

CHE
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January 8, 2009

MEMORANDUM

To: Mr. Ken Wingate, Chairman, and Members, Commission on Higher Education

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

**Consideration of Request for Initial License to Recruit
Grand Canyon University, Phoenix, AZ**

Summary

Grand Canyon University (<http://www.gcu.edu/>) of Phoenix, Arizona, requests approval to recruit South Carolina residents into online programs leading to the Bachelor of Arts, Bachelor of Science, Master of Business Administration, Master of Education, and Master of Science degrees. The request is to begin advertising and recruiting upon approval by the Commission.

Grand Canyon University (GCU) is a private, for-profit institution owned by Grand Canyon Education, Inc., incorporated in the state of Delaware. GCU began in the 1920's with the demise of a small Baptist college in the state of New Mexico. Growth was limited until the University moved to Arizona in the 1940's and it occupied the present campus in Phoenix in 1951. Significant Education, LLC, purchased the institution in January 2004, and in May 2008 changed its name to Grand Canyon Education, Inc.; its status changed from an independent, non-denominational Christian institution to a for-profit, non-denominational, Christian institution.

Grand Canyon Education, Inc. (Grand Canyon) is a provider of online postsecondary education services focused on offering graduate and undergraduate degree programs in core disciplines of education, business, and healthcare. In addition to its online programs, Grand Canyon offers ground programs at its campus in Phoenix,

Arizona, and at off-campus sites on the facilities of employers in Arizona. As of December 31, 2007, 85 percent of the institution's 14,724 students were enrolled in its online programs and 62 percent of its students were pursuing master's degrees. During the year ended December 31, 2007, Grand Canyon offered 82 academic degree programs. The company primarily focuses on recruiting and educating working adults, defined as students aged 25 or older who are pursuing a degree while employed.

The North Central Association of Colleges and Schools-Higher Learning Commission (NCA-HLC) has accredited GCU since 1968. The Arizona State Board for Private Postsecondary Education licenses the institution. Seventeen other states and the District of Columbia license/approve Grand Canyon to offer its programs to their residents.

The following information from the U.S. Department of Education shows student loan default rates at GCU:

OPE ID	School	Type	Control	PRGMS		FY2006	FY2005	FY2004
001074	Grand Canyon University 3300 West Camelback Road Phoenix AZ 85017-3030	Master's Degree or Doctor's Degree	Proprietary	Federal Family Education Loan (FFEL) and Federal Direct Loan (FDL)	Default Rate %	1.6	1.8	1.4
					No. in Default	44	25	16
					No. in Repay	2741	1359	1107

The U. S. Department of Education sanctions a school when the school's three most recent cohort default rates are 25 percent or higher or if a school's current default rate is greater than 40 percent. Except in the event of a successful adjustment or appeal, such a school will lose FFEL, Direct Loan, and Federal Pell Grant program eligibility for the remainder of the fiscal year in which the school is notified of its sanction and for the following two fiscal years.

Three full-time librarians with master's degrees, one full-time assistant, and part-time work-study students staff the campus library. In addition, a director of e-library services manages the online library web site and e-resources. Students access the online library through Canyon Cruiser (GCU Intranet), ANGEL, or <http://library.gcu.edu>. Electronic resources include 15 major databases (more than 60 databases total); 60,000 e-books; 169,000 full-text works; 10,000 journals; and 104,000,000 abstracts, citations, and bibliographic records. Electronic resources specific to the College of Education include EBSCOHost, EmeraldInsight, FirstSearch (OCLC), Issues and Controversies, LexisNexis, Oxford English Dictionary, Wilson Biography Plus Illustrated, ebrary, and NetLibrary.

Each college (Liberal Arts, Business, Nursing, Health Sciences, and Education) at Grand Canyon University is led by a terminally credentialed dean, an associate and/or

assistant dean, program directors, and faculty. The deans report to the provost. The University employs 1,642 faculty members, 200 of whom are full-time. GCU determines faculty qualifications at the course level. Faculty members with an earned doctorate are qualified to teach at the graduate and undergraduate levels. Currently 30 percent of GCU faculty members hold an earned doctorate. All faculty members who teach undergraduate courses hold a master's degree with at least 18 graduate semester hours in the teaching discipline, or a master's degree with a major in the teaching discipline.

Currently, 274 South Carolina residents are enrolled in Grand Canyon programs as a result of online presence for which CHE licensure is not required. Institution officials project that in 2009 it will enroll approximately 300 additional South Carolina residents in its undergraduate programs and 400 in its graduate programs.

