

# Bicentennial Steering Committee

# FINAL REPORT





# MUSC 1824-2024: Then. Now. Next. An MUSC Bicentennial Commemoration

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## Executive Summary

The Bicentennial Steering Committee, tasked with developing a framework for the MUSC Bicentennial Commemoration, endorses the plans laid out here, and recommends the University implement them in their totality.

The proposals presented by the Subcommittees provide projects and initiatives to be implemented through 2025, with many of them having an impact further into the future. The Subcommittees aligned budget estimates with each initiative. The Steering Committee estimates the cost of the commemoration as outlined in this document to be \$1,749,800, distributed over three to four fiscal years from January 2022 to Spring 2025. A table outlining and identifying the expenses separate from the narrative can be found in **Appendix A**.

Detailed processes and procedures for implementation of the proposed initiatives are not included here. The plan provides a framework for the commemoration that will need further procedural attention by the four Subcommittees and the Steering Committee. Given the urgency to begin implementation, the plan strikes a balance with what can be achieved while wisely expending limited resources. The four Subcommittees met for several months developing and discussing proposals, making reasonable adjustments, and presenting projects meant to address the institution's past, provide context for the present, and celebrate plans for the future: MUSC 1824-2024: Then. Now. Next.

The Events and Fundraising Subcommittee has provided general expectations regarding fundraising opportunities, and notes a feasibility study already underway. While events like a gala celebration are not explicitly noted, it is expected at least one event will occur depending on the status of the ongoing pandemic. As it is expected the events will be tied to fundraising objectives of the University, details remain to be determined in the future.

The Exhibits and History Subcommittee created a list of topics to be highlighted over the next three years. Topics will be covered

in traveling exhibits, online exhibits, short and lengthier historical narratives, all distributed in a variety of ways. The material will engage with the viewers and will be interactive as much as possible and provide resources for colleges, departments, and offices across the MUSC enterprise to take note of the Bicentennial. See **Appendix B** for a comprehensive list of topics.

The Media and Promotion Subcommittee developed an overarching theme, noted in this report, with options on the graphics, “MUSC 1824-2024: Then. Now. Next.” The graphic configuration can be seen in **Appendix C**. The Bicentennial theme of MUSC 1824-2024: Then. Now. Next. encourages examination of the past to provide context for the present, and suggests that based on the history, the institution continues to look forward to the next two hundred years. The Subcommittee recommends focusing attention and expenses on creating an SCETV documentary about the history of MUSC, and has developed plans to integrate Bicentennial themes in advertising.

The Physical Campus Structures Subcommittee has defined art installations that will become permanent features enhancing the college campus and reimagining the MUSC community in the future, as well as securing commemoration of the institution’s legacy in structures across the campus and throughout the enterprise. Potential artists have been identified, along with potential art installation sites. Images of some proposed sites can be found in **Appendix D**.

## Introduction: An Overview of Planning Efforts

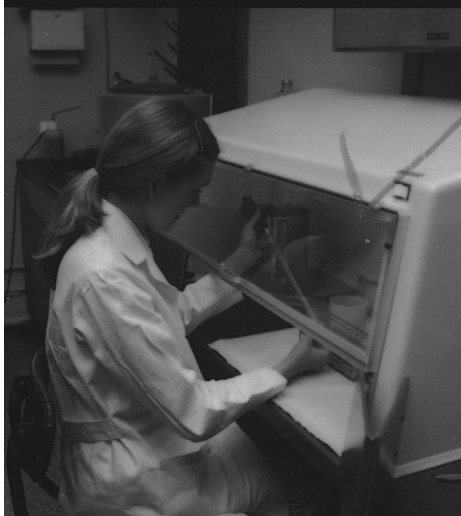
### Steering Committee Members

Brian Fors (co-chair; Curator, Waring Historical Library), Stuart Ames (CEO, MUSC Foundation), Caroline Brown (Chief External Affairs Officer), Willette Burnham-Williams (Interim Chief Equity Officer), Elizabeth Davis (Student Representative), Nancy DeMore (Professor, Faculty Senate President), Alice Edwards (Chief Ambulatory Officer), Betts Ellis (Chief of Staff, MUSC Health), Philip Hall (Dean, College of Pharmacy), Julie Ham (Facilities Maintenance Director), Katherine Haltiwanger (Legislative Liaison), BJ Harrington (Director of Development, COM), Dawn Hartsell (Special Assistant to the President), Shannon Jones (Director of Libraries), Jennifer Nall (Associate Dean for Academic Affairs, COM), Joy Kirkpatrick (Student Representative), John Nash (Director of Communications, Development), Deborah H. Reynolds (co-chair); Cory Robinson (Administrator, Performance Services), Linda Weglicki (Dean, College of Nursing), Roger Williams (Chief of Staff, MUSC Physicians), Kyle Williford (Director, Consulting and Execution).

The Steering Committee and the four Subcommittees met monthly since the late fall 2020 to create:

1. guiding principles for the commemoration of the institution’s 200th birthday.
2. plans to commemorate the event.
3. budget expectations over the next three years.
4. tentative timelines for implementing initiatives.





