



SOUTH CAROLINA COMMISSION ON HIGHER EDUCATION
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TO: Members, Commission on Higher Education

FROM: Alan S. Krech *AK*

Plan for Implementing the Merger of Berkeley-Charleston-
Dorchester TEC and Palmer College in Charleston

Summary

At its meeting of June 7, 1973, the Commission on Higher Education approved the merger of Berkeley-Charleston-Dorchester TEC and Palmer College at Charleston subject to the following conditions:

- 1) "The A. A. degree and the A. S. degree will continue to be offered at the merged institution;"
- 2) "Those persons enrolled in the A. A. and A. S. degree programs in the two merged institutions at no time will exceed 20% (around 140) of the present enrollment at Palmer for a period of five years;"
- 3) "The A. A. in Liberal Arts at Palmer will be discontinued;"
- 4) "The College of Charleston and The Citadel will be permitted to offer A. A. and A. S. degrees;"
- 5) "Academic programs to be offered and the number of campuses will be submitted to the Commission by the State Board for Technical and Comprehensive Education for approval;"
- 6) "The State Board for Technical and Comprehensive Education will be requested to inform the Commission of the financial plan for the merger;"
- 7) "The College of Charleston will be requested to establish more rigorous admission standards, strengthen its upper-level program and emphasize articulation and transfer from the comprehensive institution to the College of Charleston's junior year."

Items (4) and (7) require no action by the SBTCE, and the information requested

in item (6) was provided to the CHE by the SBTCE on August 27, 1973. Therefore, this summary deals with item (5) and, within the consideration of programs required by item (5), items (1), (2), and (3).

The attached "Summary Documents from the Plan of Action Requested by the Commission on Higher Education Staff for Distribution to Commission Members" was provided by the SBTCE in lieu of several bound studies submitted by the Charleston institution. This "Summary" represents an effort to develop a brief document which responds to the concerns of the Commission. The Commission staff has, however, evaluated the contents of the several documents produced in Charleston, both by the institutional staff and by consultants hired by the local area commission. Additionally, the CHE staff met with the staffs of Berkeley-Charleston-Dorchester TEC and the SBTCE on February 7, and has since requested and received further information on matters of importance to the Commission.

I. Number of Campuses

The Berkeley-Charleston-Dorchester TEC Area Commission and the SBTCE propose that the merged Charleston institution will consist of two campuses. The present B-C-D TEC campus would be maintained, and a new campus would be constructed, using state funds, on a site located between the Medical University and The Citadel. Upon completion of the new campus, the present campus of Palmer College would no longer be used for instructional or administrative purposes. As stated in the "Summary",

"The BCD/Palmer College implementation study is based on the determination that the merged institution will continue to be operated on two campuses. A downtown Palmer campus will continue to serve the dense population segment West of the Ashley and on the Peninsula that it has traditionally served by the existing Palmer College campus. The B-C-D TEC campus will continue to serve the population of the North area."

The construction of a new downtown Palmer Campus is justified by the B-C-D TEC Area Commission and the SBTCE on the following bases:

- 1) "County Geographic Accessibility" - It is stated that B-C-D TEC is not readily accessible to the urban peninsula population, and that the present system of public transportation is inadequate.
- 2) "Perpetuation of an Existing Community Identity" - It is stated that Palmer College has a tradition of providing "educational services to the minority and disadvantaged population segment of Charleston County" and "prominent black leaders have expressed strong support for a downtown campus of the merged institution." The Commission staff takes exception to the statement that "support [for a downtown campus] has been demonstrated through ... the Charleston Higher

Education Consortium". We are not aware of any formal or informal action or recommendation made by any Consortium committee which speaks to the issue of a downtown campus for the merged institution.

3) "The Downtown Campus of the Comprehensive Merged Institution is Necessary to Meet the Educational Needs in the Peninsula Area" - It is stated that a)"no other comparable institution exists in the Peninsula area"; b)"the merged institution will offer accessibility to the low-income, disadvantaged population segment in the Peninsula area"; and c)"the downtown campus of the merged institution will provide an appropriate range of occupational and developmental programs for the Peninsula area residents." Specific support for the construction of a downtown campus is provided by Dr. McCord, who points out the convenience of such a campus for operating conjoint allied health programs.

