

Minutes
Committee on Academic Affairs and Licensing
February 14, 2011

Members Present

Dr. Bettie Rose Horne, Chair
Ms. Cyndi Mosteller, via teleconference
Mr. Bill Scarborough
Mr. Neal Workman, via teleconference

Members Absent

Mr. Hood Temple

Staff Present

Dr. Argentini Anderson
Ms. Laura Belcher
Mr. Arik Bjorn
Ms. Renea Eshleman
Ms. JoAnn Gardner
Ms. Lane Goodwin
Dr. Paula Gregg
Mr. Clint Mullins
Dr. T. Michael Raley

Guests

Dr. Beth Carter, Saint Leo University
Dr. Katherine Chaddock, University of South Carolina Columbia
Dr. David Cohen, College of Charleston
Dr. Beverly Diamond, College of Charleston
Dr. Helen Doeringhaus, University of South Carolina Columbia
Mr. Chad Dresbach, Winthrop University
Mr. Tim Drueke, Winthrop University
Dr. Marsha Dowell, University of South Carolina Upstate
Dr. Jim Hudgins, University of South Carolina Columbia
Dr. Larry Krasnoff, College of Charleston
Ms. Christine LaCola, University of South Carolina Columbia
Dr. Frank Osage, Saint Leo University
Dr. Martin Perlmutter, College of Charleston
Dr. Hope Rivers, S.C. Technical College System
Dr. Les Sternberg, University of South Carolina Columbia
Ms. Elizabeth White-Hurst, University of South Carolina Columbia

Dr. Horne called the meeting to order at 10:35 a.m. and stated that the meeting was being held in compliance with the Freedom of Information Act.

1. Consideration of Minutes of September 2, 2010

Dr. Horne requested a motion to accept the Minutes of September 2, 2010, as distributed. The motion was **moved** (Scarborough) and **seconded** (Mosteller), and the Committee **voted unanimously to accept the Minutes as distributed.**

2. Consideration of New Program Proposals

a. B.A./ A.B., Jewish Studies, College of Charleston

Dr. Horne introduced the item and recognized Dr. Diamond, Dr. Perlmutter, Dr. Krasnoff, and Dr. Cohen. It was **moved** (Scarborough) and **seconded** (Mosteller) to accept the staff's recommendation for approval. Dr. Diamond reported to the Committee that the Jewish

Studies program developed first as a focus area of the College, grew in the areas of student life and then into an interdisciplinary academic degree program. Dr. Perlmutter explained that the academic program is interdisciplinary but has designated faculty members in Hebrew Language and Jewish Studies. He continued by stating that several faculty members in other departments are committed to teaching courses in this academic program. He informed the Committee that the current courses being offered in the areas of Hebrew and Jewish history have full enrollments. Dr. Perlmutter stated that community support has provided for endowed chairs. He said that no other S.C. institution offers a Jewish Studies degree and commented on the rich Jewish history in the city of Charleston.

Mr. Scarborough asked what careers a graduate could have in this area. Dr. Perlmutter answered that since the degree would be a liberal arts one, graduates would have similar opportunities and motivations as other liberal arts graduates. He specified, however, that a small number of graduates might pursue a career in some aspect of Jewish communal life, such as Jewish philanthropy.

Ms. Mosteller expressed her support for the program. She asked why there was only one political science course in the curriculum, given the rich historical contribution the Jewish culture has made to law. Dr. Krasnoff recognized another course under the history section entitled Modern Jewish Politics. Ms. Mosteller asked whether the 12 hours of required Hebrew language count towards a language minor. Dr. Krasnoff answered that the College currently does not offer a minor in Hebrew language.

Dr. Horne asked whether non-Jewish instructors would be able to effectively teach courses in Jewish Studies. Dr. Perlmutter answered that many of the current courses' instructors are non-Jewish. Dr. Horne asked about the current make-up of the student population attending Jewish Studies courses. Dr. Perlmutter answered that it depended on the course, with Jewish History, Holocaust courses, and Middle East politics predominantly attended by non-Jewish students while Hebrew courses have mainly Jewish students enrolled.

Dr. Horne asked the identity of the distinguished professor. Dr. Perlmutter answered that the Arnold Chair is a Visiting Chair and therefore rotates onto the faculty and then off. He explained that the first Arnold Chair was Linda Gradstein, an NPR correspondent from Jerusalem. He stated that the interim appointment for the Professor of Holocaust Studies is Ted Rosengarten.