The Steering Committee also spent time discussing broader issues regarding the commemoration. In particular, considerable care has been given to the challenge of celebrating the institution while acknowledging a racist and harmful past. Even though the institution's values and practices have gone far to change the direction of the University, the prejudice prevalent during the first one hundred forty years of the institution's history cannot be dismissed. The Bicentennial provides an opportunity to celebrate the University's commitment to education, research, and the community, as well as offers an opportunity to recognize and address past harm and to advance occasions for conciliation and healing.

The framework provides for dynamic programming that will celebrate the successes of the University and MUSC Health, engage the University and wider community in important discussions impacting a broader understanding of health disparities based on race and income, and build a sense of community at MUSC and between MUSC Health and the populations it wishes to serve.

As it is expected the events will be tied to fundraising objectives of the University, details remain to be determined in the future. What follows are the recommendations from the Steering Committee and the Subcommittees.

## Guiding Principles

In creating the outline for the Bicentennial Commemoration, the Steering Committee identified guiding principles to govern discussions about what would go into a Bicentennial plan and implementation of the plan.

The Bicentennial will:

- showcase MUSC's innovation and excellence, including ways in which the University and MUSC Health demonstrated (or will demonstrate) leadership in health care education, research, and health care delivery.
- acknowledge and honor important milestones and individuals that shaped MUSC's and MUSC Health's history of leadership and achievement.
- design efforts to be of interest to a wide variety of audiences (e.g., students, faculty, staff, alumni, the Charleston and



South Carolina community, and others) and include plans for diverse and inclusive community engagement.

- make appropriate connections between the past, current programs and activities, and future plans, recognizing the contribution and value of everyone in the community as the University reflects on the promise of a bright and inclusive future.
- acknowledge and honor the stories of underrepresented populations at the University and celebrate and engage the richness of human experiences at MUSC.

## 01

## Events and Fundraising Subcommittee

### *Subcommittee Members*

John Nash (chair), Stuart Ames, Kate Azizi (Vice President for Institutional Advancement), Roger Williams.

### *Summary*

The Subcommittee focused on:

- identifying the potential for fundraising opportunities building on Bicentennial themes and activities.
- conducting feasibility studies for fundraising opportunities.
- implementing fundraising initiatives and plans.

The Events and Fundraising Subcommittee has been looking at feasibility studies for various fundraising projects that could be tied to the Bicentennial celebration. Funding for the first feasibility study has been provided and is underway. A capital campaign fund has been discussed as well for any larger projects including potential construction. The Subcommittee emphasized that fundraising should not be for the Bicentennial, but the Bicentennial should be used to encourage giving in the areas given priority by the leadership.

### *Projected Cost Estimates*

- Feasibility study (in addition to the budgeted scholarship feasibility study). \$50,000.
- Regional and targeted events for high-level donors. \$100,000 (less if hosted by donors).
- MUSC Giving Day 2024. \$15,000.
- Campaign Launch and Close events. Launch. \$25,000.

- End of campaign celebrations  
Internal (faculty, staff). \$25,000  
External (donors, alumni). \$150,000

*Total: \$365,000*

## 02

## Exhibits and History Subcommittee

### *Subcommittee Members*

Brian Fors (chair), Brooke Fox (University Archivist), Philip Hall, Jennifer Nall, Tabitha Samuel (Digital Archivist), Anna Schuldt (Waring Historical Library Assistant), Linda Thomas (Student), Matt Watson (Student).

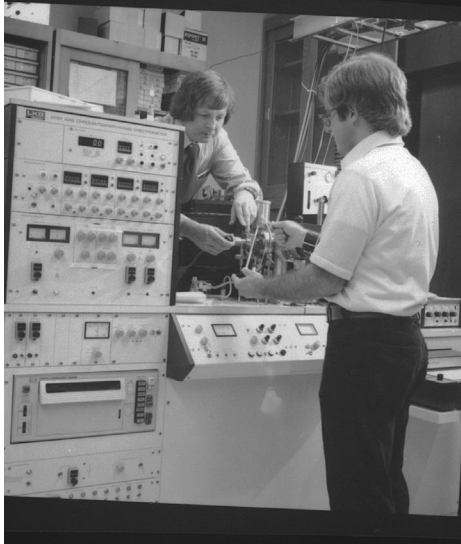
### *Summary*

The Subcommittee focused on:

- creating the infrastructure for displaying exhibits and providing historical resources for the campus and visitors.
- providing plans for historical research and constructing historical narratives to tell the MUSC story.
- establishing goals for implementing and managing exhibits throughout the MUSC enterprise.
- acting as a resource of information for the Bicentennial Commemoration directed by the Steering Committee and other MUSC entities.

The Exhibits and History Subcommittee has developed a list of topics to be covered during the commemoration (See **Appendix B**). The topics will be presented through traveling exhibits, small interactive exhibits, online exhibits, campus newsletters, formal histories, lecture presentations, and group event presentations wherever applicable (i.e., reunion events).