Undergraduate tuition for online courses is \$395 per credit hour and \$420 per credit hour for graduate courses. Total tuition for an undergraduate program is \$47,400 (120 credit hours times \$395) and for a master's degree between \$15,120 (36 credit hours times \$420) and \$25,200 (60 credit hours times \$420). Nursing graduate program tuition is \$510 per credit hour. The total tuition for the Executive M.B.A. is \$44,000.

For admission into the online undergraduate programs, applicants must have a high school diploma or equivalent. Undergraduate students must complete one-fourth of their programs at GCU. Graduate students must complete two-thirds of their programs at GCU.

The program descriptions, degree-specific admission requirements, and curricula tables may be found in **Attachment 1**. The following provides a list of programs and majors for which each college seeks approval, a brief description of each program, information about specialized programmatic accreditation, practitioner licensure information, U. S. Bureau of Labor Statistics information where appropriate, and information about similar programs offered by other institutions in the state.

Ken Blanchard College of Business

Undergraduate programs:

- B.S., Accounting
- B.S., Applied Management
- B.S., Business Administration
- B.S., Emergency Management
- B.S., Entrepreneurial Studies
- B.S., Finance Economics
- B.S., Marketing
- B.S., Public Safety Administration

GCU offers through its Ken Blanchard (author of *One Minute Manager*) College of Business undergraduate programs leading to the B.S. degree with majors in

Accounting, Applied Management, Business Administration, Emergency Management, Entrepreneurial Studies, Finance Economics, Marketing, and Public Safety Administration. Each curriculum includes 39 credit hours in general education, 24-45 credits in the major, and electives for a total of 120 semester credit hours.

Graduate Programs:

Executive M.B.A

M.B.A., Emphasis in Accounting

M.B.A., Emphasis in Finance

M.B.A., Emphasis in General Management

M.B.A., Emphasis in Health Systems Management

M.B.A., Emphasis in Leadership

M.B.A., Emphasis in Management of Information Systems

M.B.A., Emphasis in Marketing

M.B.A., Emphasis in Six Sigma

M.S., Executive Fire Service Leadership (MSEFSL)

M.S., Leadership

M.S., Leadership, Emphasis in Disaster Preparedness and Crisis Management

The College of Business offers a 36-semester credit hour program leading to Executive Master's degree in Business Administration designed for executives and senior managers. In addition to an undergraduate degree in business or a related field, applicants to the program must have at least five years of management experience at or above the director level. They must also have corporate sponsorship and successfully complete a pre-admission interview with the program director.

The Ken Blanchard College of Business offers a program leading to the Master's degree in Business Administration (M.B.A.). The curriculum includes 30 hours of core business courses and a nine-hour emphasis area. The program is designed to afford students the opportunity to develop cross-functional business-management skills, preparing business practitioners for advanced management and executive positions. Students have the option of completing two emphasis areas as part of their M.B.A. degree.

Students must have the equivalent of two year's full-time professional work experience prior to entering the MBA program. GMAT scores are not required but are considered if submitted. Students with a GPA above 2.0 but below 2.8 and/or a non-business undergraduate degree may be admitted on a probationary basis but must successfully complete the four M.B.A. fundamental courses in accounting, finance, statistics, and economics/marketing with a cumulative GPA of 3.0 or higher.

The Association to Advance Collegiate Schools of Business (AACSB) and the Association of Collegiate Business Schools and Programs (ACBSP) are the specialized accrediting organizations for business and business-related programs. ACBSP accredits some of the business-related programs at the University, including the undergraduate and

graduate programs in business, accounting, and management at GCU. Practitioner licensure or certification is not required for employment in business or management.

The U.S. Department of Labor, Bureau of Labor Statistics, *Occupational Outlook Handbook* lists management employment opportunities for holders of business administration credentials in a variety of settings including administrative services; advertising, marketing, promotion, and sales; advocacy, grantmaking, and civic organizations; banking; construction; education; facilities; finance; government; human resources; insurance; labor relations; medical and health services; public relations; and real estate.

Twelve public and 27 private colleges and universities in the State offer bachelor's degree programs in business administration, management, or business-related fields.

The 36-semester credit hour program leading to the Master of Science in Executive Fire Service Leadership targets for enrollment graduates of the U.S. Fire Administration/National Fire Academy's Executive Fire Officer Program (NFA-EFOP) although fire professionals who have not participated in the EFOP may also enroll.

The 36-semester credit hour program leading to the Master of Science degree in Leadership explores values, content knowledge, and skills required to understand and apply effective leadership within corporate and social contexts. The Disaster Preparedness Crisis Management emphasis provides courses in occupational health and safety, disaster preparation and crisis management.