Dr. Horne asked whether various viewpoints beyond the Jewish perspective will be taught in the course entitled Politics of the Middle East. Dr. Krasnoff answered that the College intends no party line and that, as in all other academic programs, all viewpoints will be explored and critiqued.

Dr. Horne asked how the College intends to handle religion in the scope of this program. Dr. Krasnoff answered that the program seeks to be one of a broader scope, focusing on culture and history.

Dr. Horne expressed concern over the following sentence of the staff analysis: "Staff research has confirmed that there is no specific employment data or projections within the standard Bureau of Labor Statistics sources that apply to graduates of Jewish Studies degree programs." Dr. Diamond answered that the College has begun surveying seniors as to their employment plans after graduation. Dr. Cohen explained that from the initial survey last year, the School of Languages, Cultures, and World Affairs had the second highest percentage of

graduates employed. Dr. Raley asked the College to submit documentation of that survey to help assuage Dr. Horne's concerns. Dr. Diamond agreed.

Dr. Raley asked how the study abroad opportunities would be focused to serve this particular program. Dr. Cohen answered that the School of Languages, Cultures and World Affairs is exploring across its programs to determine how study abroad can fit within the scope and work of the programs. He explained that the College has committed funds to help students study abroad if they desire to do so and do not have the adequate means. Dr. Diamond, Dr. Krasnoff and Dr. Perlmutter referenced possible trips to Israel and Eastern Europe.

Without further discussion, the Committee **voted unanimously to commend favorably** to the Commission the program leading to a Bachelor of Arts/Artium Baccalaureatus degree in Jewish Studies at the College of Charleston, to be implemented in Fall 2011, provided that no "unique cost" or other special state funding be required or requested.

b. B.F.A., Interior Design, Winthrop University

Dr. Horne introduced the item and recognized Mr. Tim Drueke and Mr. Chad Dresbach. It was **moved** (Mosteller) and **seconded** (Workman) to accept the staff's recommendation for approval. Mr. Drueke explained that the proposed program is an existing program with students and faculty. He stated that the program currently operates as a concentration under the B.F.A. in Art and that the University seeks to offer it as a standalone program.

Ms. Mosteller asked whether professional licensing processes have helped prompt this program name change. Mr. Dresbach answered yes. Ms. Mosteller asked whether there was a need for program-specific fees given the sufficient financing to cover the costs of the program by year five according to the table on page three. Mr. Drueke explained that the tuition funding figures listed in the second table on page three include all services provided to a student such as debt service on buildings, student life components, and registration fees. He continued by stating that the true costs of the program listed in the first table on page three do not include the broad institutional services and costs such as counseling, administrative records and registrations, and admissions. Ms. Mosteller asked what the normative student cost for fees is. Mr. Drueke reported that the fees are based on the "per course" fees charged and current enrollment. He also mentioned that fees are used to purchase software licensing, print cartridges and other consumables used in program courses.

Dr. Horne asked about the competency exam/ portfolio review required in the second year of the program. Mr. Dresbach explained that the competency exam/ portfolio review is one activity whereby it is determined whether a student is prepared for upper level courses. Dr. Horne asked whether transferring students from technical college will be held to this requirement when they enter into the program as juniors. Mr. Dresbach answered affirmatively.

Dr. Horne asked about the number of credit hours required for the program. Mr. Drueke explained that the number of credit hours is determined in order to meet Winthrop's standards as well as the standard requirements of the accrediting body. Dr. Horne asked whether the University has an advisory committee for this program. Mr. Dresbach answered affirmatively.

Without further discussion, the Committee **voted unanimously to commend favorably** to the Commission the program leading to the Bachelor of Fine Arts degree in Interior Design at Winthrop University, to be implemented in Summer 2011, provided that no "unique cost" or other special state funding be required or requested and further provided that

the institution terminate the concentration in Interior Design for the program leading to the Bachelor of Fine Arts in Art.

c. B.F.A., Visual Communication Design, Winthrop University

Dr. Horne introduced the item and recognized Mr. Drueke. It was **moved** (Scarborough) and **seconded** (Mosteller) to accept the staff's recommendation for approval. Mr. Drueke explained that the proposed program is an existing program with students and faculty. He stated that the program currently operates as a concentration under the B.F.A. in Art and that the University seeks to offer it as a standalone degree program. Mr. Dresbach added that creating this standalone program clearly identifies Winthrop's offerings to potential students.