It is proposed that a single Bicentennial website house online exhibits, resources, histories, timelines, photographs, and other information helpful for communicating the commemoration. A rough draft of what the website could look like has been created. This is a basic layout that includes links to brief histories of the institution and the colleges, links to online exhibits, links to events and activities, as well as other material. It is meant to act as a template that can be used to develop further in conjunction with the University guidelines for website development.



Historical topics have been divided into four general subject areas, with specific topics identified for each category: Education (e.g., Founding of the College, Lynch Administration, Medical Campus Expansion); Clinical Care Exhibits (e.g., Early Hospitals, Delivery of Care, Hollings Cancer Center); Community (e.g., Hospital Worker's Strike, African American Healthcare; Integration); and Innovation (e.g., CARES Clinic, Lynch cancer and asbestos research, Fetter Health Care Network).

The Subcommittee has proposed dividing historical material into the following periods:

- 1789 – 1825 Whatever Mode of Arrangement Practical:  
A Medical College in Charleston
- 1826 – 1861 Beyond the Fairest Expectations: Early  
Development and Growth of the College
- 1861 – 1865 The Great Struggle: The Medical College  
During the Civil War
- 1865 – 1913 Vigorous Rejuvenation: Recovery and Reform  
during the Gilded Age and Progressive Era
- 1914 – 1951 High Hopes: State Affiliation, Growth, and  
Expansion
- 1952 – 1982 National Stage: Civil Rights and  
Transformation during the late 20th Century
- 1983 – 2024 Aspiring to New Heights: Innovative  
Education, Research, and Service in the 21st  
Century (This period could be further divided.)

The Subcommittee will focus on creating a series of historical narratives in the form of written works and exhibits that can be distributed widely and will provide historical perspective covering the two-hundred-year history of the institution.

1. Historical narratives will include brief histories of each college, revising, updating, and standardizing with one voice material that already exists.

Timeline: Start January 2022 and complete by July 2022.

2. A number of exhibits, both online and interactive onsite exhibits are planned. The exhibits will include three online and two onsite exhibits to occur each year starting in 2022





and ending in 2025. There might be overlap in subject and content between online and onsite exhibits.

Also, onsite exhibits that will travel will contain, in part, local or regional references relevant to the topic. For example, an onsite exhibit highlighting early hospitals connected to MUSC will include an exhibit panel (out of perhaps five panels) that provides the history of the local hospital or clinic where the exhibit is being displayed.

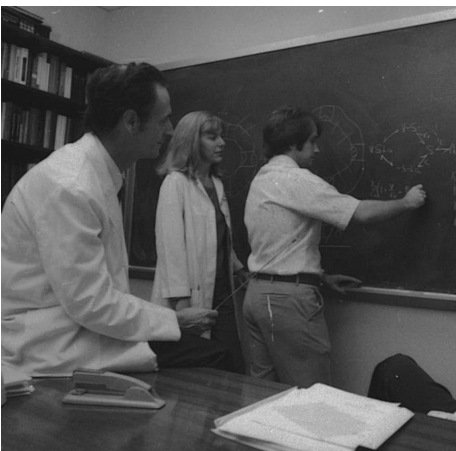
The exhibits will be divided into four broad subject categories: Education, Clinical Care, Communities (topics that connect MUSC to the local community or state), and Innovation.

Timeline: May 2022 for first online exhibit, with roll out of a new exhibit and/or traveling exhibit every four months through June 2025.

3. The historical narratives and visual material created as noted above will be available on a central Bicentennial History Commemoration website. A template has been developed and will be further revised in accordance with the University guidelines. It will include online exhibits, histories, and Bicentennial Commemoration events. Items can be added as they are developed, and will be reviewed by the Exhibits and History Subcommittee and/or any other body determined by the President's Council.

Timeline: Website framework available June 2022.

## Projected Cost Estimates



- Production costs for onsite exhibits: \$5,000 per exhibit, \$10,000 a year. Total: \$30,000.
- Shipping for onsite exhibits: \$600 per exhibit (est. FedEx costs), \$1,200 per year. Total: \$3,600 \*NOTE: Potential transfer system between MUSC campuses could reduce cost of shipping.
- Temporary, part-time website content manager: \$25,000 per year for two years. Total: \$50,000.
- Temporary hire of an Historian/Researcher: \$63,100 per year (median salary), two years, beginning January 2022.

**Total: \$ 126,200**

## *Impact and Justification*

The expenses for the history and exhibits focus on the need for personnel to conduct research, create historical narratives, and help maintain and manage the main Bicentennial website through which histories, activities, art presentations, events, etc. will be communicated to the MUSC and broader communities. This work provides the foundation for initiatives promoting the institution's history.

The biggest challenge in creating the necessary narratives and material for distribution and display is the need for staff to conduct research and write. We will be able to utilize interns and the work of a graduate assistant from the College of Charleston to assist, but hiring a researcher/historian and a part-time website content manager for two years would be necessary to complete the projects properly.

