

SUBSTANTIVE CHANGE PROPOSAL

New Campus Location: San Diego, CA

Submitted to the Accrediting Commission for Community and Junior Colleges Western Association of Schools and Colleges

By

San Joaquin Valley College

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March 2012 Crystal G. VanderTuig Accreditation Liaison Officer



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Certification of Accuracy

TO: Accrediting Commission for Community and Junior Colleges

FROM: San Joaquin Valley College Corporate Office 801 South Akers, Suite #150 Visalia, California 93277

This Substantive Change Report is submitted to the ACCJC/WASC for the purpose of obtaining approval to open a new San Joaquin Valley College (SJVC) Campus in San Diego, California. We certify that this report accurately reflects SJVC's plan for the new campus in its entirety.

Signed:

Michael D. Perry, CEO

Crystal G. VanderTuig, ALO



I. <u>Substantive Change Proposal Overview</u>

A. <u>The Institution</u>

San Joaquin Valley College (SJVC), established in 1977, is a private junior college offering 27 Associate of Science degree programs and nine certificates of completion programs in the areas of health, business, and technology.

SJVC has approximately 5500 FTE students, about 80 percent of whom are degreeseeking. Its programs are delivered at one or more of its 10 sites and online: Aviation-Fresno Campus, Bakersfield Campus, Fresno Campus, Hanford Center Extension (the Visalia Campus's classroom annex), Hesperia Campus, Modesto Campus, Rancho Cordova Campus, Rancho Cucamonga Campus, Temecula Campus, Visalia Campus, and Online Division.

Consonant with the mission of the institution, SJVC designs its curricula to equip students with the knowledge and skills needed for employment in specific occupations. Because programs are matched to the job opportunities in the region where they are delivered, the decision of which programs to offer at each campus is based on market analysis and institutional research.

A rigorous review of each academic and administrative unit is undertaken at least once every two years as part of the College's process for ongoing organizational learning and development. Assessing the programs and departments are committees made up of faculty, administrators, and business leaders from industries that employ the school's alumni. Student learning and achievement, which are primary metrics of the institution's success, are evaluated through a variety of means. These include the systematic collection and analysis of student learning outcome data, graduation statistics, licensure pass rates, job placement numbers, classroom observation, and students' course evaluations.

ACCJC/WASC accredited SJVC in 1995 and re-accredited it in 2007. Nine degreegranting programs have earned programmatic accreditation. SJVC is committed to meeting the high standards set by its regional and programmatic accrediting bodies.

B. <u>Description of the Proposed Change</u>

SJVC seeks to open a campus in San Diego in November 2012 that delivers one program: an AS degree program in Dental Hygiene (DH). The program is planned to be identical to the ones the College has offered for over a decade at its Visalia and Rancho Cucamonga campuses, both of which are accredited by the <u>Commission on Dental Accreditation</u> (CODA), an accrediting body recognized by the United States Department of Education.¹

The San Diego Campus will be under the same ownership and control as the College's extant campuses and will be managed by key personnel located on site. Likewise, its faculty-student ratio, staff-student ratio, and level of student support services will be indistinguishable from those at SJVC's 10 other sites.

SJVC anticipates that 24 students will enroll in the program when the San Diego Campus opens its doors and within two years the campus will reach its maximum size of 72 students.

The campus will be designed to meet the classroom, laboratory, and clinical facilities that the DH program needs. SJVC plans to lease more than 9,000 square feet and equip the facility with the same state-of-the art educational resources provided to its DH students on the Visalia and Rancho Cucamonga campus.

Maintaining the high level of educational quality and organizational effectiveness found on SJVC's existing campuses is paramount to the institution. As such, SJVC is committed to delivering programs and services to its San Diego students that meet ACCJC standards and those of the Commission on Dental Accreditation. (See **Tabs 1a** – **SJVC Application to CODA for Initial Accreditation**, **Tab 20 - Description of Fulfillment of Eligibility Requirements**, and **Tab 21 - Description of Fulfillment of Accreditation Standards** respectively.)

