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10/04/2007
Agenda Item 4.02B

South Carolina Commission on Higher Education

Att. II
Layton McCurdy, M.D., Chairman
Mr. Daniel Ravenel, Vice Chairman
Col. John T. Bowden, Jr.
Douglas R. Forbes, D.M.D.
Dr. Bettie Rose Horne
Dr. Raghu Korrapati
Dr. Louis B. Lynn
Ms. Cynthia C. Mosteller
Mr. James R. Sanders
Mr. Hood Temple
Mr. Randy Thomas
Mr. Neal J. Workman, Jr.
Dr. Mitchell Zais

Dr. Garrison Walters, Executive Director

October 4, 2007

MEMORANDUM

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

From: Dr. Bettie Rose Horne, Chair, and Members, Committee on Academic Affairs and Licensing *B. Rose*

Consideration of Request for Initial License for Branch in South Carolina Virginia College, Birmingham, AL

Summary

Virginia College in Birmingham, AL (www.vc.edu) requests approval to establish a branch in Greenville to offer programs leading to the Associate of Applied Science degree in (1) Administrative Office Management, (2) Computer-Aided Drafting and Design, (3) Criminal Justice, (4) Medical Office Management, (5) Paralegal Studies, (6) Surgical Technology, and (7) Therapeutic Massage; and the Bachelor of Science degree in (1) Business Administration, (2) Criminal Justice, and (3) Health Services Management.

Virginia College is a private, for-profit institution owned by Virginia College, LLC, an Alabama limited liability company that is a wholly owned subsidiary of Education Corporation of America (ECA), a Delaware corporation. Virginia College was founded in 1983 and operates campuses in Alabama, Florida, Mississippi, Tennessee, and Texas, as well as Virginia College Online. Virginia College also operates the San Diego Golf Academy, which has a campus in Myrtle Beach, SC, under the name The Golf Academy of the Carolinas (TGAC). The Commission has licensed TGAC since 1998. Virginia College provides educational opportunities to students through curricula in business, administrative, management, technical, medical and professional programs that are designed to prepare students for direct entry into the job market or to enhance their chances for advancement.

The Accrediting Council of Independent Colleges and Schools has accredited Virginia College since 1997 and recently awarded Virginia College at Birmingham a new grant of accreditation through December 31, 2013. ACICS will initially grant interim inclusion for the Greenville branch; final inclusion of a branch campus is granted after a site review, which is typically conducted within 18 to 24 months after establishment of the branch.

Members of Virginia College-Greenville faculty who teach general education courses must possess a master's degree with 18 hours in the teaching discipline or hold a master's degree with a major in the teaching discipline. Faculty teaching core program courses at the associate degree level must possess appropriate academic preparation (usually a bachelor's degree) or academic preparation coupled with work experience. Exceptions to academic preparation may be made with the consent of the Commission. Faculty teaching upper-division core courses at the bachelor degree level must hold master's degrees with at least 18 graduate semester hours in the teaching discipline or a master's degree with a major in the teaching discipline. An appropriate number of faculty must hold terminal degrees.

Students will have access to a small on-site library containing a basic reference collection, as well as reference texts related to their program of study. The Virginia College Virtual Library is the primary resource for students and provides on-line tutorials, access to thousands of periodicals, over 34,900 full-text books, and other electronic databases. Students may access the virtual library from any computer with Internet access. Campus libraries are developed with support from the Virginia College corporate librarian. The corporate librarian holds a Master of Library Science degree and provides training to the individuals who oversee the campus libraries.

The College is conducting a search for an appropriate facility and expects to lease a 40,000 to 50,000 square foot, pre-existing facility. Once a facility has been obtained, the College will submit to Commission staff a description of the facilities, a floor plan, a copy of the lease, and relevant evidence of compliance with local, county, and state codes. Commission staff will inspect the facility before issuing a license to the College.

The College intends to begin offering its associate degree programs in April 2008, enrolling approximately 75 students. After two years, it will add the bachelor's degree programs, allowing students completing the associate degree programs to transition into those programs. Within three to four years, the College expects to have a total enrollment of approximately 800 students, to include those enrolled in non-degree programs.

Students applying for admission into degree-granting programs must take an assessment exam intended to ensure that the applicant has the skills necessary to successfully complete college-level work. Students must also hold a high school diploma or equivalent. Those who have already completed an associate or bachelor's degree program are not required to take the assessment exam. Transfer credits may be accepted

by the College if an official transcript is submitted and the credits were completed at an institution accredited by a recognized accrediting agency.