## *Timeline*

The projects will begin to be implemented as early as May 2022 and continue through May 2025.

03

## **Media and Promotion Subcommittee**

### *Subcommittee Members*

Tom Givens (Enterprise Brand Development and Strategy), Julie Ham, Kelly Perritt (Director of MUSC Health Marketing Campaigns), Deborah Reynolds (chair; Director, Enterprise Campaigns and University Communications), Linda Weglicki, Heather Woolwine (Director, Public Affairs, Media Relations, and Presidential Communications).

### *Summary*

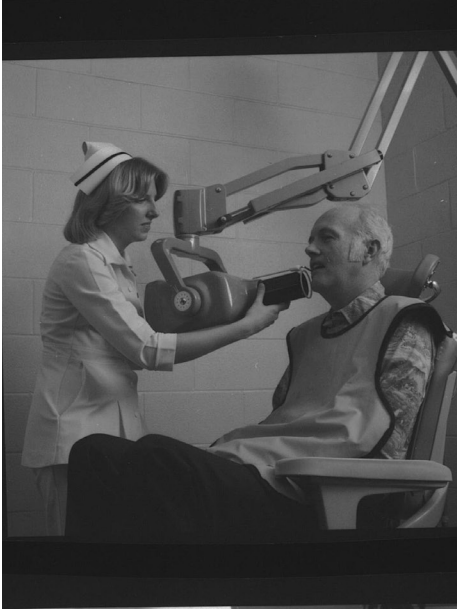
The Subcommittee focused on:

- creating and implementing strategies to market the Bicentennial Commemoration.
- developing a theme, type treatment and strategies for increasing awareness of the MUSC Bicentennial Commemoration.
- plans to manage and coordinate all communication regarding the Bicentennial.

### **SCETV Documentary**

#### *Current Activities:*

Heather Woolwine and Deborah Reynolds met with a contact of Caroline Brown's who handles documentaries. SCETV is excited about the possibility of working with MUSC in some capacity



on this project. SCETV cost will depend on how much we want SCETV to do and how much MUSC will do, as well as type of documentary – one-hour special or multi-part series.

Selected filming done to capture voices and insights of longtime members of the MUSC community.

To understand internal video capabilities, we suggested committee members review two videos: 50-Year Celebration of Charleston Hospital Strike and 50-Year Anniversary of the MUSC Foundation. MUSC's internal creative and enterprise communications and video teams produced the videos.

#### *Next Step:*

SCETV is reviewing the project internally and developing budget options.

#### *Barriers/Issues:*

Must weigh SCETV budget allocation needed and exposure/audience reach.

#### *Timeline:*

A documentary could take 12 to 18 months to plan, research, write, film, edit and complete.

### **Bicentennial Theme Ideas**

#### *Current Activities:*

Developed 16 different ideas and circulated them to Media and Promotion Subcommittee members who voted for the top concepts. Shared top four concepts with larger Bicentennial Steering Committee and they voted.

### **Bicentennial Symbol/Image**

#### *Current Activities:*

Once the theme was finalized and designs were submitted, the Subcommittee decided there is no need for any additional symbol or graphic treatment. More symbols (like a seal) would only be confusing. Banners and signage will be created based on approved theme and graphic treatment. Mementos and memorabilia as well as banners and signage to follow once graphic treatment is reviewed and approved by President's Council. See options in **Appendix C**.





### *Next Step:*

Finalizing theme and graphic treatment.

### *Barriers/Issues:*

May need to investigate external design resources for support due to lack of internal bandwidth.

### *Timeline:*

Plan to have Bicentennial symbol designed and presented to President's Council in November 2021. Two options in **Appendix C**.



The Media and Promotion Subcommittee will focus on raising visibility by sharing important hallmarks in MUSC history, engaging the statewide community through the SCETV project, and utilizing internal promotional materials and internal storytelling in order to elevate pride and connectivity of team members to our organization, making them more engaged and knowledgeable enterprise ambassadors.

## ***Projected Cost Estimates (and prioritized initiatives):***



- SCETV. Comprehensive Bicentennial Documentary. \$250,000.
- External Advertising Campaign. Begin January 2024. National, regional, statewide placements. \$175,000.
- Internal Communications and Engagement. Enterprise Campaigns and University. Communications team to educate/inform and share. No additional funds needed.
- Temporary Banners and Signage. Begin March 2023. Placements to include digital outlets and traditional banner placement locations at all MUSC facilities. \$50,000.
- External Communications. Public Affairs and Media Relations team to pitch, timed for optimal media placement. No additional funds needed.
- Commemorative Promotional Items. Items to be produced for distribution to all MUSC team members as well as for selected alumni and donors. \$100,000.

