



THE STATE EDUCATION DEPARTMENT / THE UNIVERSITY OF THE STATE OF NEW YORK / ALBANY, NY 12234

To: The Honorable the Members of the Board of Regents

From: John L. D'Agati

Subject: L'Ecole Française des Attachés de Presse: Renewal of Permission to Operate

Date: October 7, 2011

Authorizations:

### **SUMMARY**

#### **Issue for Decision (Consent Agenda)**

Should the Board of Regents renew permission for L'Ecole Française des Attachés de Presse to operate in New York State?

#### **Reason(s) for Consideration**

Required by State statute and State regulation.

#### **Proposed Handling**

The question will come before the full Board at its October 2011 meeting where it will be voted on and action taken.

#### **Background Information**

On July 24, 1987, the Board of Regents granted permission to L'Ecole Française des Attachés de Presse ("French School of Public Relations Officers") (EFAP), Paris, France, to offer courses leading to its diploma in public relations in New York State for a period ending July 31, 1990. Permission was renewed in July 1990, July 1993, August 2000, June 2003, and most recently in September 2006, for a period ending June 30, 2011, with the condition that (1) all students taking courses in New York will already have been admitted to the School at one of its campuses outside the United States or be taking courses under cross-registration with New York Institute of Technology; and

(2) neither EFAP nor EFAP New York, Inc. [a corporation formed under the Business Law to manage its course offerings in New York] will recruit students from New York State.

EFAP is a private French technical institute headquartered in Paris with branches in Bordeaux, Lille, and Lyons, France; Abidjan, Côte d'Ivoire; Brussels, Belgium; Lisbon, Portugal; and Tokyo, Japan. The School was founded in 1961 by Denis Huisman. It is recognized by the rector of the Academy of Lyons of the University of France and is listed in the *International Handbook of Universities* (11<sup>th</sup> edition).

EFAP offers a three-year postsecondary diploma in public relations. The School's students hold French baccalauréats (approximately equivalent to an American associate degree), the international baccalaureate ("IB"), or the equivalent (the credential usually required of students entering a higher education institution in France), or have studied at or graduated from French universities.

Since 2000, under an agreement with New York Institute of Technology (NYIT), EFAP's students may enroll in a program in Communication Arts – TV/Radio Programming and Production registered jointly between the two institutions and leading to a Bachelor of Fine Arts (B.F.A.) degree awarded by NYIT. In addition, under this agreement, EFAP has been granted administrative and classroom space by NYIT at its Manhattan campus, and EFAP students have full access to NYIT's library facilities.

On May 31, 2011, EFAP submitted an application for renewal of permission to operate, which was received on June 28, 2011. Department staff attempted to contact the School for updates several times during July and August; however, due to the School being closed for vacation, a response was not received until August 25, 2011.

Information received at that time confirms that since September 2000 (the date of the first agreement signed between NYIT and EFAP), students who take courses under this agreement are cross-registered as EFAP students and full-time NYIT students. According to the terms of the agreement, the courses are selected by the EFAP Director from NYIT's curriculum in the School of Arts, Sciences and Communication, and are taught by NYIT faculty. Students in the program are eligible to earn a bachelor's degree from NYIT provided they meet all of the program requirements.

Consistent with the conditions of the Permission to Operate, EFAP indicates that the students are either selected from the School's programs in Europe, and/or are enrolled as full-time students at NYIT. They must meet all of NYIT's admission criteria and be in good standing in one of EFAP's degree programs.

EFAP indicates that since the date of the last approval in June 2006, approximately 220 students have completed the program under the arrangements described above. The School reports that 62 students are enrolled for the fall term which began in September 2011.

## Recommendation

It is recommended that the Board of Regents renew the permission of the Ecole Française des Attachés de Presse to offer in Manhattan courses leading to its diploma in public relations for a period ending on June 30, 2016, retroactive to July 1, 2011, with the condition that (1) all students taking courses in New York will already have been admitted to the School at one of its campuses outside the United States or be taking courses under cross-registration with New York Institute of Technology; and (2) neither EFAP nor EFAP New York, Inc. will recruit students from New York State.