While the CHE staff recognizes that there is some validity in all of these arguments, we feel that the weaknesses of the overall justification are as follows:

- 1) The present site of B-C-D TEC is well within a standard commuting radius of both the peninsula and the area west of the Ashley River, and is readily accessible to I-26, a major arterial highway.
- 2) If the lack of a satisfactory public transportation system presents problems of access, this should be remedied by the institution regardless of the existence of a second campus. The merged institution has no intention of offering many of the most traditional TEC programs (e. g., all engineering technologies, automotive, electrical, mechanical and data processing programs - see Table 3) at the downtown location, and it could be argued that inadequate public transportation would thus still be "denying students access" to a comprehensive technical education program.
- 3) The cost of an adequate transportation system should be considerably lower than the nearly \$10 million required for the new campus.
- 4) While the "perpetuation of an existing community identity" may be important, such an identity is maintained as much through appropriate attitudes and practices as by the existence of convenient facilities. The merged institution should incorporate at any location many of the practices which have enabled Palmer to be so successful in recruiting and serving disadvantaged students.
- 5) Of the three two-year post secondary institutions located on the Peninsula, two (Nielsen Computer College and Rice Business College) are proprietary, and one (Southeastern Business College) is eleemosynary.

Nielsen has requested permission from the State Department of Education to award associate degrees, and Southeastern is seeking accreditation from SACS and plans to offer associate degree programs. We have been advised by the Veterans' Approving Section for the State Department of Education that the statement in the Summary of the "Plan of Action" that "this recognition will be required of Southeastern in order for the school to retain its status as an institution authorized for Veterans Administration program payments" is in error. While there may or may not be unnecessary duplication between a downtown campus of the merged institution and any of these institutions, the CHE has a responsibility to look at the total spectrum of post secondary opportunity in an area. The high tuition rates charged by these institutions may not eliminate them as competition, for it was not long ago that Palmer College was an institution successfully serving the same area with tuition and fee charges of \$888 per year for associate degree students and \$1000 per year for diploma students.

(6) The allied health programs offered conjointly by B-C-D TEC and the Medical University of South Carolina are presently some of the strongest (high completion and placement rates) programs available at B-C-D TEC. While it may be more convenient to have these programs located proximate to MUSC, their current strength indicates that a downtown location is not a requirement for their success. Allied health programs are offered throughout the nation and the state by two-year institutions which are separated from cooperating medical centers.

(7) No satisfactory statistics have been offered which indicate that the merged institution will have to grow beyond the potential capacity of the B-C-D TEC site.

(8) In its report entitled The Open-Door Colleges, the Carnegie Commission says, "The Commission believes that, for sake of quality of programs, economy of operations, and easy availability, state plans should provide for community colleges generally ranging in size from about 2,000 to 5,000 daytime students, except in sparsely populated areas where institutions may have to be somewhat smaller, and in very large cities, where they may have to be somewhat larger."* Combined current daytime headcount enrollment at both institutions is less than 2,000 students. It seems logical to operate one truly comprehensive institution of "optimum size" rather than two smaller institutions each of which contains only part of the total program.

* Page 31. Underlining in original text.

II. Academic Programs

The SBTCE makes the following "General Statement Concerning all Programs of Study:"

"The existing programs of study at Berkeley-Charleston-Dorchester TEC and Palmer College will be retained for one year to permit currently enrolled students to complete the programs in which they initially enrolled. Beginning July, 1974 all programs offered in the Merged Institution are subject to review and revision according to State TEC models being developed by the Division of Educational Services. New students entering the Merged Institution in September 1974 will be enrolled in existing or revised programs depending upon the status of the system-wide curriculum project. It is recognized that the existing programs at B-C-D TEC were previously approved by the State Board for Technical and Comprehensive Education or its predecessor, and by the Commission on Higher Education. The determination of what educational programs shall be offered in the Merged Institution was influenced or conditioned by two general considerations:

"(a) The merged institution will operate on two campuses.

"(b) Those programs should be retained that can be justified by enrollment history and projected employment needs and if doing so does not create unnecessary duplication within the institution or with other institutions of higher education in the Charleston metropolitan area."

A list of the programs to be offered and their proposed location is contained in Table 3 of the "Summary".

The proposal also requests CHE approval of twelve new programs as follows:

(1) Associate in Applied Science Degree program in Criminal Justice.