¹ In October 2011, the College initiated the process of obtaining CODA's approval to offer its DH program in San Diego. See **Tab 3** - <u>Mission Statement</u>.

C. <u>Rationale for the Proposed Change</u>

SJVC's decision to launch its Dental Hygiene AS program in San Diego was based on the findings of the two feasibility studies the College commissioned, one conducted by an independent location advisory service firm, <u>Site Selection Group</u>, and the other undertaken by SJVC's Director of Research and Development. Where a detailed presentation of the results can be found in **Tab 2** – <u>Feasibility Study 1</u>; <u>Feasibility Study 2</u>, the key findings were as follows:

- At present the greater San Diego area² has only one post-baccalaureate institution with a degree program in dental hygiene, namely, <u>Southwestern College</u>.
- With the exception of Southwestern College, all degree-granting dental hygiene programs in California are 95 or more miles from the City of San Diego, placing them outside of commuting distance for those in the region.
- IPEDS data show that Southwestern College graduated an average of 24 DH students per year during the last five years (2006–2010), with a high of 35 in 2007 and a low of 13 in 2006.
- The <u>California Employment Development Department</u> predicts that the San Diego/Carlsbad/San Marcos metropolitan area will have on average 67 job openings for registered dental hygienists for each year from 2008 to 2018.
- In San Diego County, the saturation rate at which dental hygiene graduates enter the market in relation to the total number of available entry-level jobs is 36%.³

In sum, the feasibility studies indicated that the greater San Diego area is not producing enough dental hygiene graduates to fill its current and projected job openings. Determining that opening a San Diego campus to deliver the College's DH program aligned with SJVC's <u>mission</u> to provide "career-focused higher education" in response to "the educational and employment needs of the communities it serves," senior management voted in June 2011 to move forward with the planning and development process for the new campus (**Tab 4a - Senior Management Approval**) as did the Board of Governors on July 20, 2011 (**Tab 4b - Board of Governors Approval**).

²The greater San Diego region includes the cities of San Diego, Chula Vista, National City, Escondido, La Mesa, and Carlsbad.

³A saturation rate in excess of 100% suggests that the supply of graduates exceeds entry-level jobs in the market.

D. <u>Dental Hygiene Program</u>

Because the Dental Hygiene program planned for San Diego will replicate that delivered on SJVC's Rancho Cucamonga and Visalia campuses, the current (Oct. 2011) <u>2011/2012</u> <u>College Catalog</u> provides the DH program description, learning outcomes, prerequisites, admission requirements, and courses (pp. 67, 68) as well as course descriptions (pp. 126-129).

The **Dental Hygiene Program Brochure** may be consulted for information on matters such as SJVC graduates' on-time completion rate (95%), placement rate (86%), average national and clinical board pass rates (98% and 91%, respectively), median loan debt (\$14,000.00). It also stipulates the total program tuition for those who enrolled in 2011 (\$57,650.00).

Tab 7 - <u>Approved Textbook List</u> provides the approved program textbook list that the SJVC Dental Hygiene faculty has generated. **Tab 8** - <u>Library Resources</u> lists SJVC's library resources that the DH faculty has identified as important complements to the program curriculum.⁴

⁴ <u>**Tab 8**</u> details SJVC's library and learning resources.



II. <u>Planning and Resources</u>

A. <u>Planning</u>

Over its 34 year history, SJVC has established a track record for opening new campuses that earn ACCJC approval, meet programmatic accrediting bodies' requirements, and are financially healthy. Using processes and procedures that have been refined over time, the College has successfully launched nine sites and an online division in addition to its main campus in Visalia. Like those established before them, the two newest, Hesperia, which opened its doors in July 2009, and Temecula, which began operations in July 2011, are successful on the institution's key metrics, including those for student learning, graduation and placement rates, administrative effectiveness, profitability, and accreditation status.

