

**Committee on Academic Affairs and Licensing
Agenda
May 4, 2006**

4.02A. Consideration of New Program Proposals

1. A.A., Horticulture Technology, Piedmont Tech
2. A.H.S., Physical Therapist Assistant, Technical College of the Lowcountry
3. B.S., On-Line Criminal Justice Management, Lander
4. M.A., Communication, College of Charleston

4.02B. Consideration of Licensing Request for Initial License for Saint Leo University, Saint Leo, FL, at Sumter to offer:

A.A. in Liberal Arts; B.A. in (1) Business Administration, (2) Criminal Justice, and (3) Human Resources Administration; and B.S. in Computer Information Systems

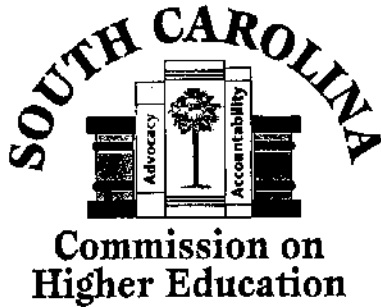
4.02C. Consideration of Annual Report on Admissions Standards for First-time Entering Freshmen, Fall 2005

4.02D. Consideration of Annual Report on Advanced Placement Course Acceptance Policies, FY 2005-06

4.02E. Informational Report on Improving Teaching Quality Competitive Grant Awards, FY 2006-07

4.02F. Informational Report on Centers of Excellence (Education) Competitive Grant Awards, FY 2006-07

4.02G. Informational Report on Approved and Terminated Programs, FY 2005-06



CHE
05/04/06
Agenda Items 4.02A.1-4

Dr. Conrad D. Festa
Executive Director

May 4, 2006

MEMORANDUM

To: Dr. Layton R. McCurdy, Chairman, and Members, Commission on Higher Education

From: Dr. Vermelle J. Johnson, Chair, and Members, Committee on Academic Affairs and Licensing *VJJ/cmm*

Analyses of Four New Program Proposals

Please find attached the staff summaries and analyses for four new program proposals, Agenda items 4.02A 1-4.

As always, please do not hesitate to call me or Dr. Morrison should you have any questions or concerns about our analyses or recommendations.

/dr

**New Program Proposal
Associate in Agriculture,
Major in Horticulture
Piedmont Technical College**

Summary

Piedmont Technical College requests approval to offer a program leading to the Associate Degree in Agriculture with a major in Horticulture Technology, to be implemented in Fall 2006.

The program was approved by the South Carolina Technical College System Board at its meeting on January 24, 2006. It was submitted for Commission review on February 13, 2006, and reviewed and voted upon favorably by the Advisory Committee on Academic Programs (ACAP) at its meeting on March 14, 2006. There were no substantive comments or questions about the program at the meeting.

The purpose of the program is to prepare students to meet the need for qualified horticulturists in the Piedmont Tech service area. The graduates of the program will be skilled in landscape design, implementation, and maintenance. The program will augment the existing Horticulture Certificate Program. According to the proposal, enrollment in this specialty has grown large enough to justify the new major. In addition, the growing number of residential/retirement communities, golf courses, and commercial horticulture nurseries in the area will lead to an increased demand for trained workers in this area with degrees that will allow them to move into middle management. An Employment Needs Survey indicates that there will be approximately 280 available positions by 2008, far more than the program can provide.

According to the proposal, the current catalog of courses will require the addition of five new courses in horticulture to support the program. The curriculum will consist of 19 courses for a total of 67 credit hours. Six courses (18 credit hours) are core courses for the Associate's degree and 13 courses (52 credit hours) support the major. The major courses include ten courses in horticulture (42 credit hours), two courses in turf management (six credit hours), and one course (1 credit hour) in cooperative work experience preparation.

Horry-Georgetown Tech, Spartanburg Tech, and Trident Tech all offer similar programs. Horry-Georgetown, as a new program, has no placement data. Spartanburg Tech, with 14 graduates in 2004, had a 100% placement rate. Trident Tech, with nine graduates in 2004, shows a 56% rate. Follow-up with Piedmont and Trident Tech showed

that this low rate is potentially misleading, however, as only five of the nine graduates returned their placement survey. 100% of those returning the survey were employed in the field.

