



South Carolina
Commission on Higher Education

Commissioners' E-Alert
October 2008

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Greetings from Commissioner Horne, CHE's representative of the 3rd Congressional District:

It was such a day of mixed feelings on a recent Thursday when the Commission on Higher Education met in Greer at the breathtaking BMW plant. On the one hand, we were awed by a tour that revealed a vast, yet still growing, facility. Bobby Hitt, Department Manager of Public Affairs for BMW and Dr. Chris Prziembel, Vice President of Research and Economic Development at Clemson University, addressed the group on the topic of Manufacturing, the Knowledge Economy, and Education Partnering, explaining how their entities have collaborated in a long-range plan which has had an enormous impact for good on economic development in the Upstate. In addition to Clemson, BMW is also working with USC, MUSC, USC-Upstate, and College of Charleston in a symbiotic relationship that has "lifted all boats."

On the other hand, the economic news of the past month has been horrific. Credit lines have frozen, commerce is in retreat, jobs are being lost, and South Carolina is suffering along with the rest of the nation. Bob Herbert, *The New York Times* syndicated columnist, said this week that the central problem ". . . [is] not just the economy, stupid, it's jobs." The AP Wire Service reports that in September alone, 159,000 American jobs were eliminated, the 9th consecutive month of decline. In nine months, we've lost more than three-quarters of a million jobs.

South Carolina has also been seriously injured by these wide-spread problems, with an unemployment rate of 7.6% in August 2008, reported by the state Employment Security Commission, putting us in the unenviable position as the fifth worst-hit state in the nation. Eighteen South Carolina counties suffer double-digit rates of unemployment, including Allendale and Marion counties, whose 17.2% and 15.2 % rates (respectively) rival those of some third-world countries. Clearly, it's essential for South Carolina to address this worsening problem of economic woes.

Creation of jobs with a sustainable wage is essential, but those jobs require educated employees. With only 24% of the S. C. population over the age of 25 holding a bachelor's degree, the BMWs of the world logically look to areas with an educated workforce, so it's no surprise that the lowest unemployment rates in the state occur in some of the counties with the best educated population -- Lexington, Charleston, and greater Greenville (with 5.6%, 6.2%, and 6.5%, rates of unemployment, respectively.)

One can't help worrying about the economic impact of this bad news on all the state agencies, which began the year with less funding the last year (3% less on average for higher education) and were cut an additional 3% just one month into the year. And the news grows worse as agencies have been put on notice that additional cuts are forthcoming.

The job of the legislator, always difficult, is particularly so during such grim economic times. No one with a conscience can argue for cuts that harm any of the agencies. We must take care of the elderly on fixed incomes who depend on Medicaid for life-saving medications. We must take care of the highways and bridges which allow us to pursue our lives and careers. But I would argue that the dollars spent on education, both in the public schools and in the state colleges and universities, are dollars which are not so much spent as invested. Bobby Hitt said repeatedly, "Our relationship with Clemson is not a social program; it a business venture," one he assured the audience which was carefully vetted and is continually monitored. BMW realizes that its future is tied inextricably to the future of South Carolina, which it chose to call "home," when evaluating numerous locations for the site of its massive manufacturing plant. In no small measure was the level of education and the potential for developing skills in the workforce a consideration when they chose Greer. One of the primary commitments of the corporation now is to invest in the vital work of continually enhancing the quality of the local work force in order

for the corporation to meet the challenges of an increasingly educated, skilled, and competitive world.

In the same manner, legislators need to recognize that dollars directed toward enhancing the level of education for the state's workforce are less "dollars spent" than "dollars invested." The colleges and universities are working hard to improve the quality and competitiveness of their academic programs. Francis Marion University is working with USC and two of Florence's largest hospital/health systems to create the Pee Dee Health Education Consortium, an agency to offer degree programs in professions that meet the health needs of citizens in northeastern South Carolina. MUSC just received approval to offer a Doctorate in Nurse Practitioner to help alleviate the shortages in the state's nursing profession. South Carolina State University and the CERRA program, based at Winthrop University, are focused on recruiting, training, and retaining well-qualified teachers for the state. The CHE Committee on Facilities and Finance has worked this year to assist in streamlining the procurement policy to increase the efficiency of that procedure. Too often projects languish in a protracted bureaucratic process which adds dollars to the cost, thereby necessitating whittling space from the projects. The CHE Committee on Access & Equity and Student Services has worked with legislators to ensure that need-based funds intended for qualified students are more equitably distributed to truly needy students.

