



South Carolina Commission on Higher Education

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CHE
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Agenda Item 7.02C.1

Dr. Garrison Walters, Executive Director

May 1, 2008

MEMORANDUM

To: Dr. Layton McCurdy, Chairman, and Members, Commission on Higher Education

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

A handwritten signature in black ink, appearing to read 'B. Rose Horne', is written over the 'From:' line of the memorandum.

Consideration of Request for Amendment to Existing License to Add New Program The Art Institute of Charleston, Charleston, SC B.F.A., Digital Filmmaking and Video Production

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 Bachelor of Fine Arts degree in Digital Filmmaking and Video Production to be implemented in October 2008. 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 71 postsecondary educational institutions in 24 states and one Canadian province with a student enrollment of over 72,000. 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 state of Georgia to confer diplomas and 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. Institute officials plan to build on the second floor of the Carroll Building a 1000-1200 square foot television studio prior to the start of the Fall 2008 quarter.

AiCSC has submitted to the Commission a list of program-specific learning resources it plans to acquire for its 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. As a sister-school to over 36 other Art Institutes, AiCSC enjoys the privilege of interlibrary loan with a large number of established schools offering Digital Filmmaking & Video Production Programs.

The Art Institute employs at the Charleston branch a full-time campus president, vice president/dean of academic affairs, directors of admissions, career services, academics, and student finance, and support staff for these functions. The campus president reports to the Institute's Board of Directors.

In compliance with the requirements of licensing regulations, 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 program courses must possess a master's degree and demonstrate proficiency in current industry skills, including documentation of at least two years of full-time experience in their profession. Exceptions to academic preparation may be made with

the consent of the Commission.

In order to be admitted into the bachelor's-level degree programs, prospective students must have a GED or high school diploma from a regionally accredited high school or state-approved home school program. Prospective students must also participate in a personal interview with the associate director of admissions and take the COMPASS test for skills assessment. SAT, ACT, or ASSET scores may be submitted in lieu of the COMPASS test.

Transfer students must 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 that approximately 62 new students (49 full-time, 13 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 Digital Filmmaking and Video Production program must purchase a supply kit for \$1,350, as well as books and other supplies. Total tuition is \$83,520 for the program.

In the Digital Filmmaking and Video production program, students will learn to formulate, construct, and deliver digital audio, video, and motion graphics. The program's curriculum consists of a total of 192 quarter credit hours, 48 in general education and 144 in the major. There is no specialized accrediting agency for this program, and practitioner licensure or certification is not required for employment. In their final quarter, students will create a professional portfolio to present to prospective employers. Graduates of the program are prepared for entry-level positions as filmmakers, video editors, and camera operators for various media outlets. The South Carolina Employment Security Commission predicts, from the year 2004 to 2014, a 23 percent increase in employment opportunities in South Carolina for film producers and directors, an 18 percent increase in opportunities for editors, and a 19 percent increase in opportunities for camera operators.

No similar bachelor degree program is offered in the State. This program is not available through the Academic Common Market.

Recommendation

The Committee on Academic Affairs and Licensing commends favorably to the Commission approval of an amendment of the license of The Art Institute of Charleston to offer a program leading to the B.F.A. degree in Digital Filmmaking and Video Production, to be implemented in October 2008.