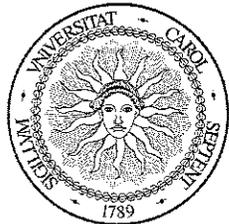


The University of North Carolina

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Constituent Universities
Appalachian State
University

East Carolina
University

Elizabeth City
State University

Fayetteville State
University

North Carolina
Agricultural and
Technical State
University

North Carolina
Central University

North Carolina
State University
at Raleigh

University of
North Carolina
at Asheville

University of
North Carolina
at Chapel Hill

University of
North Carolina
at Charlotte

University of
North Carolina
at Greensboro

University of
North Carolina
at Pembroke

University of
North Carolina
at Wilmington

University of
North Carolina
School of the Arts

Western Carolina
University

Winston-Salem
State University

Constituent High School
North Carolina
School of Science
and Mathematics

MEMORANDUM

TO: Committee on Educational Planning, Policies, and Programs

FROM: President Thomas W. Ross

DATE: March 9, 2012

SUBJECT: Licensure of Virginia College

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 for 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.

Virginia College (Birmingham, AL) has applied for licensure to offer the following degree programs at a site in Greensboro:

- Associate of Applied Science in Administrative Office Management
- Associate of Applied Science in Computer-Aided Drafting and Design
- Associate of Applied Science in Criminal Justice
- Associate of Applied Science in Healthcare Reimbursement
- Associate of Applied Science in Medical Assistant
- Associate of Applied Science in Medical Office Administration
- Associate of Applied Science in Network Engineering
- Associate of Applied Science in Paralegal Studies
- Associate of Applied Science in Respiratory Therapy
- Associate of Applied Science in Salon Management
- Associate of Applied Science in Surgical Technology
- Associate of Applied Science in Therapeutic Massage
- Bachelor of Science in Business Administration
- Bachelor of Science in Criminal Justice
- Bachelor of Science in Network Management

Dr. Frank Prochaska reviewed the application and appointed a team of examiners to determine if Virginia College complied with the licensure

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standards outlined in the *Rules and Standards*. On September 13, 2010, the team of examiners visited the Virginia College campus in Birmingham, AL. Following the visit, the team of examiners issued its report which contained recommendations and suggestions. 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 Virginia College to offer the above-named degree programs in Greensboro, subject to annual reports and review at any time. The programs will be reviewed within one calendar year 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 VIRGINIA COLLEGE FOR THE
ESTABLISHMENT OF A VIRGINIA COLLEGE – GREENSBORO CAMPUS**

BACKGROUND INFORMATION

Virginia College, a private for-profit institution founded in 1983 and located in Birmingham, Alabama, has applied for licensure to offer twelve Associate's and three Bachelor's degree programs at a Virginia College – Greensboro campus. Virginia College is owned by Virginia College, LLC, a limited liability company organized under the laws of the State of Alabama. Virginia College, LLC, is a wholly owned subsidiary of Education Corporation of Alabama, an Alabama corporation, which in turn is a wholly owned subsidiary of Education Corporation of America, a Delaware Corporation.

Virginia College, which is accredited by the Accrediting Council for Independent Colleges and Schools (ACICS), currently operates branch campuses in Alabama, Florida, Mississippi, Texas, Tennessee, and South Carolina.

THE APPLICATION AND SITE VISIT

Virginia College has applied for licensure to offer the following fifteen degree programs through a combination of onsite and online instruction at a Virginia College – Greensboro campus:

- Associate of Applied Science (A.A.S.) in Administrative Office Management
- Associate of Applied Science (A.A.S.) in Computer-Aided Drafting and Design
- Associate of Applied Science (A.A.S.) in Criminal Justice
- Associate of Applied Science (A.A.S.) in Healthcare Reimbursement
- Associate of Applied Science (A.A.S.) in Medical Assistant
- Associate of Applied Science (A.A.S.) in Medical Office Administration
- Associate of Applied Science (A.A.S.) in Network Engineering
- Associate of Applied Science (A.A.S.) in Paralegal Studies
- Associate of Applied Science (A.A.S.) in Respiratory Therapy
- Associate of Applied Science (A.A.S.) in Salon Management
- Associate of Applied Science (A.A.S.) in Surgical Technology
- Associate of Applied Science (A.A.S.) in Therapeutic Massage
- Bachelor of Science (B.S.) in Business Administration
- Bachelor of Science (B.S.) in Criminal Justice
- Bachelor of Science (B.S.) in Network Management

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.