Education

B.S., Elementary Education (Grades K-8) (Credential)

B.S., Secondary Education (Grades 7-12) (Credential)

M.Ed., Curriculum and Instruction: Reading

M.Ed., Curriculum and Instruction: Technology

M.Ed., Education Administration (Credential)

M.Ed., Elementary Education (Credential)

M.Ed., Special Education: (Cross-Categorical) (Credential)

M.Ed., Special Education for Certified Special Educators

M.Ed., Teaching English to Speakers of Other Languages (TESOL)

The College of Education prepares leaders who possess foundational knowledge, encourage student-focused learning, implement quality instructional design, use effective classroom procedures, and engage in reflective practice. The College is seeking authorization to enroll South Carolina residents into programs leading to the B.S. degree in Elementary Education (Grades K-8) and Secondary Education (Grades 7-12), and the M.Ed. degree in Curriculum and Instruction, Educational Administration, Elementary Education, Special Education, Special Education for Certified Special Educators, and Teaching English to Speakers of Other Languages (TESOL).

The National Council for Accreditation of Teacher Education (NCATE) and the Teacher Education Accreditation Council Accreditation Committee (TEACAC) accredit teacher education programs. GCU does not hold specialized accreditation; officials are reviewing the accreditation standards and considering their options for specialized accreditation.

The programs that lead to teacher or administrator certification are approved by the Arizona State Board of Education. Graduates of the certification programs will be eligible to apply for licensure in South Carolina upon completion of their degrees and recommendation from the GCU.

The U.S. Department of Labor, Bureau of Labor Statistics, *Occupational Outlook Handbook*, projects that job prospects are expected to be favorable for preschool, kindergarten, elementary, middle, and secondary school teachers. Employment is expected to grow by 12 percent between 2006 and 2016. Job prospects for special education are expected to be excellent because of 1) the increases in the number of special education students needing services and 2) the need to replace teachers who switch to teaching general education, change careers altogether, or retire.

Eleven public and 15 private colleges and universities in the State offer teacher education certification programs in early childhood education. In addition, six public and seven private colleges and universities in the State offer teacher education certification programs in special education.

U.S.C.-Columbia offers a programs leading to the M.A.T. degree in Special Education, Emotional and Behavioral Disorders and Special Education, Learning Disabilities; Francis Marion University offers a program leading to the M.A.T. degree in Learning Disabilities; and U.S.C.-Upstate offers a program leading to the B.S., Special Education, Learning Disabilities. The following table from the Commission's academic inventory shows independent institutions that offer initial certification programs with similar titles.

Institution	Degree	Institution Program Name	CIP CODE
Bob Jones University	B.S., M.A.T.	Emotional Disabilities	131005
Bob Jones University	B.S., M.A.T.	Learning Disabilities	131011
Converse College	B.A., M.A.T.	Education of the Emotionally Handicapped	131005
Converse College	B.A., M.A.T.	Education of the Specific Learning Disabled	131011
Furman University	M.A.	Education of the Emotionally Handicapped	131005
Furman University	M.A.	Education of the Specific Learning Disabled	131011
Southern Wesleyan University	B.S.	Education of the Emotionally Handicapped	131005
Southern Wesleyan University	B.S.	Education of the Specific Learning Disabled	131011

Liberal Arts

The College of Liberal Arts produces individuals with a broad range of knowledge in the liberal arts, special competence in a particular major, and individuals who possess the critical thinking skills necessary for their intellectual discipline and their lifelong learning. The College is composed of the departments of Christian Studies, Humanities, and Social Sciences.

The College is seeking authorization to enroll South Carolina residents into programs leading to the B.A. degree in Christian Studies, Communications, English Literature, History, and Interdisciplinary Studies; and the B.S. degree in Justice Studies and Psychology.

B.A., Christian Studies

The program leading to the B.A. degree in Christian Studies is designed to provide students with both focus and flexibility as they prepare themselves for a Christian vocation. The program allows each student to select according to his or her specific ministry goals and career opportunities an emphasis in Biblical/theological studies, pastoral ministry, worship ministry, or youth ministry.

The Association for Biblical Higher Education (ABHE) Commission on Accreditation accredits programs aimed at preparing students for Christian ministries. GCU does not hold and does not plan to seek specialized accreditation. Practitioner licensure or certification is not required for employment.

Seven public institutions and 14 private institutions in the state offer programs leading to the B.A. or B.S. degree in Christian education, Christian ministry, philosophy, religion, religious studies, and/or ethics.

