



South Carolina Commission on Higher Education

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CAAL
9/4/2008
Agenda Item 3.a.

Dr. Garrison Walters, Executive Director

September 4, 2008

MEMORANDUM

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

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

Consideration of Request for Amendment to Existing License to Add New Program The Art Institute of Charleston, Charleston, SC A.A., Wine, Spirits, and Beverage Management

Summary

The Art Institute of Charleston <www.artinstitute.edu/charleston> requests approval of an amendment to its license to offer a program leading to the Associate in Arts degree in Wine, Spirits, and Beverage Management to be implemented in January 2009. The program will be delivered on-site.

The Art Institute of Charleston (AiCSC) is a private, proprietary branch campus of The Art Institute of Atlanta (AiA), which has operated as an Art Institute since 1975. AiA and AiCSC are wholly owned subsidiaries of The Art Institutes International LLC, a for-profit entity owned by Education Management Corporation (EDMC). EDMC, headquartered in Pittsburgh, Pennsylvania, operates 83 campuses in 26 states and Canada with a student enrollment of over 96,000. The Commission has licensed The Art Institute of Charleston (AiCSC) since December 7, 2006, to offer various degree programs in culinary and visual arts.

The Commission on Colleges of the Southern Association of Colleges and Schools (SACS) has accredited AiA since 1985, and the Charleston campus has been approved by

SACS as a branch campus of AiA. AiA is approved by the Georgia Nonpublic Postsecondary Education Commission to confer diplomas and associate and bachelor degrees.

The following information from the U.S. Department of Education shows student loan default rates at AiA. Institution officials expect similar results for Charleston.

OPE ID	School	Type	Control	PRGMS		FY2005	FY2004	FY2003
009270	Art Institute of Atlanta (The) 6600 Peachtree Dunwoody Road Atlanta GA 30328- 1649	Bachelor's Degree	Proprietary	Federal Family Education Loan (FFEL) and Federal Direct Loan (FDL)	Default Rate	5.4	5.3	3.7
					No. in Default	101	78	51
					No. in Repay	1843	1471	1365

Institute officials have a 10-year lease agreement for the Carroll Building located at 24 North Market Street in downtown Charleston. The Institute currently has access to 44,513 square feet, with an additional 4,000 square feet available by March 2011. AiCSC provides faculty and staff offices, 12 classrooms, three computer labs, two art labs, one drafting room, two kitchens, a dining lab, and studio space, as well as a student lounge, supply store, exhibition gallery, and 2000 square foot library. Additional classroom space is currently being added to the second floor and expansion is expected to be complete in Fall 2008. Funds have been budgeted for fiscal year 2009 to purchase equipment necessary for the Wine, Spirits, and Beverage Management program.

AiCSC has submitted to the Commission a list of program-specific learning resources it plans to acquire for its 2000 square foot library, which is staffed by a librarian holding a master's degree in Library and Information Science. Students have access to several on-line periodicals and program-specific publication databases. AiCSC enjoys the privilege of an interlibrary loan system with over 40 other Art Institute campuses, as well as through the larger EDMC Library Consortium.

The Art Institute employs at the Charleston branch a full-time campus president, a vice president/dean of academic affairs, and directors of admissions, career services, student finance, and individual academic departments. The campus president reports to the Institute's Board of Directors. The Wine, Spirits, and Beverage Management program will fall under the purview of the academic director for Culinary Arts until enrollment in the program warrants employment of its own program director.

In compliance with the requirements of state licensing regulations and SACS, members of AiCSC faculty who teach general education courses must possess a master's degree with 18 hours in the teaching discipline or hold a master's degree with a major in the teaching discipline. Faculty teaching core courses will hold credentials at the bachelor's degree level or higher, or will hold an Associate of Applied Science or Associate of Occupational Science (which is the industry standard for Culinary Arts) with specialized levels of certification equivalent to Certified Culinary Educator, Certified Executive Chef, or Certified Chef de Cuisine coupled with experience in culinary education.

To be admitted into associate-level degree programs, prospective students must have a General Educational Development (GED) certificate or high school diploma from a regionally accredited high school or local school district-approved home school program with a grade point average of 2.0 or higher. Prospective students must also participate in a personal interview with the associate director of admissions and achieve an acceptable score on the ACT exam or the Computer Adaptive Placement Assessment and Support System (COMPASS) test for skills assessment. SAT, ACT, or ASSET scores may be submitted in lieu of the COMPASS test.