**Total: \$ 575,000**



## Physical Campus Structure Subcommittee

### *Subcommittee Members*

Caroline Brown (co-chair), Robin Smith (co-chair; Manager Grounds Department), Britt Bates (Art Collection Coordinator) Ronnie Chatterjee (Program Manager, DEI Data Analytics & Process Improvement), Elizabeth Davis (President, SGA), Caroline Delongchamps (Manager, Patient-Family Centered Care), Brooke Fox, Katie Hinson (Manager, Arts in Healing), Shannon Jones, Lisa Kerr (Director, Office of Humanities & Professor), Anahita Modaresi (Director, Corporate and Foundation Relations), Jessica Paul (Chief Real Estate Officer), Iggy Pla (Director, Hospital Facilities Maintenance), Cory Robinson, Mark Scheurer (ICCE Chief), Kyle Williford, Roger Williams.

### *Guiding Principles*

The Subcommittee focused on:

- creating a permanent feature or structure (e.g., mural, sculpture, gardens, restored building).
- public art installation plans.

Some of these items might be woven into existing department budgets (i.e., Arts in Healing, Facilities, Grounds) for future years. The Subcommittee will continue to take the proposed projects and costs and lay them out over a three-year period.

### *Projected Cost Estimates*

- Sculptures by Fletcher Williams. 9 Months. Signature/iconic Bicentennial outdoor in prominent location on downtown Charleston campus. \$50,000.
- Murals/Outdoor Exhibits featuring various artists. 9 months. Multiple murals, paintings, sculptures, and written word are on designated buildings. \$150,000.
- Projected/Digital Exhibit featuring various artists. 12-15 months. Artwork to be projected onto or within designated campus building; forward-leaning, innovative display. \$100,000.
- Campus entrance signage. 12-24 months. Renovate signage on Ashley Avenue, consider adding signage on clinical side of campus near crosstown. \$225,000.
- System Allocation. \$20,000 per RHN division for sculpture replica or art installations to ensure enterprise-wide participation. \$60,000.

- Plaques/Education materials. Signage at each art piece location. \$15,000.

**Total: \$600,000** (See *Appendix D* for suggested art locations)

## ***Impact and Justification***

- “The presence of visual art in hospitals contributes to health outcomes by improving patient satisfaction as an extended form of health care.” [Link to research.](#)
- “It is documented that art can reduce the experience of pain through distracting the patient’s attention.” [Link to research.](#)
- Art offers opportunities for greater patient understanding, improved patient comfort and treatment results, and enhanced clinical skills, personal enrichment, and resilience in medical practitioners. [Link to research.](#)
- Art is proven to reduce anxiety and depression.
- Art is used as a wayfinding tool. Reducing need for additional signage and increasing patient/family/care team member comfort making our campus easier to navigate.
- Outdoor art will draw in wider community engagement and receive press/attention.
- Purchasing artwork from artists in our community supports the local economy and engenders trust in MUSC.

## ***Timeline***

January 2022: Artists and partners selected

March 2022: Implementation begins of longer projects

January 2024: All projects complete to coincide with

## **Conclusion**

The Bicentennial Commemoration represents an exceptional legacy of service and persistence by the Medical University of South Carolina. This is particularly noteworthy when considering current growth and vibrancy of the University and its future plans. While the history of the last two hundred years remains complex and not fully examined, the foundation it has left allows the institution to explore with optimism what happens next.

The Bicentennial Commemoration will allow the University to study its history and engage in meaningful discussion about its impact on Charleston and South Carolina. Exploring the institution’s history, telling its story, in all its fame and infamy alike, if conducted openly, will bring individuals and communities together, even those otherwise disconnected from each other. The



impact is difficult to quantify, but will be undeniable in the end. Culture often plays a much more important role in an institution than just pure finances and buildings and numbers.

This plan provides a general outline of what can be achieved. Further details will emerge as implementation of the commemoration begins. The current projected cost for the commemoration totals \$1,749,800, spread over three to four years, depending on budget allocations and accounting processes. As the institution shifts priorities and incorporates Bicentennial Commemoration into its annual plans and general expenditures, other budget expenses naturally will be integrated into the normal activities of the institution, activities implemented with a Bicentennial component.

In the end, the Medical University of South Carolina will have one chance to take note of a remarkable milestone. By commemorating the Bicentennial, the Medical University has the opportunity to consider where it now stands in the context of two hundred years of history, and within that context, determine how it will impact the next several generations of students, patients, and residents of South Carolina.

## **General Timeline:**

### **2022**

- Complete and update historical narratives. Distribute.
- Prepare and present the first exhibits.
- Begin work on SCETV documentary.
- First feasibility studies related to fundraising initiatives.
- Artists and partners selected for campus installation.
- Implementation begins regarding larger campus structures installation.

### **2023**

- Continue with exhibits and distribution of historical material.
- Creation and distribution of temporary banners and signage.
- Continue implementation of campus structures.
- Fundraising events tied to Bicentennial.


### **2024**

- Full advertising campaign related to Bicentennial.
- Continue integration of Bicentennial tied to fundraising.
- Gala event in November recognizing Bicentennial.
- Exhibits and engagement with historical material continues.
- Final implementation of campus structures related to the Bicentennial.