B.A., Communications

The program leading to the B.A. degree in Communications develops leaders in diverse fields of communication and media. Students develop the knowledge, creativity, and technical skills necessary to design and deliver compelling messages in multiple modalities. Students may focus on one or more areas of emphasis such as digital film production, graphic design/animation, and public relations.

The Accrediting Council on Education in Journalism and Mass Communications (ACEJMC) accredits programs that provide professional education in journalism and mass communications at the baccalaureate and master's degree level. GCU does not hold and does not plan to seek specialized accreditation. Practitioner licensure or certification is not required for employment.

Clemson, Coastal, College of Charleston, U.S.C.-Aiken, and U.S.C.-Upstate offer a programs leading to the B.A. degree in Communications; U.S.C.-Columbia offers programs leading to the B.A. degree in Film and Media Studies and Media Arts; Anderson, Art Institute, Benedict, Bob Jones, Coker, Columbia, Furman, ITT, Newberry, North Greenville, South, and Voorhees offer bachelor's programs in Communications, Graphic Design, Mass Media, Mass Communication, Media Arts, Visual Communications, or Web Design and Interactive Media.

B.A., English Literature

The program leading to the B.A. degree in English Literature is designed to allow students to develop competence to communicate effectively in written and oral discourse. They gain knowledge in American literature, English literature, linguistics, grammar, and the history of English.

There is no specialized programmatic accreditation for English literature programs. Practitioner licensure or certification is not required for employment.

Twelve independent institutions in the state offer programs leading to the B.A. degree in English Language and Literature.

B.A., History

The program leading to the B.A. degree in History presents students with chronological and theoretical frameworks that enable them to properly contextualize the human cultural, social, political, and economic experience.

There is no specialized programmatic accreditation for history programs. Practitioner licensure or certification is not required for employment.

Eleven public institutions and 17 private institutions offer programs leading to bachelor's degrees in history.

B.A., Interdisciplinary Studies

The program leading to the B.A. degree in Interdisciplinary Studies enables students to individualize their program of study while emphasizing different disciplines and the impact they have in an interdisciplinary model.

There is no specialized programmatic accreditation for interdisciplinary study programs. Practitioner licensure or certification is not required for employment.

U.S.C.-Aiken, U.S.C.-Columbia, U.S.C.-Upstate, Benedict College, Columbia College, Newberry, and North Greenville offer programs leading to bachelor's degrees in Interdisciplinary Studies.

B.S., Justice Studies

The program leading to the B.S. degree in Justice Studies allows students to study issues in criminal justice; social research; law; courts; police, adjudication, and correctional functions; and substantive law.

There is no specialized programmatic accreditation for justice studies/criminal justice programs. Practitioner licensure or certification is not required for employment.

Five public institutions and 16 private institutions offer bachelor's degree programs in Criminal Justice, Criminal Justice Management, Criminology and Criminal Justice, Criminal Justice/Law Enforcement Administration, or Corrections and Criminal Justice.

B.S., Psychology

The program leading to the B.S. degree in Psychology provides courses that increase understanding of human actions in the past and present. Individualized instruction is encouraged through practicum and internships, research, writing experience, and small group interactions.

The American Psychological Association (APA), Committee on Accreditation (CoA) accredits doctoral programs in counseling. There is no specialized accrediting agency for undergraduate or master's degree programs.

Eleven public institutions and 17 private institutions offer programs leading to bachelor's degrees in Psychology.

Nursing and Health Sciences

B.S., Health Sciences: Professional Development and Advanced Patient Care

The program leading to the B.S. degree in Health Sciences: Professional Development and Advanced Patient Care is a degree completion program designed for health-care professionals who have received licensure, certification, or registration in an allied-health field and wish to acquire baccalaureate-level competencies in health sciences theory and professional health care issues.

There is no specialized programmatic accrediting agency for health sciences programs. Licensure or certification in an allied-health field is prerequisite to admission.

Clemson, Medical University of S.C., Morris, and South offer programs leading to the B.S. degree in Health Science. Coastal Carolina and U.S.C.-Upstate are in the process of developing another program in health science.

B.S., Medical Imaging Sciences

The program leading to the B.S. degree in Medical Imaging Sciences offers an opportunity for imaging technologists to advance in employment and service to the community at a higher level of healthcare.

There is no specialized programmatic accrediting agency for medical imaging programs. Employment in the field is prerequisite to admission.

No other institution in South Carolina offers a program leading to the B.S. degree in Medical Imaging Sciences.