The existing certificate program has one full-time faculty member and uses an adjunct faculty member to meet student demand. The proposed program will require one new adjunct faculty member to teach four courses per year. In addition, it will use the existing horticulture faculty and administrative structure.

Enrollment in the proposed program is estimated to begin at 24 headcount (24 FTE) in Fall 2006 and increase to 40 headcount (37.9 FTE) in Fall 2008. This estimate is based on current enrollment in the existing Horticulture certificate program and expanding program-related job opportunities in the area.

There is no accrediting body for Horticulture Technology programs, and licensure or certification is not required for employment.

An existing building on campus will be renovated to support the program. The renovation will include lab areas, work areas, and storage. The estimated cost is \$5,000.

The Piedmont Technical College Library currently contains 532 titles related to the Horticulture major, with another 557 available electronically. According to the proposal, the library plans to spend \$1,800 annually for the first three years of the program to increase holdings in the area.

Shown below are the estimated Mission Resource Requirement (MRR) costs to the state. Also shown are the estimated revenues projected under the MRR and the Resource Allocation Plan as well as student tuition.

Year	Estimated MRR Cost for Proposed Program	Extraordinary (Non-MRR) Costs for Proposed Program	Total Costs	State Appropriation	Tuition	Total Revenue
Year 1	\$186,769		\$186,769	\$0	\$61,644	\$61,644
Year 2	\$287,725		\$287,725	71,401	\$95,014	\$166,414
Year 3	\$287,725		\$287,725	109,941	\$95,014	\$204,955

These data demonstrate that if Piedmont Technical College can meet the projected student enrollments and contain costs as they are shown in the proposal, the program will not be able to cover costs with revenues it generates by the third year of its implementation.

In summary, Piedmont Technical College is proposing a program leading to the Associate Degree in Agriculture with a major in Horticulture Technology. The program will build on the existing Certificate in Horticulture Technology program to produce graduates to serve the growing need in the area for qualified horticulture technology workers in residential, horticulture production, and recreational employment.

Recommendation

The Committee on Academic Affairs and Licensing recommends that the Commission approve the proposed program at Piedmont Technical College leading to the Associate Degree in Agriculture with a major in Horticulture Technology, to be implemented in Fall 2006, provided that no "unique cost" or other special state funding be required or requested.

**New Program Proposal
Associate in Health Sciences, Major in Physical Therapist Assistant
Technical College of the Lowcountry**

Summary

Technical College of the Lowcountry requests approval to offer a program leading to the Associate in Health Sciences degree with a major in Physical Therapist Assistant, to be implemented in Fall 2006.

The proposal was submitted for Commission review on February 14, 2006. It was approved by the State Technical College System board on January 24, 2006. The proposal was reviewed without substantive comment and voted upon favorably by the Advisory Committee on Academic Programs at its meeting on March 14, 2006.

The purpose of the program is to prepare graduates of the associate degree program at the technician level with the knowledge and skills to provide physical therapy services appropriate for patients as specified in the plan of care developed by a registered physical therapist. The need for the program is based on demand first identified by administrators at Beaufort Memorial Hospital and later verified by a formal survey of needs within the Beaufort region.

The program will consist of a total of 69 credit hours. Of these, 23 credits are in general education (of which one course of three credits is an elective), eight in anatomy and physiology, and 46 in core or supportive courses in physical therapy. The curriculum has been designed to meet the requirements of the Southern Association of Colleges and Schools (SACS), the regional accrediting body, and the Commission on the Accreditation of Physical Therapy Education (CAPTE), the national professional accrediting body for this kind of program. A total of 15 new courses, totaling 46 semester hours, all in the professional field, will be required for the proposed program. All general education courses necessary for the program's implementation are currently offered by the institution.

The proposed curriculum is similar in content to that offered by three other technical colleges (i.e., Greenville Tech, Midlands Tech, and Trident Tech). These other institutions serve different geographical clienteles from the proposed program in the Beaufort region. The closest of these other institutional programs geographically is the program at Trident Technical College, located over 100 miles from Beaufort. Thus,

although this program duplicates the three others, its implementation will not constitute an "unnecessary" duplication of programmatic effort.

