



NEW PROGRAM PROPOSAL FORM

Sponsoring Institution(s): Southeast Missouri State University

Program Title: Public Health

Degree/Certificate: Bachelor of Science

Options: Biology;
Information;
Health Policy and Management;
Nutrition;
Social/Behavioral

Delivery Site(s): Main Campus

CIP Classification: 51.0000

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

Implementation Date: Fall, 2015

Cooperative Partners: Not Applicable

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

AUTHORIZATION:

Dr. William R. Eddleman, Provost

Name/Title of Institutional Officer

William R. Eddleman 5-18-15

Signature

Date

James E. Champine, PhD, Chairperson, Department of Biology

Person to Contact for More Information

573-651-2171

Telephone



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STUDENT ENROLLMENT PROJECTIONS

Year	1	2	3	4	5
Full Time	1	5	9	13	13
Part Time	0	0	0	1	2
Total	1	5	9	14	15

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

It is anticipated that this program will attract both current students and incoming first year students. The Biology Department conducted an analysis of current students enrolled in Biomedical related pre-professional programs (Biomedical Sciences, Pre-Medicine, Pre-Optometry, Pre-Dental and Pre-Physician Assistant) with GPA's that evidence potential success in a health related profession, but insufficient for admission to a clinical degree program. This analysis yielded a count of 84 current students with 45 or fewer credit hours completed that have GPA's less than 3.5. Approximately 70% of the full-time students projected to enter this program over five years are anticipated to come from students that convert from a biomedical pre-professional program. This represents 2 to 3 students per year on average. (Source: University enrollment statistics, Office of Institutional Research.) Currently, Missouri has only one other undergraduate Bachelor of Science Public Health program, which is offered by a private institution. Consequently, it is anticipated that incoming first year students may be attracted to this program upon entering Southeast. The projections reflect at least one incoming first year student per year will enroll in the program.

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

Southeast Missouri State University's Biology Department has over 300 students who currently list a biomedical related pre-professional program of study as one of their majors. These students typically are either a Biology Biomedical Sciences or Pre-Physician Assistant major. Professional school such as medical school, dental school or optometry school or a masters level Physician Assistant program will need to be completed by these students prior to clinical practice. However, the very competitive nature of admission to these programs limits the prospects for a large percentage of these students. This program will provide students with an interest in a health profession a realistic opportunity to work within the healthcare arena without having to pursue a professional or graduate degree. Additionally, students currently in pre-physical therapy, occupational therapy, and/or nursing programs that are not likely to meet the admission requirements to those programs may also be attracted to this program. The US Bureau of



Labor Statistics (BLS) projects that occupations and industries related to healthcare will add the most jobs between the years 2012-2022. Healthcare related jobs that require post-secondary education are projected to grow faster than those not requiring post-secondary education. Nearly one-third of the total projected increase in jobs is projected to come from the healthcare and social assistance sector, accounting for nearly 5.0 million jobs in the next decade. In large part, the demand is being driven by the needs of an aging population. Individuals with a Public Health degree are employed in a wide variety of specific occupations, ranging from Health Officer, Project Managers, Rural Health Analyst, Risk Management Consultant, Policy, Program and Planning Analyst, Prevention Specialist and Epidemiologist. Projected job growth for a few potential occupations associated with this degree program: Health Environmental Specialist - 15%, Medical/Health Services manager – 23%, Social/Community Services manager – 21%, Health Educators & Community Health Workers – 21%. (Source: US Bureau of Labor Statistics, www.bls.gov) This program offers students a foundation in public health functions across an interdisciplinary course sequence, as well as an opportunity for the student to select an area of specialization by choosing an option. The five different options of this degree program should allow students to readily participate in the projected growth of 5 million jobs in the healthcare and social assistance sectors over the next decade. This program also distinguishes itself from other public health programs in the state in two ways. It is an undergraduate program in Public Health offered by a state institution. Saint Louis University, a private institution, also offers an undergraduate program. The University of Central Missouri offers a Bachelor of Science in Health Studies with an option in Community Health. Other programs currently offered in the state are graduate level programs.

