

MICHAEL D. AMIRIDIS
VICE PRESIDENT FOR ACADEMIC AFFAIRS AND PROVOST

MEMORANDUM

TO: Harris Pastides, President

FROM: Michael Amiridis, Vice President for Academic Affairs and Provost

DATE: October 30, 2009

SUBJECT: Master of Education degree with a major in Higher Education Business Administration at the University of South Carolina, Columbia

Attached is a new program planning summary for the Master of Education degree with a major in Higher Education Business Administration at the University of South Carolina in Columbia. The planned program addresses curricular needs in the discipline, and is in keeping with the mission and goals of the USC system.

I write to request your approval of the summary, as indicated by your signature on its cover sheet and on an accompanying memo to the Executive Director of the South Carolina Commission on Higher Education. My staff will transmit the signed documents to CHE.

MA/mbf
Attachment

c: Kristia H. Finnigan, Assistant Provost for Academic Programs

APPROVED

Signature/Date

**HARRIS PASTIDES
PRESIDENT**



October 30, 2009

HARRIS PASTIDES
PRESIDENT

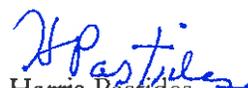
Dr. Garrison Walters
Executive Director
South Carolina Commission on Higher Education
1333 Main Street, Suite 200
Columbia, South Carolina 29201

Dear Dr. Walters:

Accompanying this letter please find a new program planning summary for the Master of Education degree with a major in Higher Education Business Administration, College of Education, University of South Carolina Columbia. The suggested CIP code is 13.0406.

The planned program addresses curricular needs in the discipline, and is in keeping with the mission and goals of the USC system. I write to request that the summary be submitted for discussion at the next Commission on Higher Education Advisory Committee on Academic Programs meeting.

Sincerely,


Harris Pastides

MDA/ba
Attachment
c: Kristia H. Finnigan, Assistant Provost for Academic Programs

CHE Planning Document – USC-Columbia
Master of Education in Higher Education Business Administration

Designation: Master of Education in Higher Education Business Administration. This new graduate degree is intended for those planning to pursue or advance their careers in the administration of colleges and universities, related governmental boards and agencies, and/or postsecondary instructional training and development organizations and units.

Number of Hours: 39 credit hours

Justification: The dynamic and increasingly global arena in which today's postsecondary education occurs creates a demand for innovative graduate educational experiences to prepare the next generation of higher education administrators. Administrators of higher education entities contend with an ever-changing higher education marketplace where public and private support for higher education dwindles while the local, national, and global environments create increasing competition and complexity. Their success requires that they develop the skills, expertise, business acumen, and practical experience necessary to manage and lead the business of higher education. The College of Education and The Moore School of Business at the University of South Carolina (USC) propose to respond by collaborating to offer an innovative Master of Education in Higher Education Business Administration degree that combines the critical components defining educational leadership within a business context.

Currently, USC offers a Master of Education in Higher Education and Student Affairs for those preparing to secure positions in student support services. The curricular content and course delivery methods of this degree are designed primarily for in-residence, full-time students who have recently earned their baccalaureate degrees and who will seek entry level employment in campus student services or general administration.

In contrast, the new M.Ed. in Higher Education Business Administration will educate current professionals in postsecondary educational settings (from early career employees to seasoned executives) of higher education. The program will incorporate distance learning, multi-modal systems as well as some limited face-to-face instruction. Its curriculum will emphasize contemporary managerial techniques, strategy, planning, and analysis that create administrative and leadership excellence for the enterprise of higher education.

Anticipated Program Demand and Productivity:

Because the program will rely heavily on distance learning, anticipated enrollment will be drawn from employees of public and private two- and four-year year colleges, proprietary colleges, adult training entities, research universities, and related units and programs in South Carolina, the southeastern United States, and beyond.

