



910 Raleigh Rd.
Chapel Hill, NC 27514

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

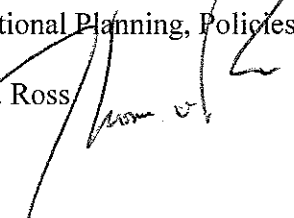
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MEMORANDUM

TO: Committee on Educational Planning, Policies, and Programs

FROM: President Thomas W. Ross 

DATE: May 1, 2015

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 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.

South University has applied for licensure to offer the following additional degree program at the South University location in High Point, North Carolina:

- Doctor of Business Administration.

Dr. Tim Gallimore reviewed the application and appointed a team of examiners to determine if South University complied with the licensure standards outlined in the *Rules and Standards*. On March 5, 2013, the team of examiners visited the South University campus in Savannah, GA. The Savannah campus was visited because this campus offers all of the degree programs for which licensure is being requested for the High Point campus. Following the site visit, the team of examiners issued its report which contained recommendations. For more details on the degree program 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 to offer the above-named degree program in High Point, North Carolina subject to annual reports and review at any time. The programs will be reviewed within two calendar years of the 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 SOUTH UNIVERSITY – HIGH POINT CAMPUS

BACKGROUND INFORMATION

South University is a private for-profit institution located in Savannah, Georgia. South University traces its history to 1899 when Dr. John Draughon established Draughon's Practical Business College in Savannah, which eventually became South College and then South University. In 2003, South University became a part of Education Management Corporation (EDMC) which also operates several other education providers.

The South University – High Point campus, initially licensed by the UNC Board of Governors in 2011, began offering coursework in January, 2013 in a new building constructed for this purpose. The institution is currently enrolling students in the following eleven degree programs:

- 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 Sciences
- Bachelor of Science (B.S.) in Healthcare Management
- Bachelor of Science (B.S.) in Legal Studies
- Bachelor of Science in Nursing (B.S.N.) (RN-to-BSN)
- Bachelor of Arts (B.A.) in Psychology
- Master of Business Administration (M.B.A.)
- Master of Arts (M.A.) in Clinical Mental Health Counseling

Dr. Frank Prochaska performed site visits to the South University – High Point campus on July 10, 2013 and on November 4, 2014. During these visits he met with numerous administrators, faculty, staff, and students of South University – High Point. In accordance with the usual program review timeframe, a full site visit by a team of examiners with expertise in the above program discipline areas will be performed in 2015.

South University, which is regionally accredited by the Southern Association of Colleges and Schools Commission on Colleges (SACSCOC), currently operates a total of fifteen campuses located in nine states.

THE APPLICATION AND SITE VISIT

South University applied for licensure to offer eleven additional degree programs including the Doctor of Business Administration (DBA) at the South University location in High Point, North Carolina.

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 Savannah, Georgia campus of South University on March 5, 2013. The Savannah campus was visited because this campus offers all of the degree programs for which licensure was requested for the High Point 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, Retired Associate Chair and Professor Emeritus, Gillings School of Global Public Health, The University of North Carolina at Chapel Hill, Chapel Hill, North Carolina
- Dr. Nicholas A. Giannatasio, Professor, Department of Public Administration, University of North Carolina at Pembroke, Pembroke, North Carolina
- Dr. Stephen C. Harper, Progress Energy/Betty Cameron Distinguished Professor of Entrepreneurship, Cameron School of Business, University of North Carolina at Wilmington, Wilmington, North Carolina
- Dr. Eric K. Patterson, Associate Professor of Computer Science, Department 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
- Dr. Matthew Valle, Martha and Spencer Love Professor of Business and Professor of Management, The Martha and Spencer Love School of Business, Elon University, Elon, North Carolina
- Dr. Zaphon R. Wilson, Dean, School of Social and Behavioral Sciences, and Professor of Political Science, Saint Augustine's University, Raleigh, 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 reviewed the application and accompanying appendices and conducted a site visit to determine if the institution demonstrated compliance with licensure standards. Prior to and during the visit, the team reviewed documentation including curricula for the proposed degree programs, course syllabi, faculty curriculum vitae, library resources (both print and electronic), instructional resources, computer resources, educational facilities, audited financial statements, South University 2012-2013 Academic Catalog, South University 2012-2013 Academic Catalog Addendum, South University "Strategic Plan: 2012-2016," South University "Integrated Institutional Effectiveness Process," South University "Integrated Institutional Effectiveness Plan," and the South University Faculty Supplement to 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 Savannah campus.

Two additional external reviewers with expertise in business administration reviewed the curriculum for the proposed Doctor of Business Administration program.

PROPOSED DEGREE PROGRAM

The Doctor of Business Administration degree program is designed to prepare graduates in the broad areas of teaching, scholarship, and academic service. The main objectives of the program are: (1) give students the basic tools needed to understand and conduct business research; (2) impart fundamental teaching skills; and (3) create future citizens of an academic organization. The curriculum consists of 72 quarter credit hours including one foundation course, six courses about the specialization in organizational behavior, four research method courses, and three courses about teaching in higher education. Graduates are also required to write a dissertation.

RECOMMENDATION

After the site visit, the team submitted to the institution its *Report to the President of The University of North Carolina from the Team of Examiners for the Licensure Visit to Review South University's Proposed Degree Programs in High Point, North Carolina*. In the report, the team of examiners included suggestions and recommendations concerning the proposed degree programs. The recommendations addressed issues of library staffing, faculty credentials, the tuition guaranty bond, and information to be included in the next edition of the Catalog.

The team report directed South University to respond to the recommendations and suggestions contained in the report before a final recommendation by the General Administration of The University of North Carolina regarding licensure of the additional degree programs.

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 recommended that South University be licensed to offer the additional degree programs requested.

After reviewing the reports of the external reviewers and the response of South University to supplemental questions arising from those reports, the team of examiners recommended that South University be licensed to offer the Doctor of Business Administration degree program.

Dr. Timothy Gallimore agrees with the team's review and recommendation. Therefore, the General Administration recommends licensure of the proposed degree program listed above, to be offered by South University at its location in High Point, North Carolina.

A site visit to South University – High Point will be performed within two calendar years of the initiation of the new degree program, by a team of examiners with expertise in the field, to ascertain South University's compliance with the *Rules and Standards*, including the recommendations contained in the report.