

Minutes
Committee on Academic Affairs and Licensing
May 12, 2017

Members Present

Chair Terrye Seckinger
Ms. Allison Dean Love
Dr. Louis Lynn, via teleconference
Mr. Kim Phillips, via teleconference

Members Absent:

Admiral Charles Munns
Dr. Evans Whitaker

Staff Present

Dr. Argentini Anderson
Mr. Clay Barton
Ms. Laura Belcher
Ms. Saundra Carr
Ms. Lane Goodwin
Ms. Monica Goodwin
Dr. Falicia Harvey
Ms. Trena Houpp
Dr. John Lane
Dr. Regine Rucker
Ms. Peggy Simons
Dr. Kimberly Walker

Guests

Dr. Liz Washington Arnold, The Citadel
Dr. Tamara Avant, South University
Mr. Randall Barton, Dream Center Education, via teleconference
Dr. Connie Book, The Citadel
Mr. Claude Brown, Art Institute, via teleconference
Dr. Ralph Byington, Coastal Carolina University
Ms. Wendy Byrd, Embry-Riddle Aeronautical University
Dr. James Colbert, Lander University
Dr. Mary Anne Fitzpatrick, University of South Carolina Columbia
Dr. Stephanie Frazier, S.C. Technical College System, via teleconference
Mr. Todd Harrison, The Art Institute of Charleston
Dr. Tara Hornor, The Citadel
Dr. Carl Jensen, The Citadel
Dr. Christopher Kennedy, Francis Marion University
Dr. Peter King, Francis Marion University
Dr. Erik Lowry, Francis Marion University
Dr. Bo Moore, The Citadel
Mr. Tom Nelson, Lander University
Mr. Brent Richardson, Dream Center Education Holdings, LLC, via teleconference
Mr. Ted Riley, South University
Dr. Hope Rivers, S.C. Technical College System, via teleconference
Dr. David Shoop, South University
Mr. Jim Slagle, Lander University
Ms. Elizabeth Snipes-Rochester, Lander University
Mr. John South, South University
Ms. Bree Stansberry, Embry-Riddle Aeronautical University
Dr. Jeff Steinmetz, Francis Marion University
Dr. Ann Stoeckmann, Francis Marion University

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Dr. Holley Tankersley, Coastal Carolina University
Mr. Jordan Vale, Southeastern University
Ms. Kimberly Walsh, EDMC
Dr. Matthew White, Coastal Carolina University
Dr. Linda Wood, The Art Institute of Atlanta

Welcome

Chair Seckinger called the meeting to order at 10:01 am and announced the meeting was being held in compliance with the Freedom of Information Act.

Commissioner Phillips **moved**, Commissioner Love **seconded** and the Committee **voted unanimously to re-order the meeting agenda.**

1. Consideration of Minutes

- a. March 9, 2017
- b. April 11, 2017

Chair Seckinger requested a motion to accept the minutes of the March 9, 2017 meeting and the April 11, 2017 meeting. The motion was **moved** (Love) and **seconded** (Phillips) and the Committee **voted unanimously to accept the minutes as submitted.**

2. Program Proposals

- a. The Citadel, B.S.B.A., Accounting
- b. The Citadel, B.A., Intelligence and Security Studies with concentrations in Military Intelligence; Chinese Area Studies; Counterterrorism; Business Intelligence; General Intelligence
- c. Coastal Carolina University, B.A., Languages and Intercultural Studies with concentrations in Hispanic Studies and Multiple Languages
- d. Coastal Carolina University, M.A., Music Technology

Chair Seckinger introduced the items, and the Committee **moved** (Love) and **seconded** (Phillips) a motion to accept the staff's recommendation for approval of Agenda Items 2a-d. Dr. Book explained The Citadel proposes to move the current concentration in Accounting to a full academic degree program. Dr. Arnold informed the Committee the change helps with the recruitment of prospective students and provides clarity for prospective employers of graduates. Chair Seckinger expressed support for the program. Dr. Book next explained that intelligence studies is part of The Citadel's strategic plan and a key aspect of a military college. Dr. Jensen stated The Citadel has offered a successful minor in the area and now seeks to offer a full academic degree program with five concentrations.