To assess initial interest, current students and alumni of the USC Master’s in Higher Education and Student Affairs program, as well as current students and alumni of the USC Technical College Leadership Certificate program, were informed of the program and surveyed on their interest. Thirty responded to our request for their feedback. Of these, 26 (86.7%) indicated that the proposed curriculum and timeline would attract individuals interested in pursuing a career in higher education, while 28 (96.6%) indicated that the proposed curriculum and timeline would attract individuals currently employed in higher education. Further, according to the National Association of Student Personnel Administrators, nationally, over a hundred Master’s of Higher Education Administration programs are currently offered. Of these programs, only one is delivered primarily through distance education. Thus, the prospective student pool for our program appears to be quite significant.

Productivity in this new program is certain to be very high. A specific review of anticipated productivity in this new program is detailed as follows:

Projected Student Population in the Master of Education in Higher Education Business Administration					
Year	2010-11	2011-12	2012-13	2013-14	2014-15
Students in the M.Ed. program	Pilot Program Intake: 20 0 grads.	Intake: 20 20 grads.	Intake: 25 20 grads.	Intake: 30 25 grads.	Intake: 35 30 grads.
Total Graduates	0	20	20	25	30

Assessment of Extent of Proposed Program Duplication:

No similar interdisciplinary-based Master of Education in Higher Education Business Administration programs are currently offered in South Carolina, the southeastern United States, or on the academic common market. Several institutions offer similar course content, but each program is different in focus, course delivery, and scope. One such college is the University of Michigan which offers a dual M.A. in Higher Education and M.B.A. in Business. The course content and focus for this three-year program is similar to the proposed program; however, the three-year program is based almost exclusively on face-to-face instruction of full-time students. Similarly, institutions offer a M.B.A. in Higher Education Management such as the University of London. However, the scope, content, and program design for the proposed M.Ed. in Higher Education Business Administration is both unique and innovative compared to the current program offerings nationwide. Finally, the proposed program will distinguish itself through the high-quality multi-modal distance education and face-to-face instructional experiences.

Relationship of Proposed Program to Existing Programs:

As noted above, the current Master of Education in Higher Education and Student Affairs prepares students, mostly pre-professional, to secure positions in student support services. In contrast, the proposed degree is focused on business demands and practices necessary for successful business management of higher education institutions—largely in areas

such as advancement, financial management, facilities management, information management, human resources management, extension and continuing education, etc.

Relationship of Proposed Program to Other Institutions: As noted above, no similar M.Ed. program exists in the academic market; however, a few examples of M.A./M.B.A. and M.B.A. programs, such as those cited above, are currently offered.

New Costs:

The initial start up costs of the Master of Education in Higher Education Business Administration program will be relatively low because almost all required courses are currently part of the Moore School and College of Education extant course offerings. Moreover, these courses have capacity to absorb additional students. As a result, the costs would involve the addition of faculty and increased allocation of technology services. The largest annual costs incurred in the development and implementation of these programs is associated with personnel. We anticipate the need for a part-time academic director, accompanied by a part-time program manager. Additionally, because of the technology-intensive nature of this program, we anticipate the need for technical support personnel who can assist with aligning curriculum to equipment specifications and ensure smooth delivery of the program. Due to the unique and novel blending of business and education curriculum, current courses from both academic units must be redesigned and piloted to meet the needs of this new student population. This process will require some summer supplement funding for faculty who are tasked with realigning their courses as primarily online offerings.

Of critical importance is the need to inform the local, national, and international public of the availability of this new program. Both printed and online material will need to be developed and distributed to targeted audiences on a regular basis to ensure robust program enrollment. Program faculty will be required to travel at defined points of time and to oversee the development and implementation of these programs.

Due to the unique format of the degree program, the costs of the program are currently being estimated by the College of Education and Moore School of Business. The new program will leverage all existing technology; however, areas in which new costs will be incurred include: technology upgrades in order to ensure successful coursework delivery, conversion of currently existing coursework to deliverable online formats, and human resources. Once the program is implemented, we do not anticipate requiring any additional state funding because it will be supported by revenue and will contribute to the support not only of itself, but also of the College and the University. All further estimates will be disclosed in the full proposal.

PROGRAM PLANNING SUMMARY
FOR NEW PROGRAM

UNIVERSITY OF SOUTH CAROLINA
COLUMBIA

Master of Education
With a major in Higher Education Business Administration

October 9, 2009



Harris Pastides, President



Date