These and other efforts are directed toward increased quality and efficiency, and the dollars directed to them are dollars invested to create a brighter future for South Carolina. We deeply appreciate the consideration of our legislators as they work to achieve this end.

Dr. Bettie Rose Horne, Commissioner Third Congressional District, bettierose@earthlink.com. Dr. Horne has served on the Commissions since 2004. She Chairs the Committee on Academic Programs and Licensing and was elected Vice Chair of the Commission during the October meeting.

Highlights of the Commission on Higher Education (CHE) Meeting Thursday, October 2, 2008:

The following information spotlights the discussion and key actions taken by CHE at its most recent meeting. These highlights are not intended to be as inclusive as the monthly meeting minutes. For additional details on any item mentioned, readers are encouraged to contact CHE staff or visit its website. All materials discussed at this meeting are available directly at www.che.sc.gov

CHE, staff and guests met in the BMW Zentrum Auditorium for their October Forum and Meeting. Guests and visiting college and university representatives were introduced. Chairman Layton McCurdy welcomed everyone and thanked Bobby Hitt and BMW Manufacturing for hosting the CHE and inviting Commissioners and staff to tour the production plant. Chairman McCurdy introduced and welcomed Charles "Chuck" Talbert III, who was participating in his first CHE meeting as the new Commissioner from the 4th Congressional District.

CHE Forum – *Manufacturing: The Knowledge Economy and Higher Education Partnering*

Chairman McCurdy opened the CHE Forum by introducing Mr. Bobby Hitt, Department Manager, Public Affairs, BMW Manufacturing and Dr. Chris E.G. Prziembel Ph.D., Vice President for Research, Clemson University. During a PowerPoint presentation, they both spoke on BMW's overall focus on education. From kindergarten through graduate students, BMW's objective is to be a catalyst for young people to pursue their maximum potential. Their tactic with higher education is to spearhead innovative marketing and recruiting strategies that support student and teaching goals; fund endowments to help strengthen the faculty resources of local universities; stimulate human and intellectual capital through a focus on math, science, and arts and humanities; provide opportunities for collaboration with the SC Technical College System and SC's research universities; and promote equipment donations (robots, computers) to assist schools operations. A most interesting exchange took place with the Commissioners and our guest presenters.

CHE Regular Business Actions

The September CHE Meeting minutes were approved.

Commissioner Bettie Rose Horne noted the importance of advocating for PASCAL, the statewide higher education library, and requested talking points. At Commissioner Horne's request, Dr. Gail Morrison updated Commissioners on the Course Alignment Project. Through this project, which is being carried out under the EEDA legislation in an effort to promote seamless transition from high school to college, high school teachers and college faculty are working

together to determine alignment between courses taken at the end of high school and at the beginning of college. Dr. Morrison explained that presently high school and college partners are being selected and preparing to begin their work. She also discussed the importance of Dr. Conley's Course Syllabus Tool and would distribute one of his recent publications on course readiness to all Commissioners.

New CHE Vice Chairman Elected: Dr. Bettie Rose Horne was elected by acclamation to serve as CHE's Vice Chairman. Dr. Horne fills this role which was vacated when former Commissioner Dan Ravenel of the 1st District rotated off of CHE.

Executive Director's Report to the Commission: Dr. Garrison Walters updated the Commissioners on the **Higher Education Study Committee's** progress in developing an Action Plan. The Study Committee released a report *Leveraging Higher Education for a Stronger South Carolina: An Action Plan Framework* on September 15th and is now working on the Action Plan Implementation report which is expected to follow in December. A copy of the report and information about the work of the Study Committee is available online at www.che.sc.gov. He also reported that he recently presented a PowerPoint on the **New Front Door to Adult Education** to the State Technical College Board. He announced that the proposed initiative for a new approach to adult education was well received by the State Tech Board which adopted a resolution in support of the initiative. Dr. Walters noted that the recent Trustee Conference was a success and ideas for future years and ways to strengthen attendance are being discussed. He commented briefly on a recent CHE Staff Retreat and how budget reductions are affecting the agency.

Legislative Update by Julie Carullo, Governmental Affairs Director: Julie Carullo reported that the Board of Economic Advisor's (BEA) would be meeting on October 8th and it was expected, based on a recent announcement of the BEA, that the state's revenue estimates for FY 2008-09 will be further reduced. How the news would affect agencies and whether the necessary budget reductions would be targeted or across-the-board remained to be seen. It was also announced that the Governor has begun his process for the FY 2009-10 budget and a public hearing for higher education would be held on October 13 at 2:00p.m. in the Wade Hampton Building Conference Room. Executive Directors of CHE, the State Technical System, and SC Tuition Grants have been invited to appear. The FY 2009-10 revenue estimates will be released by the BEA later in the fall.