The College will apply same the processes and procedures to launch the San Diego Campus as those used for its other sites. It has already begun to do so in its planning efforts.

Expanding the College's reach by opening new campuses in regions with an education and employment need for its AS degree programs in business, medical, and technical fields was a strategic mandate put forth in the school's five-year <u>Master Plan</u> (Nov. 2007), page 10. To this end, Senior Management commissioned two feasibility studies in early 2011, one conducted by an external location advisory service firm and another undertaken by an SJVC administrator, to identify communities that would benefit from the school's programs. As noted earlier, the studies converged on the need for a DH program in San Diego.

Determining that opening its Dental Hygiene AS degree program in California's southernmost county was an initiative that aligned with the school's <u>mission</u> to provide "career-focused higher education" in response to "the educational and employment needs of the communities it serves," senior management voted in June 2011 to move forward with the planning and development process for the new campus (**Tab 4a - Senior** <u>Management Approval</u>) as did the Board of Governors on July 20, 2011 (**Tab 4b -** <u>Board of Governors Approval</u>). In addition, community support for this location was affirmed at a recent <u>Advisory Board meeting</u> (**Tab 1c**).

Following the College's standard planning process for a new site, Senior Management undertook four steps. First, a team of 15 administrators was assembled to identify the resources needed for the San Diego Campus.⁵ This phase included drawing up space allocation plans for the new site (**Tab 10 - Space Allocation Plan**) and finding appropriate real estate to lease (**Tab 11 - Pending Lease**). Second, the team prepared a two-year budget for the start-up and maintenance of the campus and program (**Tab 12 - Budget Projections**). Next, they established a timeline for launching the new campus

⁵The 15-member new campus planning team included the following: SJVC President; CEO; CFO; Associate VP; Vice Presidents of Senior Management, Student Financial Services, Enrollment Services, and Academic Affairs; Corporate Directors of Research & Development, Real Estate Development, Purchasing, Program Compliance, Human Resources, and Instruction; and the Controller.

(Tab 13 - <u>San Diego Campus/Dental Hygiene Program Planning Timeline</u>). Last, the Director of Institutional Relations prepared this ACCJC substantive change proposal and an application to CODA for initial accreditation of the DH program (Tab 1a - <u>SJVC</u> <u>Application to CODA for Initial Accreditation</u>).

B. <u>Resources</u>

The San Diego DH program will be modeled after those currently offered at the SJVC Visalia and Rancho Cucamonga campuses. The program consists of four consecutive 15-week terms of instruction. Up to 36 students are enrolled every 30 weeks; a full program consists of 72 students, that is, two staggered 36-student cohorts.

The College plans to enroll up to 24 students in San Diego's first cohort in November 2012, pending ACCJC and CODA approval. Thirty weeks later, it will admit a second cohort in which up to 36 students—the maximum cohort size—will be allowed to matriculate. Thirty weeks after the second cohort starts, the San Diego campus will register a third cohort; at which time, the first cohort will graduate. From this time forward, the College expects to be running a full program of 72 students.

Based on these enrollment predictions, SJVC administrators used the formulas the institution has developed to calculate the quantity and kind of human, physical, and fiscal resources needed to support a fully functioning new campus. In addition to drawing on its standard staffing and operational guidelines for establishing a new site, the College also identified needed resources based on CODA's program requirements. As the <u>timeline</u> for opening the campus shows, all necessary resources will be in place when the first San Diego students enroll. The three major types of resources needed are human, physical, and fiscal. SJVC's plans for each will be discussed in turn.

