



NEW PROGRAM PROPOSAL FORM

Sponsoring Institution(s): Lindenwood University

Program Title: Health Promotion and Wellness Management

Degree/Certificate: Bachelor of Science

Options: n/a

Delivery Site(s): St. Charles Campus

CIP Classification: 51.0001

*CIP code can be cross-referenced with programs offered in your region on MDHE's program inventory highered.mo.gov/ProgramInventory/search.jsp

Implementation Date: Fall 2017

Cooperative Partners: n/a

*If this is a collaborative program, form CL must be included with this proposal

AUTHORIZATION:

Marilyn S. Abbott, Provost and VPAA [Signature] 3/29/2017
Name/Title of Institutional Officer Signature Date

Cynthia Schroeder, Dean of Health Sciences 636-949-4318
Person to Contact for More Information Telephone



STUDENT ENROLLMENT PROJECTIONS

Year	1	2	3	4	5
Full Time	5	8	12	18	27
Part Time	1	3	5	7	9
Total	6	11	17	25	36

Please provide a rationale regarding how student enrollment projections were calculated:

The enrollment projections for full-time were based on consistent increase of 5% each year and 3% for part time enrollments.

Provide a **rationale** for proposing this program, including **evidence of market demand and societal need supported by research**:

The U.S. DOL (2016-2017) reports that employment of health and wellness educators is projected to grow 13 percent from 2014 to 2024. This growth is due to efforts to improve health outcomes and to reduce healthcare costs by implementing effective programming to help people adopt healthy habits and behaviors within their workplace setting. Furthermore, a growing number of small business and large corporate settings are beginning to recognize worksite wellness programs as a valuable part of their work environment. As reported by Baicker, 2010, "in 2006, 19% of companies with 500 or more workers reported offering wellness programs, while a 2008 survey of large manufacturing employers reported that 77% offered some kind of formal health and wellness program" (p.2) . As this trend continues to increase, these wellness programs require qualified individuals to effectively manage the development, implementation, and effective evaluation of these programs. Our graduates would have the knowledge, skills, and practical experience to be successful in these positions. Baicker, K. D. (2010). Workplace wellness programs can generate savings. Health Affairs, 29(2), 304-311. doi:doi:10.1377/hlthaff.2009.0626



PROGRAM STRUCTURE

A. Total credits required for graduation: 120

B. Residency requirements, if any: n/a

C. General education: Total credits: 43

Courses (specific courses OR distribution area and credits):

Course Number	Credits	Course Title
ENGL 15000	3	Strategies for University Writing (GE – english)
ENGL 17000	3	Research and Argumentation (GE – english)
HIST	3	GE-US History/Govt
MTH	3	GE-math
HFS 20700	4	Anatomy and Physiology (GE-science)
REC 20600	3	Leisure in Contemporary Society (GE-socsci)
PSY 10000	3	Principles of Psychology (GE-socsci)
ART, MUS, THR	3	GE-fineart
ENGL	3	GE-literature
EXS 24000	3	Nutrition through the Lifecycle (GE-natsci)
GE – HC elective	3	GE – Human Culture
GE elective	3	GE-nonart, nonlit elective
GE elective	3	GE-elective
GE elective	3	GE-elective

D. Major requirements: Total credits: 48

Course Number	Credits	Course Title
EXS 25000, REC 102 or PHS 20000	3	Foundations of Sport and Exercise Science, Foundations of Recreation, or Foundations of Public Health
HFS 20400	3	Care and Prevention of Athletic Injuries
HFS 20500	3	Health Concepts
HFS 30000	3	Community Health
EXS 26000	3	Concepts of Conditioning
EXS 30000	3	Sport and Fitness Administration
HFS 24000	3	Stress Management
PE 33000	3	Psychological Aspects of PE
PE 35600	3	Theory and Methods of Weight Training
PHS 34000	3	Health Policy
PHS 38000	3	Health Promotion
PHS 35500	3	Chronic Disease Prevention
PSY 22000	3	Health Psychology

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REC 31000	3	Foundations of Therapeutic Recreation
REC 36200	3	Planning and Marketing
REC 38200	3	Practicum

E. Free elective credits:

29 (12 of which must be 300+level coursework)

(Sum of C, D, and E should equal A.)