Special Item Considered and Approved by CHE: CHE amended its agenda to allow for the consideration of a new initiative. Dr. Walters explained the initiative had been brought to CHE's attention by Francis Marion's president who had requested subsequent to the CHE's mail out that the item be added to the agenda. Dr. Fred Carter, President of Francis Marion University, was introduced to describe the initiative which involves a consortium modeled after the Lowcountry Graduate Center and Greenville University Center. This consortium would be restricted to Health Education Programs and the four partners named were: Two Regional Medical Centers, Francis Marion University and University of South Carolina. This consortium is intended to help meet the needs of a medically impoverished area of the State. The Commissioners asked many questions and a full discussion was had on the initiative prior to its approval by CHE.

Report of Committee on Academic Affairs and Licensing: Several items were brought forward by Commissioner Horne who chairs the CHE Academic Affairs and Licensing Committee. The items which were all approved are noted and described briefly below.

- **Three New Program Proposals were approved at public institutions including:**
 - The Medical University of South Carolina requested approval to offer a program leading to the Doctor of Nursing Practice (DNP) with three clinical tracks (Adult, Family, and Pediatric Nurse Practitioner) to be implemented in Fall 2009.
 - Midlands Technical College requested approval to offer a program leading to the Associate in Health Services degree with a major in Emergency Medical Technology to be implemented Fall 2009.
 - Clemson University requested approval to offer a new program leading to the Masters of Engineering degree in Industrial Engineering with a concentration in Supply Chain and Logistics to be implemented in January 2009. The proposed program will be offered solely by distance education through the internet.
- **Requests to amend existing licenses or to add new programs from proprietary institutions licensed by CHE to operate in South Carolina were also approved including:**

- The Art Institute of Charleston requested approval for an amendment to its license to offer a program leading to the Associate in Arts degree in Wines, Spirits and Beverage Management to be implemented in January 2009. The program will be delivered on-site.
 - ECPI College of Technology (www.ecpi.edu) requested approval to amend its license to offer programs leading to the Bachelor of Science degree in Business Administration; Computer and Information Science; Electronics Engineering Technology; and Healthcare Administration, all of which were approved. The programs will be delivered on-site at its branches in Charleston, Columbia and Greenville and will also be available on-line and through hybrid course instruction.
 - Walden University (www.waldenu.edu) requested approval to amend its license to recruit students into its distance learning programs leading to the Masters of Arts in Teaching degree in Early Childhood Education and in Special Education for immediate implementation.
 - The University of Phoenix requested approval to establish a branch in Greenville to offer programs leading to the Bachelor of Science degree in Business; Criminal Justice Administration; Health Administration; Human Services; Information Technology; and Management as well as a programs leading to the Master's degree Business Administration; Health Administration; and Management. Classes will be offered in Greenville on-site; students may also choose courses online.
- **Revised FY 2008-09 Guidelines for Centers of Excellence (Teacher Education) were approved.** The Education Improvement Act of 1984 provided for the establishment of a contract program with public and private colleges in South Carolina to foster the development of *Centers of Excellence* in particular areas of need related to teacher education. Since FY 2003-04, when the Education Oversight Committee noted the need for higher education institutions to become more actively involved with low performing schools and districts, the *Guidelines* have required that a Center must focus its activities on low performing schools and districts. CHE administers the program to identify Centers through a competitive process and the *Guidelines* approved serve as the basis for this process.
 - **Revised FY 2008-09 Guidelines for Improving Teacher Quality Competitive Grants Program were approved.** Since 1984, CHE has been responsible for administering federal funds under the Title II program, which is now entitled, *Improving Teacher Quality State Grants*. The purpose of Title II is to increase the academic achievement of all students by helping schools and school districts improve teachers and principal quality and ensure that all teachers are highly qualified. The program involves a competitive grants process for the distribution of funds. CHE administers this process and issues *Guidelines* for proposals. The *Guidelines* approved represent CHE's proposed rules and regulations for the program.
 - **Annual Report on English Fluency Act, FY 2007-08 was approved.** Each year this report on institutional policies relating to considerations and practices for ensuring students can understand faculty in regards to their ability to speak English is compiled and distributed as required to the Chairs of the House and Senate Education Committees upon receiving CHE approval. A copy of the report is available at www.che.sc.gov
 - **Approval of the Operating Budget for Centers of Economic Excellence.** The operating budget approved by the S.C. Centers of Economic Excellence (CoEE) Review Board, at its June 9, 2008, quarterly meeting was provided for CHE approval. The Review Board is charged with overseeing the CoEE program and with annually providing the CHE "a schedule by which applications for funding are received and awarded on a competitive basis" (S.C. 2-75-10) and for approval by CHE, the program's annual operating budget in regard to "all necessary funds for the prudent operation of the board..." (S.C. 2-75-70)
 - **Approval of Nominees for Elected Positions to Deans' Committee on Medical Education for a term of 2008-2012.** In 2000 the General Assembly passed legislation in response to recommendations by CHE concerning the composition of membership on the Deans' Committee on Medical Education. Under the terms of the legislation, four of the members of the Committee are permanent members, by virtue of their offices. These are the presidents of USC-Columbia and MUSC, the Dean of the MUSC College of Medicine and the Dean of the USC School of Medicine. Five other members of the Committee are to represent selected sectors of the medical community. These five members are to be elected by CHE for terms of four years each. Nominations for these positions come from the Dean's Committee and they are considered by the Committee on Academic Affairs and Licensing and then by the full CHE.