1. **Human Resources.** SJVC's organizational design balances centralized and decentralized administrative structures. Employees who oversee institution-wide functions such as academic affairs, accounting, purchasing, and human resources work at SJVC's corporate headquarters in Visalia. Those with academic program delivery, student service provision, and campus administrative support responsibilities are based on the campus.

a. Corporate. The College does not anticipate that opening the San Diego site will necessitate the hiring of any new corporate staff. Although the addition of the San Diego campus location will nominally increase the responsibilities of central administration, senior management has determined that the current team at headquarters can reasonably accommodate the addition of a 72-student single-program campus to its portfolio. However, should they find that the impact of the new site on central administration has been underestimated; the College will augment the corporate staff to ensure that SJVC students on all campuses receive high-quality programs and services and that employees have a manageable workload. A list of the positions of those with institution-wide responsibilities who will support the San Diego Campus can be found in **Tab 14** - **Description of Corporate Staff Support**. **Tab 14** also contains a copy of the

Institutional Organization Chart which depicts the relationship of these individuals to the campuses.

b. Campus. Pending ACCJC's approval of this substantive change, the College will hire campus-based staff to support the administrative, operational, and student services needs of the San Diego site (6 FT and 1 PT) and those to deliver the DH program's instruction and academic administration (9 FT and 6 PT). The precise positions and number of staff that SJVC plans to fill prior to student enrollment can be found in **Tab 16** - <u>Campus Staffing Chart</u>. The management structure of this location is depicted in the campus organization chart provided in **Tab 15** - <u>Planned Campus Organization</u> <u>Chart</u>.⁶

Drawing on the SJVC's student-census-based staffing plan, the new campus will employ the school's standard 1:24 instructional ratio for didactic courses. Following CODA's specifications, a 1:5 instructional ratio will be in place for preclinical, clinical, radiographic clinical, and laboratory courses and a 1:10 instructional ratio will be in place for dental science laboratory courses. The numbers of hires will be based on the predicted 72 FTE students that the San Diego Campus will enroll at its maximum capacity.

SJVC's experience successfully up staffing campuses within a short period, which is made possible by utilizing existing staff from other sites, leads the College to believe that it has budgeted a long enough time frame to make the hires and get the new personnel up to speed.

2. **Physical Resources.** SJVC has planned for the two types of physical resources needed for a new campus: facilities and equipment.

a. Facilities. In order to ensure that a site will be available at the time of the launch, which, given ACCJC's substantive change approval timetable, will be November 2012 at the earliest, SJVC has identified four potential facilities as options.⁷ A copy of the lease agreement for the most promising of these facilities is provided in Tab 10 - <u>Space Allocation Plan</u>. Architects and engineers have drawn up a standard floor plan for the administrative offices and the classrooms, laboratories, and clinical facilities (Tab 11 - <u>Pending Lease</u>). All four potential sites can accommodate this plan with minimal construction.

b. Equipment. Based on the materials used by its two DH programs and its knowledge of the supplies needed to stock a new campus, the College has developed comprehensive equipment lists that include program-specific capital equipment, computers, consumable teaching and office supplies, office furnishings, and teaching aids

⁶ Please note that the majority of the positions for this site have not yet been filled. The College will initiate the hiring process for the campus' positions after ACCJC/WASC approval of this substantive change has been obtained.

⁷ The four potential sites are as follows: In the 91910 postal area of Chula Vista: (1) 303 H Street and (2) 333 H Street; In the 92126 and 92131 postal areas of San Diego, respectively: (3) 7310 Miramar Road and (4) 10680 Treena Street.

required to support the DH program's didactic, laboratory, and clinical components (**Tab 18** - <u>**Campus Equipment List**</u>; <u>**Student Kit List**</u>). All equipment will be purchased and installed prior to the start of operations.

3. Fiscal Resources. The start-up funding for this campus will come from SJVC's working capital and bank financing. As of 12/31/10, the College had a cash equivalents balance of \$21,484,360.00.⁸ SJVC also maintains a \$3,000,000.00 line of credit with Comerica Bank (Tab 12i - Budget Projections). SJVC will finance equipment purchases using the equipment line of credit; these payments are included in the operating results (Tab 12d - Budget Projections). Operating expenses will be funded from existing working capital and student revenue (see Financial Planning below).

