



The University of North Carolina

GENERAL ADMINISTRATION

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MEMORANDUM

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

FROM: Alan Mabe

DATE: June 2, 2010

SUBJECT: Recommended Approval of Programs for Licensure at DeVry University

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, 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

Issues Involved: Four degree proposals from DeVry University. One is at the associate's degree level and three are at the bachelor's level.

All four proposed programs have been reviewed in terms of the Rules and Standards for Licensure and a team has visited the school.

Recommended Action: Based on the proposed programs meeting the Board's requirements for licensure, the President recommends the awarding of licensure to these four programs.

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The University of North Carolina

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MEMORANDUM

TO: Committee on Educational Planning, Policies, and Programs

FROM: President Erskine Bowles

DATE: May 25, 2010

SUBJECT: Licensure of DeVry University in Morrisville, 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. 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.

DeVry University applied for licensure to offer four new degree programs at its Morrisville Center. The proposed new programs are: Associate of Applied Science in Web Graphic Design, Bachelor of Science in Management, Bachelor of Science in Multimedia Design and Development, and Bachelor of Network and Communications Management.

Dr. Prochaska reviewed the application and appointed a team of examiners to determine if DeVry University complied with the licensure standards outlined in *Rules and Standards*. On November 6, 2009, the team of examiners visited the Morrisville Center. 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 at DeVry University 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 DeVry University to offer the Associate of Applied Science in Web Graphic Design, the Bachelor of Science in Management, the Bachelor of Science in Multimedia Design and Development, and the Bachelor of Network and Communications Management degree programs, subject to annual reports and review at any time. Within two years from the initiation of these new degree programs, DeVry University will be reviewed to judge whether the institution continues to maintain standards for licensure.

Enclosure: Summary

SUMMARY OF VISIT OF TEAM OF EXAMINERS FOR DeVRY UNIVERSITY IN MORRISVILLE

BACKGROUND INFORMATION

DeVry University, Inc., headquartered in Oakbrook Terrace, Illinois, is wholly owned and operated by DeVry Inc. DeVry University, with its current and predecessor names, has been in continuous operation since 1931. The Keller Graduate School of Management of DeVry University has been in continuous operation since its founding in Chicago, Illinois in 1973. Through its undergraduate and graduate curricula in technology, business, and management, DeVry University now serves more than 65,000 students enrolled in 93 locations in 26 states and Canada. DeVry University has been offering degree programs in Charlotte since February 2002 and in Morrisville since July 2005.

DeVry University is currently licensed by the Board of Governors of The University of North Carolina to offer the following Bachelor of Science and Masters degree programs at its Morrisville Center:

Bachelor of Science (B.S.) degree programs in: Business Administration, Computer Information Systems, Information Technology, and Technical Management.

Masters degree programs in: Accounting and Financial Management, Business Administration, Human Resource Management, Information Systems Management, Network and Communications Management, Project Management, and Public Administration.

DeVry University is accredited by the Higher Learning Commission of the North Central Association of Colleges and Schools.

THE APPLICATION AND SITE VISIT

DeVry University has applied for licensure to add the following four new degree programs to its academic inventory to be offered at its Morrisville Center:

- Associate of Applied Science in Web Graphic Design
- Bachelor of Science in Management
- Bachelor of Science in Multimedia Design and Development
- Bachelor of Science in Network and Communications Management

Pursuant to the Rules and Standards: Licensing Nonpublic Institutions to Conduct Post-Secondary Degree Activity in North Carolina, Dr. Frank T. 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 took place on November 6, 2009.

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

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- 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. 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, The Ohio State University, Columbus, Ohio
- Dr. Matthew Valle, Professor of Management, The Martha and Spencer Love School of Business, Elon University, Elon, 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 eighteen attachments 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; curriculum vitae of faculty members; course syllabi; library resources; computer resources; educational facilities; budget data; audited financial statements; Course Curriculum Guides; DeVry University 2009-2010 *Academic Catalog*, Volume XXVI, U.S. edition; DeVry Inc. 2008 *Annual Report*; and DeVry University *Graduate and Undergraduate Full-Time Faculty Policy Manual*, July 2006.

During the visit, the team of examiners met with numerous administrators, faculty, staff, and students of DeVry University.

PROPOSED DEGREE PROGRAMS

Associate of Applied Science in Web Graphic Design

This A.A.S. program prepares graduates to develop graphic media such as web pages, marketing collateral, advertising media, instructional material, and multimedia projects. Working from a variety of perspectives such as advertising, marketing, technical communications, publishing, and training, web graphic design students learn to use software applications to design, illustrate, compile, and produce visual solutions for communications, especially for the Internet. The program requires 67 semester hours to complete, including 25 semester hours in general education.

Bachelor of Science in Management

The B.S. in Management program is designed to prepare graduates to join the work force as managerial professionals in a wide variety of industries. The program enables students to develop knowledge and skills needed to lead and adapt in a rapidly changing and competitive marketplace. In particular, the program is designed to produce graduates who are able to objectively evaluate opportunities; analyze, design, and implement solutions to business problems; demonstrate systems thinking and resource management skills; and apply leadership competencies that contribute to a collaborative work environment. The program requires 122 semester hours to complete, including 40 semester hours in general education.

Bachelor of Science in Multimedia Design and Development

This baccalaureate program prepares graduates to create and distribute web-enabled and other digital media. The curriculum provides areas of specialization that address contemporary needs and interests in multimedia design, web game development, interactive web site development, and multimedia management. Industry standard and innovative new software is used to create application projects. In addition to other topics, coursework addresses multimedia standards, the graphics business, and emerging technologies. The program requires 122 semester hours to complete, including 45 semester hours in general education.

Bachelor of Science in Network and Communications Management

With the objective of preparing professionals who can utilize technology to advance business goals, this program integrates technology and business management coursework, enabling graduates to analyze communications needs and provide effective networking solutions. The program addresses designing, implementing, securing, and managing networks in order to gain a technical understanding of networking data, voice, and images, as well as their strategic application to business. The program requires 124 semester hours to complete, including 45 semester hours in 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 DeVry University's Proposed New Associate and Bachelor Degree Programs in Morrisville, North Carolina* was submitted. In the report, the team of examiners included one suggestion and ten recommendations. 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 library resources, faculty credentials, and the tuition guaranty bond.

The team of examiners concludes its report by stating it recommends that DeVry University be licensed to offer the above-mentioned four new degree programs at its Morrisville Center subject to compliance with all of the Recommendations contained in this report.

After receiving the team of examiners' report, DeVry University responded satisfactorily to the Recommendations.

Dr. Frank Prochaska agrees with the team's review and recommendations. Thus, General Administration recommends licensure of the following four new degree programs, to be offered at the Morrisville Center of DeVry University: Associate of Applied Science in Web Graphic Design, Bachelor of Science in Management, Bachelor of Science in Multimedia Design and Development, and Bachelor of Science in Network and Communications Management.

If licensure is granted, a team of examiners with expertise in the field will review these four new degree programs offered by DeVry University within two years from the date of licensure, to ascertain DeVry University's compliance with the *Rules and Standards*, including the recommendations contained in the report.