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The University of North Carolina

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MEMORANDUM

TO: Committee on Educational Planning, Policies, and Programs

FROM: Thomas W. Ross

DATE: March 23, 2011

SUBJECT: Licensure of South University

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.

South University – Greensboro has applied for licensure to offer the following eleven degree programs at its High Point campus:

- Associate of Science (A.S.) in Paralegal Studies
- Associate of Science (A.S.) in Physical Therapist Assisting
- Bachelor of Business Administration (B.B.A.)
- Bachelor of Science (B.S.) in Criminal Justice
- Bachelor of Science (B.S.) in Health Science
- Bachelor of Science (B.S.) in Healthcare Management
- Bachelor of Science in Nursing (B.S.N.)
- Bachelor of Science in Nursing Completion Program
- Bachelor of Arts (B.A.) in Psychology
- Master of Business Administration (M.B.A.)
- Master of Arts (M.A.) in Professional Counseling

Dr. Frank Prochaska reviewed the application and appointed a team of examiners to determine if South University complied with the licensure standards outlined in *Rules and Standards*. On October 11, 2010, the team of examiners visited the West Palm Beach, FL campus. Following the site visit, the team of examiners issued its report which contained suggestions and recommendations.

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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 South University – Greensboro to offer the above-named eleven 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 SOUTH UNIVERSITY FOR THE
ESTABLISHMENT OF THE SOUTH UNIVERSITY – GREENSBORO CAMPUS**

BACKGROUND INFORMATION

South University, a private for-profit institution located in Savannah, Georgia, has applied for licensure to offer two Associate's, seven Bachelor's, and two Master's degree programs at a South University – Greensboro campus, which is under construction in High Point, North Carolina. South University-Greensboro will be owned by South University of North Carolina, Inc., which is a wholly owned subsidiary of South University, LLC, a Georgia limited liability company.

South University traces its history to 1899 when Dr. John Draughon established Draughons Practical Business College in Savannah, Georgia, which eventually became South College and then South University. In 2003, South University became a part of Education Management Corporation (EDMC) which also operates the Art Institutes and other education providers.

South University, which is accredited by the Commission on Colleges (COC) of the Southern Association of Colleges and Schools (SACS), currently operates five campuses located in Alabama, Georgia, Florida, and South Carolina.

THE APPLICATION AND SITE VISIT

South University has applied for licensure to offer the following eleven degree programs through a combination of onsite and online instruction at South University – Greensboro, which will be located in High Point, North Carolina:

- Associate of Science (A.S.) in Paralegal Studies
- Associate of Science (A.S.) in Physical Therapist Assisting
- Bachelor of Business Administration (B.B.A.)
- Bachelor of Science (B.S.) in Criminal Justice
- Bachelor of Science (B.S.) in Health Science
- Bachelor of Science (B.S.) in Healthcare Management
- Bachelor of Science in Nursing (B.S.N.)
- Bachelor of Science in Nursing Completion Program
- Bachelor of Arts (B.A.) in Psychology
- Master of Business Administration (M.B.A.)
- Master of Arts (M.A.) in Professional Counseling

Students are expected to take less than ten percent of their coursework in the online format.

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.

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A team of examiners visited the West Palm Beach, Florida, campus of South University on October 11, 2010. The West Palm Beach campus was visited because this campus offers all of the degree programs for which licensure is being pursued for the Greensboro campus.

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. Stella Anderson, Professor of Management, Walker College of Business Administration, Appalachian State University, Boone, North Carolina
- Douglas R. Clarke, Jr., Associate Director, Accreditation, American Physical Therapy Association
- Dr. Betty Epanchin, Professor and Associate Dean of Teacher Education and School Relationships, and Director of the Teachers Academy, School of Education, University of North Carolina at Greensboro, Greensboro, North Carolina
- Dr. Laurel A. Files, Associate Chair and Associate Professor, Gillings School of Global Public Health, The University of North Carolina at Chapel Hill, Chapel Hill, North Carolina
- Dr. Mary E. Haskett, Associate Professor of Psychology, North Carolina State University, Raleigh, North Carolina
- Charles J. Popovich, retired Head Business Librarian and Associate Professor Emeritus, The Ohio State University, Columbus, Ohio
- Dr. Lucille S. Travis, Professor, School of Nursing, College of Health and Human Services, University of North Carolina at Charlotte, Charlotte, North Carolina
- Dr. Zaphon R. Wilson, Department Head, Criminal Justice, Social and Political Science, Armstrong Atlantic State University, Savannah, Georgia
- 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 twenty-four exhibits 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, instructional resources, computer resources, educational facilities, audited financial statements, South University 2009-2010 Academic Catalog, South University – Greensboro Catalog Addendum, South University Institutional Effectiveness Strategic Plan and Performance Indicators Guide for Fiscal Years 2010 and 2011, draft of the 2009-2010 South University *Student Handbook*, and the South University *Employee Handbook*.

During the visit, the team of examiners met with numerous administrators, faculty, staff, and students of South University and the West Palm Beach campus.

