic Designer • Printing Machine Operator • Desktop Publishing Specialist • Graphics and Printing Equipment Operator 	<ul style="list-style-type: none"> • Editorial Director of Publishing Company • Owner of Printing Company

NOTE: Salary may differ according to county, region and state.



VISUAL ARTS

Picasso, Van Gogh and Dali are all famous visual artists who left an imprint in our society with their unforgettable paintings. However, the visual arts are more than just paintings.

This major encompasses sculpture, photography and computer animation, among other areas of concentration. Perhaps you enjoy taking photos of your family and friends or maybe you have an interest in designing rooms in a house. If you have an eye for visual aesthetics, you may find yourself suited for a career in the visual arts.

Education/Credentials

- High school or GED
- Associate of Arts in Commercial Photography
- Associate of Arts in Graphic Design
- Bachelor of Arts in Digital Media Studies
- Bachelor or Master of Fine Arts in Visual Art
- Bachelor of Arts in Fashion Design
- Bachelor or Master of Arts in Interior Design

Employment Outlook

While the majority of individuals in the visual arts are self-employed, jobs in this sector will increase approximately 12% between 2008 and 2018. Digital artists and animators may find their prospects to be the greatest, as companies move their content online and increase opportunities for those skilled in digital media design.

As with any profession, employment depends upon the skill of the artist and the demand of the market. Both self-employed individuals and those employed by companies

will find stiff competition in an industry with numerous talented artists.

Sample Tasks and Responsibilities

- Prepare sketches of ideas and detailed drawings using artistic instruments
- Make scale models of designs
- Make design decisions based on appearance, safety, function and budget
- Present designs of artistic works and digital media to customers for approval
- Use the full range of artistic techniques to develop a product, whether digitally or by hand
- Use visual art as a means of expression of an artistic idea or to communicate the ideas of an organization
- Capture images with digital photographic equipment and use them in larger digital media projects

Required Skills

- **CRITICAL THINKING** — Using logic and reasoning to identify the strengths and weaknesses of alternative solutions, conclusions or approaches to problems
- **WRITING** — Communicating plans clearly and concisely using the written word
- **SPEAKING** — Communicating verbally with customers to ensure a high quality product that meets their expectations
- **VISUALIZATION** — Imagining how a piece of work will look when its parts are reconfigured
- **ORIGINALITY** — Generating fresh ideas about a topic
- **DRAWING/DESIGN SKILLS** — Visually creating pieces of work

Sample Career Options

With an Associate's Degree or Less	With a Bachelor's Degree	With more than a Bachelor's Degree
Annual Salary Range \$30,000-\$50,000	Annual Salary Range \$40,000-\$90,000	Annual Salary Range \$70,000-\$150,000
<ul style="list-style-type: none"> • Sculptor • Painter • Commercial Photographer • Craft Artist 	<ul style="list-style-type: none"> • Interior Designer • Fashion Designer • Art Director 	<ul style="list-style-type: none"> • Chair of University Visual Arts Department

NOTE: Salary may differ according to county, region and state.



Image courtesy of Gordon Humphries/SC Philharmonic

PERFORMING ARTS

The audience sits hushed as the conductor waits, baton in the air, to strike the first note of Beethoven's fifth symphony. The actor stands just off stage, ready to make his entrance in Shakespeare's Hamlet.

Whether you're in the crowd, backstage or in the spotlight, nothing quite compares to the thrill of the performing arts. This major offers careers in music, theatre and dance. Many people dream of being onstage as performers; however, there are also exciting job opportunities as teachers, directors, playwrights and composers. You may make it to Carnegie Hall, or you may become the technical director of a university theater. Wherever you end up, you're sure to find a rewarding career in the performing arts.

Education/Credentials

- High school or GED
- Bachelor of Arts in Theatre, Vocal, Music or Dance
- Doctor of Philosophy in English (dramatic literature concentration)
- Doctor of Music Arts

Employment Outlook

A steady career as a full-time performer is usually tough to come by. While employment of actors and musicians is expected to increase by eleven percent between 2008 and 2018 (bls.gov), performing artists, directors and conductors will usually take a "day job" to support themselves financially. Their evenings are then free to rehearse and perform.

Those in technical theatre will find more options open to them, as skilled technical theatre professionals are in

demand year-round. The greater the variety of skills such professionals have, the more marketable they are. Jobs in this area are often found in traveling productions.

