



## APPENDIX H

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June 22, 2004

### MEMORANDUM

TO: Committee on Educational Planning, Policies, and Programs

FROM: Molly Corbett Broad

SUBJECT: Licensure of Art Institute of Charlotte to Offer Degree Programs at Charlotte, North Carolina

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. On February 8, 1974, the Board adopted its rules and standards for licensing nonpublic educational institutions to confer degrees. Following several refinements of the rules and standards, the Board on October 9, 1998, approved the present revision in compliance with 1984 amendments to G.S. 116-15 and in recognition of the growing importance of distance learning in the delivery of instruction.

Ms. Libby Guinan, President of The Art Institute of Charlotte (hereby referred to as "the institution") sent a letter of intent on behalf of Art Institute of Charlotte to apply for licensure to conduct degree programs in the following areas:

Bachelor of Arts in Fashion Marketing  
Bachelor of Arts in Interior Design

In response, Dr. Michelle Howard-Vital requested that the institution submit an application describing proposed degree activity and demonstrating how it will comply with licensure standards "to provide an education of good quality." After review of the application, Dr. Howard-Vital appointed a Team of Examiners to visit the campus site of the proposed degree programs to judge whether the institution meets criteria for licensure as set forth by the Board of Governors of The University of North Carolina. The Team visited The Art Institute of Charlotte on November 29 and 30, 2003, and submitted its preliminary report on January 12, 2004.

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Committee on Educational Planning, Policies, and Programs

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On May 6, 2004, the Office of the President sent four letters to The Art Institute of Charlotte, delineating specific recommendations, terms, and conditions for the Associate degree programs, the Associate degree program in Culinary Arts, and each proposed baccalaureate degree program. Each letter requested a faculty roster and required that the institution commit to selecting, employing and maintaining faculty who possess the appropriate faculty credentials to teach in the programs.

On May 10, 2004, The Art Institute of Charlotte submitted a letter to the Office of the President affirming that the institution would adhere to conditions and terms indicated in each letter. They also included a roster of qualified teaching faculty.

On May 12, 2004, The Art Institute of Charlotte submitted a roster of faculty hired after the November visit and included their resumes and transcripts. The roster was forwarded to the Team of Examiners for further review.

On June 4, 2004, the Team responded that all faculty were properly credentialed to teach in the associate degree programs. Two faculty were not properly credentialed to teach in the baccalaureate program.

On June 7, 2004, The Art Institute of Charlotte acknowledged the Team's judgment and forwarded a written communication affirming that the aforementioned faculty would not teach in baccalaureate degree programs.

The Team recommended that Art Institute of Charlotte be licensed to conduct the above degree programs at Charlotte, North Carolina, subject to completion of all recommendations of the Team of Examiners. A summary of the site visit, the review process, and the recommendation of the Office of the President is attached for your examination.

The Office of the President concurs with the Team's recommendations and accepts the commitment of The Art Institute of Charlotte to implement them. Therefore, I recommend that a regular license be issued to the institution to conduct the degree programs listed above at Charlotte, North Carolina, subject to annual reports and review at any time. After two years have elapsed following licensure, The Art Institute of Charlotte will be reviewed, again, to judge whether the institution continues to maintain standards for licensure.