PROPOSED DEGREE PROGRAMS

Associate of Science (A.S.) in Paralegal Studies

This 104 quarter credit hour program provides educational preparation for individuals to serve as paralegals or legal assistants. The program consists of specialized coursework and a supervised externship in a public or private legal setting. Extensive practical training prepares graduates to perform most of the functions in a legal office.

Associate of Science (A.S.) in Physical Therapist Assisting

Physical Therapist Assistants are healthcare providers who work under the supervision of physical therapists. Their duties include assisting the physical therapist in implementing treatment programs according to a plan of care, training patients in exercises and activities of daily living, conducting treatments using special equipment, and reporting to the physical therapist on the patient's responses. This 110 quarter credit hour A.S. degree program offers a curriculum that includes all fundamental concepts and theories of physical therapy modalities and rehabilitation procedures, as well as clinical externship experiences for practical learning.

Bachelor of Business Administration (B.B.A.)

The 180 quarter credit hour BBA degree focuses on providing students the knowledge and skills they will need to advance their business career or explore new career opportunities. Courses in the major help students discover how to adapt business strategies to accommodate changing marketplace conditions, while other courses help students understand and apply effective leadership skills. Building upon the core business foundation and general education coursework, students may select from nine areas of specialization.

Bachelor of Science (B.S.) in Criminal Justice

This course of study, requiring 180 quarter credit hours, is designed to give students broad perspectives on the causes of crime and critical insights to the functions of the components of the criminal justice system. Coursework deals with crime, violence, and other forms of deviance and the responses to these problems by police, courts, and corrections; contemporary criminal justice issues; and ethical concerns and research.

Bachelor of Science (B.S.) in Health Science

The overall objective of this 182 quarter credit hour degree program is to provide a firm foundation for entry-level employment in a range of positions in the healthcare industry at facilities such as health practitioners' offices, hospitals, home healthcare services, outpatient care services, nursing care facilities, health insurance companies, and government healthcare programs.

Bachelor of Science (B.S.) in Healthcare Management

This 180 quarter credit hour program provides a strong foundation in business with a special concentration in healthcare management. The B.S. in Healthcare Management degree was developed on the premise that successful healthcare managers need to have exemplary business skills. Therefore, the curriculum is heavily weighted in business courses during the first two years and then special courses in healthcare management are included in the second two years.

Bachelor of Science in Nursing (B.S.N.)

The 192 quarter credit hour BSN program provides students with the educational foundation for entry into the nursing profession. The nursing graduate incorporates the concepts of caring, communication, critical thinking, professionalism, and holism to provide care for individuals, families, and communities. The comprehensive theoretical and clinical practice components are designed to allow graduates to make a smooth transition into professional nursing practice.

Bachelor of Science in Nursing Completion (RN to BSN)

The 180 quarter credit hour Bachelor of Science in Nursing Completion program is designed to provide professional knowledge and skills to the licensed registered nurse, in order to support educational mobility and to strengthen community health and leadership abilities of nurses who already have a foundation in the profession. Graduates of the BSN Completion program meet the same outcome objectives as graduates of the regular BSN program.

Bachelor of Arts (B.A.) in Psychology

This 180 quarter credit hour program provides initial training and instruction for students seeking entry-level careers in psychology or a graduate degree in the behavioral sciences. It includes fundamental and advanced psychology courses stressing the scientific study of human behavior as well as a broad background of general education.

Master of Business Administration (M.B.A.)

The 48 quarter credit hour MBA program provides a foundation in economics, decision-making, behavioral sciences, and strategic thinking, and presents a functional approach to the long-run and short-run decisions that must be made in the business arena. Students may choose one of eight specializations or mix courses for a general MBA degree.

Master of Arts (M.A.) in Professional Counseling

The emphasis of this program, designed to educate and train qualified professional counselors, is on community and agency counseling. The majority of the program will involve didactic and experiential classroom instruction, while the second mode of instruction will focus on supervised field experiences.

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 South University-Greensboro's Proposed Associate's, Bachelor's and Master's Degree Programs* was submitted. In the report, the team of examiners included eighteen suggestions and sixteen recommendations addressing the eleven proposed degree programs. 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 program curricula, library resources, faculty credentials, the tuition guaranty bond, identifying and reporting clinical placement sites for certain degree programs, and

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documentation to be submitted to UNC General Administration prior to the opening of the physical site.

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 eleven proposed degree programs after it receives the response from South University to the recommendations and suggestions contained in the report.

After receiving the team of examiners' report, South University 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 South University be licensed to offer the two Associate's, seven Bachelor's, and two Master's degree programs requested.

Dr. Frank Prochaska agrees with the team's review and recommendations. Thus, General Administration recommends licensure of the eleven proposed degree programs listed above, to be offered by South University – Greensboro at its High Point, North Carolina campus.

A site visit to South University – Greensboro 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 South University's compliance with the *Rules and Standards*, including the recommendations contained in the report.