B.S., Nursing (RN to BSN)

The program leading to the B.S. degree in Nursing (RN to BSN) is designed for registered nurses with an associate's degree or diploma in nursing. Graduates of the program are prepared to become leaders in the nursing profession.

The Commission on Collegiate Nursing Education (CCNE) accredits the bachelor's and master's programs in nursing at Grand Canyon. Registered nurse licensure is prerequisite to enrollment in the program.

Clemson, Francis Marion, Lander, Medical University of South Carolina, South Carolina State, U.S.C.-Aiken, U.S.C.-Beaufort, U.S.C.-Columbia, and U.S.C.-Upstate offer an R.N. to B.S.N. completion program.

B.S., Respiratory Care

The program leading to the B.S. degree in Respiratory Care offers an opportunity for therapists to advance in employment and service to the community at a higher level of healthcare.

The Commission on Accreditation of Allied Health Education Programs (CAAHEP) accredits respiratory therapist associate's, bachelor's and master's degree programs. GCU does not hold and does not plan to seek specialized accreditation. Applicants to the program must provide proof of current certification in good standing in National Board for Respiratory Care (NBRC) credential as a Registered Respiratory Therapist (RRT).

No other institutions in South Carolina offer a bachelor's program in respiratory care. Florence-Darlington, Greenville, Midlands, Orangeburg-Calhoun, Piedmont, Tri-County, and Trident technical colleges offer programs leading to the Associate of Health Science degree in Respiratory Care.

M.S., Nursing: Nurse Education (and RN to MSN)

The program leading to the M.S. in Nursing: Nurse Education addresses the expanding educational needs of the nursing profession. The nurse educator will be prepared to practice in acute or chronic care settings as a staff educator; in a role that is responsible for planning, implementing, and evaluating continuing education programs; or to assume a faculty position. The program is also offered as the R.N. to M.S.N.

The Commission on Collegiate Nursing Education (CCNE) accredits the bachelor's and master's programs in nursing at Grand Canyon. Registered nurse licensure is prerequisite to enrollment in the program.

No other institution in South Carolina offers a program leading to the M.S.N., Nurse Education. However, the Medical University of South Carolina offers a program leading to the M.S.N., Nursing Health Care Systems with a concentration in Nurse Educator and a Post-Master's Certificate in Nursing Administration with a concentration in Nurse Educator.

M.S., Nursing: Nursing Leadership in Health Care Systems (and RN to MSN)

The program leading to the M.S. degree in Nursing: Nursing Leadership in Health Care Systems prepares the advanced professional nurse for a leadership role for today's rapidly changing health care delivery systems. It is designed to apply both cognitive and behavioral skill sets necessary to be an effective leader in the health environment. The program is also offered as the R.N. to M.S.N.

The Commission on Collegiate Nursing Education (CCNE) accredits the bachelor's and master's programs in nursing at Grand Canyon. Registered nurse licensure is prerequisite to enrollment in the program.

The Medical University of S.C. offers programs leading to the M.S.N., Nursing, with concentrations Family Health Care Systems, Health Care Systems, and Individual Health Systems.

M.S., Professional Counseling

The program leading to the M.S. degree in Professional Counseling focuses on education for persons seeking to become licensed or certified professional counselors.

The Council for Accreditation of Counseling and Related Educational Programs (CACREP) accredits counseling programs. Grand Canyon does not hold and does not plan to seek specialized accreditation.

The South Carolina Department of Labor, Licensing and Regulation's Board of Examiners for Licensure of Professional Counselors, Marriage and Family Therapists and Psycho-Educational Specialists, licenses professional counselors. Candidates for licensure must have completed a graduate program at an accredited institution that includes a minimum of 48-semester credit hours in specific topics and a minimum of 150 hours in a counseling practicum. LLR accepts either the National Counselor Examination (NCE) or the National Clinical Mental Health Counseling Examination (NCMHCE) for the licensure examination. Graduates of GCU's program will be eligible for licensing through LLR.

South Carolina State, U.S.C.-Columbia, Bob Jones, Columbia International, Erskine, South, and Webster offer graduate programs in counseling or rehabilitative counseling.

Recommendation

The Committee on Academic Affairs and Licensing commend favorably to the Commission approval of initial licensure for five years to Grand Canyon University, Phoenix, AZ, to recruit South Carolina residents into online programs found in Attachment A leading to the Bachelor of Arts, Bachelor of Science, Master of Business Administration, Master of Education, and Master of Science. The request is to begin advertising and recruiting upon approval by the Commission.