Tuition is charged on a per-quarter basis. The current tuition for associate degree programs in Administrative Office Management, Criminal Justice, Medical Office Management, and Paralegal Studies and for bachelor's degree programs in Business Administration, Criminal Justice, and Health Services Management is \$3,360 per quarter for students taking 12 or fewer quarter credit hours during the day, \$4,000 per quarter for students taking 13-16 quarter credit hours during the day, and \$2,240 per quarter for night students, who typically take eight quarter credit hours per quarter. For the associate degree programs in Computer-Aided Drafting and Design, Surgical Technology, and Therapeutic Massage, the current tuition is \$3,840 (12 or fewer), \$4,600 (13-16), and \$2,560 (night). In addition, a health sciences fee of \$100 per quarter is charged to students in the Medical Office Management, Surgical Technology, and Therapeutic Massage programs. The total cost for an associate degree program, depending on the program and number of hours attended each quarter, is approximately \$26,000 to \$32,000. The 96 quarter credit hour associate degree programs are equivalent to 64 semester credit hours; the 188 quarter credit hour bachelor degree programs are equivalent to 125 semester credit hours.

Virginia College officials studied Greenville Metropolitan Statistical Area (MSA) data, provided market analysis from the Bureau of Labor Statistics and the SC Employment Security Commission, and met with local health industry officials to determine need for the programs the institution wishes to offer. College officials determined that the average job growth rate for the Greenville area is outpacing the output of trained workers in these areas. The following table shows other institutions in the Greenville area offering programs similar to those proposed by Virginia College.

	Greenville Technical College	ECPI College of Technology	Strayer University	ITT Tech	University Center	Bob Jones University	North Greenville College	Carolin Bodywork Institute
AAS Administrative Office Management	ABus, Office Systems Technologies					ABus, Office Supervision and Management		
AAS Computer Aided Drafting and Design				AAS, Computer Drafting and Design				
AAS Criminal Justice	Associate in Public Service, Criminal Justice Technology					BS, Criminal Justice		
AAS Paralegal	Associate in Public Service, Paralegal							
AAS Medical Office Management	Associate in Health Sciences, Health Information Management	AAS, Medical Administration						
AAS Surgical Technology	Diploma, Health Sciences (Surgical Technology)							
AAS Therapeutic Massage	Certificate, Health Sciences (Massage Therapy)							Certificate, Professional Clinical Massage Therapy
BS Business Administration			BBA with several concentrations		BLA, Business Administration (Furman U.); BS, Business Administration (USC Upstate)		BS, Business Administration	
BS Criminal Justice					BS, Criminal Justice (USC Upstate)			
BS Health Services Management					Bachelor of Health Sciences (MUSC)		BS, Health Care Administration	

Programs of Study

Associate of Applied Science in Administrative Office Management

Students enrolled in the Administrative Office Management Program will learn organizational, planning, and editing skills; demonstrate proficiency with computer software and other office equipment; and further develop written and oral communication skills.

AAS in Administrative Office Management Curriculum	
Courses	Quarter Credit Hours
EDU 1010 Learning Framework	4
EDU 1020 Career Exploration/Planning	4
Communications (English)	12
Mathematics	4
Social/Behavioral Sciences	4
Humanities/Fine Arts	4
Total Foundation and General Education courses	32
AOM 1010 Keyboarding	4
AOM 1020 Intermediate Keyboarding	4
AOM 1100 Word Processing	4
AOM 1110 Intermediate Word Processing	4
AOM 1200 Spreadsheets	4
AOM 1400 Presentations	4
AOM 2100 Desktop Publishing I	4
AOM 2150 Advanced Word Processing	4
AOM 2220 Advanced Spreadsheets	4
AOM 3000 Administrative Office Management Capstone	4
BUS 1000 Introduction to Business	4
BUS 2750 Workplace Ethics and Expectations	4
Area of Concentration Electives	16
Total Area of Concentration courses	64
Total Curriculum Hours	96

Associate of Applied Science in Computer-Aided Drafting and Design (CAD)

Students enrolled in the CAD program will learn basic computer and advanced CAD drafting skills; and demonstrate basic skills in 3-D design, CAD customization, graphic software, and other CAD applications.

