



South Carolina Commission on Higher Education

Mr. Kenneth B. Wingate, Chair
Dr. Bettie Rose Horne, Vice Chair
Ms. Natasha M. Hanna
Ms. Elizabeth Jackson
Dr. Raghu Korrapati
Ms. Leah B. Moody
Vice Admiral Charles Munns, USN (ret.)
Mr. Kim F. Phillips
Mr. Y. W. Scarborough, III
Dr. Jennifer B. Settlemyer
Mr. Rodney A. Smolla
Mr. Guy C. Tarrant, CCIM
Mr. Hood Temple
The Honorable Lewis R. Vaughn
Dr. Garrison Walters, Executive Director

CHE
10/06/11
Agenda Item 8.02.B.1

September 8, 2011

MEMORANDUM

To: Mr. Ken Wingate, Chair, and Members, Commission on Higher Education

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

Consideration of Request for Amendment to Existing License to Add New Program: B.F.A. in Fashion Design; The Art Institute of Charleston

Summary

The Art Institute of Charleston (www.artinstitute.edu/charleston) requests approval of an amendment to its license to offer at its site in Charleston a program leading to the Bachelor of Fine Arts degree in Fashion Design, to be implemented in April 2012. 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 105 campuses in 32 states and Canada with a student enrollment of over 158,000.

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 Charleston location currently enrolls approximately 750 students.

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 (USDE) shows student loan default rates at The Art Institute of Atlanta. Because AiCSC is a branch of AiA, default rates for the AiCSC campus are combined with those of AiA.

School	Type	Control	PRGMS		FY2008	FY2007	FY2006
Art Institute of Atlanta	Bachelor's Degree	Proprietary	Federal Family Education Loans and Federal Direct Loans (FFEL/FDL)	Default Rate %	7.8	7	4.8
				No. in Default	180	117	95
				No. in Repay	2,300	1,666	1,961
Students enrolled at any time during the year					6,317	5,333	5,042
Percentage of borrowers entering repayment					36.4%	31.2%	38.9%

To provide context for the Cohort Default Rate (CDR), USDE includes enrollment data (students enrolled at any time during the year) and a corresponding percentage (borrowers entering repayment divided by that enrollment figure). While there is no direct relationship between the timing of when a borrower entered repayment (October 1 through September 30) and any particular enrollment year, these data are for the academic year ending on the June 30 prior to the beginning of the cohort year (e.g., FY 2008 CDR Year will use 2006-2007 enrollment).

The USDE sanctions a school when the school's three most recent cohort default rates are 25 percent or higher or if a school's current default rate is greater than 40 percent. Except in the event of a successful adjustment or appeal, such a school will lose Federal Family Education Loan, 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. According to AiCSC officials, an estimate of the Title IV student loan debt for graduates is \$19,881.

Institute officials have a 10-year lease agreement for the Carroll Building located at 24 North Market Street in downtown Charleston. AiCSC provides faculty and staff offices, seven lecture rooms, five computer labs, six art labs, one drafting room, two kitchens, a dining lab, and studio space, as well as a student lounge, supply store, exhibition gallery, and 2,000 square foot library. The Institute is currently adding new classroom and lab space on the second floor of the building. Funds have been budgeted to purchase equipment necessary for the Fashion Design program.

AiCSC has submitted to the Commission a list of program-specific learning resources it plans to acquire for its library, which is staffed by two librarians holding master's degrees 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 45 other Art Institute campuses and through the larger EDMC Library Consortium. AiCSC also has borrowing agreements with the College of Charleston and the Charleston County Public Library.

The Art Institute employs at the Charleston branch a full-time campus president; a dean of academic affairs; directors of admissions, career services, and student finance; and chairs of individual academic departments. Oversight for the Fashion Design program will be provided by the Fashion and Retail Management academic chair who holds a Master of Fine Arts degree. A full-time faculty member for the Fashion Design program will be hired.

In compliance with the requirements of state licensing regulations and the Southern Association of Colleges and Schools (SACS), members of AiCSC faculty who teach general education courses must possess a master's degree with 18 semester hours in the teaching discipline or hold a master's degree with a major in the teaching discipline. Faculty teaching core courses will hold a master's degree in the discipline and/or advanced certifications in the field.

