



INTENT TO OPERATE A POSTSECONDARY SCHOOL IN THE COMMONWEALTH OF VIRGINIA

INSTITUTIONS OF HIGHER EDUCATION

After attending new school orientation, representatives of postsecondary schools seeking SCHEV certification must prepare and submit an “Intent to Operate a Postsecondary School in the Commonwealth of Virginia” (referred to as an “Intent to Operate”).

School owners and administrators must demonstrate through their “Intent to Operate” that they understand the requirements of Virginia law and regulation, and they have planned appropriately to meet those obligations. SCHEV expects applicants to submit original materials that reflect the vision and mission of their proposed school, using ideas and words specific to their Virginia campus.

In accordance with § 23.1-221 of the *Code of Virginia*, SCHEV may deny certification to any applicant that submits “false or misleading information to the Council.” Therefore, plagiarism and/or use of language from outside sources, including computer-generated content or language created by artificial intelligence (AI) tools, such as ChatGPT or Google Gemini, could result in the denial of a school’s application.

The “Intent to Operate” document must be submitted in narrative form using complete sentences and original content. Please use the section headings to address all the topics outlined below in order. The “Intent to Operate” cover sheet must accompany the submission.

School officials are advised to read and understand the *Regulations Governing Certification Of Certain Institutions to Confer Degree, Diplomas and Certificates* (8VAC40-31 et seq.) before submitting the “Intent to Operate” document. **Submissions will be evaluated by SCHEV staff in the order in which they are received, and the school will be notified if the “Intent to Operate” has been approved or disapproved.**

PROPOSAL FORMAT

Section I: General Information

For existing institutions operating in other states that now seek to operate a location in Virginia.

Describe the School you are seeking to certify as an institution of higher education in Virginia. Include the following:

- a. Name of the school
- b. History of the school
- c. Ownership and governance of the school
- d. Proposed location of the institution in Virginia
- e. The reason the school is seeking certification in Virginia
- f. Confirmation of compliance
 - i. List of all states where the school is currently authorized to operate.
 - ii. Names of the agencies that provide authorization in each state and whether there are any sanctions against the institution.
 - iii. Location of main (or first campus) of institution.
 - iv. Name of accrediting agency
 - v. Has the institution been the subject of an adverse action by an accrediting agency in the last 5 years?
 - vi. Does the institution participate in title IV?
 - vii. Has the institution been the subject of an adverse action by the U.S. Department of Education in the last 5 years?

For institutions not yet operating in Virginia

Describe the school you are seeking to certify as an institution of higher education in Virginia. Include the following:

- a. Name of the school
- b. Proposed location
- c. Institutional purpose, including:
 - i. rationale for opening the school
 - ii. reason the school is seeking certification in Virginia
- d. The name of the accrediting agency the institution intends to pursue
 - i. An explanation why the accrediting agency is a good match for the school
 - ii. A timeline describing the steps the school will take toward achieving accreditation within the allotted time.
- e. Ownership and governance of the school
- f. Administrative capacity, please provide:
 - i. The number of people the school intends to employ in the first year of operation, their titles (instructor, administrator, Campus Director, etc.), and their responsibilities
 - ii. Number of students the school expects to enroll in the first year of operation.

Section II: Administration

Describe the administration of the school. Include responses to the following:

- a. Who will be responsible for the day to day administration of the institution? What qualifications will the institution seek when hiring for this position?
- b. Who will be responsible for the preparing the administrative paperwork for initial certification and future recertification? How is this person qualified to perform this duty?
- c. Who will be responsible for ensuring that the school maintains compliance with the laws and regulations required of postsecondary schools in Virginia? How is this person qualified to perform this duty?
- d. What will be the title of the administrator responsible for the creation and maintenance of student academic records? How is this person qualified to perform this duty?
- e. What will be the title of the administrator responsible for the creation and maintenance of student financial records? How will this person be qualified to perform this duty?

Section III: Curriculum and Instruction

Describe the Curriculum and Instruction at the school. Include responses to the following:

- a. Who will be responsible for the creating the curriculum for the programs that will be offered at the school? How is this person qualified to perform this duty?
- b. Who will be responsible for hiring instructors? How will this person determine the instructors' qualifications to teach?
- c. Description of all proposed program offerings, including:
 - i. Length of time to complete; number of credits to complete; semester or quarter credit.
 - ii. If a program prepares students to sit for licensure or a certification exam in a specific field, the Intent must clearly state how the curriculum adheres to the certifying agency's requirements (for example, the Virginia Board of Nursing).
 - iii. Outline of curriculum for each program (if available at this time) with specific information about which portions of the program will be held online or in person if applicable. If parts of the proposed program are to be taught online, what learning management system will be used and how will the school ensure that the program is comparable in content, instruction, and resources to those offered face-to-face, including student-faculty and peer-to-peer interaction?
- d. If the institution will provide online education, who will be responsible for creating and managing the platform content? What qualifications will the institution seek when hiring for this position?

Section IV: Recruitment and Admission

Describe the recruitment and admissions process. Include responses to the following:

- a. What methods will the institution use to recruit students?
- b. What will be the basic qualifications for admission to the school?

Section V: Physical Facilities

Describe the physical space required to operate this school. Include:

- a. Minimum number of rooms required and purpose of each room.

- b. Minimum equipment and supplies needed to adequately teach each program that will be offered.
- c. Minimum equipment needed to adequately perform the administrative function associated with operating a postsecondary school.
- d. Minimum number of desks, chairs and tables needed for classrooms.
- e. Describe the plans for the school library and explain how it will adequately meet the purpose and enrollment of the school.
- f. Describe any other equipment that is necessary for the operation of the school.
- g. Describe how and where required student academic and financial records will be securely stored. Note that student records must be stored in perpetuity, either electronically or in hard copy, and available upon request.

Section VI: Financial Resources

Describe how the school will be able to maintain financial viability during its first year of operation. Include:

- a. An itemized list of anticipated expenses during the first year of operation.
- b. The income that the school expects it can reasonably earn during the first year of operation and how the figure is derived.
- c. Tuition revenue: What options will students have to pay tuition? Will the school offer payment plans? Will full tuition be required before beginning the program? Will the school offer scholarships? Will federal financial aid be available to students?
- d. If there is a loss during the first year of operation, what resources will be available to continue the operation of the school?

Section VII: Long Term Plans

What plan does the school have for the future? Include:

- a. Program additions
- b. Accreditation
- c. Federal financial aid
- d. Additional locations
- e. Other long-term plans for growth

Section VII: Institutional Self-Assessment

What do you see as your strengths in proposing to operate this particular school?

What do you expect will be the most difficult challenge about operating a postsecondary school in Virginia? How will you meet this challenge?

Explain any characteristics of the program, school, instructional methods, or purpose that make it unique.

Remember: School administrators are responsible for maintaining compliance with Virginia law and regulation in the day-to-day operation of their institution. It is their responsibility to ensure that the “Intent to Operate” submitted to SCHEV contains original content. Plagiarism or use of text from outside sources, including computer-generated language created by artificial intelligence tools, could result in denial of the application.