AAS in Computer-Aided Design Curriculum	
Courses	Quarter Credit Hours
EDU 1010 Learning Framework	4
CAD 2950 CAD Portfolio Development	6
Communications (English)	12
Mathematics	4
Social/Behavioral Sciences	4
Humanities/Fine Arts	4
Total Foundation and General Education courses	44
CAD 1005 CAD Drafting	3
CAD 1010 CAD Fundamentals	3
CAD 1200 Intermediate CAD	3
CAD 2200 3D Graphics Fundamentals	3
CAD 2240 Advanced 3D Graphics	6
CAD 2300 Introduction to 3D Visualization	6
CAD 2310 Architectural Desktop	3
CAD 2380 Customization and AutoLISP	3
CAD 2400 Advanced CAD I	6
CAD 2690 CAD Design and Project	6
CAD 2695 Advanced CAD Design and Project	6
Area of Concentration Electives	22
Total Area of Concentration courses	70
Total Curriculum Hours	104

Associate of Applied Science and Bachelor of Science in Criminal Justice

The Criminal Justice program at Virginia College is designed to prepare veteran criminal justice professionals for advancement, as well as train individuals to enter the field of criminal justice for the first time. Students in the program will learn the history and development of court systems, study techniques of crime scene investigation, and be able to explain legal and moral courses of action for various situations in the criminal justice system. The program leading to the Bachelor of Science degree further explores the criminal justice system in various arenas, as well as research methods and administration.

AAS and BS in Criminal Justice Curricula		
Courses	Quarter Credit Hours	
	AAS	BS
AOS 1010 Keyboarding	4	4
AOS 1100 Word Processing	4	4
EDU 1010 Learning Framework	4	4
EDU 1020 Career Exploration/Planning	4	4
Communications (English)	12	12
Mathematics	4	8
Social/Behavioral Sciences	4	8
Humanities/Fine Arts	4	4
General Education Electives		24
Total Foundation and General Education courses	40	72
CRJ 1010 Introduction to Criminal Justice	4	4
CRJ 1050 Criminal Procedure	4	4
CRJ 1400 Introduction to Corrections	4	4
CRJ 1600 Criminal Justice Ethics	4	4
CRJ 2010 Criminology	4	4
CRJ 2030 Juvenile Justice	4	4
CRJ 2050 Police in America	4	4
CRJ 2480 Private Security	4	4
CRJ 3000 Criminal Investigations		4
CRJ 3150 Research Methods in Criminal Justice		4
CRJ 3470 Criminal Justice Management and Administration		4
CRJ 4000 Comparative Criminal Justice Systems		4
CRJ 4060 Terrorism		4
CRJ 4220 Corporate Security		4
CRJ 4320 Gangs		4
CRJ 4340 Organized Crime		4
CRJ 4400 Crime Scene Investigation		4
CRJ 4750 Criminal Justice Capstone		4
CRJ 4800 Criminal Justice Externship		4
LGA 1800 Criminal Law	4	4
Area of Concentration Electives	20	28
Total Area of Concentration courses	56	108
Total Curricula Hours	96	180

Associate of Applied Science in Medical Office Management

Students enrolled in the Medical Office Management program will study medical terminology, medical office procedures, and insurance billing; learn to prepare examination treatment areas; and develop strong computer and administrative skills for use in a medical setting.

AAS in Medical Office Management Curriculum	
Courses	Quarter Credit Hours
AOM 1010 Keyboarding	4
EDU 1010 Learning Framework	4
EDU 1020 Career Exploration and Planning	4
Communications (English)	12
Mathematics	4
Social/Behavioral Sciences	4
Humanities/Fine Arts	4
Total Foundation and General Education courses	36
BIO 1120 Anatomy and Physiology: Body Structures	4
BIO 1130 Anatomy and Physiology: Organs and Systems	4
BUS 1000 Introduction to Business	4
BUS 1410 Principles of Accounting I	4
BUS 2760 Personnel Management	4
MEA 1010 Clinical Office Procedures I	4
MEA 1020 Clinical Office Procedures II	4
MEA 2500 Certification Exam Review	2
MED 1010 Medical Terminology	4
MED 1080 Medical Office Procedures	4
MED 1140 Medical Law and Ethics	4
MED 1150 Pharmacology and Drug Administration	4
MED 1840 Medical Insurance Procedures	4
MED 1850 Medical Insurance Applications	4
MED 2600 Medical Office Management Externship	4
Total Area of Concentration courses	60
Total curriculum	96

Associate of Applied Science in Paralegal Studies

Students enrolled in the Paralegal Studies program will learn how to conduct legal research, draft legal documents, conduct client interviews, and assist attorneys in the execution of wills, real estate closings, and depositions.