A team of examiners visited the Birmingham, Alabama, campus of Virginia College on September 13, 2010. The Birmingham campus was visited because this is the main campus of

the college and it 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. 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
- Betty Jones, RN, CMA, Department Chair, Medical Assisting/Phlebotomy, Gaston College, Dallas, North Carolina
- Tambra Luppino, Chair, Spa Therapies & Operations, Asheville-Buncombe Technical Community College, Asheville, North Carolina
- Jolene K. Miller, Dean, School of Health Sciences, Ivy Tech Community College, Lafayette, Indiana
- Dr. Eric K. Patterson, Associate Professor of Computer Science, University of North Carolina at Wilmington, Wilmington, North Carolina
- Charles J. Popovich, retired Head Business Librarian and Associate Professor Emeritus, The Ohio State University, Columbus, Ohio
- Emily Rogers, CST, FAST, RN, CNOR, retired Surgical Technology Department Head, Spartanburg Community College, Spartanburg, South Carolina
- Sharon Thompson, RN, Program Director, Therapeutic Massage/Director Esthetics, Johnston Community College, Smithfield, North Carolina
- Dr. Matthew Valle, Professor of Management, The Martha and Spencer Love School of Business, Elon University, Elon, 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 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, library and electronic resources, instructional resources, computer resources, educational facilities, audited financial statements, budget data (projected); draft copy of the 2009-2010 Virginia College Catalog for the North Carolina campus, August 2010 Virginia College Catalog for the Birmingham, Alabama, main campus, and the 2009 *Faculty Handbook*.

During the visit, the team of examiners reviewed the facilities and equipment of the Birmingham campus and met with numerous administrators, faculty, staff, and students of Virginia College and the Birmingham campus.

PROPOSED DEGREE PROGRAMS

Virginia College operates on the quarter system. Each quarter runs for ten weeks. The minimum quarter credit hours required to graduate in each of the proposed A.A.S. degree programs is 96 quarter credit hours. The minimum quarter credit hours required to graduate in each of the proposed B.S. degree programs is 180 quarter credit hours. The proposed A.A.S. degree programs require 24 quarter credit hours of general education, while the proposed B.S. degree programs require 54 quarter credit hours of general education.

Associate of Applied Science (A.A.S.) in Administrative Office Management

With the Administrative Office Management degree, students can pursue in virtually all types of organizations office positions such as administrative assistant, customer service representative, executive secretary, data entry specialist, computer support assistant, word processor, office manager, and other positions. While learning and practicing critical thinking, decision making, and team coordination skills, students prepare for Microsoft Office Specialist certification.

Associate of Applied Science (A.A.S.) in Computer-Aided Drafting and Design

Virginia College provides full CAD facilities and a comprehensive program for those individuals seeking to enter career fields that use computer-aided drafting and design. The College provides computer-aided drafting software and equipment, as well as supplemental software. As part of the curriculum, students learn advanced CAD drafting skills in addition to basic skills in 3D design, CAD customization, and surface modeling. Students also develop a portfolio of their work.

Associate of Applied Science (A.A.S.) in Criminal Justice

This degree program provides a broad educational background in the fields of justice sciences, criminology, law enforcement, corrections, the criminal court system, and corporate and industrial security.

Associate of Applied Science (A.A.S.) in Healthcare Reimbursement

The A.A.S. degree program in Healthcare Reimbursement prepares students for positions in physician practices, medical offices, hospital business offices, insurance companies, healthcare consulting firms, and medical record departments. Students receive specialized training in Current Procedural Terminology (CPT-4), International Classification of Diseases (ICD-9-CM, ICD-10-CM, and ICD-10-PCS), and the Healthcare Common Procedure Coding System (HCPCS) coding conventions. In addition to classroom experience, this program also includes an externship for on-the-job application of skills. Graduates are eligible to sit for the national certification exam: Certified Professional Coder (CPC).

Associate of Applied Science (A.A.S.) in Medical Assistant

The focus of this program is on developing clinical techniques. Graduates possess knowledge of Universal Standard Precautions and aseptic techniques; clinical skills including vital signs, EKG, administration of medications/immunizations as directed by the physician and in accordance with State practice acts, and assisting with patient exams; various lab techniques and procedures including venipuncture; and administrative skills including scheduling, record keeping, and

insurance procedures. In order to gain experience, all students must complete a supervised externship. Students also prepare for a national certification exam.

Associate of Applied Science (A.A.S.) in Medical Office Administration

This program prepares graduates to be administrative assistants within medical environments such as medical offices, clinics, and outpatient and inpatient hospital settings where front office employees handle business and customer service functions. Insurance procedures are included in the curriculum. In order to gain experience, all students must complete a supervised externship.