Applicants for bachelor degree programs 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 submit an essay and scores from the ACT, SAT, ASSET or Computer Adaptive Placement Assessment and Support System (COMPASS) assessment.

Transfer students who have completed fewer than 36 quarter or 24 semester hours of college credit must meet the same admission requirements outlined in the above paragraph. Transfer students must submit official transcripts from each college attended and may be able to transfer credit from other accredited institutions. A student with an associate degree or higher may be admitted without consideration of high school GPA or other test scores. 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.

AiCSC officials project enrolling 22 full-time students and 11 part-time students during the first year of the program.

Tuition at AiCSC is \$486 per quarter credit hour. Total tuition for the 180-quarter-credit-hour program is \$87,966. Additionally, students must purchase an art supply kit, books, and other supplies.

B.F.A. in Fashion Design

The program leading to the Bachelor of Fine Arts degree in Fashion Design prepares students for entry-level positions within the fashion design industry by providing fundamental skills in fashion design, technical illustration, design research, and forecasting. The program includes an introduction to the theory and practice of creative design, draping, pattern drafting, construction, and sewing. Advanced courses provide students with the opportunity to focus on specific design areas. Career opportunities available to graduates are costume designer, sketching assistant, fashion designer, pattern maker, design consultant, or assistant designer.

The curriculum for the program leading to the B.F.A. in Fashion Design is shown below:

B.F.A. in Fashion Design	
Courses	Quarter Credit Hours
Core Component	
GD 160 Basic Web Design	4
FRM 111 Fashion Drawing	4
FRM 115 Fashion History	4
FRM 130 Textiles	4
FRM 323 Event and Fashion Show Production	4
FRM 331 Trends and Concepts in Apparel	4
FRM 345 Product Development and Manufacturing	4
FD 101 Survey of the Fashion Industry	4
FD 130 Fundamentals of Construction	4
FD 140 Advanced Construction	4
FD 200 Fundamentals of Pattern Making	4
FD 220 Technical Design and Drawing	4
FD 230 Intermediate Pattern Making	4
FD 240 Image Manipulation	4
FD 250 Draping and Fit Analysis	4
FD 260 Research and Sourcing Fundamentals	4
FD 270 Concept Development	4
FD 280 Computer Patternmaking	4
FD 290 Design Studio Woman's Wear	4
FD 300 Computer Productions Systems	4
FD 320 Design Studio Men's Wear	4
FD 340 Senior Collection: Concept and Technical	4
FD 350 Surface Design	4
FD 400 Senior Collection: Technical Production	4
FD 410 Fashion Entrepreneurship	4
FD 420 Digital Textile Design	4
FD 490 Portfolio	4
FD 499 Internship	4
Total Core	112
Art/Design Foundations	
ART 111 Drawing	4
ART 122 2-D Design	4
ART 123 Color Theory	4
Total Foundations	12
General Education	
COM 105 Public Speaking	4
PS 101 Introduction to Psychology	4
EN 101 English I	4
EN 102 English II	4
EN 305 Professional Communication	4
HU 305 Critical Thinking	4
MT 113 Ideas of Mathematics	4
SC 115 Science of Light	4
CAA 106 Introduction to Design Applications	4
SP 101 Beginning Spanish Conversation and Culture	4
Total General Education	56
Total	180

There is no specialized accrediting agency recognized by the U.S. Department of Education for this program.

According to the U.S. Department of Labor, Bureau of Labor Statistics, *Occupational Outlook Handbook (OOH)*, little or no change in employment is projected for fashion designers. However, some new jobs will arise from an increasing population demanding more clothing, footwear, and accessories. Demand is increasing for stylish clothing that is affordable, especially among middle-income consumers which will increase the need for fashion designers among apparel wholesalers. Since the advent of Charleston Fashion Week in 2007, Charleston is increasingly gaining attention as a center for fashion in the southeast.

Bob Jones University offers a program leading to the Bachelor of Science degree in Apparel, Textiles, and Design.

Recommendation

The Committee on Academic Affairs and Licensing commends favorably to the Commission an amendment to the license of The Art Institute of Charleston to offer a program leading to the Bachelor of Fine Arts degree in Fashion Design to be implemented in April 2012.