The proposal from Technical College of the Lowcountry indicates that two new faculty members (2.0 FTE) will be hired in the first year of the program. This faculty complement is anticipated to remain the same throughout the first three years of the program's implementation. Faculty members will meet the regional and professional accreditation standards, respectively, for the Southern Association of Colleges and Schools (SACS) and the Commission on the Accreditation of Physical Therapy Education (CAPTE.) The faculty member serving as Program Director must have at least a masters degree and must be a licensed Physical Therapist or Physical Therapist Assistant.

Enrollment in the proposed program is estimated to begin at 15 headcount (15 FTE) in FY 2006-07, the first full academic year of this program, and increase to 30 headcount (30 FTE) in FY 2007-2008 and thereafter. Estimates of enrollment in the first year are based on the documented need in the area. The College has a solid and growing body of students interested in a variety of healthcare-related careers. If enrollment projections are met, the program will meet the current CHE program productivity standards for enrollment.

The College will initiate the process leading to national professional accreditation for the program immediately after the program's approval by the Commission on Higher Education. The granting of full professional accreditation for the program is anticipated by the institution by Spring 2007. Funding for the accreditation review process has been included in projected costs of the program by the institution.

There are no additional physical plant requirements foreseeable for the proposed program's implementation during the first three years. Initial equipment needs are anticipated to be considerable. As part of a collaborative agreement, Beaufort Memorial Hospital has agreed to defray the cost of program operation through use of the hospital's Physical Therapy Department. A total of \$66,536 worth of equipment for the program will be purchased by the College. Much of the cost for this equipment will be allayed by the College's strong ties to the healthcare industry, according to the proposal.

The library has a strong collection supporting both the general education and professional components of the program. The library will require additional journals and materials in physical therapy, biomedical sciences, and related areas. The costs for these additional journals and materials is estimated at \$5,000 over the first three years of the program's implementation.

New costs for the program are estimated to begin at \$142,536 in the first full year of the program's operations. In the second year that figure will decrease to \$64,998; and in the third year it will account for \$65,348. Total new costs for the first three years' of operation of the program are estimated at \$272,882. The categories in which these costs will occur are found in faculty salaries, clerical/support personnel, supplies and materials, library resources, equipment and accreditation.

The College has obtained commitments for equipment, clinical laboratory sites, and preceptors, as well as three years of funding for one of the faculty positions, from Beaufort Memorial Hospital. Savings to the College for the equipment donated by hospitals and healthcare vendors is anticipated to run \$20,000, in the first year only. An additional \$15,000 over the first three years of the program's operation is anticipated as a savings for using the space, maintenance, and utilities of the Beaufort Memorial Hospital for the program. The single faculty position to be assumed as a cost by the hospital is estimated at \$108,000 per year for each of the first three years of the program's operation. Although the College anticipates private sector funding for the faculty position and use of the clinical space to run for three years or longer, all clinical and teaching agreements with private sector units are annually renewed. Regardless of the level of funding from private sources, the institution is committed to making sure the program is adequately funded.

Shown below are the estimated Mission Resource Requirement (MRR) costs to the state and new costs not funded by the MRR associated with implementation of the proposed program for its first three years. Also shown are the estimated revenues projected under the MRR and the Resource Allocation Plan, as well as student tuition and private funds estimated for covering faculty salary, space, and equipment needs during the program's first three years of operation.

Year	Estimated MRR Cost for Proposed Program	Extraordinary (Non-MRR) Costs for Proposed Program	Total Costs	State Appropriation + Private Funds	Tuition	Total Revenue
2006-07	\$359,160	\$0	\$359,160	\$0+\$133,000	\$62,922	\$195,922
2007-08	\$604,440	\$0	\$604,440	\$137,922+\$113,000	\$105,886	\$250,922
2008-09	\$604,440	\$0	\$604,440	\$232,131+\$113,000	\$105,886	\$345,131

These data demonstrate that if Technical College of the Lowcountry can meet the projected student enrollments and contain costs as they are shown in the proposal, the program will not meet new costs with revenues it generates by the third year of its implementation. Still, the institution states that it possesses, and will direct, the resources to provide a program of quality in this field.

