

## Appendix I



### The University of North Carolina

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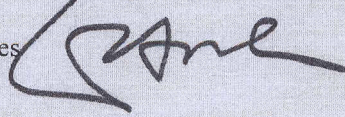
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#### MEMORANDUM

TO: Committee on Educational Planning, Policies, and Programs

FROM: President Erskine Bowles 

DATE: October 29, 2007

SUBJECT: Licensure of the Art Institute of Charlotte to offer new degree programs

The Board of Governors of the University of North Carolina is charged under North Carolina General Statute Section 116-15 with responsibility for licensing nonpublic educational institutions to conduct post-secondary degree activity in North Carolina. In November 2004, the Board of Governors approved revisions to the document, *Rules and Standards: Licensing Nonpublic Institutions to Conduct Degree Activity in North Carolina*. This document provides the guidelines for interpreting the standards, and the rules, regulations, and procedures under which the Board issues licenses to institutions to conduct post-secondary degree activity in North Carolina.

The Art Institute of Charlotte applied for licensure to offer the following new degree programs at their campus in Charlotte: Bachelor of Arts in Digital Filmmaking & Video Production; Bachelor of Arts in Photography; Associate of Applied Science in Digital Filmmaking & Video Production; and Associate of Applied Science in Photography.

Dr. Laurel Files, special assistant to the vice president for academic planning for licensure, reviewed the application and appointed a team of examiners to determine if the Art Institute of Charlotte complied with the licensure standards outlined in *Rules and Standards*. On May 8, 2007, the team of examiners visited the Charlotte campus of the Art Institute of Charlotte. Following the site visit, the team of examiners issued its report with suggestions and recommendations, and a final recommendation to grant licensure to the proposed new degree programs. Dr. Files agrees with the team's review and recommendations. For more details on the recommendations and the responses for the proposed degree programs by the Art Institute of Charlotte, please review the summary.

Thus, I recommend to the Committee on Educational Planning, Policies, and Program of the UNC Board of Governors that the regular license issued to the Art Institute of Charlotte should now include the previously mentioned proposed degree programs in Charlotte, subject to annual reports and review at any time. After one year has elapsed, the Art Institute of Charlotte will be reviewed, to judge whether the institution continues to maintain standards for licensure.

Enclosure: Summary

Appalachian State University

East Carolina University

Elizabeth City State University

Fayetteville State University

North Carolina Agricultural and Technical State University

North Carolina Central University

North Carolina School of the Arts

North Carolina State University at Raleigh

University of North Carolina at Asheville

University of North Carolina at Chapel Hill

University of North Carolina at Charlotte

University of North Carolina at Greensboro

University of North Carolina at Pembroke

University of North Carolina at Wilmington

Western Carolina University

Winston-Salem State University

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## SUMMARY OF VISIT OF TEAM OF EXAMINERS FOR THE ART INSTITUTE OF CHARLOTTE, CHARLOTTE, NC

### BACKGROUND INFORMATION

The Art Institute of Charlotte, formerly known as The American Business and Fashion Institute, was granted Articles of Incorporation in the State of North Carolina on November 22, 1972, and has been in continuous operation since that time. Ownership changed in August 1999 when The Art Institutes International, Inc. acquired The American Business and Fashion Institute and changed its name to The Art Institute of Charlotte.

The Art Institute of Charlotte (AICH) is a wholly owned subsidiary of The Art Institutes International, Inc., which is a wholly owned subsidiary of Education Management Corporation (EDMC), based at 210 Sixth Avenue, Pittsburgh, Pennsylvania 15222. The Art Institutes International, Inc. system represents the main operating unit of EDMC and consists of 35 campuses located in 27 major cities throughout the United States, with a combined enrollment of over 48,000 students, as of Fall 2006.

The UNC Board of Governors has previously approved the following degree programs to be offered by The Art Institute of Charlotte: Bachelor of Arts degrees in: Culinary Arts Management, Fashion Marketing & Management, Graphic Design, Interactive Media Design, and Interior Design; and Associate of Applied Science degrees in: Culinary Arts, Fashion Marketing, Graphic Design, Interactive Media Design, and Interior Design. The Art Institute of Charlotte is accredited by the Accrediting Council for Independent Colleges and Schools (ACICS).

### THE APPLICATION AND SITE VISIT

The Art Institute of Charlotte submitted an application and related documents to offer the following new degree programs at their campus in Charlotte: Bachelor of Arts degrees in Digital Filmmaking & Video Production, and Photography; and Associate of Applied Science degrees in Digital Filmmaking & Video Production, and Photography.