Enclosure: Summary

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June 10, 2004

### **Summary of Visit of Team of Examiners for the Art Institute of Charlotte**

On May 21, 2003, The Art Institute of Charlotte submitted an application and supporting documentation to the Office of the President to offer two new degree programs: a Bachelor of Arts in Fashion Marketing and Management and a Bachelor of Arts in Interior Design. This application was submitted to Dr. George Antonelli, prior to his retirement in August 2003. After her July 1, 2003 arrival to the Office of the President, Dr. Howard-Vital reviewed the May 21<sup>st</sup> application, conferred with staff, and combined this site visit with other licensure visits that were also required for The Art Institute of Charlotte. Thus, the Office of the President scheduled a review of the proposed baccalaureate degree programs, a mandatory two-year visit for the four previously licensed associate degree programs, and the follow-up visit for the licensed Associate of Applied Science in Culinary Arts for the fall 2003. Thus, the Team's examination and visit for the proposed new baccalaureate programs was combined with the two-year review for the previously licensed associate of applied science programs in Fashion Marketing, Graphic Design, Interior Design, and Multimedia & Web Design and the follow-up one year review of the culinary arts degree program. As is delineated in the Rules and Standards, The Art Institute of Charlotte was required to demonstrate that it would be in compliance with the Standards for the proposed new degree programs and that it was in compliance with the Standards for the licensed associate of applied science degree programs.

An Update Report: Documentation to Demonstrate Compliance to Licensure Standards on the Associate of Applied Science Degree Programs was submitted by The Art Institute of Charlotte on November 6, 2003 and evaluated by staff in the Office of the President. Shortly thereafter, a Team of Examiners was assembled to review the documentation further and to participate in a site visit to the institution to determine if the institution demonstrated compliance with licensure standards. The Team of Examiners included Dr. Richard Neel (chair), Dean Emeritus, Belk College of Business Administration, and Professor of Economics Emeritus, The University of North Carolina at Charlotte; Novem Mason, Professor, Department of Interior Architecture, University of North Carolina at Greensboro; Shelia Tillman, Chairperson of Hospitality Education, Asheville-Buncombe Technical Community College, Dr. Jane Walker, Associate Professor, Department of Human Environment and Family Sciences, North Carolina A & T State University in Greensboro, and Dr. Michelle Howard-Vital (ex-officio), Associate Vice President for Academic Affairs, The University of North Carolina.

On November 20-21, the Team of Examiners visited The Art Institute of Charlotte, in Charlotte, North Carolina. As indicated earlier, because it was time for a follow-up visit for the associate's degree in culinary arts, special attention was paid to the Associate of Applied Science Degree in Culinary Arts. According to Rules and Standards, an institution is subject to review of licensure at any time. Since the previous visit by a Team of Examiners, the Art Institute of Charlotte had moved to new facilities. The visit was also a good opportunity to examine the new facilities in the LakePointe Office Park on Tyvola Road at Three Lake Pointe Plaza in Charlotte. During the two-day visit, the Team of Examiners met with numerous faculty, staff, and students at The Art Institute of Charlotte. The Team of Examiners looked closely at areas covered in the 15 licensure Standards. These areas included educational facilities, academic curricula, course syllabi, the faculty handbook, the student handbook, faculty credentials, library resources, budget

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data, student data, computer resources, the latest financial audit, promotional materials, and student housing.

In early January 2004, the Team of Examiners submitted its Preliminary Report on The Art Institute of Charlotte to the Office of the President. The Preliminary report was transmitted to The Art Institute of Charlotte for corrections of fact and errors of omission. The Team's findings included recommendations and suggestions. The Team recommended that the institution insure that electronically delivered courses met academic standards; the institution develop a plan for the provision of additional classroom, library, and studio space; the institution furnish an adequate number of faculty offices, the institution develop library consortial agreements; the institution document that the students and faculty have access to adequate library resources; the institution employ faculty members who at the time of their employment hold appropriate educational credentials; the institution document that specific faculty members hold the appropriate master's degree; the institution employ academic directors who hold a doctorate or the terminal degree in the discipline; the institution search and recruit faculty members for the proposed baccalaureate degrees who possess appropriate educational credentials; the institution insure that the faculty have adequate time and resources for professional development and growth; and the institution examine the process the it uses for equitable distribution of professional development funds.

