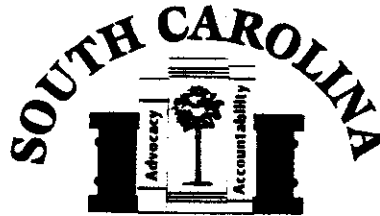


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Agenda item 3.02.b



**Commission on  
Higher Education**

Rayburn Barton  
Executive Director

February 1, 2001

**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 *DC/gm*

**Consideration of Amendment of License  
A.A.S., Recreation/Leisure Management,  
B.S., Recreation/Leisure Management,  
B.S., in Sports/Entertainment/Event Management,  
Johnson & Wales University, Charleston, SC**

**Summary:**

The Commission has licensed Johnson & Wales University since August 1983 and last renewed the license for a period of five years in September 1998.

The main campus of the institution, which was founded in 1914, is in Providence, Rhode Island. It has campuses in Providence, Charleston, Norfolk, North Miami, Worcester (Massachusetts), Denver, Sweden, and Israel. Since 1993, the New England Association of Schools and Colleges (NEASC) has accredited Johnson & Wales University, and the Internal Revenue Code exempts it as a Section 501(c)(3) nonprofit organization. From 1954 until 1993, the Accrediting Council for Independent Colleges and Schools (ACICS) accredited the institution.

The Commission currently licenses the institution to offer the following programs:

Associate in Applied Science  
Baking & Pastry Arts  
Culinary Arts  
Food & Beverage Management

Hotel Management  
Restaurant Management  
Travel-Tourism Management

Bachelor of Science

Food Service Management  
Hotel Management  
International Hotel & Tourism Management  
Travel-Tourism Management

The institution is seeking approval for the additional programs to meet demand in the growing recreation/leisure, tourism, and sports environment. The institution began developing the programs in 1994 using a task force with many industry professionals serving. The task force addressed industry need, curricula, and course content. The main campus has offered the programs since 1996 and enrolled 60 students in 1999. Through recommendations from the faculty, it has expanded its library holdings to include pertinent periodicals, reference materials, and texts. The holdings at the Charleston library will include those selections by the Fall 2001.

To enroll at Johnson & Wales University, students must have graduated from high school or possess a GED. Honor program applicants must submit SAT or ACT scores. Tuition for these programs for the academic year 2001-2002 is \$12,354 for 12 to 18 quarter credit hours per term (full-time). The current facilities will support the new programs and include 93,000 square feet of space at the Port City Center. The minimum qualifications of the faculty are a master's degree with five years of industry experience. The institution projects adding one new faculty member for each program. The maximum student/teacher ratio is 35:1. Each program includes a three or six-month internship.

The A.A.S. in Recreation/Leisure Management program requires 95 quarter-credit-hours and provides students with an operations-based foundation through course work in leadership, recreation program planning, cost control, and facilities management. The curriculum includes 31.5 quarter-credit-hours in general education, 18.5 quarter credit hours in business courses, and 45 quarter credit hours in the major.

The B.S. in Recreation/Leisure Management program requires 189.5 quarter-credit-hours and provides upper-level courses in administration, management, marketing, strategic planning, and negotiations. Students interested in working in country clubs, health/fitness centers, athletic/sport complexes, theme/water parks, campuses, campgrounds, or their own recreational business ventures focus their study by choosing a concentration in Commercial Recreation. Students interested in working in recreation, tourism, and lodging operations focus their study by choosing a concentration in Resort Management. Students interested in working in senior/special population community centers, long-term care facilities, hospitals, camps, and private treatment agencies focus their study by choosing a concentration in Therapeutic Recreation. Graduates of the B.S. Therapeutic Recreation degree program will be eligible to take the National Council for

Therapeutic Recreation Certification (NCTRC) exam. Students with the A.A.S. in Recreation/Leisure Management take an additional 36 quarter credit hours in general studies and an additional 58.5 quarter credit hours in the major. The proposal is to implement the recreation programs in the fall term of 2002.

The B.S. in Sports/Entertainment Event Management program requires 194 quarter-credit-hours and provides the operations-based knowledge and skills needed to work in public assembly facilities such as stadiums, arenas, performing arts centers, athletic venues, sports tracks, amphitheaters and convention centers. Students interested in working with country clubs, health/fitness centers, athletic/sport complexes, theme/water parks, camps, campgrounds or their own recreational business focus their study by choosing a 13.5 quarter credit hour concentration in Commercial Recreation. Students interested in working in hotels, associations, and tourism-related facilities focus their study by choosing a 13.5 quarter credit hour concentration in Hospitality Sales and Marketing. Students interested in working in professional or collegiate sport teams, sporting venues, coaching/athletics or sport/event marketing firms focus their study by choosing a 13.5 quarter credit hour concentration in Sports Management. The curriculum includes 67.5 quarter credit hours in general education, 23 quarter credit hours in related professional studies, and 103.5 quarter credit hours in the major. The proposal is to implement the program in fall term of 2001.

The institution projects enrollment as follows:

Program Enrollment Projections	2001	2002	2003	2004	2005	2006
A.A.S./B.S. Recreation/Leisure Management		30	45	60	75	100
B.S. Sports/Entertainment/Events Management	30	45	60	75	100	

**Similar programs at public institutions:**

Through its College of Health, Education, and Human Development, Clemson University offers a B.S. in Parks, Recreation, and Tourism Management. Students select from six concentrations: Community Leisure Services, Professional Golf Management, Recreation Resources Management, Sport Management, Therapeutic Recreation, or Travel and Tourism. Students may focus in the area of Sport Management by selecting from Commercial Sport Management, Institutional Sport Management, Sports Communication Management, Sports Health and Fitness Management, or Sport Marketing.

Through its College of Hotel, Retailing, and Sports Administration, USC-Columbia offers a B.S. in Sport Administration.

Collaborating between its College of Education and its School of Business, Winthrop University offers a B.S. in Sports Administration.

**Recommendation:**

The Committee recommends that the Commission approve the programs leading to the Bachelor of Science degree in Sports/Entertainment/Events Management for implementation in Fall 2001, the Associate of Applied Science degree in Recreation/Leisure Management and the Bachelor of Science degree in Recreation/Leisure Management for implementation in Fall 2002, provided that no "unique cost" or other special state funding be required or requested.