

UNC Academic Common Market Pilot Program: 2001-2005 November 2004

Executive Summary

The 2001 General Assembly ratified the establishment of the UNC Academic Common Market pilot program for participation, at the graduate level only, in the Academic Common Market (ACM) of the Southern Regional Education Board (SREB). The General Assembly and the Board of Governors of the University of North Carolina believed that such a pilot program would test whether participation in the ACM would be a cost-effective way to offer North Carolina residents access to graduate programs in participating SREB universities that are unavailable in North Carolina. Out-of-state tuition is waived for ACM participating students. North Carolinians pursuing graduate degrees out-of-state pay in-state tuition in that state, and residents of SREB states pay North Carolina in-state tuition to pursue graduate degrees in unique programs here.

Fifty-five North Carolina residents have been certified to participate in the pilot program, from the pilot's beginning in 2001 through October 18, 2004. Eleven of the constituent UNC institutions participate and have designated campus coordinators (usually graduate deans or associate deans) to monitor the program. *Forty-four out-of-state residents* have been certified to participate during the same period.

The pilot program ends at midnight on June 30, 2005. As delineated in Senate Bill 1005, the Board of Governors is to report to the Joint Legislative Education Oversight Committee, reviewing the activities of the pilot program and recommending whether UNC should continue to participate in the SREB-ACM.

UNC Academic Common Market Pilot Program

The Southern Regional Education Board was America's first interstate compact for education (*SREB 2004 Annual Report*). The purpose of the compact is "to provide services to member states, to create ways to share resources, and to enable states to achieve together educational programs and improvements that would be impossible or financially impractical for a single state" (*SREB Services and Programs*, p. 1). The SREB was developed at the request of Southern leaders in business, education, and government. Sixteen states joined the compact: Alabama, Arkansas, Delaware, Florida, Georgia, Kentucky, Louisiana, Maryland, Mississippi, North Carolina, Oklahoma, South Carolina, Tennessee, Texas, Virginia, and West Virginia. The ACM directly reflects the SREB's goal of encouraging states to share resources and reduce the duplication of specific educational programs.

Over the years the SREB has worked to improve every aspect of education—from early childhood education to doctoral degrees and beyond. The SREB states believe that they can lead the nation in educational progress. In 2004, the SREB-ACM celebrated 30 years of connecting states, students, and universities. Each year about 2000 graduate and undergraduate students are certified to participate.

The original 1974 compact of the Academic Common Market states that its purpose “is to share between states academic degree programs located at southern public colleges and universities. This is accomplished through an exchange of students across borders at in-state rates” (*Academic Common Market: Administrative Guidelines*, 2004-05, p. 2). The ACM supports existing degree programs that have the capacity to serve additional students and “to provide access and encourage movement across state lines for programs not available in a student’s home state” (*Guidelines*, p 2).

It was in the spirit of sharing resources, encouraging efficiency, and providing access to more educational opportunity for citizens that the Board of Governors endorsed participation in the SREB-ACM. In response to the Board’s request, the 2001 General Assembly ratified the establishment of a pilot program to participate at the graduate level. The General Assembly required two reports on the pilot program. An earlier report was forwarded to the General Assembly in December 2003. This report is due January 2005. Participation by UNC in the SREB-Academic Common Market past June 30, 2005 must be ratified by the General Assembly.

In order to coordinate UNC’s participation in the Academic Common Market, the Office of the President appointed an ACM state coordinator and a manager of the web site. The UNC-ACM web site was developed and continues to be hosted by the Research Triangle Institute. Dr. Donna Benson was the original UNC-ACM state coordinator, and Dr. Michelle Howard-Vital serves in the position now. Mr. Morris Dean, a member of the Academic Planning Staff, serves as managing coordinator of the UNC Academic Common Market and webmaster. Mr. Dean is in daily contact with UNC-ACM coordinators, students, and SREB staff to ensure that the program fulfills its legislative intent.

The leadership of the Office of the President for the Academic Common Market pilot program was guided by the legislation that established the criterion for selecting graduate UNC academic programs to be included in the ACM inventory: “select for participation only those graduate programs that are likely to be unique or are not commonly available in other Southern Regional Education Board states.” The Office of the President invited UNC campuses to nominate programs for the inventory. Using the National Center for Education Statistics’ database, the Integrated Postsecondary Education Data System (IPEDS), programs were reviewed using the standard of whether there were no more than six similar degree programs available in public universities in the SREB states. That process resulted in the initial set of programs accepted for the inventory. Either by request from a potential student or by campus nomination, other graduate degree programs are regularly reviewed for inclusion in the inventory. There are currently 108 unique or not commonly available graduate degree programs in the UNC-ACM inventory. These programs are listed in Appendix B, p. 6.

