



# The University of North Carolina

GENERAL ADMINISTRATION

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Fayetteville State  
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North Carolina  
Agricultural and  
Technical State  
University

North Carolina  
Central University

North Carolina  
State University  
at Raleigh

University of  
North Carolina  
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North Carolina  
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University of  
North Carolina  
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University of  
North Carolina  
at Greensboro

University of  
North Carolina  
at Pembroke

University of  
North Carolina  
at Wilmington

University of  
North Carolina  
School of the Arts

Western Carolina  
University

Winston-Salem  
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Constituent High School  
North Carolina  
School of Science  
and Mathematics

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## MEMORANDUM

TO: Members, Committee on Educational Planning, Policies, and Programs

FROM: Alan Mabe

DATE: February 2, 2010

SUBJECT: Recommended Approval of Programs for Licensure

**Background:** From 1923 to 1963, the State Board of Education licensed nonpublic institutions to confer degrees in North Carolina. In 1963, the General Assembly transferred this responsibility to the State Board of Higher Education. In 1972, the General Assembly dissolved the State Board of Higher Education and assigned the responsibility for licensure to the Board of Governors of The University of North Carolina.

Thus, the Board of Governors 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 accord with rules, regulations and procedures it establishes. This includes all institutions that were not grandfathered in at the time of the 1972 statute and any out-of-state institution (public or private) seeking to offer postsecondary degree activity in North Carolina. The General Assembly clearly intended that post-secondary degree activity be carefully overseen in the State to protect the citizens of North Carolina from consumer fraud or deceptive acts or practices. *(Additional information about licensure is included at the end of this section.)*

**Jurisdictional Authority:** The General Statutes of the State of North Carolina specify that the powers and duties of the Board of Governors of the University of North Carolina, in addition to those related to governance of the constituent institutions of the University, include regulatory authority to issue to certain nonpublic post-secondary educational institutions licensure to conduct post-secondary degree activity in North Carolina. The statute pertaining to such licensing, North Carolina General Statutes Section 116-15, is reproduced in the Appendix to the Rules and Standards to be found at the UNC Website at [http://www.northcarolina.edu/aa\\_planning/licensure/Rules\\_\\_Standards\\_\\_Master\\_Updated\\_1-081.pdf](http://www.northcarolina.edu/aa_planning/licensure/Rules__Standards__Master_Updated_1-081.pdf).

**Issues Involved:** We have requests for approval for programs at two schools, Carland College and the Art-Institute of Raleigh-Durham.

Proposals from both schools have been reviewed in terms of the Rules and Standards for Licensure and teams have visited both schools.

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When an institution has not previously offered a post-secondary educational program, there is a provision for an interim permit. The Board previously approved an interim permit for Carland College but they did not start up in the period of the permit. They have requested a regular permit for their undergraduate program, but we believe it more appropriate to continue the interim permit for two year.

**Recommended Action:** Based on the proposed programs meeting the Board's requirements for licensure, the President recommends the awarding licensure to these five programs and that an interim permit be approved for the baccalaureate level for Carland College.



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## MEMORANDUM

TO: Committee on Educational Planning, Policies, and Programs

FROM: President Erskine Bowles

DATE: January 28, 2010

SUBJECT: Licensure of the Art Institute of Raleigh-Durham in Durham, NC

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 Raleigh-Durham has applied for licensure to offer the Bachelor of Arts in Digital Filmmaking & Video Production, Bachelor of Arts in Game Art & Design, Bachelor of Arts in Photography, and the Associate of Applied Science in Photography degree programs at its campus in Durham, North Carolina.

Dr. Prochaska reviewed the application and appointed a team of examiners to determine if the Art Institute of Raleigh-Durham complied with the licensure standards outlined in *Rules and Standards*. On July 21, 2009, the team of examiners visited the Durham campus of the Art Institute of Raleigh-Durham. Following the site visit, the team of examiners issued its report with suggestions and recommendations, and a final recommendation to grant licensure to the four proposed degree programs subject to compliance with the recommendations contained in the report. Dr. Prochaska agrees with the team's review and recommendations. For more details on the degree programs, report and recommendations, please review the summary.