In summary, Technical College of the Lowcountry will offer an Associate in Health Sciences degree in Physical Therapist Assistant that will prepare students in the service area to meet the growing demand in this field in the Beaufort-Hilton Head area. No nearby institution will have the same program. The institution has indicated its ability and willingness to fund the program.

Recommendation

The Committee on Academic Affairs and Licensing recommends that the Commission approve the proposed program at Technical College of the Lowcountry leading to the Associate in Health Sciences degree in Physical Therapy for implementation in Fall 2006, provided that no "unique cost" or other special State funding is requested or required.

**New Program Proposal
Bachelor of Science in Criminal Justice Management
Lander University**

Summary

Lander University requests approval to offer an on-line program leading to the Bachelor of Science degree in Criminal Justice Management to be implemented in Fall, 2006.

The proposal was approved by the Lander Board of Trustees on February 3, 2006, and submitted for Commission review on February 9, 2006. The proposal was reviewed without substantive comment by the Advisory Committee on Academic Programs (ACAP) at its meeting on March 14, 2006. It did receive a strong statement of support from the Technical System representative to the committee.

The purpose of the program is to offer an on-line program that will enable law enforcement officers holding an associates degree to complete a baccalaureate degree in Criminal Justice Management. It will also afford expanded opportunities for articulation with programs in the technical colleges, as the associates prepared students in large will be coming from those institutions.

According to the proposal, the need for this program rests on the large number of the state's 10,000 law enforcement officers who do not hold a baccalaureate degree and on the need for extremely flexible course scheduling to meet the needs of those officers in a baccalaureate program. The proposed program has strong support from the South Carolina Law Enforcement Officer's Association (SCLEOA), many of whose members need such a program for advancement in their careers, and from the Greenwood County Sheriff.

Students entering the proposed program will be required to have an Associate's degree and at least two years experience in law enforcement or be employed as a law enforcement officer while in the program. The program will consist of 121 credit hours, including those hours which transfer from the Associate's degree. The courses will include General Education (46-52 credit hours, all except the sciences available on-line), Criminal Justice Management (35 credit hours, all available on-line), and electives (10-16 credit hours, all available on-line). Of these courses, 8 (24 credit hours) would be new Criminal Justice Management courses added to the catalogue for this program. The new courses are: CJM 300 Risk Management and Liability Issues, CJM 305 Principles of Research, CJM 401 Ethics in Criminal Justice, CJM 402 Human Resource Management in Public Agencies, CJM 403 Bioterrorism Issues in Law Enforcement, CJM 408 Incident Command, CJM 410 Criminal Justice Policy Analysis, and CJM 421 Mediation and

Negotiation. The exact number of hours taken at Lander will depend on the number and type of courses taken in a student's Associate's degree.

The Citadel, USC-Columbia, South Carolina State, and USC-Upstate offer Criminal Justice baccalaureate degrees. In addition, eight private colleges, including Anderson College, offer similar degrees. According to the proposal, none of these offer the amount of flexibility included in the on-line program. On-line programs in Criminal Justice are offered by The University of Phoenix and Idaho State University. The proposal states that affordability and differing focus differentiate the proposed program from these programs, with the Lander program being more affordable.

The proposed program does not require the addition of new faculty in its first three years. In Year Four, one faculty member (1 FTE) will be added. In the first three years of the program, increasing student enrollment and course demands will be handled through "load-shifting" with the course loads of the four existing faculty. In Year Four, with the addition of the new faculty member, there will be 2.5 FTE faculty dedicated to the program. According to the proposal, the technical resources to support an on-line program are currently in place.

Enrollment in Year One is estimated at 25 headcount (7.8 FTE) students, and is projected to grow to 85 headcount (35.5 FTE) students in year five. If the enrollment projections are met, the program will meet current CHE program productivity standards.

There is no accrediting body for the proposed program and its graduates do not require licensing for employment.