Because of the UNC-ACM's graduate focus, UNC campus coordinators are generally graduate deans or associate deans. (See Appendix A., p. 5, for a list of participating UNC institutions and their campus coordinators.) Campus coordinators interact with out-of-state students who want to participate in the ACM. They create a record on the UNC-ACM web site to alert the managing coordinator of receipt of an ACM certification for an out-of-state student, communicate with their campus's business office regarding in-state tuition for ACM participants, and certify that participants are progressing continually toward their degree. In order to maintain an appropriate level of participation in the ACM, campus coordinators monitor their campus's inventory of ACM academic programs, nominate new programs for inclusion, and review requests for ACM access to graduate academic programs not currently in the inventory to judge whether the programs warrant inclusion.

Benefits of the Program

The benefits observed over the course of the pilot program include tuition, cost savings from unduplicated programming, attraction of intellectual capital to North Carolina, and increased enrollments in specialized graduate programs.

The immediate benefit to students is that they pay in-state tuition. ACM participants from other states pay North Carolina in-state tuition, and North Carolina's ACM participants pay in-state tuition for the SREB state providing their program.

A benefit for several UNC institutions that participate in the UNC-ACM is increased enrollment in unique graduate programs. As indicated in Appendix D (p. 10), the most popular North Carolina graduate degree program for out-of-state ACM participants is the Master of Arts in Appalachian Studies at Appalachian State University. Eight students have entered this program, with the majority coming from the state of Virginia. Other popular programs, with four students each, are the Master of Arts in Maritime Studies at East Carolina University, degrees in Maternal and Child Health at UNC Chapel Hill, and degrees in Dance at UNC Greensboro.

Twelve of the fifty-five North Carolinians who have so far participated in the ACM selected the L.L.M. degree program in Taxation at the University of Florida. North Carolina residents have sought access to this program steadily throughout the pilot program (see Appendix C, p. 9). Additionally, five North Carolina residents have sought access to the Master of Science in Radiologic Administration at Midwestern State University in Texas. Other programs North Carolinians have sought access to include the Doctor of Philosophy in Nursing Science at the University of South Carolina, the Master of Arts in International Commerce and Policy at George Mason University, and the Master of Science in Clinical Lab Sciences (Cytology Option) at the Medical University of South Carolina.

The Office of the President has provided overall leadership for the program to maintain a balance between the number of North Carolina ACM participants and the number of out-of-state ACM participants coming into North Carolina. Such balance has been maintained during the pilot program and is expected to continue, should the UNC-ACM

be extended beyond June 2005. A “slot system” was devised at the outset of the pilot program to help control the balance between incoming and outgoing students during any given academic year, but it never had to be used to limit the number of incoming students. Doctorate-granting institutions were allocated four slots per year for incoming students and master’s-granting institutions were allocated two slots per year. These allocations were fluid and could be expanded for a particular campus, as they have been in the current academic year for ASU, UNC-CH, and UNCG. (See Appendix E, p. 11.) North Carolina residents were allowed to participate one semester before residents of other states could access North Carolina programs, which partially explains the greater number of North Carolina participants (55 North Carolina to 44 out-of-state participants, as of October 18, 2004). The balance year by year after other states got access to North Carolina programs has been fairly even (Table 1, below).

Table 1. Comparison of the number of students certified for ACM participation: North Carolina students going out versus out-of-state students coming in to pursue a graduate degree program

Academic Year	NC Residents Certified	Out-of-State Students Certified	Comment
2001-02	9	0	Early NC participation
2002-03	8	10	
2003-04	18	12	
2004-05	20	22	Through Oct. 18, 2004
Total	55	44	

As evidenced by the data on North Carolina residents going out of state as ACM participants, the UNC Academic Common Market pilot program has provided access for North Carolinians to unique graduate programs in areas such as Taxation Law, Radiologic Administration, International Commerce and Policy, and Clinical Lab Sciences. Moreover, the pilot program has demonstrated that the Office of the President can successfully monitor the flow of students to ensure that the program meets the graduate needs of North Carolina residents and the enrollment needs of certain graduate programs at UNC’s constituent institutions. The UNC-ACM is clearly providing opportunities both for North Carolina residents and for residents of other SREB states to access affordable graduate educational programs.

Recommendation

The Office of the President recommends that the Board of Governors of the University of North Carolina ask the North Carolina General Assembly to authorize the continuation of UNC’s participation at the graduate level in the Academic Common Market.