The Criminal Justice program, which allows students to specialize in police administration or correctional administration, is currently available at Palmer College and will be revised as necessary to comply with the system-wide revision of Criminal Justice programs. Palmer College currently has 233 students enrolled in this program, of whom 159 are evening students.

(2) Associate in Applied Science Degree program and one-year Diploma program in Secretarial Science.

At present, B-C-D TEC has a one-year (four-quarter) Diploma program with General and Medical Options. Palmer College has

associate degree, diploma, and certificate programs. In their responses to CHE staff questions, the SBTCE staff has indicated that the AAS degree program will be modeled on the Greenville TEC program proposal before the Commission at this meeting, with concentrations "in the areas of Medical, Executive, or General Secretarial fields." While the intention of the description of the "stop-out" options in the revised SBTCE writeup of the Secretarial Science program is unclear, the CHE staff recommends that the present B-C-D TEC diploma options be retained, either as is or as revised to correspond to the Greenville program. Other "stop-out" options should not be advertised unless specific programs are developed and submitted to the appropriate boards for approval.

(3) Associate in Applied Science Degree program in Business Administration with options in Management and Accounting, and one-year diploma program in Business Administration with options in Real Estate, Junior Accounting, Marketing, and Banking and Finance.

Palmer College currently has associate degree and diploma programs in Business Administration with numerous options. B-C-D TEC currently has no Business Administration programs. The merged institution proposes to institute an Associate in Applied Science Degree program in Business Administration with concentrations in Management and Accounting modeled on the format found in other TEC centers. It is also stated that "the existing stop-out diploma format for Real Estate, Junior Accounting, Marketing, and Banking and Finance will be subject to review and restructured to conform with the models developed in the system-wide curriculum project." However, these "existing stop-out" programs are Palmer College programs which are not found in the TEC centers and which, according to the most recent data available, produced only four graduates last year. Therefore, the CHE staff feels that any one-year diploma program in Business Administration should be separately justified and submitted to the appropriate boards for approval rather than simply "subject to review".

(4) Associate in Arts and Associate in Science Degree College Parallel Programs.

College Parallel programs are currently available at Palmer College in Charleston. These will be discontinued and will be replaced by the State-Wide TEC Model Curriculum. At the June, 1973, CHE meeting, several conditions were attached to Commission approval of the merger which affect the College Parallel programs. First, it was agreed that "the A.A. and A.S. degree will continue to be offered at the merged institution." The CHE staff understands that approval of these College Parallel Programs will fulfill that condition.

Second, it was agreed that "those persons enrolled in the A.A. and A.S. degree programs in the two merged institutions at no time

will exceed 20% (around 140) of the present enrollment at Palmer for a period of five years". The staff recommends that this condition be withdrawn, since a limitation to a number this small greatly restricts the institution's ability to offer a viable transfer program with an adequate choice of courses at both the freshman and sophomore levels. Should the Commission approve two campuses rather than one, removal of this limitation becomes an even more important issue. Should two campuses be approved, it would then make educational sense to offer the College Parallel programs on both campuses, but the condition would limit each campus to 70 students (e. g., 30 sophomores and 40 freshmen).

Third, the Commission agreed that "the A. A. in Liberal Arts at Palmer will be discontinued". The SBTCE feels that this condition has been met with the replacement of the Palmer College Parallel programs with the TEC state-wide model. The CHE staff interprets this condition to mean that a liberal arts component of the College Parallel program will not be offered at a downtown location in competition with the College of Charleston. Assuming that only one campus is approved, this condition is met with either interpretation. Should two campuses be approved, the CHE staff recommends that this condition be withdrawn, since all of the College Parallel programs contain a very large Liberal Arts components, and it would be difficult to offer any transfer programs downtown without violating this condition.

(5) Associate in Applied Science Degree program in Human Services.

A Human Services program is currently available at Palmer College and at several TEC centers other than B-C-D TEC. Such programs are designed to produce graduates with an understanding of human relations which enables them to hold paraprofessional positions in support of professionals in service-related occupations. The CHE staff questions both the productivity of these programs and the employability of the graduates with salaries that reflect two years of post secondary education. However, the SBTCE has agreed to restructure and monitor this program on a continuing basis.

(6) Associate in Applied Science Degree program in Ophthalmic Technology.