There are no additional physical plant or equipment requirements for the proposed program. The institution's library has 1,498 titles in the area of criminology. In addition, it holds related government documents in hardcopy and electronic formats. The library also subscribes to electronic databases including *Academic Search Premier*, *Expanded Academic ASAP*, and *SocINDEX with Full Text*. The proposal states that special arrangements will be made to allow students in the proposed program to have the greatest possible access to the materials regardless of their ability to get to the campus. These arrangements include mailing hardcopy materials to students and allowing access to electronic materials through off-campus computers. The proposal budgets a total of \$2,600 over the first five years of the program to increase library holdings.

New costs for the program are estimated to begin at \$70,800 in the first year and increase to \$163,900 in the fifth year. Categories of costs over the first five years of the program's implementation include program administration (\$24,000), faculty salaries (\$519,000); Clerical/support personnel (\$37,500), library resources (\$2,600), and supplies and materials (\$2,500), and equipment (\$1,500). Estimated new costs for the proposed program during the first five years total \$563,100.

Shown below are the estimated Mission Resource Requirement (MRR) costs to the state and new costs not funded by the MRR associated with implementation of the proposed program in its first five years. Also shown are estimated revenues projected under the MRR and the Resource Allocation Plan as well as student tuition.

Year	Estimated MRR Cost for Proposed Program	Extraordinary (Non-MRR) Costs for Proposed Program	Total Costs	State Appropriation	Tuition	Total Revenue
Year 1	\$69,529		\$69,529	\$0	\$52,010	\$52,010
Year 2	\$111,425		\$111,425	35,265	\$84,044	\$119,309
Year 3	\$155,995		\$155,995	56,260	\$117,384	\$173,644
Year 4	\$254,049		\$254,049	78,866	\$191,426	\$270,292
Year 5	\$316,447		\$316,447	128,345	\$238,102	\$366,447

These data demonstrate that if Lander can meet projected student enrollment and contain costs as they are shown in the proposal, the program will cover new costs with revenues it generates by the second year.

In summary, Lander University proposes to offer a program leading to the Bachelor of Science degree in Criminal Justice Management to begin in Fall 2006. The program is designed to be offered on-line and is intended to fulfill the need of active duty law enforcement officers holding an Associate's degree to complete a baccalaureate degree. The proposed program has strong support from the SCLEOA and from the technical college system.

Recommendation

The staff recommends that the Committee on Academic Affairs and Licensing commend favorably to the Commission approval of the proposed program leading to a Bachelor of Science degree in Criminal Justice Management at Lander University to begin in Fall 2006, provided that no "unique cost" or other special state funding be required or requested.

**New Program Proposal
M.A. in Communication
College of Charleston**

Summary

The College of Charleston requests approval to offer a program leading to the Master of Arts degree in Communication, to be implemented in Fall 2006 at the Lowcountry Graduate Center (LGC) and possibly on the main campus.

The proposal was approved by the College of Charleston Board of Trustees on January 20, 2006, and submitted for Commission review on February 8, 2006. The proposal was reviewed with substantive discussion regarding the focus of the proposed program upon speech communication and organizational communication studies in the corporate sector. The proposal was voted upon favorably by the Advisory Committee on Academic Programs at its meeting on March 14, 2006.

The purpose of the program is to meet the growing regional demand for opportunities to pursue graduate study in communication, and to provide local communication professionals with an extended path for career development. In the 2004-05 academic year the College of Charleston began offering, in conjunction with the LGC, a 12 hour graduate certificate program in Organizational and Corporate Communication. The proposed program represents an expansion of that program and will be offered initially at the LGC but perhaps eventually on the main campus. The proposal notes LGC's participation in the development of the proposed program, and emphasizes that the proposed program has the full support of the LGC Executive Committee and Board.

Need for the program has been documented through surveys of both currently enrolled undergraduate students and program graduates majoring in communication at the College of Charleston. The proposal notes that no similar programs are offered within 100 miles of Charleston, and a Master of Mass Communication degree offered by USC-Columbia distinguishes itself from the proposed program in its emphasis on journalism and mass communication. Also, a M.A. degree in Professional Communications is offered by Clemson University. The proposal notes that conversations with senior administrators at The Citadel confirm that it does not offer an undergraduate program in communication and has no interest in graduate curricular development in this area.