Appendix A. UNC-ACM Campus Coordinators

Appendix B. UNC-ACM Inventory of Graduate Academic Degree Programs

APPENDIX U

PhD	Parks, Recreation and Leisure Facilities Management Parks, Recreation and Tourism Management	North Carolina State University	NC	31.0301
MS	Physical Sciences, Other Marine, Earth and Atmospheric Sciences	North Carolina State University	NC	40.9999
PhD	Physical Sciences, Other Marine, Earth and Atmospheric Sciences	North Carolina State University	NC	40.9999
MA	Public/Applied History and Archival Administration Public History	North Carolina State University	NC	54.0105
PhD	Public Policy Analysis Public Policy	University of North Carolina at Chapel Hill	NC	44.0501
MA	Music History, Literature, and Theory Music (History and Literature)	University of North Carolina at Chapel Hill	NC	50.0902
PhD	Music History, Literature, and Theory Music (Musicology)	University of North Carolina at Chapel Hill	NC	50.0902
PhD	Nutritional Sciences Nutrition	University of North Carolina at Chapel Hill	NC	30.1901
MA	Ecology Ecology	University of North Carolina at Chapel Hill	NC	26.1301
MS	Ecology Ecology	University of North Carolina at Chapel Hill	NC	26.1301
PhD	Ecology Ecology	University of North Carolina at Chapel Hill	NC	26.1301
MA	Slavic, Baltic, and Albanian Languages, Literatures, and Linguistics, Other Slavic Languages	University of North Carolina at Chapel Hill	NC	16.0499
PhD	Slavic, Baltic, and Albanian Languages, Literatures, and Linguistics, Other Slavic Languages	University of North Carolina at Chapel Hill	NC	16.0499
AuD	Audiology/Audiologist and Hearing Sciences Audiology	University of North Carolina at Chapel Hill	NC	51.0202
DrPH	Maternal and Child Health Maternal and Child Health	University of North Carolina at Chapel Hill	NC	51.2209
MS	Movement Therapy and Movement Education Human Movement Science	University of North Carolina at Chapel Hill	NC	51.3601
MPH	Public Health Education and Promotion Health Behavior and Health Education	University of North Carolina at Chapel Hill	NC	51.2207
PhD	Audiology/Audiologist and Speech-Language Pathology/Pathologist Speech and Hearing Sciences	University of North Carolina at Chapel Hill	NC	51.0204
PhD	Library Science/Librarianship Information and Library Science	University of North Carolina at Chapel Hill	NC	25.0101
MPH	Maternal and Child Health Maternal and Child Health	University of North Carolina at Chapel Hill	NC	51.2209
MSPH	Maternal and Child Health Maternal and Child Health	University of North Carolina at Chapel Hill	NC	51.2209
PhD	Maternal and Child Health Maternal and Child Health	University of North Carolina at Chapel Hill	NC	51.2209
MA	Communications, General Communication: International Public Relations	University of North Carolina at Charlotte	NC	09.0101
MA	Spanish Language and Literature Spanish: Translating and Translation Studies	University of North Carolina at Charlotte	NC	16.0905
PhD	Biology, General Biology	University of North Carolina at Charlotte	NC	26.0101
PhD	Information Technology Information Technology	University of North Carolina at Charlotte	NC	11.0103
MA	Geography Geography (Community Planning)	University of North Carolina at Charlotte	NC	45.0701