AAS in Paralegal Studies	
Courses	Quarter Credit Hours
AOM 1010 Keyboarding	4
AOM 1100 Word Processing	4
AOM 1200 Spreadsheets	4
EDU 1010 Learning Framework	4
EDU 1020 Career Exploration and Planning	4
Communications (English)	12
Mathematics	4
Social/Behavioral Sciences	4
Humanities/Fine Arts	4
Total Foundation and General Education courses	44
LGA 1020 The American Legal System	4
LGA 1110 Legal Research and Writing I	4
LGA 1500 Paralegal Drafting	4
LGA 1600 Technology Application in the Law Office	4
LGA 1800 Criminal Law	4
LGA 2140 Family Law	4
LGA 2150 Tort Law	4
LGA 2160 Legal Research and Writing II	4
LGA 2240 Civil Litigation	4
LGA 2520 Real Estate Law	4
Area of Concentration Electives	12
Total Area of Concentration courses	52
Total curriculum	96

Associate of Applied Science in Surgical Technology

Students enrolled in the Surgical Technology program will learn the proper application of sterile surgical techniques and develop knowledge that will allow them to work alongside surgeons, anesthesiologists, nurse anesthetists, and registered nurses to deliver integral patient care. On June 15, 2007, the South Carolina General Assembly signed into law a bill that will require individuals who wish to practice Surgical Technology in the State to have attended an accredited surgical technology program and be certified by the National Board of Surgical Technology and Surgical Assisting. The Surgical Technology program at Virginia College is accredited by the Commission on Accreditation of Allied Health Education Programs, a specialized accrediting body recognized by the U.S. Department of Education; subsequently, graduates of the program will be eligible to take the national certification exam and to practice in the State.

AAS in Surgical Technology Curriculum	
Courses	Quarter Credit Hours
EDU 1010 Learning Framework	4
EDU 1020 Career Exploration and Planning	4
Communications (English)	12
Mathematics	4
Social/Behavioral Sciences	4
Humanities/Fine Arts	4
Total Foundation and General Education courses	32
BIO 1120 Anatomy and Physiology: Body Structures	4
BIO 1130 Anatomy and Physiology: Organs and Systems	4
MED 1010 Medical Terminology	4
MED 1140 Medical Law and Ethics	4
MED 1210 Pathophysiology	4
SUR 1010 Aseptic Technique	4
SUR 1050 Patient Care for the Surgical Technologist	4
SUR 1500 Introduction to the Surgical Environment	4
SUR 1900 Microbiology for the Surgical Technologist	4
SUR 1960 Surgical Instrumentation and Equipment	4
SUR 2070 General and Specialized Surgical Procedures	4
SUR 2160 Specialty and Reconstructive Surgical Procedures	4
SUR 2170 Orthopedic, Neurological, and Vascular Surgical Procedures	4
SUR 2190 Pharmacology for the Surgical Technologist	4
SUR 2600 Surgical Technology Internship	8
Total Area of Concentration courses	64
Total curriculum	96

Associate of Applied Science in Therapeutic Massage

Students enrolled in the Therapeutic Massage program will study classical and contemporary massage techniques, learn the connection of muscle movement and body mechanics as they relate to overall wellness, and practice massage therapy techniques in a supervised massage clinic. Graduates of the program will be eligible to take the national certification exam administered by the National Certification Board for Therapeutic Massage and Bodywork or the Federation of State Massage Therapy Boards; subsequently, graduates will be eligible for licensure as a massage therapist in South Carolina.

AAS in Therapeutic Massage Curriculum	
Courses	Quarter Credit Hours
EDU 1010 Learning Framework	4
EDU 1020 Career Exploration and Planning	4
Communications (English)	12
Mathematics	4
Social/Behavioral Sciences	4
Humanities/Fine Arts	4
Total Foundation and General Education courses	32
BIO 1120 Anatomy and Physiology: Body Structures	4
BIO 1130 Anatomy and Physiology: Organs and Systems	4
BIO 1300 Kinesiology I	4
BUI 1350 Kinesiology II	4
MED 1010 Medical Terminology	4
MED 1140 Medical Law and Ethics	4
MED 1210 Pathophysiology	4
NUT 1000 General Nutrition and Health Science	4
TMA 1000 Introduction and Fundamentals of Massage	4
TMA 1010 Swedish Massage Techniques	4
TMA 1020 Deep Tissue Massage Techniques	4
TMA 1200 Psychology of Therapeutic Massage	4
TMA 2030 Eastern Massage Techniques	4
TMA 2040 Special Population Massage Techniques	4
TMA 2050 Neuromuscular Massage Techniques	4
TMA 2060 Spa Application/Massage Techniques	4
TMA 2500 Clinical Massage Certification Review	4
TMA 2600 Massage Clinic and Internship	4
Total Area of Concentration courses	72
Total curriculum	104

