

November 7, 2002

MEMORANDUM

To: Mr. Dalton B. Floyd, Jr., Chairman, and Members, Commission on Higher Education

From: Ms. Dianne Chinnes, Chairman, Committee on Academic Affairs and Licensing

**Consideration of Request for Renewal of License:
San Diego Golf Academy (SDGA) d/b/a The Golf Academy of the Carolinas
(TGAC), Myrtle Beach; Associate of Applied Business, Golf Professional Emphasis
and General Management Emphasis**

Summary

San Diego Golf Academy requests renewal of its license to offer programs leading to the Associate of Applied Business degree with a Golf Professional Emphasis and a General Management Emphasis. On December 4, 1997, CHE licensed for five years San Diego Golf Academy (SDGA) <http://www.sdgagolf.com> to offer programs in South Carolina. A private, for-profit institution, SDGA has been operating in San Diego since 1975, and added branches near Orlando, Florida (The Golf Academy of the South operating since 1988) and near Phoenix, Arizona (The Golf Academy of Arizona operating since 1996). The Accrediting Council for Independent Colleges and Schools (ACICS) accredits SDGA/TGAC. The mission of SDGA is to prepare qualified students for positions in golf complex operations and management at a county club, golf facility, or other golf-related business. The curriculum focuses on business management, the golf industry, modern teaching methods, and sound human relations skills.

Students may take one of two areas of emphasis (or both). Both tracks include basic general business courses such as law, accounting, microcomputer applications, management, communications, and marketing. The Golf Professional emphasis focuses on the methods of teaching golf techniques and advanced golfing. The General Management emphasis provides additional business-oriented courses in finance, food

service, management, and administration. Historically, 85 percent of SDGA's graduates are placed within 60 days of graduation.

Admission requirements are as follows:

1. 18 years of age or older
2. Official record of graduation from an accredited high school with a minimum 2.5 GPA, or GED or maintained a 2.0 at college(s) previously attended. The minimum high school GPA may be waived if the applicant's grades in academic courses at colleges confirm the ability to do college level work.
3. Three letters of reference from non-relatives.
4. A written evaluation by a golf professional, golf coach, or golf instructor who is familiar with the applicant's golf ability, or a USGA Handicap Card documenting that the applicant selecting the:
 - A. Golf Professional emphasis has the ability to play above average golf consistently scoring in the 70's or low 80's (8 or below handicap for men and 15 or below for women). These scores are required for graduation from the Golf Professional emphasis.
 - B. General Management emphasis has a golf handicap of 18 or below for men, 24 or below for women.Applicants not meeting the handicap requirement may be admitted on a probational basis and must achieve a "C" average or better during the first semester and show considerable improvement in golfing ability.
5. Applicants from countries where English is not the primary language must submit a TOEFL score of at least 550 or provide the equivalent proof of English education comprised of two years of U.S. college-level grammar and conversation with grades of 3.0 or above.
6. A physician's statement certifying the applicant's good health.

A student may transfer from an accredited college up to 12 semester credit hours for equivalent SDGA courses in which the student received a grade of B or higher. Total tuition for the associate's degree is \$17,200.

The 66-semester credit hour curriculum is as follows:

Course Content	Semester Credit Hours	
	Golf Pro Emphasis	Management Emphasis
Accounting, Microcomputer Applications, Career Development, Finance, Business Law, Entrepreneurship, Management and Organizational Behavior	14	16
Attitude & Motivation Assessment, Sports Psychology	4	4
Business Writing, Verbal Communication Skills	6	6
Food Service Management		3
Golf Operations and Facility Management, Maintenance, Design, Repair & Certification	9	10
Introduction to Marketing		2
Club Fitting & Marketing	2	
Rules and History of Golf	4	4
Golf Fundamentals; Short Game; Teaching Golf; Anatomy, Exercise & Biomechanics	7	
Tournament Golf, Planning, Organization, Admin	12	12
Electives	8	9
Totals	66	66

The Academy is on a two semester per academic year schedule, but offers three semesters each calendar year. Most students complete all requirements for the 66-unit program in consecutive semesters. The full schedule includes classroom instruction, golf instruction, tournaments, open play, and practice. The curriculum includes two rounds of golf per week and a comprehensive driving range program for student practice. Each semester, upperclassmen conduct a golf tournament in which all students participate.

Facilities, located at Waccamaw off Highway 501 between Myrtle Beach and Conway, include 6,120 square feet configured into classroom space, a computer laboratory equipped with 20 Pentium computers with Internet access, repair shop, library, student lounge, and administrative offices. SDGA contracts with golf course facilities in the Grand Strand area for teaching, practicing, playing, and tournaments.

Faculty possess appropriate academic preparation (usually a bachelor's degree) or academic preparation coupled with work experience. The institution employs five full-time faculty at the Myrtle Beach location, plus four additional full-time administrators.

On-site learning resources support the research and writing assignments required in the curriculum. The library contains videos, historical books and current periodicals on golf, sports and fitness, computer software, economics, finance, law, food and beverage, management, operations, marketing, and various general education and liberal arts topics. Available to students in the student center on CD-ROM is the Electronic Resource of the Golf Industry. This resource indexes more than 1,500 golf industry-related topics, and provides references to nearly 20,000 articles, studies, and reports with abstracts. Library materials at other SDGA campuses are also available through an interchange system with a five-day turn around.

TGAC reports the following enrollments:

<u>Term Dates</u>	<u>Matriculated</u>	<u>Drops</u>	<u>Graduates</u>	
			<u>Number</u>	<u>Percentage</u>
2/1/98-4/16/99	4		4	100%
8/24/98-12/10/99	49	13	36	73%
1/4/99-4/14/00	43	9	34	79%
5/3/99-8/11/00	24	4	20	83%
8/30/99-12/8/00	57	22	35	61%
1/4/00-4/12/01	49	7	42	86%
5/2/00-8/9/01	13	6	7	54%
8/29/00-12/6/01	69	14	55	80%
1/3/01-4/11/02	55	15	40	73%
5/1/01-8/8/02	26	9	17	65%
8/28/01-12/12/02	91	34		
1/3/02-4/17/03	68	12		
4/30/02-8/14/03	37	2		
9/4/02-12/11/03	101	1		
Totals-8/8/02	389		290	75%

Recommendation

The staff suggests that the Committee on Academic Affairs and Licensing commend favorably to the Commission renewal of the license for five years of the San Diego Golf Academy d/b/a The Golf Academy of the Carolinas to offer the programs leading to the Associate of Applied Business degree with a Golf Professional Emphasis and a General Management Emphasis. The Committee will consider this item at its meeting on November 6 and will make its recommendation to the Commission on November 7.