

3.02

COMMITTEE ON ACADEMIC AFFAIRS SUMMARY AGENDA

A. Consideration of New Program Proposals

The Committee recommends that the Commission approve the following new program proposals for implementation as noted, provided that no special State funding is required or requested.

1. B.S., International Business, College of Charleston (Fall 1998)

This new program blends the strength of foreign language instruction in a liberal arts educational environment with the State's needs for more persons suitably educated to conduct business in an increasingly global market. Charleston provides a uniquely positive setting as one of the East Coast's foremost international ports for this program designed to provide international managerial opportunities for the graduates of this program.

2. B.A., Musical Theatre, Coastal Carolina (August 1999)

The purpose of the program is to provide undergraduates with the opportunity to obtain an interdisciplinary degree suitable for employment in the entertainment industry or for graduate school admission. The program will integrate curriculum from theater, music and dance instruction within a liberal arts setting. The need for the program is based on student demand but also on the growing theater entertainment industry in the university's service area.

3. B.S., Sport Management, Winthrop (Fall 1999)

This program has been designed as an interdisciplinary offering, encompassing coursework from the Colleges of Education and Business at Winthrop. Although there is recognition of the proposal's somewhat duplicative nature and USC-Columbia has opposed its development as unnecessary and unnecessarily duplicative, the Committee on Academic Affairs recommends that the program be approved. Winthrop has successfully documented that there is local support for the program within the business community of the "Metrolina" region. Clemson University has indicated its support for the program.

4. M.F.A.C., Computing, Clemson (Fall 1999)

The purpose of this unique program is to train students in a professional degree program which will allow graduates to seek employment successfully in the technology-based electronics arts industry as digital artists working on special effects productions for the entertainment and commercial video and film industry. This interdisciplinary program draws on the fields of art, computer science, computer engineering, graphic communication, performing arts, philosophy, and psychology. The M.F.A.C. in Computing is a well-designed program that will attract students from within the State but also from across the country.

5. Genomics Institute, Clemson (immediately upon Commission approval)

The purpose of the Clemson University Genomics Institute (CUGI) is to establish a state-of-the-art research and training facility that will focus on the discovery and functional analysis of important genes from crop plants. The CUGI will strengthen Clemson's mission as a land grant institution by establishing a high-tech facility that will focus on solving agricultural problems. The program proposal provides the following objectives for the CUGI:

- ◆ To serve as an international bacterial artificial chromosome (BAC) DNA library which will serve as a construction, repository, and distribution resource for the agricultural genomics community;
- ◆ To serve as an international DNA sequencing and physical mapping institute dedicated to identifying and characterizing agriculturally important genes;
- ◆ To develop and apply new approaches and research tools for genomics research;
- ◆ To provide undergraduate, graduate, postdoctoral, and visiting scientist training in genomics; and
- ◆ To provide the state of South Carolina with a high-caliber research facility that can be utilized by research scientists across the state interested in genomics.

There are no degree programs associated with the institute. The institute will primarily focus on research with faculty, staff, graduate students and undergraduates being involved in the research programs.

B. Consideration of Consultants' Evaluations of Existing Programs

1. Life Sciences

From a statewide perspective, the consultants indicate that the number and geographic distribution of life science programs in the State are appropriate. The State was viewed as having considerable strength in marine science which reflects the opportunities afforded by a coastal location. The basic science doctoral programs of MUSC and the School of Medicine at USC-Columbia are of high quality and are growing in capability and stature. However, the life science programs were viewed by the consultants as being rather traditional and in need of strengthening in biotechnology, bioinformatics, and structural biology. With the exception of Clemson University and the biomedical programs at MUSC and USC-Columbia, few programs are fully integrated into the economic development of their region of the State. The consultants note that the institutions tend to function in isolation and need to develop strategies to share resources through information technology to enhance the educational offerings to non-traditional and traditional students. Of the 56 programs reviewed, the Committee recommended that the Commission grant to seven a Commendation of Excellence, to 35 Full Approval, to 13 Provisional Approval, and to one Termination. For additional recommendations, see pp. 22-23 of agenda item 3.02.B.1. *AT: I-A*

2. English

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2. English

The consultants' report begins with a short prologue which catalogues through national studies of successful business people the relevance for "job-readiness" and lifelong career success provided by an undergraduate English major. The consultants found that the English programs in the State are improved from what they had been five years ago. Faculty are doing a very good job teaching, advising, and publishing, especially given the relatively sparse funding they receive. The consultants conclude that the State is getting a good bargain from what the State has invested in English programs. Despite the positive tone of the report, the consultants point out areas needing real attention as follows: the state of libraries at many public institutions; the need for electronic classrooms; the need for decreased dependence on part-time faculty and smaller class sizes in introductory composition course sections; and the need for more women and minorities as students and faculty in English programs. The Committee on Academic Affairs recommends that the Commission grant to all 21 of the English programs reviewed the designation of "Full Approval." For additional recommendations see pp. 13-14 of Agenda Item 3.02.B.2. *ATT I A*