Accordingly, a team of examiners with expertise in the specific disciplines relating to the application was assembled by Dr. Laurel A. Files, Special Assistant to the Vice President for Academic Planning for Licensure, The University of North Carolina General Administration. The team included Dr. Richard E. Neel (Chair), Dean Emeritus, Belk College of Business, and Professor of Economics Emeritus, University of North Carolina at Charlotte, Charlotte, North Carolina; Dr. Glenn E. Lewis, Professor of Industrial Design, Department of Industrial Design, College of Design, North Carolina State University, Raleigh, North Carolina; Dr. Eric K. Patterson, Assistant Professor of Computer Science, Department of Computer Science, University of North Carolina at Wilmington, Wilmington, North Carolina; Charles J. Popovich, Head Librarian, Business Library, and Associate Professor, Ohio State University, Columbus, Ohio; and Dr. Files, *Ex Officio*.

The May 8, 2007 visit to the Charlotte campus of The Art Institute of Charlotte was to ascertain the institution's compliance, for the four proposed degree programs, with the fifteen standards contained in The University of North Carolina Board of Governors *Rules and Standards*:



*Licensing Nonpublic Institutions to Conduct Post-Secondary Degree Activity in North Carolina* (revised November 2004) (referred to in the rest of this summary as the *Rules and Standards*).

During the visit, the team of examiners met with numerous staff, faculty, and students. These meetings included Brad L. Janis, President, AICH; Douglas N. Heaps, Dean of Academic Affairs; Dr. Elizabeth D. Annan, Dean of Student Affairs and Counselor; Gil C. Cendejas, Director of Admissions; Kara Pratt, Director of Human Resources; Cheryl Ann Coyle, Director of Library Services; Kai B. Campbell, Director of Student Financial Services; and Martha Miller, Registrar. Also, full-time faculty members Jane D. Bartholomew, Susan Cameron, Sue A. Johnson, and Keith L. Johnson; and part-time faculty members Hosne A. Begum, and Thomas H. Cooper, in addition to several students.

## DEGREE PROGRAMS

The proposed degree programs are the AAS and BA in Digital Filmmaking & Video Production, and the AAS and BA in Photography. The seven-quarter associate degree programs will require 112 quarter hours of course work (including 24 quarter hours of general education), while the twelve-quarter bachelor's degree programs will require 188 quarter hours of course work (including 56 quarter hours of general education). The objective is to prepare graduates who will gain entry-level management positions in the fields of study, with opportunities for future advancement. Initially, the proposed degree programs will be offered during the day only; the inclusion of evening instruction will be dependent upon needs assessment and faculty and facility availability. Summer instruction is offered by the Institute. As a supplement to on-ground courses AICH students are able to participate in online courses offered through a consortium agreement with the Art Institute On-Line, a division of the Art Institute of Pittsburgh.

## RECOMMENDATIONS

Following the visit, the team submitted to General Administration a *Preliminary Report to the President of The University of North Carolina from the Team of Examiners for the Licensure Visit to The Art Institute of Charlotte's Proposed Bachelor's and Associate Degree Programs at Charlotte, North Carolina*, on May 24, 2007.

The team made eleven recommendations and five suggestions. Six recommendations addressed faculty qualifications and appropriate credentials; four of these had to do with the acquisition of space and resources to add more computer laboratories, video cameras, faculty offices, and an additional private room for consultation between faculty and students; and one recommendation was to acquire databases to support research in the proposed degree fields.

The *Preliminary Report* was forwarded to AICH on May 27, 2007 for correction of factual errors or significant omissions. AICH responded to this request on August 17, 2007, and, in their response, also addressed the eleven recommendations and five suggestions of the *Preliminary Report*. On September 16, 2007, the team of examiners informed Dr. Files that AICH had responded satisfactorily to all of the recommendations and recommended licensure for the proposed degree programs.

The team stated that if licensure is granted, a further recommendation is that a team of examiners visit the Charlotte campus of The Art Institute of Charlotte one year from the date of licensure to review the proposed degree programs for compliance with all of the recommendations contained

in their report, as well as for overall compliance with the fifteen licensure standards contained in the *Rules and Standards*.

Dr. Laurel Files, Special Assistant to the Vice President for Academic Planning for Licensure, agrees with the team's review and recommendations. Thus, General Administration recommends licensure for the following new degree programs at The Art Institute of Charlotte's campus in Charlotte: Bachelor of Arts in Digital Filmmaking & Video Production, Bachelor of Arts in Photography, Associate of Applied Science in Digital Filmmaking & Video Production, and Associate of Applied Science in Photography.