Thus, I recommend to the Committee on Educational Planning, Policies, and Programs of the UNC Board of Governors that a regular license be issued to the Art Institute of Raleigh-Durham to offer the Bachelor of Arts in Digital

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Filmmaking & Video Production, Bachelor of Arts in Game Art & Design, Bachelor of Arts in Photography, and the Associate of Applied Science in Photography degree programs at its campus in Durham, North Carolina, subject to annual reports and review at any time. After one year from the initiation of these new degree programs, the Art Institute of Raleigh-Durham will be reviewed, to judge whether the institution continues to maintain standards for licensure.

Enclosure: Summary

## SUMMARY OF VISIT OF TEAM OF EXAMINERS FOR THE ART INSTITUTE OF RALEIGH-DURHAM

### BACKGROUND INFORMATION

The Art Institute of Raleigh-Durham currently operates as a branch campus of The Art Institute of Charlotte. In May 2008, under Regulation 400.4.1, The Art Institute of Raleigh-Durham was licensed by the UNC Board of Governors to begin operations and to offer the following nine degree programs based on the fact that these nine programs were already licensed at The Art Institute of Charlotte:

- Bachelor of Arts (B.A.) degree in the following five areas: Culinary Arts Management, Fashion Marketing & Management, Graphic Design, Interior Design, and Web Design & Interactive Media
- Associate of Applied Science (A.A.S.) degree in the following four areas: Culinary Arts, Fashion Marketing, Graphic Design, and Web Design & Interactive Media

Both The Art Institute of Raleigh-Durham and The Art Institute of Charlotte are accredited by the Accrediting Council for Independent Colleges and Schools (ACICS).

### THE APPLICATION AND SITE VISIT

The Art Institute of Raleigh-Durham has applied for licensure to offer the following four new degree programs:

- Bachelor of Arts (B.A.) degree in Digital Filmmaking & Video Production
- Bachelor of Arts (B.A.) degree in Game Art & Design
- Bachelor of Arts (B.A.) degree in Photography
- Associate of Applied Science (A.A.S.) degree in Photography

Pursuant to the *Rules and Standards: Licensing Nonpublic Institutions to Conduct Post-Secondary Degree Activity in North Carolina*, Dr. Frank Prochaska, Associate Vice President for Academic Affairs at UNC General Administration, appointed a team of examiners to visit the institution and evaluate its compliance with the licensure standards. The visit to The Art Institute of Raleigh-Durham took place on July 21, 2009. (As part of this visit, the team of examiners also conducted the one-year review of the original nine degree programs which is required by Regulation 400.4.1.)

The team of examiners with expertise in the specific disciplines relating to the application was comprised of:

- 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
- Gerard Lange, Assistant Professor of Art in Photography, Barton College, Wilson, North Carolina
- Dr. Eric K. Patterson, Associate Professor of Computer Science, University of North Carolina at Wilmington, Wilmington, North Carolina
- Charles J. Popovich, Former Head Business Librarian and Associate Professor Emeritus, Ohio State University, Columbus, Ohio

- Dr. Lennie Scott-Webber, Professor and Chair, Department of Interior Design & Fashion, Radford University, Radford, Virginia
- Sheila Tillman, Associate Dean of Hospitality Education, Asheville-Buncombe Technical College, Asheville, North Carolina
- Dr. Frank Prochaska, Associate Vice President for Academic Affairs, The University of North Carolina General Administration, Chapel Hill, North Carolina, *Ex Officio*

The team's task was to review the application and accompanying eight exhibits and to participate in a site visit to determine if the institution demonstrated compliance with licensure standards. Either prior to the visit or during the visit, many additional items of documentation were reviewed by the team including curricula for the proposed degree programs, faculty curriculum vitae, The Art Institute of Raleigh-Durham 2009 Catalog (and a Catalog Addendum), course syllabi, library resources, computer resources, educational facilities, enrollment information, budget data, audited financial statements, promotional materials, and the *Faculty Manual*.

During the visit, the team of examiners met with numerous administrators, faculty, staff, and students of The Art Institute of Raleigh-Durham.