Ms. Mosteller asked about the large amount of fees needed for the program. Mr. Drueke explained that this program serves more students and the technological needs are more complex and therefore more expensive. Dr. Horne also expressed concern about the high fees.

Mr. Scarborough commented that he appreciates the new financial charts being utilized in the staff analyses. He stated that it would be helpful to know the tuition and fee costs that directly support the program without the added campus services and costs included. Dr. Raley stated that he is aware of the discrepancy and that he would inquire if there is a way to further breakdown the complex uses of the tuition and fees.

Dr. Horne asked in what capacity graduates of this program would find careers in education. Mr. Drueke answered that graduates would be prepared to teach in the field at a community college as well as provide audio/visual services to other education institutions.

Without further discussion, the Committee **voted unanimously to commend favorably** to the Commission the program leading to a Bachelor of Fine Arts degree in Visual Communication Design at Winthrop University with concentrations in Graphic Design and Illustration, to be implemented in Summer 2011, provided that no "unique cost" or other special state funding be required or requested.

d. M.Ed., Higher Education Business Administration, University of South Carolina Columbia

Dr. Horne introduced the item and recognized Dr. Doerpinghaus, Dr. Chaddock, Dr. Hudgins, Ms. LaCola, and Dr. Sternberg. It was **moved** (Workman) and **seconded** (Mosteller) to accept the staff's recommendation for approval. Dr. Doerpinghaus explained that the program is an interdisciplinary program with courses already being offered in the College of Education and the Darla Moore School of Business. She continued by stating that the program addresses the growing need for education administrators to develop basic business and managerial skills. She reported that the program is targeted for mid-level working professionals in institutions of higher education and other organizations.

Dr. Workman asked for more information about the mid-level professional to which this program is targeted. Dr. Chaddock described the professionals as ones who work on higher education campuses in the areas regarding the business of the institution such as advancement, budgeting, finance, development, and assessment. She gave the example of an assistant to the Vice President of Development who might one day be a top level executive on a college campus.

She described the program as similar to the Master of Education in Higher Education and Student Affairs.

Dr. Horne expressed her support for the program and acknowledged the need she sees for the program. Dr. Sternberg stated that a much larger pool of higher education administrators need knowledge as regards the economics of an institution of higher education and further as regards communicating economic information to those outside of higher education.

Dr. Hudgins referred to his forty years of experience in the community college sector and expressed his support for this program. He reported that 29 students are interested in the program already. He added that the program will be beneficial to department chairs, deans and professors in understanding the financial workings of a college or university.

Dr. Horne asked about the marketing expenses seen in the table on page three. Ms. LaCola explained that the marketing for the program will be done in tandem by the Moore School and the College of Education. She continued by stating that the Moore School will utilize the marketing and recruitment processes of the professional M.B.A. program to recruit students for this program as well. Dr. Horne asked whether a joint faculty committee between the Moore School and College of Education has been formed to design and evaluate student learning outcomes. Dr. Sternberg answered that preliminary work has been done, but the Committee has not officially determined the desired outcomes.

Ms. Mosteller referred to the statement on page one of the staff analysis which reads:

“In addition, information from the National Association of Student Personnel Administrators shows that over a hundred Master’s of Higher Education Administration programs are currently offered nationally, but the vast majority of the programs focus on young pre-professionals aspiring to work in student service areas and only one program of the more than 100 is delivered primarily through distance education.”

She asked whether the Master’s programs listed in the statement were mainly located in colleges of education or business schools. Dr. Sternberg answered that the majority are located in colleges of education. Ms. Mosteller asked why the proposed program from USC Columbia is in the College of Education and not in the Moore School of Business. Dr. Sternberg answered that the program’s core foundation is higher education and it seeks to teach business applications to higher education. He continued by stating that the program is not seeking to teach higher education applications to business.

Without further discussion, the Committee **voted unanimously to commend favorably** to the Commission the program leading to the Master of Education degree in Higher Education Business Administration at USC-Columbia, to be implemented in Summer 2011, provided that no “unique cost” or other special state funding be required or requested.