Dr. Byington explained that in 2014, Coastal suspended its Spanish degree program at the institutional level, re-structured it, and is now presenting it as a more comprehensive program entitled Languages and Intercultural Studies. Dr. Tankersley stated the changes were in response to student demand for language acquisition and applied language skills. Chair Seckinger commented on the inclusion of French language in the program and asked whether there was a demand for that. Dr. Byington responded that the evolution of the program will be shaped by the interests of the students and since many students take

either French or Spanish in high school, they might want to continue education in either or both of those fields. Commissioner Love asked whether Coastal conducted an employer survey. Dr. Byington answered that the proposal was crafted in response to student demand and the general need in the workplace for graduates with applied language skills.

Dr. Byington then described the proposed program in Music Technology and stated the program will allow students with a musical interest to build on their interest and expand their knowledge in the promotion, development and distribution of talent. He referred to the University's region and the opportunities to apply this degree in the entertainment industry. Dr. White commented that freelance musicians are required to be essentially small businesses, typically earn income through multiple revenue streams and must learn to develop and promote their talents.

Without further discussion, the Committee **voted unanimously to commend favorably** to the Commission the Bachelor of Science in Business Administration degree in Accounting at The Citadel, to be implemented in Fall 2017; the Bachelor of Arts degree in Intelligence and Security Studies with concentrations in Military Intelligence; Chinese Area Studies; Counterterrorism; Business Intelligence; General Intelligence at The Citadel, to be implemented in Fall 2017; the Bachelor of Arts degree in Languages and Intercultural Studies with concentrations in Hispanic Studies and Multiple Languages at Coastal Carolina University, to be implemented in Fall 2017; and the Master of Arts degree in Music Technology at Coastal Carolina University, to be implemented in Fall 2018.

Commissioner Love commented on the process of program approval at the institutional level, specifically best practices for Boards of Trustees, referring to a 2002 SACSCOC study at Clemson. She reported on information sent by SACSCOC Vice President Dr. Crystal Baird, who shared that the Board's review revolves around whether the program is aligned to the institution's mission and whether the institution has adequate resources to offer the program. Commissioner Love continued to share Vice President Baird's information that the curriculum of a program and the faculty hired for a program would be the purview of institutional administration. Dr. Byington added that Coastal's Board will grant initial approval to a program area prior to a multi-level institutional investment in the development of a program. He also shared the Board is continuously updated on the approval progress of the programs.

- e. Francis Marion University, B.S., Biology, Secondary Teacher

Chair Seckinger introduced the item, and the Committee **moved** (Love) and **seconded** (Phillips) a motion to accept the staff's recommendation for approval. Dr. King explained the program was developed with a number of needs in mind, including the need for science secondary education teachers and the provision of a path for Biology majors who decide to be teachers. Chair Seckinger expressed her support for the program, referring to the state's great need for teachers, especially STEM teachers. She also commented that the program includes the state's standards for biology. Commissioner Love commended the inclusion of student survey data. Dr. King informed the Committee that the University's program approval process follow the best practices found in the aforementioned SACSCOC study. Chair Seckinger asked for the institution to work with CHE for the first year to receive guidance on implementing the state science standards.

Without further discussion, the Committee **voted unanimously to commend favorably** to the Commission the Bachelor of Science in Biology, Secondary Education at Francis Marion University, to be implemented in Spring 2018.