## **PROPOSED DEGREE PROGRAMS**

### Bachelor of Arts (B.A.) in Digital Filmmaking & Video Production

The mission of the Digital Filmmaking & Video Production B.A. program is to prepare students who can integrate moving imagery, motion graphics, titles, and still imagery into a cohesive, compelling work, and who can meet the production needs of corporate communication, television, e-business, and other mass media outlets. Students will formulate, construct, and deliver digital video, audio, motion graphics, and emerging digital production techniques to the evolving world of mass communication. The program will require 188 quarter hours of coursework, including 56 quarter hours of general education.

### Bachelor of Arts (B.A.) in Game Art & Design

The bachelor's degree program in Game Art & Design prepares graduates for careers in the digital game and other industries as 2D and 3D artists, texture mappers, and project managers. With experience and advancement, some graduates may become game and level designers. Program graduates will be able to work as members of development teams to produce digital games, interactive entertainment, and educational and training software products. The program will require 188 quarter hours of coursework, including 56 quarter hours of general education.

### Bachelor of Arts (B.A.) in Photography

The mission of the Photography B.A. program is to prepare students for entry-level positions leading to photographic careers in advertising, illustration, public relations, documentary, portraiture, fashion, food, studio, photojournalism, biomedical, industrial, newspaper, editorial, pre-press, and digital imaging. Emphasis is placed on the development of fundamental industry skills needed to produce compelling imagery, communication and business skills appropriate to market needs, and the development of the student's personal vision as an artist. The program will require 188 quarter hours of coursework, including 56 quarter hours of general education.

Associate of Applied Science (A.A.S.) in Photography

The mission of the Photography A.A.S. program is to prepare students for entry-level positions leading to photographic careers in advertising, illustration, public relations, documentary, portraiture, fashion, food, studio, photojournalism, biomedical, industrial, newspaper, editorial, pre-press, and digital imaging. Emphasis is placed on the development of fundamental industry skills needed to produce compelling imagery, as well as communication and business skills appropriate to market needs. The program will require 112 quarter hours of coursework, including 24 quarter hours of general education.

**RECOMMENDATIONS**

After the site visit, the *Preliminary Report to the President of The University of North Carolina from the Team of Examiners for the Licensure Visit to Review The Art Institute of Raleigh-Durham's Proposed New and Licensed Associate and Bachelor's Degree Programs in Durham, North Carolina* was submitted. In the report, the team of examiners included 13 suggestions and 40 recommendations pertaining to the 13 reviewed programs. The suggestions reflect the professional judgment of team members, and do not signify that the institution is not in compliance with the *Rules and Standards*. A suggestion is written for the institution's benefit, and it does not need to be implemented; the recommendations, however, must be implemented by the institution. The recommendations addressed issues of program curricula, facilities requirements, equipment requirements, library resources, and faculty credentials.

The team of examiners concludes its report by stating it would make its recommendations to the General Administration of The University of North Carolina regarding licensure of the four proposed degree programs after it receives the response from The Art Institute of Raleigh-Durham to the recommendations and suggestions contained in the report.

After receiving the team of examiners' report, The Art Institute of Raleigh-Durham responded to the recommendations and suggestions. All recommendations have been implemented to the satisfaction of the team of examiners, and the team now recommends The Art Institute of Raleigh-Durham be licensed to offer the above four new degree programs subject to compliance with the recommendations contained in the report. (The team also recommended the continuation of the licensure of the original nine licensed programs.)

Dr. Frank Prochaska agrees with the team's review and recommendations. Thus, General Administration recommends licensure of the above four new degree programs, to be offered at The Art Institute of Raleigh-Durham.

A site visit to The Art Institute of Raleigh-Durham will be performed within one calendar year of the initiation of these new degree programs, by a team of examiners with expertise in the field, to ascertain the Institute's compliance with the *Rules and Standards*, including the recommendations contained in the report.

## **Description of the Board of Governors Licensure Function**

### **Background**

From 1923 to 1963, the State Board of Education licensed nonpublic institutions to confer degrees in North Carolina. In 1963, the General Assembly transferred this responsibility to the State Board of Higher Education. In 1972, the General Assembly dissolved the State Board of Higher Education and assigned the responsibility for licensure to the Board of Governors of The University of North Carolina.

Thus, the Board of Governors 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 accord with rules, regulations and procedures it establishes. This includes all institutions that were not grandfathered in at the time of the 1972 statute and any out-of-state institution (public or private) seeking to offer postsecondary degree activity in North Carolina. The General Assembly clearly intended that post-secondary degree activity be carefully overseen in the State to protect the citizens of North Carolina from consumer fraud or deceptive acts or practices.

