

APPENDIX F

The University of North Carolina

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Central University

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North Carolina
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North Carolina
at Greensboro

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MEMORANDUM

TO: Committee on Educational Planning, Policies, and Programs

FROM: President Thomas W. Ross

DATE: August 25, 2011

SUBJECT: Licensure of Johnson & Wales University – Charlotte Campus

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.

Johnson & Wales University has applied for a regular license to offer the following degree programs at its Charlotte, NC, campus:

- Bachelor of Science in Management Accounting;
- Bachelor of Science in Fashion Merchandising & Retail Marketing;
- Bachelor of Science in Hotel & Lodging Management; and
- Bachelor of Science in Restaurant, Food & Beverage Management

Dr. Frank Prochaska reviewed the application and appointed a team of examiners to determine if Johnson & Wales University complied with the licensure standards outlined in the *Rules and Standards*. On July 7, 2010, and July 15, 2010, a team of examiners visited the Charlotte, NC, campus. Following the site visit, the team of examiners issued its report which contained suggestions and recommendations. 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 the Charlotte campus of Johnson & Wales University to offer the above-named degree programs, 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

SUMMARY OF VISIT OF TEAM OF EXAMINERS FOR JOHNSON & WALES UNIVERSITY

BACKGROUND INFORMATION

Johnson & Wales University, a private non-profit institution, was founded as a business school in 1914 in Providence, Rhode Island. It has been in continuous operation since that time. The university has branch campuses in Denver, Miami, and Charlotte, and began offering classes at the Charlotte Campus in September, 2004.

Johnson & Wales University currently offers the following licensed degree programs and majors in Charlotte:

- Associate in Applied Science degree with majors in: Baking & Pastry Arts; Culinary Arts; Food and Beverage Management; Hotel Management; Restaurant Management; and Travel-Tourism Management.
- Associate in Science degree with majors in: Accounting; Advertising Communications; Business Administration; Fashion Merchandising; Management; Marketing; and Undeclared Major.
- Bachelor of Science degree with majors in: Accounting; Food Service Management; Hotel Management; International Hotel & Tourism Management; Management; Marketing; Sports/Entertainment/Event Management; and Travel-Tourism Management.

Except for the Associate in Applied Science degree programs in Baking & Pastry Arts and Culinary Arts, all of the other Associate in Applied Science and Associate in Science degree programs are in the process of being phased out.

Johnson & Wales University is regionally accredited by the Commission on Institutions of Higher Education of the New England Association of Schools and Colleges, Inc. (NEASC).

THE APPLICATION AND SITE VISIT

The Charlotte Campus of Johnson & Wales University has applied for licensure to offer the following four new Bachelor of Science (B.S.) degree programs on-site at its Charlotte Campus:

- Bachelor of Science in Management Accounting
- Bachelor of Science in Fashion Merchandising & Retail Marketing
- Bachelor of Science in Hotel & Lodging Management
- Bachelor of Science in Restaurant, Food & Beverage Management

Dr. Frank T. Prochaska, Associate Vice President for Academic Affairs of The University of North Carolina General Administration, appointed the team of examiners to evaluate the compliance of the Charlotte Campus of Johnson & Wales University with the licensure Standards contained in The University of North Carolina Board of Governors' *Rules and Standards: Licensing Nonpublic Institutions to Conduct Degree Activity in North Carolina*.