Chair Seckinger referred to an earlier vote to re-order the agenda and then the Committee **moved** (Love) and **seconded** (Phillips) to proceed to consideration of Agenda Items 5 and 6 prior to returning to the original order of the agenda.

f. Lander University, Bachelor of Fine Arts (B.F.A.), Fine Art-2D Studio and 3D Studio

Chair Seckinger introduced the item, and the Committee **moved** (Love) and **seconded** (Phillips) a motion to accept the staff's recommendation for approval. Mr. Nelson explained the program was developed in response to current students' interest in obtaining a Bachelor of Fine Arts degree as compared to a Bachelor of Arts or a Bachelor of Science degree. He explained the program does not require new faculty and is re-packaging existing courses. He expressed concerns about the program proposal's financial charts, which, in his opinion, do not accurately reflect the financial status of the proposed program. Mr. Nelson stated enrollment in the existing arts program has been steady in the last four to five years. Committee members discussed ways to capture the financial information they need to analyze proposed programs, with Chair Seckinger emphasizing the need for institutions to include a narrative to explain costs and revenue charts. Commissioner Love asked Dr. Lane to study methods used by other states to capture financial information about proposed programs. Dr. Lane assured the Committee that CHE staff are exploring changes in the financial templates. Commissioner Love acknowledged the tendency for the Committee to show interest in certain financial aspects of the program and then under different circumstances, express the need for a different set of metrics. Chair Seckinger asked Mr. Nelson to report the progress of the program to CHE after a year of implementation.

Without further discussion, the Committee **voted unanimously to commend favorably** to the Commission the Bachelor of Fine Arts (B.F.A.) in Fine Art-2D Studio and 3D Studio at Lander University, to be implemented in Fall 2017.

3. Amendment to Existing License to Add New Programs

Embry-Riddle Aeronautical University, North Charleston: A.S., Aviation Maintenance; M.S., Management; and M. S., Project Management

Chair Seckinger introduced the item, and Ms. Stansberry informed the Committee that the three proposed programs support the institutional commitment to aviation and aerospace and are successfully offered at locations across the country. Ms. Byrd explained that while there are existing Associate of Applied Science degrees in the local area in aviation, Embry-Riddle's proposed program would be the only Associate of Science. She stated the program is a 60 credit hour degree offered through many different modalities and articulates into the University's B.S. in Aviation Maintenance. Chair Seckinger asked whether all the University's programs focus on aviation and aerospace. Ms. Stansberry responded all programs are focused on aviation/aerospace even if those fields are not included in the titles of the degrees. She explained many adjunct faculty are currently employed in the aerospace industry. She reminded the Committee that these programs were presented for approval in November 2016 and the Committee asked to table them to examine program duplication among public colleges and universities. She informed the Committee that these programs are currently offered at Embry-Riddle's Greenville location. Dr. Lane

reported that staff reviewed this item comprehensively over the last few months and recommends the programs for approval, emphasizing the programs' aviation focus. He explained that the graduate programs' Classification of Instructional Program (CIP) codes address the aviation focus; the faculty members teaching the courses are steeped in the aerospace/aviation field; the targeted audience for the programs are individuals already employed in the aerospace/aviation industry; there are no concerns with the institution's SACSCOC accreditation in regards to the names of the programs; and that the programs are in alignment with the institutional mission which is to "teach the science, practice and business of aviation and aerospace."

The Committee **moved** (Love) and **seconded** (Phillips) a motion to accept the staff's recommendation for the A.S. in Aviation Maintenance. Without further discussion, the Committee **voted unanimously to commend favorably** to the Commission an amendment to the existing license for Embry-Riddle Aeronautical University at Daytona Beach, Florida, to offer at its location in North Charleston the program leading to the A.S., Aviation Maintenance, provided that no state funding be required or requested.

The Committee **moved** (Phillips) and **seconded** (Seckinger) a motion to accept the staff's recommendation for the M.S. in Management. Commissioner Love expressed concern about the program and asked for a side-by-side comparison between the proposed program and other graduate programs in Management offered in the Charleston area. Ms. Byrd responded the proposed program from Embry-Riddle has a greater focus in the theory and practice of management whereas the core curriculum of graduate programs in the Charleston area focus on economics, finance and strategic marketing. Ms. Byrd also commented that the proposed program offers five specializations: Human Resource Management, Global Management, Leadership, Project Management or Operations Management. Chair Seckinger asked whether the specializations are geared towards the aerospace/aviation industry specifically. Ms. Byrd answered affirmatively.