Bachelor of Science in Business Administration

Students enrolled in the Business Administration program will develop the skills needed to gain a position in a variety of management settings. Coursework in this program focuses on decision-making skills, effective leadership, cutting-edge technology, and strategic planning.

BS in Business Administration Curriculum	
Courses	Quarter Credit Hours
Communications (English)	12
Mathematics	8
Social/Behavioral Sciences	8
Humanities/Fine Arts	4
General Education Electives	24
Total General Education courses	56
AOM 1010 Keyboarding	4
AOM 1100 Word Processing	4
AOM 1200 Spreadsheets	4
BUS 1000 Introduction to Business	4
BUS 1410 Principles of Accounting I	4
BUS 1420 Principles of Accounting II	4
BUS 1460 Computerized Accounting	4
BUS 2760 Personnel Managements	4
MGT 3010 Introduction to Marketing	4
MGT 3040 Organizational Behavior	4
MGT 3210 Introduction to Human Resource Management	4
MGT 3310 Fundamentals of Financial Management	4
MGT 3340 Legal Environment in Business	4
MGT 3410 Business and Personal Ethics	4
MGT 4010 Organizational Communications	4
MGT 4220 Technology in Business	4
MGT 4340 Management Theory and Leadership	4
MGT 4510 Managerial Analysis and Decision Making	4
MGT 4540 Quality Assurance and Control	4
MGT 4850 Production/Operations Management	4
MGT 4900 Strategic Management	4
Area of Concentration Electives	12
Total Area of Concentration courses	100
General Electives	32
Total curriculum	188

Bachelor of Science in Health Services Management

The Health Services Management program at Virginia College is designed to prepare students for mid-level management positions in healthcare organizations such as hospitals, physician practices, and home healthcare agencies. This health-based interdisciplinary program emphasizes effective speaking and writing skills, interpreting and analyzing data, and critical reading and listening skills.

BS in Health Services Management Curriculum	
Courses	Quarter Credit Hours
EDU 1010 Learning Framework	4
EDU 1020 Career Exploration/ Planning	4
Communications (English)	12
Mathematics	8
Social/Behavioral Sciences	8
Humanities/Fine Arts	4
General Education Electives	24
Total Foundation and General Education courses	64
BIO 1120 Anatomy and Physiology: Body Structures	4
BIO 1130 Anatomy and Physiology: Organs and Systems	4
BUS 1410 Principles of Accounting I	4
HES 3400 Healthcare Delivery Systems	4
HES 3600 Legal Issues in Health Sciences	4
HES 3750 Health Perspectives and Assessment	4
HES 4000 Healthcare Organizational Management	4
HES 4650 Seminar in Health Professions Analyst	4
HES 4800 Management Accounting for Healthcare Organizations	4
MED 1010 Medical Terminology	4
MED 1140 Medical Law and Ethics	4
MGT 3210 Introduction to Human Resource Management	4
MGT 3310 Fundamentals of Financial Management	4
MGT 4710 Healthcare Management	4
MGT 4900 Strategic Management	4
Area of Concentration Electives	60
Total Area of Concentration courses	120
Total curriculum	184

Recommendation

The Committee on Academic Affairs and Licensing commends favorably to the Commission initial licensure for five years to Virginia College at Birmingham, AL to establish a branch campus in Greenville, South Carolina to offer programs leading to the Associate of Applied Science degree in (1) Administrative Office Management, (2) Computer-Aided Drafting and Design, (3) Criminal Justice, (4) Medical Office Management, (5) Paralegal Studies, (6) Surgical Technology, and (7) Therapeutic Massage; and the Bachelor of Science degree in (1) Business Administration, (2) Criminal Justice, and (3) Health Services Management to be implemented in April 2008. The staff further suggests that the Committee recommend to the Commission delegation to the staff authorization to license the site in Greenville when the facility has been developed.