

**New Program Proposal  
Bachelor of Science  
Health Administration degree Completion Program  
Coastal Carolina University**

**Summary**

Coastal Carolina University requests approval to offer a new degree Completion program leading to the Bachelor of Science in Health Administration, to be implemented in Fall 2011. The program will be offered via distance education.

Coastal Carolina University's Board of Trustees approved the final proposal on January 22, 2010. The Program Planning Summary was submitted to the Commission on October 29, 2010, and reviewed and voted upon favorably without substantive comment by the Advisory Committee on Academic Programs (ACAP) on January 20, 2011. The final proposal was received by the Commission on March 2, 2011.

According to the proposal, the purpose of the program is prepare graduates with a diversified background in administration and management leadership roles in the healthcare industry as well as prepare them for admissions to advanced degree programs. The proposal states that the program will provide students with the advanced knowledge and critical thinking skills required in professional leadership positions in the ever-changing healthcare administration arena. The proposal also states that information from the S.C. Office of Research and Statistics notes that there are thousands of graduates from the S.C. Technical College System health sciences programs who are certified and licensed to practice in South Carolina. The Bachelor of Science on Health Administration Completion Program was designed to give those professionals without a four year degree an opportunity to continue their education, acquire valuable skills, and advance in their careers.

According to the proposal, the need for the program can be seen in the consistent capacity enrollment in the Bachelor of Health Science (B.H.S.) program currently offered at the Medical University Medical University of South Carolina (MUSC). MUSC plans to terminate their health science program once Coastal Carolina's proposed B.H.S. Completion program is approved. According to the proposal, MUSC limits their program to 30 students per semester and has seen consistent demand and maximum enrollment every semester. The proposal notes that Coastal Carolina's use of distance learning will increase the program demand.

The proposal states that the need for the program has increased rapidly due to the growth of health services aimed at the elderly population, which requires increased leadership in the area of health sciences. According to the proposal, the program at Coastal Carolina will help provide an option for a large number of students who graduate from technical colleges in the health sciences discipline to further pursue a Bachelor's degree. A survey conducted by Coastal Carolina University of local hospitals and other clinical settings that employ licensed technical health care professionals also demonstrated a need for the proposed program. Based upon the survey, it is estimated that in the next three years, 96 full-time and part-time positions will be available for individuals with a Bachelor of Health Sciences degree.

According to the proposal, Coastal Carolina University's proposed health administration completion program is a response to the Medical University of South Carolina's decision to terminate their health administration program. Currently, the Medical University of South is the only public institution in the state that offers the program leading to a Bachelor of Science in

Health Administration. Two private institutions, Limestone College and South University, offer programs in health administration. However, the Medical University of South Carolina, Clemson University, and Furman University offer programs in health sciences or health professions.

The Projected enrollment in the proposed degree program is estimated to be 30 (24 FTE) for each year of the first five years of the program. The proposal states that Coastal Carolina University plans to admit a cohort of up to 30 students each fall semester. If enrollment projections are met, the program will meet the current CHE program productivity standards for enrollment.

Admission requirements for the proposed program will be consistent with other undergraduate programs at Coastal Carolina University. The proposal states that admission to the proposed program will require a student to graduate from a health care program in an accredited two year college with a cumulative 2.0 GPA and a 2.0 grade point in all professional and science courses, have current certification and/or licensure, and be in good standing in a health care discipline. The curriculum for the proposed program in Health Administration will consist of 124-129 credit hours. However, students with an associate degree in Arts or Science can receive up to 45 credit hours toward the fulfillment of their curriculum requirements and elective courses. Six new courses will be added to the institution's catalog, including: Health Care Marketing (305), Human Resource Management in Health Care (380); Budgeting Finance & Health Care Payment (382); Leadership and Organizational Change in Health Care (449); Managing Health Care Information (455); and, Health Care Data Analysis (456).

The proposal states that the assessment of student learning will be tied to the specific goals and objectives of the proposed program. The proposed program assessment will use direct and indirect methods which will include a research papers, use of written analysis, personal leadership assessments, and projects in various major areas.