APPENDIX U

Appendix C. UNC-ACM Participation by North Carolina Residents

Enrolled in Program	Toward Degree	At Institution	In State	Date of Certification	Yr/Term Starting
Emergency Management (<i>Electronic Campus</i>)	MPA	Jacksonville State University	AL	7/30/2002	2002/Fa
Forensic Science	MSFS	University of Alabama at Birmingham	AL	9/10/2003	2003/Fa
Business Administration with a Concentration in Supply Chain Management	MBA	Florida State University	FL	8/13/2002	2002/Fa
Counseling and Human Systems (Specialization in Career Counseling)	MS/EdS	Florida State University	FL	8/11/2004	2004/Fa
Educational Psychology (Sport Psychology)	MS	Florida State University	FL	8/27/2004	2004/Fa
Instructional Systems (<i>Electronic Campus</i>)	MS	Florida State University	FL	11/13/2001	2002/Sp
Musicology (Ethnomusicology)	MM	Florida State University	FL	11/14/2003	2004/Sp
Sports Administration	MS	Florida State University	FL	3/10/2004	2004/Fa
Mass Communications - Documentary	MA	University of Florida	FL	5/28/2003	2003/Fa
Mass Communications - Documentary	MA	University of Florida	FL	10/18/2004	2004/Fa
Political Science (Political Campaigning)	MA	University of Florida	FL	11/13/2001	2002/Sp
Taxation	LLM	University of Florida	FL	11/13/2001	2002/Sp
Taxation	LLM	University of Florida	FL	11/13/2001	2002/Sp
Taxation	LLM	University of Florida	FL	11/13/2001	2002/Sp
Taxation	LLM	University of Florida	FL	11/13/2001	2002/Sp
Taxation	LLM	University of Florida	FL	11/16/2001	2002/Sp
Taxation	LLM	University of Florida	FL	8/9/2002	2002/Fa
Taxation	LLM	University of Florida	FL	3/3/2003	2003/Fa
Taxation	LLM	University of Florida	FL	5/15/2003	2003/Fa
Taxation	LLM	University of Florida	FL	7/24/2003	2003/Fa
Taxation	LLM	University of Florida	FL	8/21/2003	2003/Fa
Taxation	LLM	University of Florida	FL	3/26/2004	2004/Fa
Taxation	LLM	University of Florida	FL	6/4/2004	2004/Fa
Safety Management	MPH	University of South Florida	FL	5/29/2003	2003/Su
Actuarial Science	MAS	Georgia State University	GA	8/9/2002	2002/Fa
Instruction & Administration with a concentration in Instructional Systems Design	EdD	University of Kentucky	KY	11/25/2002	2002/Fa
Arts Administration	MA	University of New Orleans	LA	2/4/2004	2004/Fa
International Development	PhD	University of Southern Mississippi	MS	2/2/2004	2004/Sp
Clinical Lab Sciences (Cytology Option)	MS	Medical University of South Carolina	SC	2/5/2003	2003/Fa
Clinical Lab Sciences (Cytology Option)	MS	Medical University of South Carolina	SC	3/30/2004	2004/Fa
Educational Psychology and Research	PhD	University of South Carolina	SC	7/24/2003	2003/Su
Human Resources	MHR	University of South Carolina	SC	7/17/2002	2002/Fa
International Master of Business Administration	IMBA	University of South Carolina	SC	6/14/2004	2004/Fa
Nursing Science	PhD	University of South Carolina	SC	6/5/2003	2003/Fa
Nursing Science	PhD	University of South Carolina	SC	5/12/2004	2004/Fa
Nursing Science	PhD	University of South Carolina	SC	9/30/2004	2004/Fa
Communication Arts: Corporate Communication (<i>Electronic Campus</i>)	MA	Austin Peay State University	TN	3/9/2004	2004/Sp
Technology (Geosciences)	MS	East Tennessee State University	TN	5/27/2004	2004/Fa
Art History (Egyptian Art and Archaeology)	MS	University of Memphis	TN	11/13/2001	2002/Sp
Education (Early Childhood Education)	PhD	University of Tennessee at Knoxville	TN	10/8/2004	2004/Fa
Anthropology (Biological Anthropology)	MA	University of Tennessee at Knoxville	TN	6/29/2004	2004/Fa
Education (Educational Psych: Collaborative Learning)	EdD	University of Tennessee at Knoxville	TN	8/13/2002	2002/Fa
Human Ecology	PhD	University of Tennessee at Knoxville	TN	7/28/2003	2003/Fa
Radiologic Administration; Education	MS	Midwestern State University	TX	9/6/2002	2002/Fa
Radiologic Administration; Education	MS	Midwestern State University	TX	5/28/2003	2003/Su
Radiologic Administration; Education	MS	Midwestern State University	TX	11/11/2003	2003/Fa
Radiologic Administration; Education	MS	Midwestern State University	TX	12/17/2003	2004/Sp
Radiologic Administration; Education	MS	Midwestern State University	TX	7/7/2004	2004/Fa
International Commerce and Policy	MA	George Mason University	VA	6/22/2004	2004/Fa
International Commerce and Policy	MA	George Mason University	VA	7/16/2004	2004/Fa
International Commerce and Policy	MA	George Mason University	VA	8/23/2004	2004/Fa
New Professional Studies (Organizational Learning Track)	MS	George Mason University	VA	6/11/2003	2003/Fa
Occupational Therapy (Post-Professional)	MS	Virginia Commonwealth University	VA	11/13/2001	2002/Sp
Forensic Science	MS	Marshall University	WV	8/12/2004	2004/Fa
Industrial Relations	MS	West Virginia University	WV	6/18/2004	2004/Su