Sample Tasks and Responsibilities

- Study and rehearse scripts, musical scores and choreography
- Work closely with directors and conductors to find the interpretation most suited to the work
- Collaborate with other artists as part of an ensemble
- Prepare for and attend auditions
- Work with other crew members responsible for lighting, costumes, makeup, props and sound
- Direct actors, musicians and dancers in the interpretation of an artistic work
- Maintain an efficient, clean and well-ordered performance space

Required Skills

- **ORAL EXPRESSION** — The ability to verbally communicate information and ideas
- **SPEECH CLARITY** — The ability to speak clearly so others can understand you
- **ORAL COMPREHENSION** — The ability to listen to and understand information and ideas presented through spoken words and sentences
- **MEMORIZATION** — The ability to remember lines in a play, choreography or musical scores
- **TIME MANAGEMENT** — The ability to manage your time and to arrive on time for auditions and performances
- **CRITICAL THINKING** — Using logic and reasoning to identify the strengths and weaknesses of alternative solutions, conclusions or approaches to problems

Sample Career Options

With an Associate's or Bachelor's Degree		With More Than a Bachelor's Degree	
Annual Salary Range \$30,000-\$50,000		Annual Salary Range \$50,000-\$150,000	
<ul style="list-style-type: none"> • Actor • Dancer • Theatrical Make-up Artist/Costume Designer 	<ul style="list-style-type: none"> • Musician • Singer • Composer • Playwright 	<ul style="list-style-type: none"> • Chair of University Performing Arts Department • University Acting Instructor 	<ul style="list-style-type: none"> • Producer • Conductor • Director

NOTE: Salary may differ according to county, region and state.



JOURNALISM AND BROADCASTING

There is now more information than ever available to the public, from 24-hour news channels to Twitter feeds, as the flow of information about current events is almost endless.

The journalism and broadcasting major offers career opportunities for those individuals interested in the transmission of news in all of its forms. Whether you're interested in becoming an anchor, analyst, columnist or editor, there are many positions available to aspiring journalists.

Education/Credentials

- High school or GED
- Bachelor or Master of Arts in Broadcast Journalism
- Bachelor or Master of Arts in Communication
- Associate, Bachelor or Master of Arts in Journalism
- Master of Arts in Television Journalism

Employment Outlook

Over the next six years, employment of on-air reporters, anchors and analysts will decrease due to a sagging economy and a changing media landscape.

However, there will likely be more opportunities for freelance journalists who are highly-knowledgeable in a particular area (politics, business, technology, the arts, etc.). Writers with competency of online journalism are also likely to find employment more easily than those without.

Sample Tasks and Responsibilities

- Arrange interviews with people who can provide information about a story
- Review newspaper or television copy and correct errors in content, grammar and punctuation following correct formatting guidelines
- Research and report on particular fields such as politics, science, business and the arts
- Research, analyze and interpret news and information received from various sources in order to broadcast the information
- Write commentaries, columns or scripts
- Edit material to fit within available time or space
- Present news stories and introduce in-depth videotaped segments or live transmissions from on-the-scene reporters