The proposed program indicates that five (0.84 FTE) new faculty members will need to be hired to teach courses offered each academic year. Efforts will be made to hire faculty with terminal degrees and adjuncts with at least a Master's degree in their teaching area. All faculty hired for the proposed program must have experience teaching online courses using a web-based platform. The Chair of the Health Promotion Department in the College of Sciences will serve as the program administrator and an administrative staff person will be hired to assist with the programmatic administrative and clerical duties.

No physical plant or significant equipment needs are anticipated to support the proposed program because the proposed program will be offered as distance learning program. The institution has adequate computer servers to support the institution's use of the Blackboard online learning system and to support the technological aspects of the program.

The Kimbel Library provides print and electronic resources, including the statewide PASCAL databases, Interlibrary Loan, Internet access, bibliographic instruction, reference books and a variety of class-specific user education programs, library catalog and on-line resources. According to the proposal, the library holdings will need to be updated. To accomplish this, Coastal Carolina University states that they will need to purchase additional e-books, hardcopy books, and journal subscriptions, at a total estimated cost of \$14,455 over the first five years of the program implementation.

Costs and sources of financing identified by the institution for the proposed program are shown below.

<b>Estimated Costs by Year</b>						
<b>Category</b>	<b>Year 1</b>	<b>Year 2</b>	<b>Year 3</b>	<b>Year 4</b>	<b>Year 5</b>	<b>Totals</b>
Program Administration (1)	\$38,992	\$39,772	\$40,567	\$41,379	\$42,206	<b>\$202,916</b>
Faculty Salaries (2)	\$84,480	\$86,170	\$87,893	\$89,651	\$91,444	<b>\$439,637</b>
Graduate Assistants	\$10,000	\$10,000	\$10,000	\$10,000	\$10,000	<b>\$50,000</b>
Clerical/Support Personnel (3)	\$17,290	\$17,636	\$17,989	\$18,348	\$18,715	<b>\$89,978</b>
Supplies and material	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	<b>\$5,000</b>
Library Resources	\$2,891	\$2,891	\$2,891	\$2,891	\$2,891	<b>\$14,455</b>
Equipment	\$0	\$0	\$0	\$0	\$0	<b>\$0</b>
Facilities	\$0	\$0	\$0	\$0	\$0	<b>\$0</b>
Other	\$0	\$0	\$0	\$0	\$0	<b>\$0</b>
<b>Totals</b>	<b>\$154,653</b>	<b>\$157,468</b>	<b>\$160,340</b>	<b>\$163,269</b>	<b>\$166,256</b>	<b>\$801,987</b>
<b>Sources of Financing by Year</b>						
Tuition Funding (all students)	\$597,070	\$873,535	\$927,553	\$939,275	\$946,942	<b>\$4,284,374</b>
Program-Specific Fees						<b>\$0</b>
State Funding						<b>\$0</b>
Reallocation of Existing Funds						<b>\$0</b>
Federal Funding						<b>\$0</b>
Other Funding						<b>\$0</b>
<b>Totals</b>	<b>\$597,070</b>	<b>\$873,535</b>	<b>\$927,553</b>	<b>\$939,275</b>	<b>\$946,942</b>	<b>\$4,284,374</b>
<p>(1) Program administration based on .50 of Director's salary plus 28% fringe for year one. Years 2-5 are based on a 2% increase.</p> <p>(2) 28% Fringe Benefits included with faculty salaries. Years 2-5 are based on a 2% increase.</p> <p>(3) Clerical/Support salary includes 28% fringe for year. Years 2-5 are based on a 2% increase.</p>						

These data demonstrate that with the proposed program reorganization and reclassification, and if Coastal can meet the projected student enrollments and contain costs as shown in the proposal, the program will be able to cover costs with revenues it generates in the first year of the program and thereafter.

In summary, Coastal Carolina University is proposing a degree completion program leading to the Bachelor of Science degree in Health Administration. Graduates of the program will be prepared to work as leaders in the growing and culturally, socially, and economically diverse healthcare environments.

**Recommendation**

The staff recommends that the Committee on Academic Affairs and Licensing commend favorably to the Commission approval of the degree completion program leading to a Bachelor of Science degree in Health Administration at Coastal Carolina University, to be implemented in Fall 2011, provided that no “unique cost” or other special state funding be required or requested.