2025

- Final Bicentennial exhibits.
- Plans to continue integrating message of 200 years of service into advertising campaigns and fundraising events.
- Recognition of 200 years of graduating classes at commencement.

# Appendix A: Bicentennial Budget Proposal

Bicentennial Budget Proposal						
		Budget Summary				
		Total Budget		Actual		Variance
		\$	1,749,800.00	\$	-	\$ 1,749,800.00
	2022	2023	2024	2025	Total	
<b>Programmatic Expenses/Revenues</b>	\$ -	\$ -	\$ -	\$ -	\$ -	
Advertising (tie-in to broader MUSC campaign)	\$ -	\$ -	\$ -	\$ -	\$ -	
	\$ -	\$ -	\$ -	\$ -	\$ -	
	\$ -	\$ -	\$ -	\$ -	\$ -	
<b>Campus Physical Structures Subcommittee</b>	\$ 25,000.00	\$ 125,000.00	\$ 435,000.00	\$ -	\$ 600,000.00	
CHS Campus Sculptures by Fletcher Williams	\$ 25,000.00	\$ -	\$ 25,000.00	\$ -	\$ 50,000.00	
Murals/Outdoor Exhibits featuring Various Artists	\$ -	\$ 75,000.00	\$ 75,000.00	\$ -	\$ 150,000.00	
Projected/Digital Exhibit featuring Various Artists	\$ -	\$ 50,000.00	\$ 50,000.00	\$ -	\$ 100,000.00	
Systemness Allocation	\$ -	\$ -	\$ 60,000.00	\$ -	\$ 60,000.00	
MUSC Entrance Signage	\$ -	\$ -	\$ 225,000.00	\$ -	\$ 225,000.00	
Plaques and Signage	\$ -	\$ 5,000.00	\$ 10,000.00	\$ -	\$ 15,000.00	
<b>Events &amp; Fundraising Subcommittee</b>	\$ 50,000.00	\$ 58,333.33	\$ 33,333.33	\$ 223,333.33	\$ 365,000.00	
Feasibility study	\$ 50,000.00	\$ -	\$ -	\$ -	\$ 50,000.00	
Regional and targeted events for high-level donors	\$ -	\$ 33,333.33	\$ 33,333.33	\$ 33,333.33	\$ 100,000.00	
MUSC Giving Day 2024	\$ -	\$ -	\$ -	\$ 15,000.00	\$ 15,000.00	
Launch	\$ -	\$ 25,000.00	\$ -	\$ -	\$ 25,000.00	
End of campaign celebrations	\$ -	\$ -	\$ -	\$ 175,000.00	\$ 175,000.00	
<b>History &amp; Exhibits Subcommittee</b>	\$ 50,250.00	\$ 99,300.00	\$ 55,250.00	\$ 5,000.00	\$ 209,800.00	
Onsight Exhibits Production	\$ 5,000.00	\$ 10,000.00	\$ 10,000.00	\$ 5,000.00	\$ 30,000.00	
Shipping for onsite exhibits	\$ 1,200.00	\$ 1,200.00	\$ 1,200.00	\$ -	\$ 3,600.00	
1/2 FTE Website Manager	\$ 12,500.00	\$ 25,000.00	\$ 12,500.00	\$ -	\$ 50,000.00	
Temp Historian/Researcher	\$ 31,550.00	\$ 63,100.00	\$ 31,550.00	\$ -	\$ 126,200.00	
<b>Media &amp; Promotion Subcommittee</b>	\$ 187,500.00	\$ 212,500.00	\$ 87,500.00	\$ 87,500.00	\$ 575,000.00	
SCETV Documentary	\$ 125,000.00	\$ 125,000.00	\$ -	\$ -	\$ 250,000.00	
Other Promotional Costs	\$ -	\$ 25,000.00	\$ 25,000.00	\$ 25,000.00	\$ 75,000.00	
Commemorative Promotional Items	\$ 62,500.00	\$ 62,500.00	\$ 62,500.00	\$ 62,500.00	\$ 250,000.00	



# Appendix B: Potential Exhibit and Short Narrative Topics

## *Potential Exhibit and Short Narrative Categories and Topics*

### **Education**

Politics of the Founders  
Great Schism (faculty split with the Medical Society in the 1830s)  
Civil War  
Post-Civil War Recovery  
Medical Education Reform and the Medical College  
Lynch Administration  
World War II  
Medical Campus Expansion  
Six Colleges  
Colbert: The First Vice President  
Clemson-MUSC Bioengineering Program

### **Clinical Care**

Early Hospitals  
Civil War  
Post-Civil War  
Segregation and the Medical College  
1960s Social and Political Changes and Delivery of Care  
Pandemics  
Hollings Cancer Center

### **Community**

Obtained an Ample Number: Enslaved People and the Medical College  
“Undesirable” – Women at the Medical College  
African American Healthcare in Charleston and the Medical College  
Integration  
Hospital Workers’ Strike