C. <u>Student Support Services</u>

Intersecting human and physical resources are the support services the College provides students. The following is list of those available to all SJVC students, regardless of campus or delivery mode, and which the San Diego Campus management team, staff, and faculty will deliver to the students who enroll at the new site. A more complete description of each is provided in **Tab 19 - Description of Student Support Services** and Learning Resources.

- Library
- Academic advising
- Tutoring
- Career services
- Computer and internet access
- Internet-based resources
- Digital library resources
- Online tutoring
- Institutional and campus information
- Student information (grades, course schedules, account statements)
- Computer assistance
- Disability services
- Personal support services

SJVC students learn about these services during orientation, and they are listed and described in the catalog and student handbook. Faculty members and staff also inform students about them by referring students to specific services on an as-needed basis.

D. <u>Financial Planning</u>

SJVC is a for-profit junior college that derives its revenue from student tuition. The College drafted a two-year budget for the San Diego campus basing (a) estimated costs on institutional research, including historical information, and (b) tuition revenue on predicted enrollment, average attrition, and expected graduates.

⁸ The College's unaudited cash equivalents balance as of December 31, 2011 was \$17,065,545. This amount will cover the costs required to start this campus.

The school's financial planning for the site can be found in the following exhibits:

- <u>Tab 12a</u> (Schedule 1): Start-up costs
- <u>Tab 12b</u> (Schedule 2): Summary budget
- <u>Tab 12c</u> (Schedule 3): Staffing matrix
- <u>Tab 12d</u> (Schedule 4): Detailed operating expenses
- <u>Tab 12e</u> (Schedule 5): Student census projections
- <u>Tab 12f</u> (Schedule 6): Campus's two-year consolidated income statement
- Tab 12g (Schedule 7): Program income statement
- <u>Tab 12h</u> (Schedule 8): Two-year administrative budgets
- <u>Tab 12i</u> (Schedule 9): Institutional cash flow

1. Prior to Start. Expenses anticipated to be spent prior to the first day that the campus is in operation include facilities, equipment, student recruitment, a Campus Director/Program Director hired six months before CODA's pre-enrollment site visit and faculty hired one month before their first course starts.⁹ The start-up equipment costs will be financed over a period of four years with interest and depreciation included in the administrative expense portion of the budget.

2. First Year. Students enroll in the DH program at designated start dates. As the student census grows, so will revenue and expenses. Additional faculty will be added beginning in the sixth month of the campus's operation; the budget shows increases in student and administrative related expenses.¹⁰ The campus will generate a positive cash flow to the College in its ninth month of operation.¹¹ and is estimated to re-coop all of the start-up costs in the 58th month of operation.¹² The ongoing costs for this campus will be met through its monthly tuition-generated revenue.

3. Ongoing Sustainability. The College anticipates that this campus will operate profitably for the foreseeable future as shown in Schedule 2, the consolidated income statement, and institutional cash flow ($\underline{\text{Tab} \ 12b}$, $\underline{\text{Tab} \ 12f}$, and $\underline{\text{Tab} \ 12i}$).

⁹ Note "A," "B," and "D" on Schedule 1 (<u>Tab 12a</u>).

¹⁰ See individual program income statement and census summary (<u>Tab 12g</u>, <u>Tab 12f</u>).

¹¹ See note "bb" on Consolidated Income Statement (<u>Tab 12f</u>).

¹² See note "cc" on Consolidated Income Statement (Tab 12f).



III. Assessment

In accordance with SJVC procedures, the San Diego DH program will undergo a rigorous review at least once every two years as part of the College's process for ongoing organizational learning and development. Assessing the program will be a committee made up of faculty, administrators, and leaders of San Diego's professional dental community. Student learning and achievement, which are primary metrics of the institution's success, will be evaluated through a variety of means:

- Student Learning Outcome (SLO) success rates (i.e., course learning outcomes, program learning outcomes, and institutional learning outcomes), measured and analyzed by SJVC's learning management system software
- Internal tracking processes including grades, retention, class absenteeism, and completion rates
- Classroom observation
- Student course evaluations
- Student satisfaction surveys
- Externship evaluations
- Placement rates
- Employer feedback on graduates' skill and preparedness
- Licensure pass rates
- Graduation rates

In addition to the formal biennial reviews, instructors will be expected to use student class performance data and their students' course evaluations on an ongoing basis to make adjustments to how they deliver course material. Administrators will track retention and completion at regularly scheduled intervals in order to identify trends and potential barriers that prevent students from accomplishing their educational goals.