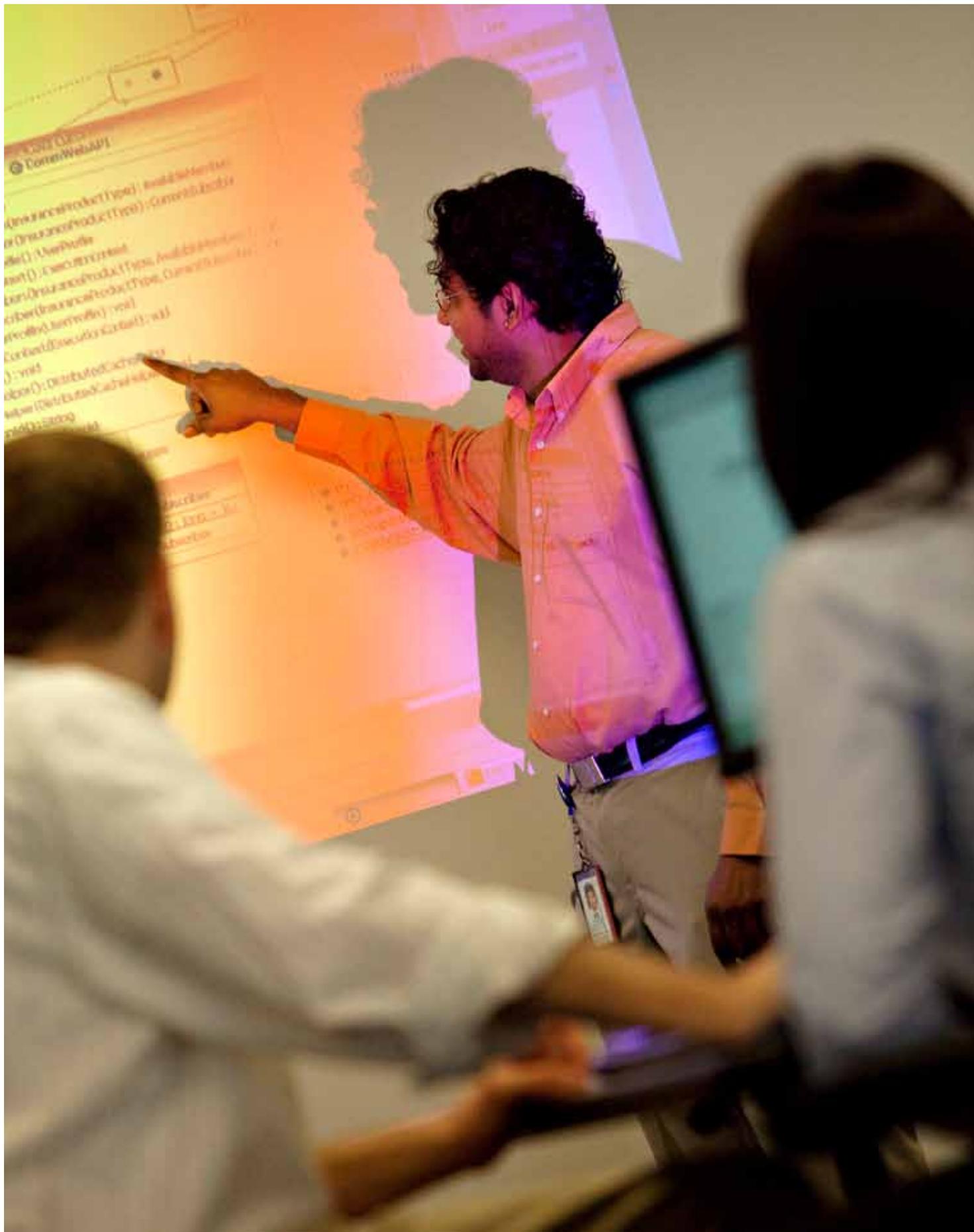
Required Skills

- **ORAL EXPRESSION** — The ability to verbally communicate information and ideas
- **SPEECH CLARITY** — The ability to speak clearly so others can understand you
- **WRITTEN EXPRESSION** — The ability to communicate information and ideas in writing so others will understand
- **INDUCTIVE REASONING** — The ability to combine pieces of information to form conclusions or to find a relationship among seemingly unrelated events
- **PROBLEM SENSITIVITY** — The ability to tell when something is wrong or is likely to go wrong. It does not involve solving the problem, only recognizing there is a problem
- **INFORMATION ORDERING** — The ability to arrange things or actions in a certain order or pattern according to a specific rule or set of rules (e.g., patterns of numbers, letters, words, pictures, mathematical operations)

Sample Career Options

With an Associate's Degree or Less	With a Bachelor's Degree	With more than a Bachelor's Degree
Annual Salary Range \$30,000-\$50,000	Annual Salary Range \$40,000-\$90,000	Annual Salary Range \$70,000-\$150,000
<ul style="list-style-type: none"> • Copy Editor • Radio Operator • Broadcast Technician 	<ul style="list-style-type: none"> • Newspaper Editor • Television Anchor • Newspaper Columnist 	<ul style="list-style-type: none"> • Professor of Journalism

NOTE: Salary may differ according to county, region and state.



TELECOMMUNICATIONS

While individuals are needed to order and transmit information, information needs a pathway to reach its destination. The telecommunications major consists of those careers that are responsible for transporting information to the consumer.

As a part of this industry, you will be responsible for connecting imaging satellites with government agencies and businesses with clients. You will be the glue that holds the world together in the 21st century.

Education/Credentials

- High school or GED
- Associate of Arts in Communications (telecommunications concentration)
- Bachelor of Science in Digital Communications and Media
- Master of Science in Telecommunications Studies

Employment Outlook

Even as the industry is expected to decline in terms of employment, job opportunities for those skilled in installation, maintenance and repair of telecommunications equipment will arise, as many of these workers are expected to retire in the coming years. Due to the rapid technological changes in this industry, those with up-to-date technical skills will have the best job opportunities (bls.gov).

