

PROGRAM PLANNING SUMMARY

PROGRAM DESIGNATION:

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| Institution: | Coastal Carolina University |
| Academic Unit involved: | College of Natural and Applied Sciences |
| Name of Proposed Program: | Bachelor of Science in Health Science (degree completion) |
| CIP Code: | 51.9999 |
| Proposed date of Implementation: | Spring 2011 |
| New or Modification: | New |
| Credit Hours: | 40 |

JUSTIFICATION OF NEED:

The goal of the proposed Bachelor of Health Science (BHS) degree will be to further develop health professionals to obtain knowledge and expertise in health care management and leadership beyond the two year associate degree or certificate level. The degree will allow for the graduate of the program to be a more capable health care practitioner, enable them to adapt to a changing health-care environment and to assume a leadership role in the health care industry.

The beginning of this distance education program is timed to occur with the cessation of the BHS program at the Medical College of South Carolina (MUSC), to allow for the effective transition of prospective students to Coastal Carolina University. The BHS program at MUSC has continued to attract students with the most recent incoming class consisting of 30 students. As South Carolina faces a growing (and aging) population, the need for leadership in the health sciences will become increasingly important, both from the point of view of the individual health-care practitioner, as well as the population as a whole.

This degree program meets the career needs of technically trained professionals by advancing credentialed health related practitioners to the baccalaureate level. Individuals lacking a baccalaureate degree in these fields are often restricted in moving into leadership positions. This BHS degree will assist in leadership advancement due to the requirements of courses in advanced health management, health education, and clinical research. This career ladder concept, of professional credential advancing to the BHS, will be further developed at the graduate level to allow graduates of this program to pursue professional Master's degrees at MUSC.

Objectives: It is anticipated that this post entry-level health related degree will:

- a) Provide the necessary background elements to complete a baccalaureate degree.
- b) Update the student in current clinical concepts.
- c) Prepare the student in management/supervisory techniques.
- d) Introduce the student to health care education methodology including didactic and clinical teaching, patient education and staff development.
- e) Acquaint the student with clinical research techniques which affect his or her discipline.
- f) Introduce the student to computer technology and the rapidly changing health information system.

- g) Prepare the student in accounting and bookkeeping techniques necessary for departmental budgeting and operations.
- h) Expand the student's sense of ethical considerations specific to the involved practice as well as the overall health field.
- i) Prepare the student to serve as a resource person for fellow health workers within the state, region, or nation.

ANTICIPATED PROGRAM DEMAND AND PRODUCTIVITY:

Based upon discussions with the administration of the College of Health Professions at MUSC (location of the current program), a yearly enrollment of 30 students is anticipated. Given that the program is delivered using distance-learning, it is not anticipated that the shift of the program from Charleston to Conway will result in any drop in enrollment.

In order to assess local/regional need for this program we sent surveys to 288 hospitals and other clinical settings that employ credentialed technologists (Radiological technicians, Respiratory technicians, etc). Seventy were returned as undeliverable and we received back 28 completed surveys (13% return). The respondents indicated that there would be a total of 96 new full- and part-time openings for individuals with a BHS degree over the next three years. In addition, 42% of the respondents indicated that they would encourage their current employees to pursue this program. Clearly there is local and regional demand for employees with the BHS degree – a demand that will exceed the output of our program.

RELATIONSHIP OF THE PROPOSED PROGRAM TO OTHER INSTITUTIONS VIA INTER-INSTITUTIONAL COOPERATION:

It is anticipated that the proposed BHS program will provide additional career training for students completing various two year programs at Horry-Georgetown Technical College (HGTC), as well as other state technical colleges. The current program at MUSC draws students from across the state, and provides career development to graduates from all the state’s technical colleges. For this reason, the continuation of this program at Coastal Carolina University is supported by the academic administration of the State Technical College system. Furthermore, the program will allow students who obtain the BHS degree to transition into professional Master’s programs at MUSC.

Similar to the existing program, this program will lead to 130 credit hours for a bachelor’s degree. A total of 90 credit hours will be earned from previous courses associated with an Associates Degree in the Allied Health Sciences that includes technical certification (Radiological Tech., Respiratory Tech., etc). These 90 credits must also include at least 34 credit hours of course work that satisfies Coastal Carolina University’s core curriculum (6 cr-hrs English, 3 cr-hrs Math, 4 cr-hrs Science, 6 cr-hrs Humanities, 6 cr-hrs Foreign Language & Global Studies, 3 cr-hrs American Politics or History, 3 cr-hrs Human Health or Behavior, 3 cr-hrs Art). Ten of these credits (Science, Math, Human Health or Behavior), would typically be earned as part of any health technology training program. The BHS degree will be awarded upon the completion of a minimum of 40 credit hours of work at Coastal Carolina University

ASSESSMENT OF EXTENT TO WHICH THE PROPOSED PROGRAM DUPLICATES OF EXISTING PROGRAMS IN THE STATE:

The MUSC on-line BHS program is the only similar program in the state. The proposed program is designed to commence at the same time that the MUSC program ceases, resulting in

no program duplication. USC-Upstate has proposed a “bricks-and-mortar” BHS program that is similar, but the different methods of delivery will make the programs complementary and not competitive.

RELATIONSHIP OF THE PROPOSED PROGRAM TO EXISTING PROGRAMS AT THE PROPOSING INSTITUTION:

Coastal Carolina University is growing in preparing individuals to enter the health science job market including programs in Biology, Chemistry, Physics, Health Promotion, and Exercise Science, as well as developing programs in Nursing, Biochemistry, and Clinical Laboratory Science (Medical Technology). This program fits with those developments and further allows us to develop our on-line presence. It is anticipated that some of the courses in health care-management would be appropriate for students in these disciplines, particularly Health Promotion.

TOTAL NEW COSTS ASSOCIATED WITH IMPLEMENTING THE PROPOSED PROGRAM:

As this degree program is presently organized, current continuing program costs (faculty, technology, technology maintenance) are covered by tuition income from the existing program – according to the Dean overseeing the program at MUSC. As the degree transitions into our institution, the faculty teaching in this on-line degree program will shift from being employees of MUSC to being employees of Coastal Carolina University – allowing us to use program revenue and cost data from MUSC to project our expected revenues and costs. The oversight of the program will be provided by the Director of our School of Health, Kinesiology and Sport Studies.

The anticipated program costs and revenue for Coastal Carolina University are estimated from the current program and enrollment at MUSC. Eight courses are taught in each of the semesters (Fall and Spring), with five courses taught in the Summer for a total of 21 courses being offered over the year. According to general Coastal Carolina University guidelines the part-time faculty teaching these courses will be paid \$3000 per course, for a total personnel instructional cost of \$63,000 in academic year 2009-2010. Typically, 30 students are enrolled in the program at a time. While many students are pursuing the program full-time, the lowest revenue estimate would be based upon all students taking a part-time load of between 7-9 credit hours per semester and 4-6 credit hours in the summer. This lowest revenue estimate would result in \$201,420 over the course of a year at Coastal Carolina University’s tuition rate of \$373 per credit hour for in-state students (\$78,330 in revenue each semester and \$44,760 in the summer). Thus, tuition revenues are expected to exceed direct expenses from the inception of the program.