55 students through October 18, 2004

APPENDIX U

Appendix D. UNC-ACM Participation by Out-of-State Residents

From State	Enrolled in Graduate Program	Toward Degree	At UNC Institution	Date of Certification	Yr/Term Starting
KY	Appalachian Studies	MA	Appalachian State University	3/18/2003	2003/Fa
TN	Appalachian Studies	MA	Appalachian State University	8/11/2003	2003/Fa
VA	Appalachian Studies	MA	Appalachian State University	5/21/2002	2002/Fa
VA	Appalachian Studies	MA	Appalachian State University	5/21/2002	2002/Fa
VA	Appalachian Studies	MA	Appalachian State University	4/15/2004	2004/Fa
VA	Appalachian Studies	MA	Appalachian State University	5/7/2004	2004/Fa
VA	Appalachian Studies	MA	Appalachian State University	7/1/2004	2004/Fa
WV	Appalachian Studies	MA	Appalachian State University	7/1/2004	2004/Fa
SC	Applied Physics	MS	Appalachian State University	9/27/2002	2002/Fa
TN	Gerontology	MA	Appalachian State University	7/16/2004	2004/Fa
TN	Gerontology	MA	Appalachian State University	7/22/2004	2004/Fa
TN	Health Psychology	MA	Appalachian State University	10/5/2004	2004/Fa
GA	Art (Wood Design or Metal Design)	MFA	East Carolina University	5/4/2004	2004/Fa
GA	Coastal Resources Management	PhD	East Carolina University	1/6/2004	2004/Sp
SC	Coastal Resources Management	PhD	East Carolina University	5/21/2002	2002/Fa
TX	Coastal Resources Management	PhD	East Carolina University	9/10/2003	2003/Fa
MD	Maritime Studies	MA	East Carolina University	10/4/2002	2002/Fa
MD	Maritime Studies	MA	East Carolina University	8/28/2003	2003/Fa
VA	Maritime Studies	MA	East Carolina University	11/19/2003	2003/Fa
VA	Maritime Studies	MA	East Carolina University	6/21/2004	2004/Fa
MD	Music Therapy	MM	East Carolina University	5/21/2002	2002/Fa
FL	Recreational Therapy Administration	MS	East Carolina University	2/11/2004	2004/Sp
GA	Recreational Therapy Administration	MS	East Carolina University	12/1/2003	2003/Fa
KY	Design	PhD	NC State University	7/8/2004	2004/Fa
SC	Audiology	AuD	UNC Chapel Hill	5/10/2004	2004/Fa
DE	Health Behavior & Health Education	MPH	UNC Chapel Hill	1/21/2003	2003/Sp
LA	Health Behavior & Health Education	MPH	UNC Chapel Hill	3/22/2004	2004/Fa
TN	Health Behavior & Health Education	MPH	UNC Chapel Hill	7/14/2003	2003/Fa
VA	Maternal and Child Health	MPH	UNC Chapel Hill	3/9/2004	2004/Fa
VA	Maternal and Child Health	MPH	UNC Chapel Hill	5/26/2004	2004/Fa
FL	Maternal and Child Health	PhD	UNC Chapel Hill	7/22/2004	2004/Fa
VA	Maternal and Child Health	PhD	UNC Chapel Hill	6/4/2003	2003/Fa
AL	Geography (Community Planning)	MA	UNC Charlotte	8/19/2003	2003/Fa
WV	Gerontology	MA	UNC Charlotte	4/29/2004	2004/Fa
KY	Spanish: Translating and Translation Studies	MA	UNC Charlotte	7/26/2004	2004/Su
TN	Dance	MA	UNC Greensboro	7/14/2003	2003/Fa
SC	Dance	MFA	UNC Greensboro	5/16/2002	2002/Fa
SC	Dance	MFA	UNC Greensboro	5/16/2002	2002/Fa
KY	Dance (concentration in Choreography)	MA	UNC Greensboro	5/28/2004	2004/Fa
GA	Genetic Counseling	MS	UNC Greensboro	8/10/2004	2004/Fa
KY	Genetic Counseling	MS	UNC Greensboro	7/8/2004	2004/Fa
SC	Gerontology	MS	UNC Greensboro	7/8/2004	2004/Fa
VA	Music Performance	DMA	UNC Greensboro	8/20/2004	2004/Fa
TN	Nursing (Gerontology)	MSN	UNC Greensboro	10/9/2002	2002/Fa

44 students through October 18, 2004

Appendix E. Allocation of Out-of-State Certifications in UNC Institutions: 2004-05