3. Consideration of Request for Amendments to Existing License to Add New Site: B.A. in Business Administration, Criminal Justice, Human Resource Management, and Psychology; B.S. in Health Care Management; M.B.A.; M.S. in Criminal Justice; Saint Leo University, new site in Charleston

Dr. Horne introduced the item and recognized Dr. Osage and Dr. Carter. It was **moved** (Mosteller) and **seconded** (Scarborough) to accept the staff's recommendation for approval. Dr. Carter thanked the Committee for considering Saint Leo's proposal. She explained that the school offers programs leading to associate degrees and operates at the Naval Weapons Station in Charleston, but seeks approval to open a new location in Charleston to offer programs leading to bachelor's and master's degrees.

Mr. Scarborough asked for more information regarding the statement in the staff analysis:

"Under authority of the commanding officer at the Naval Weapons Station (NWS) Charleston, Saint Leo University offers classes to 31 associate degree-seeking students; none are civilian."

Dr. Carter explained that the University has a memorandum of understanding with military bases which specifies what the University is able to offer. Mr. Scarborough asked whether the University was associated with the Defense University. Dr. Carter answered no.

Dr. Horne asked whether the University had located a space to operate in Charleston. Dr. Carter answered that the University is investigating space currently. Ms. Mosteller asked what would happen if a school obtained inadequate space to operate. Ms. Eshleman answered that the approval by the Commission is contingent on final documentation including lease information, inspection reports, and facility photographs sent to and reviewed by CHE staff.

Dr. Horne asked for more information on the increasing default rate. Dr. Carter explained that the new Vice President for Enrollment is working closely with the Student Financial Services staff to implement a plan to reduce the default rate. She added that Florida is continuing to be affected by the national economic struggles and she stated the University decided not to participate in the Perkins Loan plan.

Dr. Horne asked whether Saint Leo is interested in seeking accreditation for its individual programs. Dr. Carter answered that Saint Leo is focused on SACS accreditation. Dr. Horne asked whether Saint Leo had published assessment documentation regarding student learning outcomes. Dr. Carter answered affirmatively. Dr. Horne asked whether there are costs associated with Saint Leo using the Trident Technical College library. Dr. Carter answered that she was unaware of any associated costs.

Dr. Horne referred to the following statement on page three of the staff analysis:
"The University accepts transfer credits from regionally accredited institutions for courses of comparable content in which students earned a grade of "D" or higher, nationally scored tests such as College Level Examination Program (C.L.E.P.), and Defense Activity for Non-Traditional Education Support (D.A.N.T.E.S.), American Council on Education Military Evaluations Program recommendations, National Guide to Educational Credit for Training Programs recommendations, and course-based equivalency challenges in several formats."

She expressed concern over the fact that students can transfer to Saint Leo with a grade of "D." Dr. Carter explained that currently that is the policy, but it is under review. Ms. Mosteller expressed concern as well over the acceptance of the grade "D." She asked whether the University would accept a student with straight D's. Dr. Carter answered no, a student must have a grade-point-average of a 2.0. Dr. Horne asked how many students have been admitted

based on the dean's recommendation. Dr. Carter answered that she did not know, but she would find the answer.

Dr. Horne expressed concern over the saturated field of higher education institutions in the Lowcountry, stating that the University will be competing with eight other institutions. Dr. Carter stated that the University's market research shows great potential for the University to meet present needs in the area. Dr. Horne asked for details regarding the market study. Dr. Carter answered that Hanover completed a market study for the University but that it is proprietary information.

Dr. Horne asked whether Saint Leo has a local advisory board. Dr. Osage answered that the University does not currently have a local advisory board but could consider it. Dr. Horne asked whether individual programs offered by Saint Leo have advisory boards where appropriate. Dr. Osage answered affirmatively.

Without further discussion, the Committee **voted unanimously to commend favorably** to the Commission approval of an amendment to the existing license of Saint Leo University to offer at a new site in Charleston programs leading to the B.A. degree in Business Administration, Criminal Justice, Human Resource Management, and Psychology; B.S. degree in Health Care Management; M.B.A.; and M.S. degree in Criminal Justice to be implemented as enrollments justify. The Committee also recommends that the Commission authorize the Commission staff to license the site in Charleston when the facilities have been developed.

4. Discussion of Licensed Institutions' Accreditation and the Transferability of Credits for Students of Licensed Institutions

Dr. Horne introduced the item and recognized Ms. Eshleman. Ms. Eshleman informed the Committee through a presentation on accreditation. She acknowledged the presentation information was obtained mainly through SACS and CHEA. She distributed a consumer brochure developed by CHE staff, entitled "Is this a Good School?" and a list of recognized accrediting organizations.

