



The University of North Carolina

GENERAL ADMINISTRATION

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University of
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School of the Arts

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MEMORANDUM

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

FROM: Alan Mabe

DATE: October 26, 2010

SUBJECT: Recommended Approval of Programs for Licensure or Initial 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.

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: Two degree programs are proposed, a Bachelor of Arts in Interior Design at the Living Arts College in Raleigh and a Master of Education in Mathematics Education from Lesley University.

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Four degree programs are proposed by the French Business School, the School of Knowledge Economy and Management (SKEMA), for partial delivery in Raleigh. SKEMA has leased space on the Centennial Campus and has entered into a Memorandum of Understanding (MOU) with North Carolina State University. SKEMA initially will not be offering a degree in North Carolina but rather will bring students enrolled in its programs elsewhere to Raleigh to have an opportunity to interact with the businesses and institutions in the Research Triangle. Their desire is to bring students to the Research Triangle in January 2011. The recommendation is to provide initial licensure which would be time limited. SKEMA would be required to make another application within 18 months for regular licensure. An initial licensure is a defined option in our Rules and Regulations. This would allow for a clearer development of degrees SKEMA would want to offer in North Carolina and what cooperative arrangements SKEMA and NCSU might want to consider.

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

Recommended Action: Based on the proposed programs meeting the Board's requirements for licensure, the President recommends the awarding of licensure to the programs proposed by Living Arts College and Lesley University. The President also recommends an initial licensure for SKEMA to offer a portion of the course work for four programs at the Raleigh campus.



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MEMORANDUM

TO: Committee on Educational Planning, Policies, and Programs

FROM: President Erskine Bowles 

DATE: October 20, 2010

SUBJECT: Licensure of Living Arts College – The School of Communication Arts

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.

Living Arts College – The School of Communication Arts applied for licensure to offer the Bachelor of Arts in Interior Design degree program at its Raleigh campus.

Dr. Frank Prochaska reviewed the application and appointed a team of examiners to determine if Living Arts College – The School of Communication Arts complied with the licensure standards outlined in *Rules and Standards*. On June 7, 2010, the team of examiners visited the Raleigh campus of Living Arts College. Following the site visit, the team of examiners issued its report with suggestions and recommendations, and a final recommendation to grant licensure to the proposed degree program 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 program, 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 Living Arts College – The School of Communication Arts to offer the Bachelor of Arts in Interior Design degree program at its Raleigh campus, subject to

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annual reports and review at any time. Within one year of the initiation of the new Bachelor of Arts degree program, Living Arts College – The School of Communication Arts will be reviewed, to judge whether the institution continues to maintain standards for licensure.

Enclosure: Summary

SUMMARY OF VISIT OF TEAM OF EXAMINERS FOR LIVING ARTS COLLEGE – THE SCHOOL OF COMMUNICATION ARTS

BACKGROUND INFORMATION

Living Arts College - The School of Communication Arts, located in Raleigh, is a private, proprietary college incorporated in the State of North Carolina. It is a privately held North Carolina S-Corporation. The institution was incorporated as the School of Communication Arts of North Carolina, Inc. on January 31, 1992 by the Secretary of State of the State of North Carolina. On October 21, 2009, the School received permission from Wake County to conduct business under the name Living Arts College @ School of Communication Arts.

Living Arts College - The School of Communication Arts (hereafter Living Arts College) is currently licensed by the Board of Governors of The University of North Carolina to offer the following Associate of Applied Science (A.A.S.) degree programs and Bachelor of Arts (B.A.) degree programs onsite at its Raleigh campus:

Associate of Applied Science (A.A.S.) degree programs in: Digital Advertising & Design, Digital Animation, Digital Audio Production & Design, and Digital Filmmaking.

Bachelor of Arts (B.A.) degree programs in: Animation and Game Design, Audio Production & Design, Digital Filmmaking, Interactive Media Arts, and Photography.

Living Arts College is accredited by the Accrediting Council for Independent Colleges and Schools (ACICS).

THE APPLICATION AND SITE VISIT

Living Arts College has applied for licensure to offer the following new baccalaureate degree program on-site at its Raleigh campus:

- Bachelor of Arts in Interior 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 of The University of North Carolina General Administration, appointed a team of examiners to visit the institution and evaluate its compliance with the licensure Standards. The visit to Living Arts College took place on June 7, 2010. As part of this visit, the team of examiners also conducted the one-year review of the five baccalaureate degree programs listed above.

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, The 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
- Jason Romney, Sound Design Faculty, School of Design and Production, University of North Carolina School of the Arts, Winston-Salem, North Carolina
- Dr. Lennie Scott-Webber, Professor and Chair, Department of Interior Design & Fashion, Radford University, Radford, Virginia
- 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 exhibits and 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 the following: curriculum vitae for full-time and part-time faculty members, library resources, instructional resources, computer resources, educational facilities, Living Arts College current Catalog, course syllabi for the proposed Bachelor of Arts degree program in Interior Design, course syllabi for the licensed Bachelor of Arts degree programs, audited financial statements, the *Faculty/Staff Manual*, and additional exhibits provided to the team by the College.

During the visit, the team of examiners met with numerous faculty, staff, and students of Living Arts College.

PROPOSED DEGREE PROGRAM

Living Arts College's licensed and proposed baccalaureate degrees all require 48 quarter credit hours of general education and 132 quarter credit hours in the specialized field of study, for a total of 180 quarter credit hours.

Bachelor of Arts in Interior Design

This program addresses the use of color, shape, and space to create entire environments for the home, retail, and business locations. Features of the program include residential design, computer aided drafting, lighting design, green design, commercial design, as well as the fundamentals of architecture and architectural design. In both group and individual projects, students learn to work within the constraints of budget and time. Emphasis is placed on developing a strong interior design portfolio. The graduate of this program is prepared for job descriptions that include interior designer, assistant designer, space draftsman, interior sales representative, facilities planner, and space planner.

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 Living Arts College's Licensed and Proposed Bachelor of Arts Degree Programs at Raleigh, North Carolina* was submitted. In the report, the team of examiners included seven suggestions and 16 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 program curricula, professional development and evaluation of faculty, the faculty's role in curriculum development and evaluation, faculty credentials, and required information to appear 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 proposed Bachelor of Arts degree program in Interior Design, and continuation of licensure of the five licensed baccalaureate programs, after it receives the response from Living Arts College to the recommendations and suggestions contained in the report.

After receiving the team of examiners' report, Living Arts College responded to the recommendations and suggestions. The team of examiners, after reviewing the College's response, agreed that all recommendations have been implemented to the team's satisfaction, and the team recommends that Living Arts College be licensed to offer the Bachelor of Arts degree program in Interior Design subject to compliance with the recommendations contained in the report. (The team also recommends the continuation of licensure of the original five licensed baccalaureate programs.)

Dr. Frank Prochaska agrees with the team's review and recommendations. Thus, General Administration recommends licensure of the Bachelor of Arts degree program in Interior Design to be offered on-site at Living Arts College in Raleigh.

If licensure is granted, a site visit to Living Arts College will be performed within one calendar year of the initiation of this new Bachelor of Arts degree program, by a team of examiners with expertise in the field, to ascertain the College's compliance with the *Rules and Standards*, including the recommendations contained in the report.