### **Innovation**

CARES Clinic  
Fetter Health Care Network  
Kenneth Lynch Cancer and Asbestos Research  
Chisholm Inhaler  
Key Invention Disclosures, Start-Up Companies, etc. Created by MUSC Faculty  
High Impact Faculty Research  
Innovative Partnerships – Siemens, Medtronic, Synaptive

## Appendix C: Bicentennial Graphics Options

### *Bicentennial Graphics Options*

Medical University  
of South Carolina | 1824-2024  
*Then. Now. Next.*

Bold Script

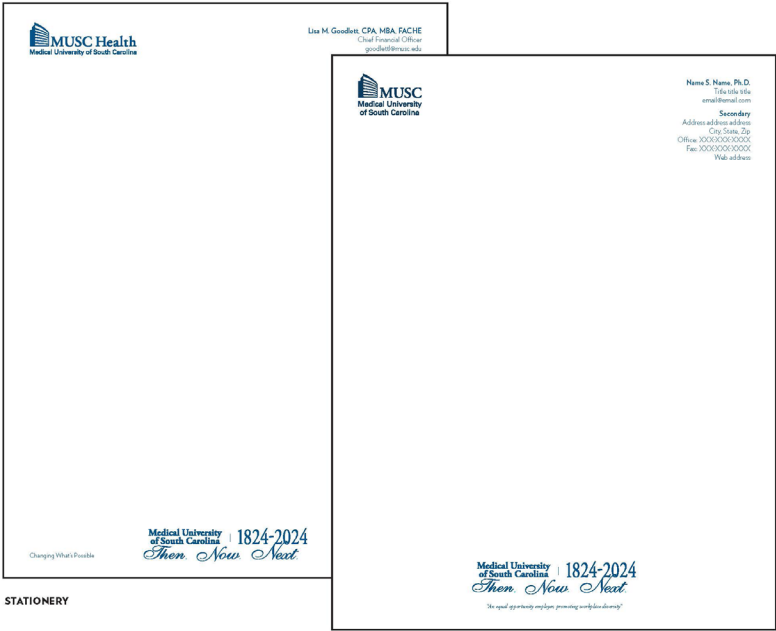
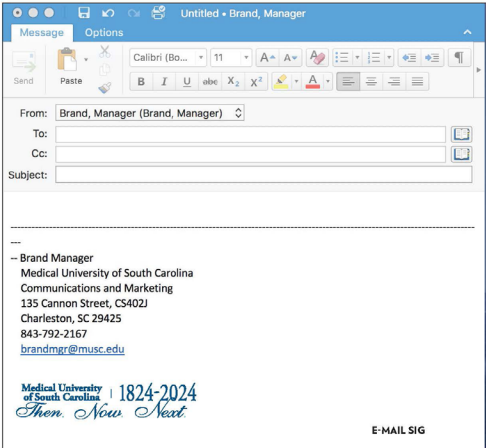
Medical University  
of South Carolina | 1824-2024  
*Then. Now. Next.*