The Commission approved the nominations of: Dr. David Garr, Dr. James Raymond and Dr. Jerry Youkey, Dr. Coleman Floyd-Buckhouse and Dr. Prakash Nagarkatti for election to four-year terms of office as members of the Dean's Committee on Medical Education to run from October 2008 to October 2012.

- **Report on Staff-Approved Institutional Mission Changes since July 2007 accepted for information.** In keeping with CHE's *Policy and Procedures for Approval of New or Revised Mission Statements*, the CHE Staff reviewed proposed mission statement revisions from the following institutions since July 2007: Greenville Technical College, Horry-Georgetown Technical College, Midlands Technical College, Spartanburg Community College, Trident Technical College, Coastal Carolina University, Medical University of South Carolina and University of South Carolina- Beaufort. In each case, the proposed changes were determined to be minor as defined by the policy which reads "*Minor revisions* are those revisions which do not change the nature, function, type, or sector of the institution."
- **Annual Report on Program Activity accepted for information.** This staff report contained information on the number of new programs approved, existing programs modified, and existing programs terminated by CHE during FY 2007-2008.

Report of Committee on Finance and Facilities:

The Committee on Finance and Facilities, chaired by Commissioner Jim Sanders, met during the morning to consider several facilities requests. Mr. Sanders commended favorably the following projects to CHE for approval. The requests outlined below were all approved.

- **Interim Capital Projects Approved:**
 - Greenville Technical College requested approval to increase the project budget for design and construction funding as required in the Phase II – Construction PIP Submittal. The project consists of a 20, 667 SF welding and flexible construction trades training building. The construction trades component resulted during schematic programming and replaces the Animal Science component included in the request when the project was established. The project is needed to accommodate the increased demand for industrial and construction training.
 - Lander University requested approval for a new lease for approximately 38 acres of land located four miles from campus. The leased land will be used for an equestrian center including a classroom/lab building, a show arena, and practice arena, and a barn/stable to be developed and constructed by Lander RWS Properties, LLC, a single member limited liability company owned by The Lander Foundation.
 - University South Carolina –Upstate requested permission to enter into a three year lease with Spartanburg County for three parcels which are currently being leased by USC-Upstate from Carolina Piedmont Foundation and Spartanburg County Commission on Higher Education. Spartanburg County issued a bond in FY 2007-08 to purchase forty-three acres, including the three parcels which USC-Spartanburg leases. The County will continue to pay the balance of the new bond and provide the land to the University of South Carolina-Upstate at no additional cost at the conclusion of the bond period. Approval was given for this lease provided the rates and terms are approved by the Budget and Control Board.

A report on staff-level approvals of Capital Projects and Leases for September 2008 was accepted as information.

CHE meets on the first Thursday of each month. The next meeting will Thursday, November 6, 2008, at 10:30 p.m. and will be held in the conference room at the CHE. Prior to the meeting, a press conference announcing the 2008 Professors of the Year will be held at 9:30 a.m. in the Rotunda of the State House. Following the CHE meeting at 1:00 p.m. an invitation only luncheon will be held in the Campus Room of the Capstone Building at the University of South Carolina Columbia to honor the Governor's Professor of the Year and the Distinguished Professors who were nominated for the award by their respective institutions.

"Support for higher education is the lever by which the government can move the entire economy"

Stanford/Hoover Institution economist Paul Romer