



NEW PROGRAM PROPOSAL FORM

Sponsoring Institution(s): Maryville University of St. Louis

Program Title: Health Administration

Degree/Certificate: Masters of Science Degree

Options: Click here to enter text.

Delivery Site(s): Online

CIP Classification: 51.0701

*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: August, 2017

Cooperative Partners: Click here to enter text.

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

AUTHORIZATION:

Mary Ellen Finch, VP Academic Affairs [Signature] January 10, 2017

Name/Title of Institutional Officer Signature Date

Karen S. Schechter, Program Director 314-529-6593

Person to Contact for More Information Telephone



STUDENT ENROLLMENT PROJECTIONS

Year	1	2	3	4	5
Full Time	4	9	10	10	10
Part Time	122	265	305	305	305
Total	126	274	315	315	315

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

The enrollment projections above were calculated after a thorough analysis of the national market for qualified students eligible for a fully-online MHA degree program. After taking into account a blend of factors like audience segmentation, competition, tuition, estimated time-to-completion, seasonality of student recruitment, future economic and employment indicators, assumed retention rates, and overall degree value, we've created a set of assumptions to help understand long-term growth potential for this degree program.

On average, our projections assume that most students will be working professionals, pursuing a part-time pathway to graduation. We have also assumed that, on average, most students will be taking 6 credit hours of coursework, per each term, to deliver the best possible retention rates and outcomes for student success.

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

According to the Bureau of Labor Statistics, the occupational outlook for healthcare administrators and healthcare executives is positive. In 2014, the BLS estimated that there were 333,000 individuals in medical and health services manager roles. Over the ten year period from 2014 to 2024, this occupation is projected to grow 16.9%, much faster than the average growth rate for all occupations of 6.5%.

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The National Center for Education Statistics (NCES) tracks reported degree conferrals annually in the Integrated Postsecondary Education Data System (IPEDS). The examination of historical degree conferrals and growth rates provides an indication of the trends within a degree marketplace and the market demand for a specific program.

In 2014, the number of reported master's degree conferrals in the 'Health/Health Care Administration/Management' category was 7,869. Over the five years leading up to 2014, this degree category experienced strong, positive growth.

Health care is one of the fastest-growing industries, in part due to advances in medical technology and changes in federal regulations affecting patients, hospitals, and insurers. This and the fact that healthcare administrators require a level of expertise and skills not normally attained at the undergraduate level is driving demand for this degree. According to the Commission on Accreditation of Healthcare Management Education (CAHME), the master's degree is recognized as the essential first step toward an executive and managerial career in most healthcare organizations.

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Form SE - Student Enrollment Projections



PROGRAM STRUCTURE

A. Total credits required for graduation: 36

B. Residency requirements, if any: N/A

C. General education: Total credits: 30

Courses (specific courses OR distribution area and credits):

Course Number	Credits	Course Title
HCPM 610	3	Healthcare Industry and Its Impact on Healthcare Management
MHA 615	3	Healthcare Operations
MHA 630	3	Healthcare Human Resources and Organizational Behavior
MHA 631	3	Healthcare Quality and Performance Improvement
HCPM 656	3	Population Health Management
MHA 660	3	Healthcare Technology and Information Systems
HCPM 651	3	Healthcare Law, Ethics, and Risk Management
MHA 655	3	Healthcare Financial Management
MHA 690	3	Leadership and Professionalism in Healthcare
MHA 691	3	Strategic Healthcare Management (Capstone)

D. Specialization requirements: Total credits: 6 (choice of 4 tracks)

Course Number	Credits	Course Title
Healthcare Strategies		
MHA 670	3	Healthcare Marketing
MHA 671	3	Health Policy and Economics
Data Management		
MHA 675	3	Healthcare Analytics
MHA 676	3	Healthcare Informatics
Senior Services		
MHA 680	3	Introduction to Gerontology
MHA 681	3	Assisted Living/Senior Services Management
Population Management		
MHA 685	3	Managerial Epidemiology
MHA 686	3	Community Health

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PROGRAM CHARACTERISTICS AND PERFORMANCE GOALS

Institution Name Maryville University of St. Louis
Program Name Health Administration
Date 1/13/17

(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.
Demonstrated competency in statistics
- Characteristics of a specific population to be served, if applicable.
The program is designed for those holding an undergraduate degree in healthcare (such as clinical, management, health information management) or business.

2. Faculty Characteristics

- Any special requirements (degree status, training, etc.) for assignment of teaching for this degree/certificate.
Minimum of a Master's degree
- 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.
During the initial phase of the program, we estimate 25% of the courses will be taught by full time faculty. This percentage will be revised based on student enrollment and the needs of the university.
- Expectations for professional activities, special student contact, teaching/learning innovation.
Faculty are expected to stay current on healthcare industry trends and innovations to ensure that content is aligned with emerging concepts that will enhance student knowledge and practice within the field.

3. Enrollment Projections

- Student FTE majoring in program by the end of five years.
300-315 (FT and PT)
- Percent of full time and part time enrollment by the end of five years.
Full-time: 5%, Part-time: 95%

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4. Student and Program Outcomes

- Number of graduates per annum at three and five years after implementation.
100 graduates per year at three years, and 160 per annum at five years after implementation as the program is being rolled out over a 2 year period.
- Special skills specific to the program.
None
- Proportion of students who will achieve licensing, certification, or registration.
N/A - National certification exams exist, but will not be required for graduation. Students will be encouraged to take the exams and passage rates will be collected.
- 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.
N/A
- Placement rates in related fields, in other fields, unemployed.
Similar programs indicate a 95%+ placement rate within 3 – 6 months of graduation. We would anticipate the same.
- Transfer rates, continuous study.
N/A

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.**
Maryville will consider applying for accreditation from the Association of University Programs in Health Administration (AUPHA) within the first 5 years of program implementation. The decision to seek program accreditation will depend on sustained enrollments at a level to support two FTE faculty members.

6. Alumni and Employer Survey

- Expected satisfaction rates for alumni, *including timing and method of surveys*.
Anticipate that 90% of the alumni will be satisfied. Online and/or mail surveys will be conducted after graduation, along with contact on an annual basis via alumni events and social media.
- Expected satisfaction rates for employers, including timing and method of surveys.
Anticipate that 90% of the employers will be satisfied. Online and/or mail surveys will be conducted one year after graduation/job placement, and on an annual basis thereafter.

7. Institutional Characteristics

- Characteristics demonstrating why your institution is particularly well-equipped to support the program.
Maryville University has an established reputation for providing quality education that meets the needs of employers across several industries and particularly in healthcare. We have the technological structure in place

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to support this program, along with a proven history of success with online programs. Our instructors possess masters degrees or higher and are recognized professionals in the healthcare industry

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