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Form SE - Student Enrollment Projections



PROGRAM STRUCTURE

A. Total credits required for graduation: 120

B. Residency requirements, if any: _____

C. General education: Total credits: 56 (18 credits not within the major)

Courses (specific courses OR distribution area and credits):

General Education Courses (*38 credits within the major*)

Course Number	Credits	Course Title
BI151	3	Biological Reasoning
CH185	5	General Chemistry
MA134	3	College Algebra
EC215	3	Microeconomics
PY220	3	Psychological Development Across the Lifespan
PS103	3	US Political Systems
SO102	3	Society, Culture and Social Behavior
SC105	3	Fundamentals of Oral Communication
UI386	3	Environmental Health
UI352	3	Medical Ethics
IU309	3	Professional Writing for Science/Technology
UI412	3	American Healthcare Systems

D. Major requirements: Total credits: 64

Course Number	Credits	Course Title
BI153	4	Introduction to Organismal Biology
BI154	4	Genetics and Cell Biology
BI200/BS240/ BS242	3	Microbiology
BS113	4	Anatomy & Physiology I
BS114	4	Anatomy & Physiology II
CH234 or CH341	3	Organic and Biological Chemistry
MA223/MA155	3	Probability and Statistics
IS175	3	Information Systems I
PY555	3	Health Psychology
HL120	3	Health Perspectives
HL320	3	Community Health
BI454/EV454	3	Risk Assessment Applications
BI443/EV443	3	Epidemiology
BI471/EV481/ HA471/PS384	1	Internship
BI489	2	Analysis of Biological Issues
SC301	3	Foundations of Health Communication

Options - student will select one option

Public Health - Biology Option - select 15 hours

BI381	3	Molecular Genetics
BI441	3	Virology
BI442	3	Immunology
BI447/EV447	3	Fundamentals of Disaster/Emergency Management & Planning
BI448/EV448	3	Disaster/Emergency Planning and Response
BI453/EV453	3	Occupational Health
BI456/EV456	3	Fundamentals of Risk Communication in Emergency Management
BI458	3	Analytical Bioinformatics
BI460/EV460	3	Introduction to Toxicology
BI449/EV449	3	Vulnerability, Risk Reduction/Critical Incident Management
BI543/544	3	Pathogenic Microbiology with lab

Public Health - Health Policy and Management Option - select 15 hours

EC585	3	Healthcare Economics
HA300	3	Management of Healthcare
HA510	3	Healthcare Operations
HA582	3	Healthcare Budgeting and Reimbursement
PS230	3	American Public Policy
PS418	3	Public Policy Analysis
PS415	3	Governmental Budgeting Process
PS491	3	Topics in Political Science
SC320	3	Group Communication and Decision-Making
SC510	3	Leadership and Team Building
SC560	3	Organizational Communication
UI425	3	Persuasion: Understanding, Practice & Analysis

Public Health - Information Option - select 15 hours

BI458	3	Analytical Bioinformatics
HA540	3	Healthcare Informatics
HA545	3	Healthcare Database Systems
IS130	3	Application Development I
IS275	3	Computer Info Systems II
IS375	3	Database & Info Systems
IS330	3	Application Development II
MG575	3	Information Technology Management
MI375	3	Management Information Systems
IU314	3	GeoInfo Science Today

Public Health - Nutrition Option - select 15 hours

FN235	3	Nutrition for Health
FN255	3	Nutrition I
FN355	3	Lifespan Nutrition
FN540	3	Community Nutrition
FN520	3	Nutrition and Aging
HL332	3	Lifestyle Disease Risk Reduction
HL526	3	Health Behavior Change

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Form PS – Program Structure

Public Health - Social/ Behavioral Option - select 15 hours

HA300	3 Management of Healthcare
HL116	3 Special Topics in Health, Human Performance and Recreation
HL510	3 Health Concerns of Aging
PY329	3 Psychology of Death & Dying
PY325	3 Psychological Development of the Family
PY440	3 Abnormal Psychology
PY466	3 Introduction To Physiological Psychology
PY525	3 Maturity and Aging
SC215	3 Intercultural Communication
SC355	3 Interviewing: Principles and Practice

E. Free elective credits: 0 (Sum of C, D, and E should equal A.)

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

Students will be required to complete at least 1 credit hour (40 clock hours) of an internship approved by the faculty advisor or department chair.