C. Consideration of *Annual Evaluation of Associate Degree Programs FY 1997-98*

Criteria for annual evaluation of the productivity of associate degree programs were approved by the Commission in 1981. An evaluation has been conducted annually since 1983 as a mechanism to keep the Commission and the general public apprised of the status of the associate degree programs in the State's public institutions of higher education. This year's report shows that all 11 of the associate degrees in the USC system and 85% of the 308 associate degrees in the Technical College system are meeting program productivity standards for enrollments, graduation, and placement in either relevant employment or further higher education categories. The Associate of Arts/Associate of Science degree programs are growing, indicating the demand for these programs as transfer degrees. The Engineering Technology degree programs as a group tend to be underenrolled and are not graduating enough students to meet demand. Furthermore, even though the State Board for Technical and Comprehensive Education has had a multi-year National Science Foundation grant for improving instruction in the engineering technologies, to date there has been no growth in these programs and they have been unable to attract women and minority students in either significantly increased numbers or percentages. The Committee recommends that the data in the report's tables be accepted by the Commission; that the technical college system and its constituent colleges develop, fund, and implement a multi-year marketing and recruitment plan to identify talented college-preparatory students and others, especially targeting women and minorities, for the purpose of increasing enrollments and graduations in the engineering technologies programs; and that "laddered progression" baccalaureate degree programs related to engineering technologies be considered for offering Statewide through distance education in order to make them more geographically available to students having completed associate-level engineering technology programs.

D. Consideration of License Renewal: DeVry Institute of Technology

The Committee on Academic Affairs recommends renewal of the license for DeVry Institute of Technology to recruit students into the following programs at its campuses in Decatur and Alpharetta, Georgia; Chicago, Illinois; Columbus, Ohio; and Phoenix, Arizona:

- Associate of Applied Science, Electronics Technician
- Bachelor of Business Operations at Columbus Institute
- Bachelor of Science, Accounting at Columbus Institute
- Bachelor of Science, Business Administration
- Bachelor of Science, Computer Information Systems
- Bachelor of Science, Electronic Engineering Technology
- Bachelor of Science, Telecommunications Management

Although DeVry Institute of Technology does not teach within the State, it solicits residents of the State through advertising and in-state agents. Those activities create a physical presence in South Carolina, and therefore the Institute must be licensed to operate under the Nonpublic Postsecondary Institution License Act.

E. Consideration of Guidelines for the Review of Existing Academic Programs at Public Senior Institutions

This document is a product of the Commission's policy review and revision process and as such is a consolidation of a number of separate documents that have been used in the past in conducting the review of existing academic programs at senior institutions. The *Guidelines* are designed to bring together in one document all of the information needed by faculty and administrators at the public institutions relative to program review. The Committee on Academic Affairs recommends that the Commission approve the *Guidelines for the Review of Existing Academic Programs at Public Senior Institutions*.

F. Consideration of New College Preparatory Course Prerequisites for College Admission

For the past year, the Advisory Committee on Academic Programs has been discussing increasing the college preparatory course prerequisites required for college admission in order to continue the steady progress that has been made toward improved student preparation and retention. The time is right for such action to support the State's intensified quest for increased levels of excellence. At its meeting on September 28, 1998, the Advisory Committee on Academic Programs agreed that the individual senior institutions would increase their baseline high school course requirements for college admission from 16 to 20 units, for implementation with the college freshman Class of 2001-2002. The major changes involve the following:

- Increasing from two units to three units of laboratory science;
- Increasing the units of electives from one to four, broadening the disciplines from which the electives might be selected, and suggesting that one unit be in computer science and one in fine arts;
- Recommending that a third unit be taken in the same foreign language.

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- Recommending that a third unit be taken in the same foreign language.

The Committee recommends that the Commission approve the new *College Preparatory Course Prerequisites for College Admission* for implementation with the college freshman Class of 2001-2002.

G. Consideration of *Administrative Guidelines for CHE Program Grants*

This program has not been active for seven or eight years, in part because of the absence of unexpended SREB Contract for Services funds, and in part because of the continued expansion of SREB's Academic Common Market Program (ACM). The grants program was operated on an *ad hoc* basis without any kind of formal guidelines. Although the Fall 1998 invoices from our Contract for Services program partners have not yet been received, it is our expectation that some funds will remain unexpended for this year. However, prior to reactivating this grant program, appropriate *Administrative Guidelines* have been developed. These *Guidelines* are closely modeled on the guidelines that govern the Academic Common Market (ACM) program. The proposed grant amount is \$1000, which would, assuming availability of funds, permit the Commission to assist up to 25 students enrolling in programs not offered in South Carolina and not available through the ACM. The Committee on Academic Affairs recommends approval of the *Administrative Guidelines for CHE Program Grants* for immediate implementation.

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