

Minutes
Committee on Academic Affairs and Licensing
October 11, 2005

Members Present

Dr. Vermelle Johnson-Chair
Ms. Cyndi Mosteller
Dr. Bettie Rose Horne

Members Absent

Mr. Miles Loadholt

Staff Present

Ms. Joann Biga
Ms. Julie Carullo
Ms. Renea Eshleman
Ms. Lane Jeselnik
Dr. Lynn Kelley
Dr. Esther Kramer
Dr. Gail Morrison
Dr. Mike Raley
Ms. De'Nitra Reese
Dr. Donald Tetreault

Guests Present

Dr. Jennifer Weil Arns, (USC-Columbia)
Dr. Peter Barr, (Coastal Carolina)
Dr. Dan Barron, (USC-Columbia)
Mr. Charles Bierbauer, (USC-Columbia)
Dr. Cheryl Cox (SC Tech College System)
Dr. David DeCenzo, (Coastal Carolina)
Dr. Ed Dickey, (USC-Columbia)
Dr. Terry Farris, (Clemson)
Dr. Judith Gibbes-James, (USC-Columbia)
Dr. Linda Henderson, (Coastal Carolina)
Ms. Karen C. Jones (Winthrop University)
Dr. Gail Joyner-Fleming, (S.C. State)
Dr. John McKnew, (Clemson)
Dr. Mark Mittelstaedt, (Clemson)
Dr Greg Pickett, (Clemson)
Dr. Rod Roenfeldt, (USC-Columbia)
Dr. Ronald Speight, (S.C. State)
Dr. Aileen Trainer (USC-Columbia)

The meeting was called to order at 10:36 a.m. and was held in compliance with the Freedom of Information Act. Dr. Johnson then asked all guests to introduce themselves.

1. Consideration of Minutes of September 1, 2005

Dr. Horne **moved** that the minutes of April 19, 2005, be accepted as distributed. The motion was **seconded** by Ms. Mosteller and was **approved** unanimously.

2. Consideration of New Program Proposals

2. a. B.S. Middle Level Education, South Carolina State (new)

Dr. Johnson introduced the program. She introduced Drs. Joyner-Fleming and Speight as the institutional representatives available to respond to questions about the program. Ms. Mosteller stated that she was pleased to note that the program is anticipated to pay for itself in five years. Dr. Horne inquired whether there will be an increase in enrollment or in tuition that will make this income greater than expenditures in that time period. Dr. Fleming stated that enrollment will drive the funding. Dr. Horne asked what might occur if the institution were not to meet the expected enrollment numbers of 25-30 students. Dr. Speight stated that the institution is very confident of achieving a high enrollment from the incoming freshman class. Without further discussion, it was **moved** (Mosteller) and **seconded** (Horne) and the Committee **voted to commend favorably** to the Commission the program leading to the B.S. degree in Middle Level Education at South Carolina State University for implementation in January 2006.

2. b. M.B.A., Master of Business Administration with a concentration in Accounting, Coastal Carolina (new)

Dr. Johnson introduced the program. She introduced Dr. Barr as the institutional representative available to respond to questions about the program. Dr. Barr stated that the MBA which Winthrop offered at Coastal Carolina has been terminated by Winthrop. Dr. Barr stated that the PMBA is much different from the MBA program that Coastal Carolina wants to implement. The MBA at Coastal is designed for those with a bachelor's degree and no work experience, and students will also earn enough hours to be licensed as CPA's. Dr. Horne asked if this program was being developed to replace the Winthrop's terminated program. Dr. Morrison explained that Winthrop had planned from the beginning to withdraw this program eventually from Coastal University and did so when Coastal announced development of its own program. She also stated that an M.B.A. program has become standard at almost all institutions because of the strong demand for this type of professional program. Without further discussion, it was **moved** (Horne) and **seconded** (Mosteller) and the Committee **voted to commend favorably** to the Commission the program leading to the M.B.A. degree in Master of Business Administration with a concentration in Accounting at Coastal Carolina University for implementation in Fall 2006.

2.c. M.Ed., Teaching, USC-Columbia (new)

The program was introduced by Dr. Johnson. She introduced Dr. Trainer as the institutional representative available to respond to questions about the program. Dr. Trainer stated that this program will replace the M.Ed., in Elementary and Secondary Education. She also stated that USC-Columbia plans to offer this program as a distance education program in the future. With no further discussion, it was **moved** (Horne) and **seconded** (Mosteller) and the Committee **voted to commend unanimously to the Commission** the program leading to the M.Ed. degree in Teaching Management at USC-Columbia for implementation in Spring 2006.

