

The University of North Carolina

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MEMORANDUM

TO: Committee on Educational Planning, Policies, and Programs

FROM: President Thomas W. Ross

DATE: January 23, 2012

SUBJECT: Licensure of 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 for 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.

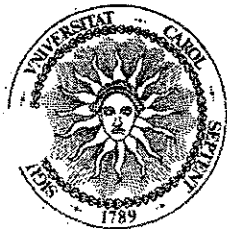
The Art Institute of Charlotte has applied for licensure to offer the following three new degree programs on-site at its Charlotte campus:

- Bachelor of Fine Arts in Media Arts and Animation;
- Associate of Applied Science in Restaurant and Catering Management; and
- Associate of Applied Science in Fashion Design

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 the *Rules and Standards*. On May 11, 2011, the team of examiners visited the Art Institute of Charlotte campus. Following the visit, the team of examiners issued its report which contained recommendations. 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 above-named degree programs in Charlotte, subject to annual reports and review at any time. The programs will be reviewed within two calendar years of their initiation in North Carolina to judge whether the institution continues to maintain standards for licensure.

Enclosure: Summary



Constituent Universities
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
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

University of
North Carolina
School of the Arts

Western Carolina
University

Winston-Salem
Forsyth State University

Constituent High School
North Carolina
School of Science
and Mathematics

An Equal Opportunity/
Affirmative Action Employer

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 three additional 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: Advertising, Culinary Arts Management, Digital Filmmaking & Video Production, Fashion Marketing & Management, Graphic Design, Industrial Design, Interior Design, and Photography

The Art Institute of Charlotte, which became a branch campus of South University in 2011, is accredited by the Commission on Colleges (COC) of the Southern Association of Colleges and Schools (SACS).

THE APPLICATION AND SITE VISIT

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

- Bachelor of Fine Arts in Media Arts and Animation
- Associate of Applied Science in Restaurant and Catering Management
- Associate of Applied Science in Fashion 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 May 11, 2011.

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. Diane Ellis, Professor of Human Environmental Sciences and Fashion Merchandising and Design Program Coordinator, Meredith College, Raleigh, North Carolina
- Gerard Lange, Assistant Professor of Art in Photography, Barton College, Wilson, North Carolina
- Patrick Lee Lucas, Associate Professor, University of North Carolina at Greensboro, Greensboro, North Carolina

- 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, former Head Librarian, Business Library, and Associate Professor Emeritus, Ohio State University, Columbus, Ohio
- Sheila Tillman, Associate Dean, Hospitality Education, Asheville-Buncombe Technical Community College, Asheville, North Carolina
- Dr. Frank T. 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 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 Fine Arts in Media Arts and Animation

The purpose of the Bachelor of Fine Arts program in Media Arts & Animation is to prepare students to work successfully in various areas of animation including game design. This highly focused program of study is taught by faculty composed of animation industry professionals with academic credentials in related design disciplines who guide students through the complexities of various types of animation software suites while assisting them in improving their drawing skills to high levels. The use of good design procedures will be continuously emphasized from initial concept and research through the completion of a high quality, on-time finished product. Upon completion of this course of study, students will be ready to seek entry-level employment in areas of animation, from conveying corporate messages to entertainment and gaming. The degree program requires 48 quarter credit hours in general education and a minimum of 180 quarter credit hours.

Associate of Applied Science in Restaurant and Catering Management

The purpose of the Restaurant & Catering Management program is to provide students with the skills needed for success in the hospitality industry. While gaining practical knowledge of the essential business elements, students can also develop basic cooking techniques, which are utilized in commercial operations. The Associate of Applied Science degree program in Restaurant & Catering Management is designed to prepare students with the skills and technical background needed to seek entry-level positions such as management trainee, kitchen manager, banquet supervisor, or assistant food and beverage director. The degree program requires 24 quarter credit hours in general education and a minimum of 90 quarter credit hours.

Associate of Applied Science in Fashion Design

The purpose of the Fashion Design Program at the associate's degree level is to prepare graduates with the skills in concept development, production and presentation techniques necessary to seek entry-level employment in the apparel industry. Emphasis is placed on the technical aspect of the Ready-to-Wear industry focusing on design and production while incorporating elements of computer-aided design. The Associate of Applied Arts degree program in Fashion Design is designed to prepare students with the creative skills required to seek entry-level employment in apparel design, patternmaking, production management, and computerized technology in the fashion industry. The degree program requires 24 quarter credit hours in general education and a minimum of 90 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 Review The Art Institute of Charlotte's Proposed Bachelor's and Associate Degree Programs and Licensed Bachelor's and Associate Degree Programs at Charlotte, North Carolina* was submitted. In the report, the team of examiners included nine suggestions and fourteen recommendations addressing the degree programs reviewed. Suggestions, which are 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 curriculum and facilities for the new programs, library resources, faculty credentials, and information to be included in the 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 three 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 three new 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 Fine Arts (B.F.A) in Media Arts and Animation, Associate of Applied Science (A.A.S.) in Restaurant and Catering Management, Associate of Applied Science (A.A.S.) in Fashion Design.

APPENDIX D

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.