F. Requirements for thesis, internship or other capstone experience:

n/a

G. Any unique features such as interdepartmental cooperation:

n/a



PROGRAM CHARACTERISTICS AND PERFORMANCE GOALS

Institution Name Lindenwood University
Program Name Health Promotion and Wellness Management
Date 3/9/17

(Although all of the following guidelines may not be applicable to the proposed program, please carefully consider the elements in each area and respond as completely as possible in the format below. Quantification of performance goals should be included wherever possible.)

1. Student Preparation

- Any special admissions procedures or student qualifications required for this program which exceed regular university admissions, standards, e.g., ACT score, completion of core curriculum, portfolio, personal interview, etc. Please note if no special preparation will be required.
No special preparation will be required.
- Characteristics of a specific population to be served, if applicable.
Not applicable.

2. Faculty Characteristics

- Any special requirements (degree status, training, etc.) for assignment of teaching for this degree/certificate.
Faculty must have master's degrees in nutrition, public health, recreation, exercise science, or a health-related field. It is highly recommended one faculty member maintain active membership status in the National Wellness Institute and maintain the Certified Wellness Practitioner (CWP).
- Estimated percentage of credit hours that will be assigned to full time faculty. Please use the term "full time faculty" (and not FTE) in your descriptions here.
70% of coursework will be taught by current full time faculty.
- Expectations for professional activities, special student contact, teaching/learning innovation.
No specific expectation outside of the university's annual faculty evaluation.

3. Enrollment Projections

- Student FTE majoring in program by the end of five years.
27

- Percent of full time and part time enrollment by the end of five years.
75% full time to 25% part time

4. Student and Program Outcomes

- Number of graduates per annum at three and five years after implementation.
Three years = 0 graduates, five years = 5 graduates
- Special skills specific to the program.
The BS in Wellness Management degree prepares graduates to work in corporate, community, government, non-profit, and clinical settings as wellness specialist to implement and evaluate effective wellness programming to help improve the health outcomes for a desired population.
- Proportion of students who will achieve licensing, certification, or registration.
Students will be encouraged to sit for certifications in the area of wellness/exercise science, but no requirement is part of the degree program.
- Performance on national and/or local assessments, e.g., percent of students scoring above the 50th percentile on normed tests; percent of students achieving minimal cut-scores on criterion-referenced tests. Include expected results on assessments of general education and on exit assessments in a particular discipline as well as the name of any nationally recognized assessments used.
Not applicable.
- Placement rates in related fields, in other fields, unemployed.
The U.S. DOL (2016-2017) reports that employment of health and wellness educators is projected to grow 13 percent from 2014 to 2024. U.S. Department of Labor (U.S. DOL), Bureau of Labor Statistics, Occupational Outlook Handbook, 2016-17 Edition, Health Educators and Community Health Workers, on the Internet at <http://www.bls.gov/ooh/community-and-social-service/health-educators.htm#tab-6>.
- Transfer rates, continuous study.
Not applicable.

5. Program Accreditation

- Institutional plans for accreditation, if applicable, including accrediting agency and timeline. **If there are no plans to seek specialized accreditation, please provide a rationale.**
No accreditation is necessary to start or maintain the degree. However, future consideration could be given to the National Wellness Institute Council on Wellness Accreditation and Education (CWAE). The CWAE recognizes undergraduate degree programs that prepare individuals to enter professions in wellness and health promotion. If this accreditation was obtained, our graduates would be eligible to receive the Certified Wellness Practitioner (CWP) designation upon passing of the mandated exam requirements.http://www.nationalwellness.org/page/Accredited_Programs

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6. Alumni and Employer Survey

- Expected satisfaction rates for alumni, *including timing and method of surveys*. Surveys will be administered by the university's alumni office at 1 and 3 years post-graduation. The expected satisfaction rate is >80%.
- Expected satisfaction rates for employers, including timing and method of surveys. Surveys will be administered by the School of Health Sciences at 1 and 3 years post-graduation based on available data on employment.. The expected satisfaction rate is >80%.

7. Institutional Characteristics

- Characteristics demonstrating why your institution is particularly well-equipped to support the program.

The degree consists of existing classes, faculty, and current resources on campus. Therefore, the startup of this program does not require additional purchases, personnel, or facilities. The time required to recruit, promote, and advise this major is within the additional deployment and service duties of faculty within the School of Health Sciences.