2. d. M.S., Marketing, Clemson (new)

Dr. Johnson introduced the program proposal. She introduced Drs. Middlestaedt, Pickett, and McKnew as the institutional representatives available to respond to questions about the program. Ms. Mosteller inquired if Clemson would pursue a Ph.D. program in Marketing. Dr. Middlestaedt replied that USC-Columbia already has a very successful Ph.D. program in Marketing and that the State did not need a second Ph.D. program. Clemson representatives distributed a handout with statistical information from the Bureau of Labor Statistics which predicted the positions that need a master's degree. Marketing was one of those positions. Dr. Horne asked why the program proposal does not require a thesis, and since that is the case, whether a student will be able to enroll in a doctoral level program after completing the proposal degree. Dr. Middlestaedt stated that this program is an exception to the rule of thesis development since in this case at Clemson the thesis is covered at the bachelor level. With no further discussion, it was **moved** (Horne) and **seconded** (Mosteller) and the Committee **voted to commend favorably** to the Commission the program proposal leading to the M.S. degree in Marketing at Clemson University for implementation in Fall 2006.

2. e. Ph.D., Library and Information Science, USC-Columbia (new)

Dr. Johnson introduced the program. She introduced Drs. Trainer and Bierbauer as the institutional representatives available to respond to questions about the program. Dr. Johnson added that she is enthusiastic about this program because there is a need for a doctorate-level degree in this field. Dr. Horne inquired about the type of student who presumably would be interested in a program such as this. Dr. Bierbauer stated that many of the current librarians are retiring and these Ph.D. students will be a part of the next generation of librarians. Dr. Horne also inquired whether or not this doctoral program will be accredited. Dr. Trainer replied that accreditation stops at the masters level in this field. Without further discussion, it was **moved** (Mosteller) and **seconded** (Horne) and the Committee **voted unanimously to commend** to the Commission the program leading to the Ph.D. degree in Library and Information Science at USC-Columbia for implementation in Fall 2006.

2.f. Center for Real Estate Development (CRED), Clemson (new)

Dr. Johnson introduced the program proposal. She introduced Dr. Farris as the institutional representative available to respond to questions concerning the program.

Dr. Horne asked who might be likely to use this Center. Dr. Farris replied that mostly faculty will use the Center, but there will also be use by the Research Centers of Economic Excellence. Without further discussion, it was then moved (Mosteller) and seconded (Horne) and the Committee voted unanimously to commend to the Commission the proposal leading to the establishment of a Center for Real Estate Development at Clemson University, to be implemented immediately.

3. Consideration of Improving Teacher Quality Competitive Grants Proposals, Project Year 2005-06

Dr. Morrison introduced this program. It was moved (Horne) and seconded and the Committee voted to approve the Panel's funding recommendation to award Clemson University with an \$125,000 award for year 1 of the four-year project entitled, "Building a Mathematical Community", and \$125,000 award for year 1 of the four-year project entitled, "Digital Express."

4. Consideration of Follow-Up to Report of Consultants' Evaluation of Programs in Business: Ph.D., Business Administration, USC-Columbia

Dr. Morrison stated that the Commission had conducted a program review for all accredited Business Administration programs at four-year institutions in 1999. At that time, USC-Columbia was cited for recommendations on three different issues and received a provisional approval by the review team. USC-Columbia has now fulfilled the terms of those recommendations and the staff of the Commission is recommending full approval for the program. Dr. Horne stated that this a wonderful endorsement for program reviews. Ms. Mosteller requested a copy of the program review for all the institutions in the State. Dr. Morrison stated that the Commission only has the data on accredited institutions. Both Dr. Horne and Ms. Mosteller stated that they would like to know the "grade" of the Business Administration programs in South Carolina. Without further discussion, it was moved (Horne) and seconded (Mosteller) and the Committee voted to commend favorably to the Commission the staff's recommendation that the program leading to the Ph.D. degree in Business Administration be granted full approval at USC-Columbia.

5. Report on Teacher Scholarship Grants Program

Dr. Morrison stated that the General Assembly approved the South Carolina Teaching Scholarship Grant program for teachers to return to academic work to upgrade their existing content area or to add a new content area to their certificates. The grant is set up as a reimbursement grant. She stated that the report contains statistical charts and maps that give data on grant recipients. Dr. Horne inquired as to how more African-Americans can receive the grant. Dr. Morrison replied that grants are available to all eligible persons in the teaching field and all that is necessary is to apply. There are, however, not enough African Americans in K-12 teaching.

6. Adjournment

Hearing no further business, Dr. Vermelle Johnson asked for a motion to adjourn. It was **moved** (Horne) and **seconded** (Mosteller) and **the Committee voted to adjourn** at 12:20 p.m.