Commissioner Love expressed concern and reminded the Committee of CHE's statutory authority (59.103.20) in reducing program duplication. She then shared the opinion of a recent legal counsel communication that program duplication and costs may be considered when approving amendments to licenses of non-public postsecondary institutions. She suggested adding aviation to the name of the program and then asked when the Greenville programs were approved. Ms. Stansberry replied the programs were approved 15 years ago and that Embry-Riddle has approval to offer the M.S. in Management in the area already at a Charleston military base and it has been quite successful. Dr. Book suggested adding aviation to the name of the program since the CIP code focuses on aviation. Ms. Stansberry replied by stating that the name of the program is set at the institutional level and therefore it is highly unlikely the name would be changed at the meeting. Chair Seckinger asked why Embry-Riddle is expanding the offering of the program beyond the military base. Ms. Stansberry responded that Embry-Riddle is currently limited in offering the program to service members, service members' families, and base employees.

Commissioner Love expressed her disagreement with the recommendation. Ms. Stansberry asked whether the Committee would be more favorable to the degree if the program's five specializations were reduced to three unique specializations. Committee members discussed the name of the program and Ms. Stansberry explained since the term "aeronautical" is a part of the university name, then there is no need to have it as a part of the program name. Commissioner Love expressed her opinion to delay the vote for further study by the Committee.

Commissioner Phillips asked Dr. Lane if he thought the program was a duplication of other programs in the area. Dr. Lane answered that he did not think the proposed program was a duplication, based on staff research resulting in conclusions shared at the beginning of the discussion. Commissioner Love asked Commissioner Phillips whether he would consider amending the motion to be contingent on the changing of the name at a later time. Ms. Stansberry repeated an earlier statement that changing the name is highly unlikely because it is set at the institutional level and the program is offered at multiple locations across a number of states.

Dr. Book expressed concern about Embry-Riddle's marketing in North Charleston, sharing that a local billboard does not include the institution's full title, which might violate accreditation requirements regarding truth-in-advertising. She asked the Committee to consider an amendment requiring the institution to use its full name in advertising.

Commissioner Phillips **amended his motion** to include the requirement that Embry-Riddle Aeronautical University use its full name in advertising and Chair Seckinger **seconded** the amended motion. The Committee **voted two to one** (Phillips and Seckinger voting in favor with Love voting against) **to commend favorably** to the Commission an amendment to the existing license for Embry-Riddle Aeronautical University at Daytona Beach, Florida, to offer at its location in North Charleston the program leading to the M.S., Management, provided that no state funding be required or requested and that the institution use its full name in its advertisements.

Chair Seckinger introduced discussion regarding the M.S. in Project Management. Ms. Stansberry explained that the program is offered with 10 specializations but six (6) of the specializations are unique in the Charleston area: Aviation and Aerospace; Financial Management; Global Management; Human Resource Management; Logistics and Supply Chain Management; and Management. Commissioner Lynn joined the meeting and expressed his support for the programs as staff recommends. The Committee **moved** (Seckinger) and **seconded** (Phillips) a motion to accept the staff's recommendation for the M.S. in Project Management provided that no state funding be required or requested; that the institution use its full name in its advertisements; and that the specializations be reduced from 10 to the following six (6): Aviation and Aerospace; Financial Management; Global Management; Human Resource Management; Logistics and Supply Chain Management; and Management. Dr. Book expressed disagreement with the program and shared that The Citadel offers a certificate and graduate program in Project Management but the programs have a different CIP code from the proposed program. Dr. Book suggested adding aviation to the name of the program since the CIP code focuses on aviation. Commissioner Love expressed her concern about program duplication in the Charleston area. Ms. Bryd commented that current job vacancies in the project management field in the Charleston area are numerous.

