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Agenda Item 7.02.I

# South Carolina Commission on Higher Education

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The Honorable Lewis R. Vaughn

Dr. Richard C. Sutton,  
Executive Director

October 3, 2013

## MEMORANDUM

**To:** Chairman John L. Finan and Members, S.C. Commission on Higher Education

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

**Consideration of Request for Initial Degree-Granting License  
A.A.S., Health Information Management; A.A.S., Medical Assistant; and A.A.S.,  
Occupational Therapy Assistant  
Southeastern Institute, Charleston and Columbia**

### Summary

Southeastern Institute (<http://www.southeasterninstitute.edu/>) requests approval for initial licensure as a degree-granting institution to offer at its existing locations in Charleston and Columbia programs leading to the A.A.S. degree in (1) Health Information Management, (2) Medical Assistant, and (3) Occupational Therapy Assistant. The format of the proposals has been revised so that they more closely align with the format of program proposals from the public institutions.

Southeastern Institute is a private, for-profit institution owned by Bar Education, Inc., which is incorporated in Florida, and is owned by Arthur and Belinda Keiser. The Keiser system includes the two campuses in South Carolina, one each in North Carolina and Tennessee, and seven locations in Florida.

The Commission licensed Southeastern Institute's locations in Charleston and Columbia in 1997 under prior owners to offer a certificate program in massage therapy. The name of the school was Southeastern School of Neuromuscular and Massage Therapy. They sold the schools to Bar Education, Inc., in 2007. Bar Education changed the name of the school and added certificate programs in medical billing and coding, medical assisting, and pharmacy technology. The school does not have a history of student complaints with the Commission.

The Accrediting Commission of Career Schools and Colleges (ACCSC), has accredited the Charleston branch since February 2001 and the Columbia branch since August 2002.

At its meeting on September 5, the Committee discussed the proposals and requested that the institution provide its 2011 cohort default rates, a comparative analysis of similar programs, a proposed timeline for accomplishing specialized accreditation for each program, local labor market projections for each program, and matrices for program assessment. The members of CAAL continue to review the additional information the institution provided.

### **Recommendation**

The Committee on Academic Affairs and Licensing is not yet prepared to make a recommendation to the Commission on initial degree-granting licensure for Southeastern Institute to offer the proposed degree programs at its sites in Charleston and Columbia. The Committee will further review the materials and expects to make a recommendation to the Commission at its meeting on November 7.