The Team concluded its report by stating that it would delay making a recommendation on the Bachelor of Arts degrees in Fashion Marketing and Management and Interior Design until the institution demonstrated that it had complied with all the recommendations contained in the Team's report. In regard to the mandatory two-year review of the licensed Associate of Applied Science degree programs in Fashion Marketing, Graphic Design, Interior Design, and Multimedia and Web Design, the Team of Examiners recommended continuation of licensure subject to compliance with all recommendations contained in the Team's report. Likewise, in regard to the follow-up review of the Associate of Applied Science program in Culinary Arts, the Team of Examiners recommended continuation of licensure subject to compliance to all the recommendations contained in the report that apply to the culinary arts associate degree program.

On February 11, 2004, The Art Institute of Charlotte responded to the Team's recommendations and suggestions and submitted their reply to the Office of the President and the Team chair. Regarding online courses, The Art Institute of Charlotte stated that academic directors had examined course descriptions and competencies to ensure that online courses were comparable to courses taught on campus. The Art Institute of Charlotte submitted a plan projecting space needs with expected enrollment growth in its new facility. The space plan supported The Art Institute of Charlotte's assertion that the current space would be adequate for about 900 students. Additional space is available for classroom expansion in a nearby building. The Art Institute of Charlotte has doubled its faculty offices in 2002 from eight workstations to sixteen, and in 2003, the space increased again to 30 workstations. The Art Institute of Charlotte states it will add new office workspace as the faculty increases. The Art Institute system has a consortial library arrangement. Additionally, library consortial agreements have been developed with institutions such as the University of North Carolina at Charlotte—a UNCC Community Borrower Card was purchased for all bachelor degree-seeking students. The Art Institute of Charlotte is an affiliate of the OCLC inter-library loan, and students have access to some materials in the UNC system. The Art Institute assured the Team that all faculty hired since 2002 have the proper credentials to teach in specific degree programs. The Art Institute of Charlotte provided the Team with a roster of faculty and their degrees for further review.

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The Team chair conferred with the Team and issued a follow-up report which indicated which recommendations were viewed as satisfactory by the Team, as a result of the institution's response. There were still a few recommendations concerning faculty credentials at the institution that the Team still viewed as not answered satisfactorily in the February 11<sup>th</sup> response. On March 1, the Office of the President notified The Art Institute of Charlotte that the Office of the President concurred with the Team's recommendation to delay action on the baccalaureate degree programs in Fashion Marketing and Interior Design, until The Art Institute of Charlotte had complied with the remaining recommendations contained in the Team's report.

On May 6, 2004, the Office of the President sent four letters to The Art Institute of Charlotte, delineating specific recommendations, terms, and conditions for the Associate degree programs, the Associate degree program in Culinary Arts, and each proposed baccalaureate degree program. Each letter requested a faculty roster and required that the institution commit to selecting, employing and maintaining faculty who possess the appropriate faculty credentials to teach in the programs. Moreover, the letters reiterated that a degree in progress cannot be viewed as satisfactorily meeting the faculty credentials, as delineated in the Rules and Standards.

On May 10, 2004, The Art Institute of Charlotte submitted a letter to the Office of the President affirming that the institution would adhere to conditions and terms indicated in each letter. They also included a roster of qualified teaching faculty. On May 12, 2004, The Art Institute of Charlotte submitted a roster of faculty hired after the November visit and included their resumes and transcripts. The roster was forwarded to the Team of Examiners for further review. On June 4, 2004, the Team responded that all faculty were properly credentialed to teach in the associate degree programs. Two faculty were not properly credentialed to teach in the baccalaureate program. On June 7, 2004, The Art Institute of Charlotte acknowledged the Team's judgment and forwarded a written communication affirming that the aforementioned faculty would not teach in baccalaureate degree programs.

With this commitment by The Art Institute of Charlotte, the Team of Examiners concluded that their recommendations had been satisfied.

Thus, the Office of the President recommends the licensure of The Art Institute of Charlotte to offer the Bachelor of Arts in Fashion Marketing and Management and the Bachelor of Arts in Interior Design.