Sample Tasks and Responsibilities

- Install, maintain or repair audio and visual electronic reception equipment
- Inspect lines or cables to assess transmission characteristics
- Splice cables using hand tools or mechanical equipment
- Set up service for customers by installing and adjusting equipment
- Access specific areas to install terminal boxes, auxiliary equipment or appliances using special equipment
- Lay underground cable to connect digital transmission equipment
- Creating computer software to assist in telecommunications

Required Skills

- **CRITICAL THINKING** — Using logic and reasoning to identify the strongest interpretation of an artistic work
- **READING COMPREHENSION** — Understanding written sentences and paragraphs in work related documents
- **WRITING** — Communicating plans clearly and concisely using the written word
- **TROUBLESHOOTING** — Determining causes of and correcting errors in operation
- **COMPLEX PROBLEM SOLVING** — Identifying complex problems and solving them
- **EQUIPMENT MAINTENANCE** — Performing routine maintenance on equipment and determining when and what kind of maintenance is needed
- **JUDGMENT AND DECISION MAKING** — Considering potential actions and choosing the most appropriate one

Sample Career Options

With an Associate's or Bachelor's Degree	With More Than a Bachelor's Degree
<p>Annual Salary Range \$30,000-\$50,000</p>	<p>Annual Salary Range \$40,000-\$90,000</p>
<ul style="list-style-type: none"> • Cable Installer • Telecommunications Service Technician 	<ul style="list-style-type: none"> • Computer Software Engineer

NOTE: Salary may differ according to county, region and state.

BY THE NUMBERS

Arts, Audio/Visual Technology and Communications

Careers in arts, audio/visual technology and communications are various. Therefore, the outlook of the industry is determined by the specific career. Below is a sampling of predicted employment levels from the U.S. Bureau of Labor Statistics (BLS) for some of those occupations.

Occupation	2008 Employment	2018 Projected Employment	Change	Percentage Change
Actors	56,500	63,700	7,200	+12.78%
Audio and Video Equipment Technicians	55,400	62,400	7,000	+12.2%
Broadcast Technicians	38,800	39,400	700	+1.78%
Camera Operators	26,300	28,800	2,400	+9.19%
Film and Video Operators	25,500	28,600	2,600	+12.45%
Graphic Designers	286,100	323,100	36,900	+12.91%
Music Directors and Composers	53,600	59,000	5,300	+9.96%
Musicians and Singers	186,400	200,600	14,200	+7.64%
Print Machine Operators	195,600	185,000	-10,700	-5.45%
Sound Engineering Technicians	19,500	20,700	1,200	+6.29%
Writers and Authors	151,700	174,100	22,500	+14.81%

Below is a look at average starting salaries for holders of bachelor's degrees for a selection of majors related to this cluster, according to a spring 2011 report from the National Association of Colleges and Employers.

Occupation	Salary
Audio and Video Equipment Technicians	\$44,460
Camera Operators	\$48,450
Editors	\$59,340
Printing Press Operators	\$35,370
Reporters and Correspondents	\$43,780



RESOURCES



- AIGA (professional association for design): www.aiga.org
- Allen University: www.allenuniversity.edu
- Benedict College: www.benedict.edu
- CTE: Career Technical Education: www.careertech.org
- Clemson University: www.clemson.edu
- Columbia College: www.columbiasc.edu
- Columbia City Ballet: www.columbiacityballet.com
- Columbia Convention and Visitors Bureau: www.columbiacvb.com
- Columbia Museum of Art: www.columbiamuseum.org
- Dream It! Do It!: www.dreamitdoit.com
- EdVenture Children’s Museum: www.edventure.org
- Koger Center for The Arts: www.koger.sc.edu
- Kuder: www.kuder.com
- Lexington County Museum: www.Lex-Co.com/museum
- Mapping Your Future: www.mappingyourfuture.org
- Midlands Education and Business Alliance: www.mebasc.com
- Midlands Regional Education Center: www.scpathways.org
- Midlands Technical College: www.midlandstech.edu
- National Endowment for the Arts: www.nea.gov
- Nickelodeon Theatre: www.nickelodeon.org
- Riverbanks Zoo and Botanical Gardens: www.riverbanks.org
- South Carolina Arts Commission: www.southcarolinaarts.com
- South Carolina Chamber of Commerce: www.scchamber.net
- South Carolina Confederate Relic Room and Military Museum: www.crr.sc.gov
- South Carolina State Department of Education: www.ed.sc.gov
- South Carolina Military Museum: www.scmilitarymuseum.net
- South Carolina State Museum: www.museum.state.sc.us
- South Carolina Independent Colleges & Universities: www.scicu.org
- South Carolina Occupational Information System: www.scois.net
- South Carolina Philharmonic: www.scpilharmonic.com
- South Carolina State University: www.scsu.edu
- South Carolina Technical College System: www.sctechsystem.com
- Theatre Communications Group: www.tcg.org
- University of South Carolina: www.sc.edu