G. Any unique features such as interdepartmental cooperation:

This is an interdisciplinary degree program. Twelve departments within the University will be participating in offering courses that are required either within the core or in an option of the degree program. The core of the program has been designed with the intent to align with the Council on Education in Public Health (CEPH) accreditation domains. CEPH is the accrediting body for undergraduate public health programs. It is not anticipated that new courses or faculty lines will be needed to fulfill the degree requirements.

Since the program is broadly based across the University, several departments anticipate that enrollment in this program will help increase demand and offering schedules for courses with low historical enrollments. In addition, due consideration was given to provide for ease of major change from biomedical pre-professional programs. Students from those disciplines should be able to utilize significant credit hours from those programs to satisfy the requirements of this program.



PROGRAM CHARACTERISTICS AND PERFORMANCE GOALS

Institution Name Southeast Missouri State University
Program Name Public Health
Date Fall 2015

(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 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.
Draws on existing faculty positions for teaching within this program.
- 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.
At least 80% of the credit hours will be assigned to full-time faculty according to University policy. However, it is anticipated that the full-time faculty assignment will likely exceed the minimum 80% level.
- Expectations for professional activities, special student contact, teaching/learning innovation.
Students will be required to complete 1 credit hour of internship for this program. Faculty from the student's selected option will typically provide the supervision for this internship. A public health club is anticipated to be established if student interest in such a club is indicated.

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3. Enrollment Projections

- Student FTE majoring in program by the end of five years.
At the end of five years, it is anticipated that 15 full-time students will be enrolled in this program.
- Percent of full time and part time enrollment by the end of five years.
At the end of five years, it is anticipated that 87% of enrollment will be full-time students and 13% will be part-time students.

4. Student and Program Outcomes

- Number of graduates per annum at three and five years after implementation.
Three years after implementation it is not anticipated that any students will graduate in that year. Five years after implementation, it is anticipated that 4 students will graduate that year.
- Special skills specific to the program.
Students in this program will have a foundation in scientific knowledge, including biological and life sciences and the concepts of health and disease. Students will have an understanding of social and behavioral sciences. Students also will have quantitative, data management and statistical skills and an understanding of economics. These foundations will provide students with the ability to integrate, synthesize and apply this knowledge to public health in general and a specific discipline area.
- Proportion of students who will achieve licensing, certification, or registration.
Licensing, certification, or registration is not required.
- 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.
No national assessments will be used. We expect 80% of our students to show proficiency on the University Writing Proficiency Assessment. Above University average scores on the MAPPII are expected of the average scores for students in this program.
- Placement rates in related fields, in other fields, unemployed.
Placement rates in related field 85%, in other fields 10%, unemployed 5%.
- Transfer rates, continuous study.
Not applicable, this program is offered as a bachelors degree, thus transfers are not expected.

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.
The Council on Education for Public Health provides accreditation for standalone baccalaureate programs. It is anticipated that application for accreditation will be made between 6 and 10 years after implementation.

6. Alumni and Employer Survey

- Expected satisfaction rates for alumni, *including timing and method of surveys*.
It is anticipated that satisfaction with the undergraduate degree program will be determined by online alumni surveys conducted at the end of five years. These surveys will be conducted using the Alumni Association database. For those students who matriculated to graduate and professional programs, the expected satisfaction rate >90%. For those who did not matriculate to graduate and professional programs, the expected satisfaction rate is >75%.
- Expected satisfaction rates for employers, including timing and method of surveys.
Employer satisfaction rates are expected to be determined by online surveys conducted at the end of five years. These surveys will be conducted using the Alumni Association database with the specific consent of the alumni member. The expected satisfaction rate is >75%.

7. Institutional Characteristics

- Characteristics demonstrating why your institution is particularly well-equipped to support the program.
Southeast Missouri State University is a regional, comprehensive university. It is classified as a Carnegie 2 institution with graduate level degree programs. Thus it has faculty with terminal degrees and graduate level teaching obligations. This program draws on coursework already offered across multiple other approved programs. This program differentiates itself from these other programs in that it is tailored to the public health perspective. This program helps meet the growing enrollment within the university and the growing demand for health related programs. By design, it is intended to utilize likely completed coursework in other health related pre-professional programs.