This program, which will be new to the merged institution, "is designed to train technicians to assist the ophthalmologist in the delivery of eye care and treatment." The Commission approved an A. A. S. degree program in Opticianry for Florence-Darlington TEC in March, 1973, and a program in Optometric Technology for Greenville TEC in June, 1973. The CHE staff has been assured that there are major differences in the accreditation standards for Ophthalmic Technicians and Optometric Technicians and that a survey indicates a need for specialists in both areas. This program will be operated jointly with MUSC.

(7) Associate in Applied Science Degree program in Dental Laboratory Technology.

This program, which will be new to the merged institution, is designed to prepare graduates "to construct and repair dental appliances according to the dentist's prescription." The only similar program is located at Greenville TEC, and an employment survey indicates that an additional program is warranted. This program will be operated jointly with MUSC.

(8) Associate in Applied Science Degree program in Extracorporeal Circulation Technology.

This program, which will be new to the institution, is designed to train paraprofessionals to operate and monitor heart lung by-pass equipment and artificial kidney machines. Additionally, the technician may need to teach and supervise others in the use of this equipment. The program is not available at any other institution in South Carolina. Per student costs to the State for the first ten graduates will be approximately \$6000; thereafter the cost should be approximately \$4000 per graduate. The program will be offered jointly with MUSC.

(9) Associate in Applied Science Degree program in Commercial Graphics.

This program will be submitted, with further justification, as a separate item at the request of the SBTCE central staff, in order to provide more time for that staff to respond to questions raised by CHE staff.

(10) One-Year Diploma program for Power Mechanics, with Automotive and Diesel options.

This program, which will be new to the institution, is designed to prepare graduates "for entry into a wide range of powered equipment maintenance and repair occupations." The first two quarters of the four-quarter program are common to both options. An employment survey indicates that there is a need for graduates prepared in this field.

(11) Associate in Applied Science Degree program in Architectural Engineering Technology.

The purpose of this program, which will be new to the institution, is to provide architectural assistants with knowledge of architectural drawing; building materials, methods, and specifications; site development; and cost estimating. Ninety percent of the thirty respondents to a survey of 75 architects indicated that they would want to hire a graduate of this program. Since the costs to the state appear to be rather high at \$1700 per graduate and the attrition rate in the engineering technologies

has also been quite high, we urge the SBTCE to monitor this program carefully and continuously.

(12) Associate in Applied Science Degree program in Civil Engineering Technology: Survey Option.

B-C-D TEC currently offers an A.A.S. Degree in "general" Civil Engineering Technology. This new option will require the addition of ten courses; but will enable the center to better meet the needs of surveying companies and registered land surveyors for technicians with appropriate specialized skills.

Recommendations

We recommend final approval of the merger of Berkeley-Charleston-Dorchester TEC and Palmer College at Charleston. We further recommend, based on our best educational judgement and in terms of potential cost to the taxpayer, that the institution be limited to one campus.

We recommend that the following actions be taken concerning academic programs:

- 1) Criminal Justice - A.A.S. Degree - Recommended for Approval.
- 2) Secretarial Science - A.A.S. Degree and One-Year Diploma - Recommend Current TEC Model for Approval with A.A.S. Degree Options in Medical, Executive, or General Secretarial areas and Diploma options in Medical and General areas.
- 3) Business Administration - A.A.S. and One-Year Diploma - Recommend Current TEC Model for A.A.S. Degree for Approval with Concentrations in Management and Accounting. Recommend that any diploma programs be submitted, with further justification, as separate items.
- 4) College Parallel Programs - A.A./A.S. Degree - Recommend Current TEC State-wide Model for Approval. We further recommend that the 20% limitation on enrollment be removed.
- 5) Human Services - A.A.S. Degree - Recommend for Approval, subject to restructuring and continuous monitoring by the SBTCE.
- 6) Ophthalmic Technology - A.A.S. Degree - Recommend for Approval.
- 7) Dental Laboratory Technology - A.A.S. Degree - Recommend for Approval.
- 8) Extracorporeal Circulation Technology - A.A.S. Degree - Recommend for Approval.

9) Commercial Graphics - A.A.S. Degree - Recommend that this program be resubmitted, with further justification, as a separate item.

10) Power Mechanics: Automotive and Diesel Options - Diploma - Recommend for Approval.

11) Architectural Engineering Technology - A.A.S. Degree - Recommend for Approval subject to continuous monitoring.

12) Civil Engineering Technology: Survey Option - A.A.S. Degree - Recommend for Approval.