### **Jurisdictional Authority**

The General Statutes of the State of North Carolina specify that the powers and duties of the Board of Governors of the University of North Carolina, in addition to those related to governance of the constituent institutions of the University, include regulatory authority to issue to certain nonpublic post-secondary educational institutions licensure to conduct post-secondary degree activity in North Carolina. The statute pertaining to such licensing and exemption, North Carolina General Statutes Section 116-15, is reproduced in the Appendix to the Rules and Standards to be found at the UNC Website at:

[http://www.northcarolina.edu/aa\\_planning/licensure/Rules\\_\\_Standards\\_\\_Master\\_Updated\\_1-081.pdf](http://www.northcarolina.edu/aa_planning/licensure/Rules__Standards__Master_Updated_1-081.pdf).

In carrying out its licensing and exemption from licensure responsibilities, the Board has clear statutory directions. With regard to licensing, the statutes specify that 15 minimum standards must be met by nonpublic institutions in such critical areas as curricula, faculty, library, and financial stability. Since licensure is a mandatory state process it is very different from accreditation through voluntary accrediting agencies such as the Southern Association of Colleges and Schools. If an institution meets the legal requirements for licensure it expects to receive that licensure.

### **Enforcement**

If the President determines that an institution has failed to seek licensure or exemption from licensure as statutorily required or failed to fulfill any obligation attendant to licensure or exemption, the President may request that the State Attorney General take appropriate action.

### **Licensing Process**

The process for licensing is an extensive one as delineated in *Rules And Standards – Licensing Nonpublic Institutions to Conduct Post-Secondary Degree Activity in North Carolina* (see URL above). It begins with the chief executive officer or designee of a prospective applicant institution requesting a preliminary conference with UNC General Administration staff to review the standards and procedures for applying for licensure.



If a potential applicant institution concludes that it meets the standards, the chief executive officer submits to UNC General Administration a letter of formal application accompanied by extensive documentation that the institution complies with and is capable of maintaining the standards for an extended period sufficient for a student to complete his/her program of study.

UNC-GA staff reviews the application and documentation, and once they are judged to be in order for a team of examiners' visit, the staff arranges for a team visit to the main campus of the applicant institution and perhaps to proposed degree activity sites in North Carolina. Each individual degree activity site in North Carolina must meet licensure requirements.

The purpose of the team visit is to confirm that documentation submitted by the institution is correct and appropriately demonstrates compliance with the 15 minimum standards. The standards devote considerable attention to adequacy of the proposed programs of study, methods of instructional delivery, faculty, library, facilities, and overall financial condition of the applicant institution.

The team of examiners is composed of staff (ex-officio), faculty members in appropriate disciplines representative of public and private institutions, administrators, librarians, and other specialty persons necessary for a sound and thorough examination. One member is appointed chairperson with responsibility for leading the examination and preparing the team's written report of its findings and recommendations.

Costs connected with the examination and subsequent visits are paid by the institution. Visits usually are one or two days in duration, depending on the sites visited. On completion of a visit the team submits its report and recommendations. A final concluding recommendation to recommend or deny licensure is included. All recommendations are advisory to the UNC President who recommends final action to the Board of Governors. (Applicant institutions usually withdraw their application for licensure if denial is anticipated, which accounts for few denials going before the Board.)

Once licensed, an institution is subject to review visits at any time to determine whether the institution continues to meet the licensure standards. Review shall always occur 1) either one or two years after initial licensure, 2) if the institution is legally reconstituted, or 3) if ownership changes. A new application and site visit are also required each time a licensed institution wishes to offer a new degree program.

Each licensed institution submits an annual report to UNC-GA staff concerning matters such as enrollment, faculty employed, financial stability, prepaid tuition bond updating, and maintenance of compliance with all licensure standards.

### **Exemptions from Licensure**

The statute states that institutions offering degrees in theology, divinity, religious education, or for career preparation in a religious vocation, shall be exempt from licensure requirements and that institutions that undertake post-secondary degree activity on the premises of military bases for military personnel stationed on active duty there (or their dependents or employees of the military) are exempt from licensure requirements.