ARTS, AUDIO/VISUAL TECHNOLOGY AND COMMUNICATIONS RELATED RESOURCES IN THE MIDLANDS

Mr. Sherard Duvall

Genesis Studios
1006 Hafely Court
Cayce, SC 29033
803-796-9666
sherard@gencreative.com

Mr. J. R. Fennell

Lexington County Museum
231 Fox Street
Lexington SC 29072
803-359-8369
jrfennell@lex-co.com

Ms. Katie Fox

Midlands Technical College -
Harbison
PO Box 2408
Columbia SC 29202
803-407-5003
foxk@midlandstech.edu

Mr. Billy Guess

Tapp's Arts Center
1644 Main Street
Columbia SC 29201
803-988-0013
billy@tappsartscenter.com

Mr. Scot Hockman

SC Department of Education
802-A Rutledge Building
Columbia SC 29201
803-734-0323
shockman@ed.sc.gov

Ms. Rhonda Hunsinger

SC Philharmonic
1237 Gadsden Street
Suite 102
Columbia SC 29201
803-771-7937
Rhonda@SCPhilharmonic.com

Ms. Kristine Dunn Johnson

SC State Museum
Confederate Relic Room
301 Gervais Street
Columbia SC 29201
803-737-8092
kdunn@crr.sc.gov

Mr. Charles McKenley

Midlands Center for Expressive Arts
4600 Brenthaven Road
Columbia SC 29206
803-216-1262
charles@midlandscenter.com

Mr. Mark Plessinger

Frame of Mind
1520 Main Street
Suite 1E
Columbia SC 29201
803-988-1065
frameofmind@sc.rr.com

Mr. James Quint

Columbia Historic Society
1616 Blanding Street
Columbia SC 29201
803-252-1770 x 36
jquint@historiccolumbia.org

Mr. Eric Stockard

S & S Art Supply
1633 Main Street
Columbia SC 29201
803-661-9700
sandsartsupply@gmail.com

Ms. Eleanore Vaughan

SC ETV
1101 George Rogers Boulevard
Columbia SC 29201
803-737-3680
Evaughan@scetv.org

Ms. Sara Wheeler

ImPACT Magnets
7500 Brookfield Road
Columbia SC 29223
803-699-2800 x2814
swheeler@richland2.org

DO YOU HAVE THE PERSONALITY TO BE AN ENTREPRENEUR?

Potential entrepreneurs need to understand themselves before they start on the VERY difficult entrepreneurial journey. If you're thinking about becoming an entrepreneur, complete the checklist below. If the majority of your answers to this questionnaire are "yes," then you may have the right personality and work ethic to be a successful entrepreneur.

	YES	NO
1. Are you a self-starter?		
2. Are you able to work for up to a year with no income from the new business?		
3. Do you stick with a project until it's finished?		
4. Do you enjoy working with other people on a regular basis?		
5. Do you enjoy traveling for business purposes?		
6. Are you comfortable with pressure (e.g. deadlines, fast-paced work environment)?		
7. Do you enjoy working with people from other countries?		
8. Are you comfortable hiring people you believe are smarter or more experienced than you?		
9. Do you enjoy being in an office at your desk most of the day?		
10. Are you comfortable in selling situations?		
11. Are you comfortable asking for money or other resources?		
12. Are you comfortable with debt?		
13. Is security not a priority for you?		
14. Do you have time to devote to a new business?		
15. Are you comfortable with unions?		
16. Are you willing to work in a government-regulated environment?		
17. Do you have the support of your family or friends to start a business?		

Source: *Launching New Ventures*, Dr. Kathleen Allen, Professor of Management, University of Southern California, Houghton, Mifflin Company, Boston, New York, 5th Edition

“The entrepreneurial journey is truly rewarding. There is nothing like having an idea, and then gathering up the necessary resources to turn that idea into a product or service that people and companies buy. If you decide to take the entrepreneurial journey, you will not be disappointed. Good luck to you in your pursuit of a very reachable dream.”

— Agata Chydzinski
 Director of Operations
 USC/Columbia Technology Incubator



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www.scpathways.org

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- Research your career options.
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- Virtual learning.

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