Without further discussion, the Committee **voted three to one** (Phillips, Lynn and Seckinger voting in favor with Love voting against) **to commend favorably** to the Commission an amendment to the existing license for Embry-Riddle Aeronautical University at Daytona Beach, Florida, to offer at its location in North Charleston the program leading to the M.S., Project Management, provided that no state funding be required or requested; that the institution use its full name in its advertisements; and that the specializations be reduced from 10 to the following (6): Aviation and Aerospace; Financial Management; Global Management; Human Resource Management; Logistics and Supply Chain Management; and Management.

B

4. Application for Initial License (change of ownership)

Dream Center Foundation, acquisition of the Art Institute of Charleston and South University, Columbia, from Education Management Corporation (EDMC)

Chair Seckinger introduced the item, and the Committee **moved** (Phillips) and **seconded** (Love) a motion to accept the staff's recommendation for approval. Mr. Randall Barton explained that the Dream Center Foundation has embraced the opportunity to invest in educational opportunities and wishes to acquire the Art Institute of Charleston and South University. Dr. Lane asked Dream Center Foundation representatives about the transition to non-profit status and its correlation with federal regulations. Mr. South referred to the 2015 settlement between EDMC and US Department of Justice which required EDMC to comply with federal regulations. He continued by stating that 90% of the requirements must be fulfilled regardless of profit status.

Without further discussion, the Committee **voted unanimously to commend favorably** to the Commission an initial license for Dream Center Foundation to acquire and operate The Art Institute of Charleston and South University of Columbia. No state funds will be required or requested. Licensure is conditional upon approval by the institutions' accreditor and the U.S. Department of Education.

5. Application for Initial License

Southeastern University, Lakeland, FL, to establish an extension site at Seacoast Church, Mt. Pleasant, SC: A.A., General Education

Chair Seckinger introduced the item, and the Committee **moved** (Love) and **seconded** (Phillips) a motion to accept the staff's recommendation for approval. Mr. Vale explained Southeastern's Associate in Arts degree is similar to degrees offered at other local institutions except that it includes a religious component. He then stated that Southeastern proposes to offer the program at a Charleston-area church. Chair Seckinger asked about the number of Southeastern campuses and Mr. Vale responded that Southeastern has 50 campuses, mainly in Florida. Chair Seckinger asked about the qualifications of the faculty and Mr. Vale commented that the faculty members must meet SACSCOC standards. Mr. Vale shared the courses will be offered through a hybrid format (traditional and online).

Without further discussion, the Committee **voted unanimously to commend favorably** to the Commission an initial license for Southeastern University in Lakeland, Florida, to establish an extension site at Seacoast Church in Mt. Pleasant, SC, at which it will offer a program leading to the Associate of Arts in General Education. No state funds will be required or requested.

6. SmartState® Operating Budget, FY2017-18

Chair Seckinger introduced the item, and the Committee **moved** (Love) and **seconded** (Phillips) a motion to accept the staff's recommendation for approval. She commended the work of the SmartState® Program and commented on the annual Council of Chairs Forum held in Charleston. Dr. Anderson explained that the budget for the upcoming year is similar to the current year's budget. She stated the SmartState® Endowed Chairs expressed interest in hosting a national conference in the upcoming year. Chair Seckinger commended the program for its \$2.4 billion return-on-investment since inception. Dr. Anderson reported

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that 68 of 85 approved Endowed Chair positions have been appointed and that there are 51 SmartState® centers.

Without further discussion, the Committee **voted unanimously to commend favorably** to the Commission the SmartState Operating Budget for FY2017-18.

7. Report on Program Modifications, March 1-April 30, 2017
(For information, no action required)

Chair Seckinger presented the item for information.

8. Other Business

Chair Seckinger thanked those in attendance for their participation and staff for their work. Hearing no further business, she adjourned the meeting at 11:43 am.