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. Charles D. Bodkin, Department of Marketing, Belk College of Business, University of North Carolina at Charlotte, Charlotte, North Carolina
- Dr. Dori Denison, RD, LDN, Professor of Hospitality Management, East Carolina University, Greenville, North Carolina
- Dr. Gwendolyn Highsmith-Quick, Associate Professor of Accounting, School of Business and Economics, North Carolina A&T State University, Greensboro, North Carolina
- Charles J. Popovich, retired Head Business Librarian and Associate Professor Emeritus, The Ohio State University, Columbus, Ohio
- Sheila Tillman, Associate Dean, Hospitality Education, Asheville-Buncombe Technical Community College, Asheville, North Carolina
- Dr. Lennie Scott-Weber, IIDA, IDEC, NCIDQ, 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*

Because of scheduling conflicts, it was necessary to schedule two visits to the Charlotte Campus of Johnson & Wales. The first visit of the team of examiners took place on July 7, 2010 and included team members Highsmith-Quick, Neel, and Prochaska. The second visit on July 15, 2010 included team members Bodkin, Denison, Neel, Popovich, Scott-Weber, and Tillman.

The team's task was to review the application and accompanying 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, computer resources, enrollment data, facilities (including Cedar Hall South and Cedar Hall North student residence halls), instructional resources, budget data, audited financial statements, 2009-2010 Catalog for the Charlotte Campus of Johnson & Wales University, the *Faculty Handbook*, and "Focus 2011," Johnson & Wales University's strategic plan.

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

PROPOSED DEGREE PROGRAMS

Bachelor of Science in Management Accounting

This program consists of specialized accounting courses built around a core of general education and related business subjects and is designed to prepare students for the Certified Management Accountant (CMA) examination. Students in this major will have the opportunity to sit for the

examination prior to graduation. Graduates of the program should be able to demonstrate the professional competency and skills necessary to analyze and record business transactions, prepare financial statements, and perform other functions required by the profession. The program requires the completion of 187.5 quarter credit hours, including 63 quarter hours in general education.

Bachelor of Science in Fashion Merchandising & Retail Marketing

This degree prepares graduates for middle-management and/or executive trainee positions in retail management, merchandise buying, visual merchandising, distribution, product development, and sales. The program includes coursework in management, marketing, accounting, retailing, textiles, the business of fashion, and consumer behavior. The program requires the completion of 187.5 quarter credit hours, including 63 quarter hours in general education.

Bachelor of Science in Hotel & Lodging Management

This degree program focuses on current best practices for operational, strategic and staff management in lodging properties and companies. Lodging is defined as activities related to commercial, overnight accommodations of all types, including hotels, resorts and smaller lodging properties. The degree prepares graduates for employment in operational management or professional staff positions within commercial lodging companies of all types, as well as positioning them to move up to higher-level positions such as general manager and various corporate staff positions. The program requires the completion of 189 quarter credit hours, including 67.5 quarter hours in general education.

Bachelor of Science in Restaurant, Food & Beverage Management

The degree program provides a combination of culinary skills and hospitality management. The focus is on current restaurant and food service management industry topics. The program also develops proficiency in the area of beverage management. Other areas of study include critical thinking, financial analysis, leadership and customer awareness in order to prepare students for a management career in the food service industry. The program requires the completion of 195 quarter credit hours, including 63 quarter 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 the Bachelor's Degree Programs Proposed by the Charlotte Campus of Johnson & Wales University* was submitted. In the report, the team of examiners included two suggestions and twelve 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 library and electronic resources, faculty credentials, and information to be included in the Catalog.

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The team of examiners concludes its report by stating that it would make its concluding recommendations to the General Administration of The University of North Carolina regarding the licensure of Johnson & Wales University's four proposed degree programs for its Charlotte Campus after it received and reviewed the institution's response to the recommendations contained in the report.

After receiving the team of examiners' report, the Charlotte Campus of Johnson & Wales 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 the Charlotte Campus of Johnson & Wales University be licensed to offer the four 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 Johnson & Wales University at its Charlotte Campus:

- Bachelor of Science in Management Accounting
- Bachelor of Science in Fashion Merchandising & Retail Marketing
- Bachelor of Science in Hotel & Lodging Management
- Bachelor of Science in Restaurant, Food & Beverage Management

A site visit to the Charlotte Campus of Johnson & Wales University 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 institution's compliance with the *Rules and Standards*, including the recommendations contained in the report.