South Carolina
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CAAL
Agenda Item 5b
12/04/2008

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MEMORANDUM

To: Dr. Bettie Rose Horne, Chair, and Members, Committee on Academic Affairs and Licensing

From: Dr. Gail M. Morrison, Director of Academic Affairs and Licensing

Consideration of Request for Initial License to offer in South Carolina courses leading to the B.A. degree in Equestrian Studies
Savannah College of Art and Design, Savannah, GA

Summary

Savannah College of Art and Design (SCAD) in Savannah, GA (www.scad.edu) requests approval to offer applied credit-bearing courses at the Ronald C. Waranch Equestrian Center in Hardeeville, SC. The College intends to offer immediately courses in equestrian studies in classroom facilities in Savannah with hands-on experience at the Center; the courses will be part of a minor and eventually part of a major in equestrian studies. The minor and the program leading to the degree in equestrian studies will be offered only at the Savannah campus. Chapter 58 of Title 59, South Carolina Code of Laws, 1976, as amended, authorizes the Commission to license institutions operating in the state that offer courses for which credit is given towards completion of an academic credential.

SCAD was founded in 1978 as a private, non-profit institution. The Commission on Colleges of the Southern Association of Colleges and Schools (SACS) has accredited SCAD since 1983. In March 2005 the College opened a separate branch campus in Atlanta and merged with the former Atlanta College of Art. The branch campus opening and merger were approved by SACS in December 2005 and the College currently enrolls over 9,000 students between the two campuses. SCAD also maintains a residential study

abroad campus in Lacoste, France, and provides a limited offering of programs and courses through SCAD eLearning. The College is exempt from licensing requirements in the state of Georgia. SCAD confers bachelor's and master's degrees and offers 42 majors and more than 50 minors in art and design.

The following information from the U.S. Department of Education shows student loan default rates at SCAD:

OPE ID	School	Type	Control	PRGMS		FY 2006	FY 2005	FY 2004
021415	Savannah College of Art & Design 342 Bull Street Savannah GA 31401	Master's Degree or Doctor's Degree	Private	Federal Family Education Loan (FFEL) /Federal Direct Loan (FDL)	**Default Rate %**	2.7	2.3	3.5
					No. in Default	40	32	41
					No. in Repay	1472	1380	1170

The U.S. Department of Education sanctions a school when the school's three most recent cohort default rates are 25% or higher or if a school's current default rate is greater than 40 percent. Except in the event of a successful judgment or appeal, such a school will lose FFEL, Direct Loan, and Federal Pell Grant program eligibility for the remainder of the fiscal year in which the school is notified of its sanction and for the following two fiscal years.

Courses in the equestrian studies program will be taught in SCAD classroom facilities in Savannah with applied experiential components delivered at the Waranch Equestrian Center in Hardeeville, five miles north of the main campus in Savannah. The Center houses two barns, stables, turnout paddocks, a tack room, offices, wash stalls, riding arenas, and three competition rings. The property also includes a barn manager's apartment, a kitchen, restrooms, and an eight-stall veterinary facility.

Students have access to resources at the Jen Library at the main campus, which houses 129,000 volumes, as well as 59,000 volumes available at the Atlanta campus. Also available to students are 53,000 electronic books, 47 electronic databases, a non-circulating reference collection, approximately 750,000 high-quality digital images, and multimedia resources. SCAD also participates in the Atlanta Regional Council for Higher Education, a consortium of 19 Atlanta area institutions, to whose libraries SCAD students have access. Over 50 volumes related to equestrian studies are presently within the Jen Library collection; an acquisition list of equestrian-related materials developed by the equestrian program coordinator has been developed.

The coordinator for the equestrian program reports to the dean of the School of Film, Digital Media, and Performing Arts, who is supervised by the chief academic officer. The president of SCAD reports to the Board of Trustees and has oversight for the chief academic officer, chief operating officer, chief of staff, SCAD-Atlanta vice presidents, vice presidents for institutional effectiveness and institutional advancement, dean of academic initiatives, and executive director of presidential initiatives.

Faculty who teach undergraduate courses at SCAD typically hold a terminal degree in the field or a master's degree plus 18 graduate hours in the teaching discipline. Degrees must be earned from a regionally accredited institution or foreign equivalent. Because no master's degree programs in equestrian studies exist, SCAD follows the SACS guidelines to document alternative qualifications for faculty in the equestrian program.

Applicants for enrollment into degree programs must have a high school diploma or General Education Development certificate and submit official transcripts and SAT or ACT scores with their applications for admission. College Level Examination Program, Advanced Placement, and International Baccalaureate scores are evaluated for credit.

Anticipated enrollment for the minor program is 10 students in the first year and 25 students in the bachelor's degree program in Fall 2009. Tuition for an undergraduate degree program at SCAD is $9,255 per quarter for students attending full-time. The total tuition for one academic year is $27,765. Students pay additional fees for on-campus housing and meal plans.

The link to the institution's minor program in equestrian studies is http://www.scad.edu/academic/minors/#equestrianstudies. The following eight courses for the minor will be part of the degree program in equestrian studies:

Course	Quarter Credit Hour
EQST 110 Fundamentals of Horse Care	5
EQST 120 Principles of Equine Anatomy	5
EQST 130 Equine Business Management	5
EQST 210 Contracts and Equine Law/Liability	5
EQST 220 Barn Construction, Design and Facility Layout	5
EQST 310 Footing for the Performance Horse	5
EQST 410 Course Design	5
Elective	5
Total	40

There is no specialized accrediting agency for equestrian management. Practitioner licensure or certification is not required for employment.

Students may combine their interests in equestrian management with a second major or minor, thus developing a depth of skill helpful in pursuing a career, maintaining a competitive edge through increased marketability, or staging entrepreneurial ventures. According to the proposal, career options for equestrian management program students are wide. A 2005 press release from the American Horse Council states that "the U.S. horse industry. . . supports 1.4 million jobs on a full time basis" and has a $39 billion direct economic impact in the U.S. According to the Economic Development Partnership (www.edpsc.org), one of the most popular horse-breeding regions in the U.S. is Aiken, SC.

Examples of potential job positions for students with applied equestrian coursework include show exhibitor, equine program director, equestrian coach, show judge, and competitive rider. Creative careers in the equine industry include equine photographer, equine videographer, equine fashion designer, course and jump design, and barn design.

Clemson offers within its program leading to the B.S. degree in Animal and Veterinary Sciences a concentration in Equine Business. No college or university in the state offers a bachelor's degree program in equestrian studies or equestrian management.

Recommendation

The staff recommends that the Committee on Academic Affairs and Licensing commend favorably to the Commission initial licensure for five years to the Savannah College of Art and Design at its Waranch Equestrian Center to offer equestrian courses only which are required for the College's Savannah-based Bachelor of Arts degree in Equestrian Management to be implemented immediately.