Script

SCRIPT



SHIRTS



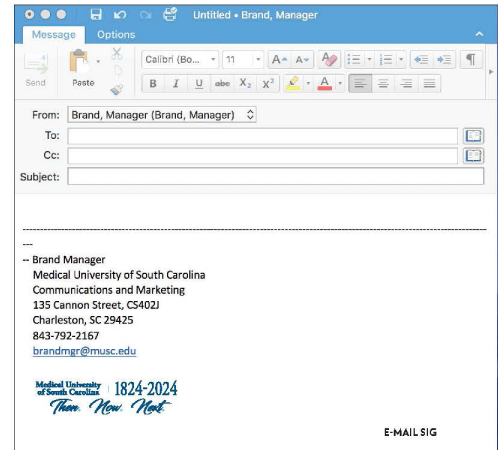
WINDSHIELD DECAL



## BOLD SCRIPT



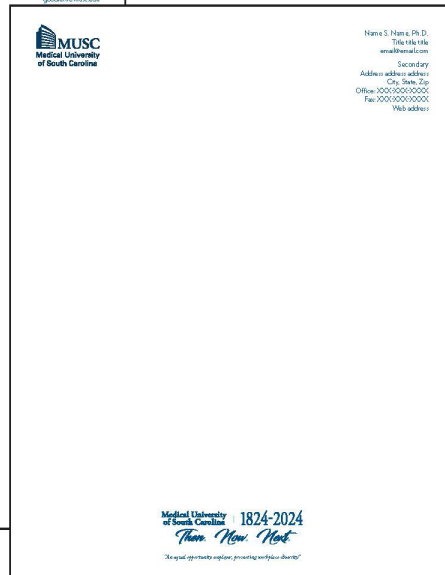
SHIRTS



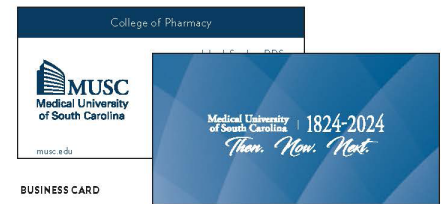
E-MAIL SIG



STATIONERY



WINDSHIELD DECAL



BUSINESS CARD

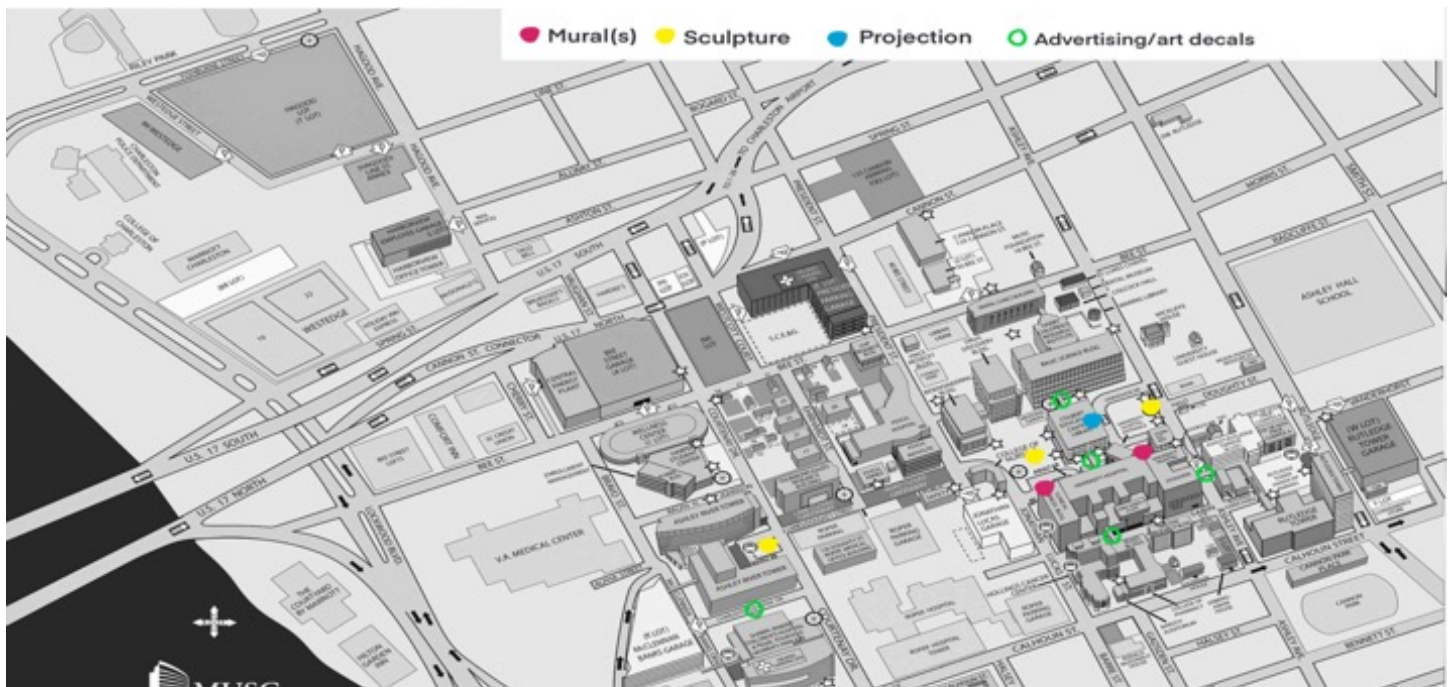
PROMOTIONAL ITEMS



Medical University of South Carolina | 1824-2024 | Then. Now. Next.



## Appendix D: Proposed Bicentennial Artwork Locations



### Visualization of Initiatives



*Sculpture by Fletcher Williams*



*Projected Digital Exhibit*

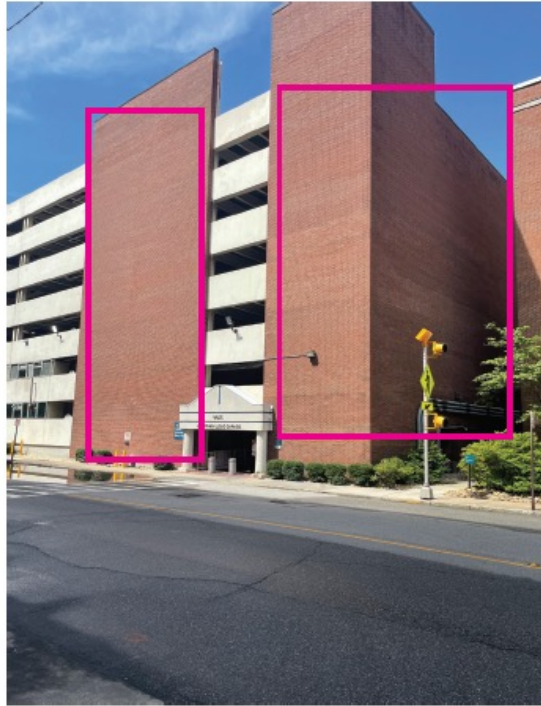


*Murals and Outdoor Wall Exhibit*

## *Potential Placement for Murals*



Main Hospital



Jonathan Lucas Garage