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Office of the President

August 7, 2012

Dr. Belle Wheelan
President
Southern Association of Colleges and Schools
Commission on Colleges
1866 Southern Lane
Decatur, GA 30033

Dear Dr. Wheelan,

A recently completed needs assessment shows that a new technical certificate of credit program offering in Healthcare Marketing at Lanier Technical College's main Oakwood campus would benefit our students and our service area.

Our research shows there are no competing programs in Georgia, while demand in the field is quite strong: a recent survey of one large employment web site showed over 550 currently open positions in the Atlanta area. This high demand coupled with strong earnings potential (\$40,000 - \$50,000 salary plus bonus structure) gives me great confidence that the program will provide students with excellent gainful employment prospects and fill a real need in our service area's workforce.

While 37.5% of the curriculum for this program consists of courses we have not offered before, the program is not a significant departure for our institution: many of the courses for the program are also part of our Marketing Management and Healthcare Management programs. We have fully credentialed staff to teach these courses, and the resources to hire qualified adjunct faculty to deliver the remaining three courses.

Based on my understanding of the *Principles of Accreditation* and SACS-COC's policy on Substantive Change for Accredited Institutions of the Commission on Colleges, this new technical certificate of credit does not constitute a substantive change requiring a prospectus and approval. I am therefore writing today to inform you of Lanier Technical College's intent to begin offering the program in fall of 2012.

If you have any questions or concerns, please contact our COC Liaison, Dr. Joanne Tolleson. She can be reached at 770 / 781 - 6950 or jtolleso@laniertech.edu.

Sincerely,

Russell Vandiver
President, Lanier Technical College