Ms. Eshleman described at length four types of accrediting organizations: regional, national, faith-based, and specialized. She informed the Committee that currently these organizations accredit more than 7,000 institutions, more than 19,400 programs, and their funding derives from dues, fees, and projects.

Ms. Eshleman informed the Committee of the various components of accreditation. She cited five key features: self study, peer review, site visit, action (judgment), and monitoring and oversight. She explained that the U.S. Department of Education and the Council for Higher Education Accreditation recognize accrediting organizations after a review for compliance with the standards.

Ms. Eshleman explained the transfer process and the role accreditation plays. She stated that colleges and universities decide individually whether to grant credit for transferring courses. Ms. Eshleman referred to a report entitled "The Role of Accreditation in Educational Quality Judgments: Catalog Policies Research Project-Spring 2009." She informed the Committee that 60% of the public colleges and universities required regional accreditation for undergraduate transfer; 50% of independent, regionally accredited institutions require regional

accreditation; none of the researched private, for-profit institutions require regional accreditation and are therefore able to accept more transfer credits from students.

Ms. Mosteller asked Ms. Eshleman whether the Commission had a right to publish a statement highlighting the limits of transferability of credits earned from the private, for-profit institutions. Ms. Eshleman stated that the transferability of credits vary widely among the private, for profit institutions and among different degree programs and CHE staff would not be able to keep the statistics current. She continued by informing the Committee that CHE already requires that licensed private, for-profit institutions disclose in information related to transfer that transfer credit is not guaranteed.

Dr. Horne thanked Ms. Eshleman for the presentation and complimented the brochure, stating that it is a helpful tool for Commissioners. She stated that a student might find the brochure difficult to understand, though, and suggested that CHE staff simplify the information and create a second brochure for students about transfer credit which Ms. Eshleman agreed to do. Ms. Mosteller asked whether private, for-profit institutions could be required to provide the brochure to students. Ms. Eshleman answered she would review the matter to see whether CHE could require institutions to place a link to the electronic copy of the brochure on the CHE website.

5. Consideration of Annual Evaluation of Associate Degree Programs, FY 2008-09

Dr. Horne introduced the item and recognized Dr. Raley. It was **moved** (Scarborough) and **seconded** (Mosteller) to accept the staff's recommendation for approval. Dr. Raley notified the Committee that all associate degree programs are functioning well. He added that the report shows a decrease in the graduates of the two programs offered on military bases through USC Columbia and USC Beaufort. Dr. Horne asked the reason behind the decrease and asked what the class size is in these two programs. Dr. Raley explained that the current number of military deployments impact the decrease in graduates. He also added that he did not know the size of the classes offered.

Dr. Raley referred the Committee to a section in the Evaluation regarding cooperation between the regional campuses and technical college system.

Without further discussion, the Committee **voted unanimously to commend favorably** to the Commission this report's designation of programs for the current reporting year as shown in **Tables 1, 3, 6, 7, and 8** of the evaluation report. The Committee further commends the Commission encourage the State Technical College system to continue to explore ways to increase enrollments and retention to graduation in programs in Engineering Technology.

6. Interim Report on Terminated and Approved Academic Degree Programs, Program Components, and Centers/Institutes, July –December 2010

Dr. Horne introduced this report and recognized Dr. Raley. He stated that this report is presented for information only. He noted that Table Three on page five shows a net reduction of five academic programs across the state. He cited an increase in concentrations and tracks and then explained that institutions often use this effective strategy in order to save the costs of

creating new academic programs. Dr. Raley also informed the Committee that only Centers and Institutes funded with state monies have to be approved by the Commission; all others simply need to supply notification.

Dr. Horne suggested that staff highlight the information and statistics on degrees in Table Three. Dr. Horne suggested that the two sections on page eight and nine be highlighted so as to draw a clear distinction between the approved and terminated programs.

Mr. Scarborough asked about the process of program termination. Dr. Raley explained that the Program Productivity Report highlights any program which an institution offers that does not attract adequate numbers. He continued by stating that CHE staff monitors those programs and if one does not become productive in a certain period of time, CHE staff will ask the institution to terminate it.

7. Other Business

Dr. Horne thanked those in attendance for their participation and staff for their work. Hearing no further business, she adjourned the meeting at 12:37 p.m.