Like its academic programs, each of SJVC's administrative units has student learning outcomes that serve as the basis for evaluation and continuous improvement. The San Diego Campus administrative units will engage in a self evaluation every other year at a minimum in order to assess the degree to which they meets their SLOs.

As part of the evaluation of administrative and student services, the College will conduct surveys on a regular basis as it does on all campuses. These will include student, alumni, and employee satisfaction questionnaires.

Supplementing the academic program and administrative unit assessments, all SJVC campuses participate in regularly scheduled institutional effectiveness meetings with the College's Vice President of Administration and Assistant Vice President. At these meetings, the Campus Director and members of the campus management team review and discuss the degree to which the campus has achieved institutional goals in the areas of student enrollment, retention, SLO data collection, licensure pass rates, and graduation and placement rates. When expectations are not met on a given metric, central administration works with the Campus Director to identify possible root causes for the under-performance and to identify and implement plans for improvement.

These processes will be put in place to evaluate the success of the San Diego Campus.



IV. Internal and External Approvals

A. <u>Statement of Approvals</u>

SJVC has been approved to operate as a private post-secondary institution of higher education granting Associate of Science degrees since 1977. It received regional accreditation from ACCJC/WASC in 1995 and was re-accredited in 2001 and 2007.

The College must obtain from the <u>Commission on Dental Accreditation</u> (CODA) in order to offer its Dental Hygiene program in San Diego. In October 2011, the College initiated the approval process with the submission of its <u>Full Application for Initial Accreditation</u> (Tab 1a). In January 2012, the College received <u>notification</u> from CODA that its application was deemed complete and that a pre-accreditation site visit will take place in spring 2012. The remaining steps in the CODA approval process are as follows:

- June 2012: SJVC's application for initial accreditation and visiting team's report will be submitted to the entire Commission for consideration at its July 2012 meeting.
- July 2012: At the CODA meeting, the Commissioners will take action to grant or deny initial accreditation of the SJVC San Diego DH program.
- <u>August 2012</u>: The College will receive the results of the Commission's decision. If the Commission acts to grant initial accreditation and SJVC receives ACCJC authorization, the College will begin enrolling students for a fall 2012 start.¹³ (Tab 13 <u>Timeline</u>)

B. Evidence of Legal Requirements

No legal requirements need to be satisfied.

C. Governing Board Action and Budget Approval

The Board of Governors reviewed the proposal to establish the San Diego Campus and gave its endorsement on July 20, 2011 to proceed with opening the campus once ACCJC/WASC approval has been obtained (**Tab 4a - <u>Senior Management Approval</u>**).

In June 2011, Senior Management reviewed and approved the budget.

¹³ Once a program is granted initial accreditation status, a second site visit will be conducted prior to the graduation of the first student cohort.



V. <u>Eligibility Requirements and Accreditation</u> <u>Standards and Policies</u>

In opening a San Diego Campus, SJVC is committed to continuing to fulfill the letter and spirit of WASC/ACCJC's eligibility requirements and accreditation standards, including, but not limited to, the Commission's policies on the following:

- Award of credit
- Institutional advertising, student recruitment, and representation of accredited status
- Public disclosure
- Refund of student charges, and
- Transfer of credit

A detailed discussion of SJVC's ongoing efforts to meet each requirement and standard can be found in **Tab 20 - <u>Description of Fulfillment of Eligibility Requirements</u> and Tab 21 - <u>Description of Fulfillment of Accreditation Standards</u>**, respectively.