Projected enrollment for the proposed program is 20 students in the first year, increasing to 25 students in the second year, increasing to 30 students in the third year, increasing to 35 students in the fourth year, and increasing to 40

students in the fifth year. At its full operational capacity, enrollment is projected at 40 students per year. If enrollment and program completion projections are met, the program will meet the Commission's productivity standards.

The proposed program will consist of a minimum of 33 semester hours, including: 15 semester hours in core courses, 12 semester hours of electives, and six semester hours of Master's Thesis for those selecting the thesis option, or additional electives and an Internship for those selecting the non-thesis option. An Internship waiver is available for students demonstrating appropriate professional experience in a communications career, but qualifying students still must meet the minimum requirement of 33 semester hours to complete the course of study.

There are no new courses associated with the proposed program.

The proposal notes that no national or regional accreditation option currently exists for this type of graduate program in communication. However, the Department of Communication at the College of Charleston is a member of the National Communication Association, which is a learned society providing guidance on best practices in the field of study. The proposal also notes that internal assessment and period external reviews of all graduate programs are ongoing processes at the College of Charleston.

Faculty for the proposed programs will be drawn from several fields of study across the institution. The proposal notes that 17 tenured or tenure-track faculty are qualified to teach in the program. Each faculty member holds the terminal degree in their respective fields of study. No new faculty funding lines will be needed for the program during the first year of operation. One new faculty member will be added in the second year through a reallocation of faculty resources within the School of Humanities and Social Sciences.

In addition to the 17 faculty noted above, there is also a visiting faculty member and a new hire who is currently completing the terminal degree at another institution and is expected to join the faculty upon program completion. One faculty member will be given a reduced course load to serve as Graduate Director of the program.

— There are no new physical plant or equipment requirements associated with the proposed program.

The proposal also notes that current library holdings to meet program needs are supported by an existing annual allocation of \$18,053 from the current annual library budget. These include access to the Communication and Mass Media Complete index, as well as six other databases relevant to research in

communication studies. The proposal requests \$1,000 annually through the program's first five years to support and maintain these library resources.

New costs for the program are estimated to begin at \$36,500 in the first year, increasing to \$84,580 in the second year, increasing to \$84,780 in the third year, increasing to \$89,596 in the fourth year, and remaining at \$89,596 in the fifth year. Categories of costs over the first five years of the program's implementation include faculty salaries (\$272,832); graduate assistants (\$52,520); program administration (\$51,800); supplies and materials (\$2,000); and library resources (\$5,000). Total estimated new costs for the program during the first five years will be \$384,152.

Shown below are the estimated Mission Resource Requirement (MRR) costs to the state and new costs not funded by the MRR associated with implementation of the proposed program for its first five years. Also shown are the estimated revenues projected under the MRR and the Resource Allocation Plan as well as student tuition.

Year	Estimated MRR Cost for Proposed Program	Extraordinary (Non-MRR) Costs for Proposed Program	Total Costs	State Appropriation	Tuition	Total Revenue
Year 1	\$103,259	\$0	\$103,259	\$0	\$57,909	\$57,909
Year 2	\$134,797	\$0	\$134,797	52,802	\$75,815	\$128,617
Year 3	\$193,293	\$0	\$193,293	69,154	\$109,898	\$179,052
Year 4	\$224,322	\$0	\$224,322	99,794	\$127,228	\$227,022
Year 5	\$270,611	\$0	\$270,611	115,458	\$153,511	\$268,969

These data demonstrate that if the institution meets the projected student enrollments and contains costs as they are shown in the proposal, the program will not be able to cover costs in its first three years, will be able to cover costs in year four, and will almost be able to cover costs in year five.

In summary, the College of Charleston will offer a program leading to the Master of Arts degree in Communication. The proposed program responds to the growing regional demand for graduate study and career path enhancement for aspiring and currently-employed communication professionals, and reflects the coordinated efforts of the College of Charleston and the Lowcountry Graduate Center in maximizing the use of facilities and faculty to provide learning opportunities for Charleston area residents.

Recommendation

The Committee on Academic Affairs and Licensing recommends that the Commission approve the College of Charleston's proposed program leading to the M.A. degree in Communication, to be implemented in Fall 2006, at the Lowcountry Graduate Center, and possibly, at some future time, on the main campus, provided that no additional "unique cost" or other special state funding be required or requested.