Associate of Applied Science (A.A.S.) in Network Engineering

This degree program prepares graduates for a technical career in the computer network field. The program provides students with practical, hands-on training directly related to the computer service, network administration, and network engineering job markets. Students learn to operate, install, configure, troubleshoot, upgrade, and maintain PCs and complex networks.

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

This program provides an educational background in legal office procedures, delivery of legal services, and legal research and writing. The program also provides training in professional skills, technical competencies, and research methodologies utilized by professionals in the paralegal field.

Associate of Applied Science (A.A.S.) in Respiratory Therapy

The A.A.S. degree program in Respiratory Therapy provides students a working knowledge of diagnostics, treatments, and rehabilitation in respiratory care. Students learn to deliver oxygen therapy, administer medications in aerosol form, treat lung infections, teach breathing techniques to patients in rehabilitation centers, and to conduct asthma and smoking cessation programs. Students also learn the operation of ventilators and other life-support systems. Graduates may sit for the appropriate credentialing exam.

Associate of Applied Science (A.A.S.) in Salon Management

This program prepares students to successfully own, operate, and/or manage a beauty salon. The curriculum is focused on the several subject areas in cosmetology, in addition to coursework in business, management, cosmetology regulations, and general education.

Associate of Applied Science (A.A.S.) in Surgical Technology

This A.A.S. degree program prepares entry-level surgical technologists with the knowledge and skills of basic procedures in surgical operations. Emphasis is placed on the proper application of sterile surgical techniques and modern operating room technology to provide optimum patient care. Classroom theory and laboratory hands-on training is supplemented with clinical and externship experiences.

Associate of Applied Science (A.A.S.) in Therapeutic Massage

This degree program provides students with the physical and technical skills required by healthcare and personal service employers in a number of allied massage settings such as rehabilitation clinics, fitness centers, medical offices, hospital departments, salons, and integrative medical centers (chiropractic offices, sports fitness establishments, etc.) Students are

instructed in and expected to perform a wide range of massage techniques ranging from relaxation skills and stress management to neuromuscular therapies. Graduates may sit for the national certification exam.

Bachelor of Science (B.S.) in Business Administration

The Business Administration baccalaureate program focuses on the processes by which the resources of an organization are systematically directed toward the achievement of its mission. The curriculum includes course work in finance, marketing, human resources, leadership, communications, decision making, and ethics. The core classes in management-related fields are complemented by guided elective areas of concentration.

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

This degree program provides an educational background in law enforcement, criminal law, corrections, the criminal court system, and private security that will allow graduates to pursue a wide range of employment opportunities in the criminal justice field. In addition to coursework in each of these areas, the curriculum includes courses designed to improve computer skills in order to meet the technical expertise required of criminal justice professionals. Current technologies, trends, and policies in the discipline are also examined.

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

This program is designed to provide graduates with extensive practical training directly related to the computer service, network administration, network engineering, and network security professions. Students tailor their curriculum to local market needs and individual interests through selection of electives leading to specialization in network applications, management, and/or network security. Students learn to operate, install, configure, secure, troubleshoot, upgrade, and maintain PCs and complex networks. In addition, students obtain the skills necessary to provide high-end, solution-based technical support for a variety of inter- and intra-network situations.

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 Virginia College's Proposed Associate and Bachelor's Degree Programs for the Proposed North Carolina Campus* was submitted. In the report, the team of examiners included nine suggestions and thirty-four recommendations addressing the fifteen 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, course syllabi, library resources, faculty credentials, information to be included in the Catalog, the tuition guaranty bond, identifying and reporting clinical placement sites for certain degree programs, and documentation to be submitted to UNC General Administration prior to the opening of the physical site.

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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 fifteen proposed degree programs after it receives the response from Virginia College to the recommendations and suggestions contained in the report.

After receiving the team of examiners' report, Virginia College responded to the recommendations and suggestions. After reviewing Virginia College's response, the team of examiners requested additional information on three recommendations, which Virginia College provided. All of the recommendations have now been implemented to the satisfaction of the team of examiners.

After reviewing the institution's response, the team of examiners recommends that Virginia College be licensed to offer the twelve Associate's and three Bachelor's degree programs requested.

Dr. Frank Prochaska agrees with the team's review and recommendations. Thus, General Administration recommends licensure of the fifteen proposed degree programs listed above, to be offered by Virginia College at its Greensboro, North Carolina campus.

A site visit to Virginia College – Greensboro will be performed within one calendar year of the initiation of these new degree programs, by a team of examiners with expertise in the field, to ascertain Virginia College's compliance with the *Rules and Standards*, including the recommendations contained in the report.