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The University of North Carolina

Post Office Box 2688, Chapel Hill, NC 27515-2688

THOMAS W. ROSS, President

Telephone: (919) 962-1000 Fax: (919) 845-9695

E-mail: tomross@northcarolina.edu

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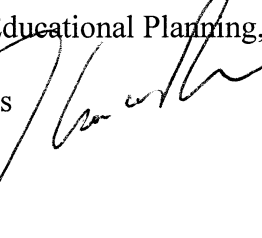
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MEMORANDUM

TO: Committee on Educational Planning, Policies, and Programs

FROM: Thomas W. Ross 

DATE: March 23, 2011

SUBJECT: Licensure of Two New Degree Programs at the Art Institute of Charlotte

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 Post-Secondary 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 has applied for licensure to offer the following two degree programs at its Charlotte campus:

- Bachelor of Arts (B.A.) in Industrial Design
- Bachelor of Arts (B.A.) in Advertising

Dr. Frank Prochaska 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 July 30, 2009, the team of examiners visited the Charlotte, NC campus. Following the site visit, the team of examiners issued its report which contained suggestions and recommendations. Dr. Prochaska agrees with the team's review. For more details on the degree programs and report, 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 Charlotte to offer the two above-named degree programs, subject to annual reports and review at any time. The programs will be reviewed within two calendar years of the initiation of these new degree programs 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 CHARLOTTE

BACKGROUND INFORMATION

The Art Institute of Charlotte, a private for-profit institution located in Charlotte, North Carolina, has applied for licensure to offer two additional baccalaureate degree programs. The Institute currently offers the following licensed degree programs:

- Associate of Applied Science (A.A.S.) degree in the following areas: Culinary Arts, Digital Filmmaking & Video Production, Fashion Marketing, Graphic Design, Interior Design, and Photography
- Bachelor of Arts (B.A.) degree in the following areas: Culinary Arts Management, Digital Filmmaking & Video Production, Fashion Marketing & Management, Graphic Design, Interior Design, and Photography

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. It 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 APPLICATION AND SITE VISIT

The Art Institute of Charlotte has applied for licensure to offer the following two new degree programs on-site at its Charlotte campus:

- Bachelor of Arts (B.A.) in Advertising
- Bachelor of Arts (B.A.) in Industrial Design

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 site visit occurred on July 30, 2009.

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
- Dr. Joe Bob Hester, Associate Dean for Undergraduate Studies, and Associate Professor, School of Journalism & Mass Communication, University of North Carolina at Chapel Hill, Chapel Hill, North Carolina
- Haig Khachatoorian, Interim Head and Professor of Industrial Design, Department of Industrial Design, College of Design, North Carolina State University, Raleigh, North Carolina

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- Dr. Eric K. Patterson, Associate Professor of Computer Science, Department of Computer Science, University of North Carolina at Wilmington, Wilmington, North Carolina
- Charles J. Popovich, retired Head Business Librarian and Associate Professor Emeritus, The Ohio State University, Columbus, Ohio
- 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 eighteen appendices and to participate in the 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, course syllabi, faculty curriculum vitae, library and electronic resources, computer resources, educational facilities, budget data, audited financial statements, enrollment information, The Art Institute of Charlotte Catalog, and the *Faculty Manual*.

During the visit, the team of examiners met with numerous administrators, faculty, staff, and students of the Art Institute of Charlotte.

PROPOSED DEGREE PROGRAMS

Bachelor of Arts (B.A.) in Advertising

The B.A. in Advertising program provides students with skills in conceptual thinking, copywriting, design, marketing and public relations, developing advertising campaigns, the business aspects of advertising, and account and strategic planning. The degree also provides 56 quarter credit hours in general education coursework and educates the student in the application of advertising principles to evolving communication channels (such as interactive media). The program requires a minimum of 188 quarter credit hours.

Bachelor of Arts (B.A.) in Industrial Design

This program has been developed to foster creativity, innovation, and critical and analytical thinking skills as applied to Industrial Design. Coursework includes subjects such as fundamentals and principles of the design process, fabrication techniques, color theory, mechanical drawing, computer aided drafting, model making, principles of mechanical engineering, manufacturing production, and materials and processes. The degree program requires 56 quarter credit hours in general education and a minimum of 188 quarter credit hours.

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 The Art Institute of Charlotte's Proposed Bachelor's and Licensed Bachelor's and Associate Degree Programs at Charlotte, North Carolina* was submitted. In the report, the team of examiners included eleven suggestions and sixteen recommendations addressing the degree programs reviewed. Suggestions, which are

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offered as suggested best practices by team members, do not indicate a lack of 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, course content in selected courses, library resources, computer laboratory resources, establishment of a fabrication shop, faculty credentials, the tuition guaranty bond, and information to be included in The Art Institute of Charlotte Catalog.

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 two proposed degree programs after it receives the response from The Art Institute of Charlotte to the recommendations and suggestions contained in the report.

After receiving the team of examiners' report, The Art Institute of Charlotte responded to the recommendations and suggestions. All of the recommendations have been implemented to the satisfaction of the team of examiners.

After reviewing the institution's response, the team of examiners recommends that The Art Institute of Charlotte be licensed to offer the two new baccalaureate degree programs requested.

Dr. Frank Prochaska agrees with the team's review and recommendations. Thus, General Administration recommends licensure of the following proposed degree programs, to be offered on-site by The Art Institute of Charlotte: Bachelor of Arts (B.A.) in Advertising, and Bachelor of Arts (B.A.) in Industrial Design.

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