Transfer students who have completed fewer than 36 quarter credit or 24 semester hours of college credit must meet the same admission requirements outlined in the above paragraph. Transfer students may submit official transcripts from each college attended and may be able to transfer credit from other accredited institutions. The Institute also awards credit for College-Level Examination Program (CLEP) exams as well as for training, employment, or other educational experience as measured through Defense Activity for Non-Traditional Education Support (DANTES), DANTES Subject Standardized Tests (DSST), or as shown on American Council on Education (ACE) transcripts.

Institute officials project approximately 58 new students (46 full-time, 12 part-time) will enroll in the program in the first year. Tuition at AiCSC is currently \$435 per quarter credit hour or approximately \$20,880 per academic year for full-time students. Additionally, students in the Wine, Spirits, and Beverage Management program must purchase a supply kit for \$635, as well as books and other supplies. Total tuition is \$41,760 for the program.

The curriculum of the Wine, Spirits, and Beverage Management program consists of 112 quarter credit hours, 84 in the core and 28 in general education. There is no specialized accrediting agency for this program. Licensure or certification is not a requirement for employment in this field but may be advantageous; students have the opportunity to attain Level I and II certifications through the Wine and Spirit Education Trust.

The Wine, Spirits, and Beverage Management program is designed to develop students' awareness and sensitivity to the nuances of different types of beverages, educate them in the history and heritage of each beverage category, and instill in them a thorough knowledge of wines of the world by region and component. Additionally, students will be introduced to the ethical and legal issues involved in the service of alcoholic beverages and will be prepared to fully understand all aspects of fiscally managing a successful beverage operation. According to the proposal, high growth in the United States in the sales and consumption of wine and other specialty alcoholic beverages has increased the demand for well-trained and educated beverage professionals. Graduates will be prepared for entry-level positions in careers such as beverage and bar manager for a corporate or independent restaurant; wine or coffee bar assistant manager; assistant food and beverage director; assistant director of food and beverage purchasing; wine buyer for a food retailer or grocery chain; entrepreneur (beverage wholesaler, importer, distributor, retailer); sales representative for a beverage wholesaler, importer, distributor or producer; and winery tasting room manager.

No similar degree program is offered in the State.

Recommendation

The staff recommends that the Committee commend favorably to the Commission an amendment to the license of The Art Institute of Charleston to offer a program leading to the A.A. degree in Wine, Spirits, and Beverage Management for implementation in January 2009.

Associate in Arts
Wine, Spirits and Beverage Management
112 quarter credits hours

GENERAL EDUCATION

28 Quarter Credit Hours

EN 101	4	English I
MT 113	4	Ideas of Mathematics
EN 105	4	Public Speaking
SC 106	4	Chemistry
Elective	4	(Social Science)
Elective	4	(Humanities)
Elective	4	

CORE

84 Quarter Credit Hours

CL 110	4	Food Safety and Sanitation
CL 114	4	Concepts and Theories of Culinary Techniques
CL 129	4	Planning and Cost Control
CL 132	4	Computer Applications in the Foodservice Industry
CL 136	4	Management Supervision and Career Development
CL 201	2	Purchasing and Product Identification (2 credits)
CL 215	4	Management by Menu
CL 220	4	Food and Beverage Operations Management
CL 237	4	Capstone/Portfolio
CL 343	4	Hospitality Marketing
CL 345	4	Quality Service Management and Training
CL 348	4	Legal Issues and Ethics for Culinarians
CL 399	4	Externship
CL 420	4	Exploring Wines and the Culinary Arts
FB 101	4	Fundamentals of Bar Operations and Professional Service
FB 110	4	Spirits, Beers, and Brews
FB 120	2	Tea, Coffee, and Non-alcoholic Beverages (2 credits)
FB 201	4	Beverage Purchasing, Inventory Control, and Menu Authoring
FB 210	4	Viticulture & Vinification I
FB 215	4	Viticulture & Vinification II
FB 225	4	Wines of the New World & Emerging Regions
FB 230	4	Dining Room Operations