

COASTAL CAROLINA UNIVERSITY
Conway, South Carolina

Proposal to
South Carolina Commission on Higher Education
to establish a
Bachelor of Science in Health Administration
Completion Program

Submission Date: February 15, 2011

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President

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CLASSIFICATION

Name of proposed program:	Bachelor of Science in Health Administration Completion Program
Academic Unit:	College of Science
Designation of Degree:	Bachelor of Science in Health Administration (4 Year)
Proposed date of Implementation:	Fall 2011
CIP Code:	51.0701
New or Modification:	New
Site:	Main Campus of Coastal Carolina University
Qualifies for Palmetto Fellows and LIFE Scholarship Awards:	No
Delivery mode:	Internet

JUSTIFICATION

Purposes and objectives of the program:

Mounting complexities in the health care environment mandate health care professionals who possess educational preparation commensurate with the diversified responsibilities required of them. Building on the knowledge learned in entry-level health professional programs, the purpose of the Bachelor of Science in Health Administration Completion Program (BSHS) is to provide advanced knowledge, values and critical judgment skills needed to assume leadership and management roles in health care environments. Graduates of the BSHA Completion Program will have the knowledge and skills to adapt to a changing health care environment and assume a leadership role in the health care industry. The BSHA Completion Program will prepare graduates for advanced employment roles and for admission to advanced degree programs such as Master's in Business Administration (MBA) or Master's in Health Administration (MHA).

The beginning of this distance education program is timed to occur with the cessation of the of Bachelor of Health Science (BHS) program at Medical University 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 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.

Program Goals

Building on the knowledge and experience gained in entry-level education programs, the goals of this program will be to prepare health professional students for the following roles:

Goal 1: Leader on a health care team

Goal 2: Manager of human and fiscal resources

Goal 3: Designer, manager and coordinator of evidence based, ethical health services

Goal 4: Successful matriculation to graduate study

Student Learning Outcomes

By the end of this program, the student will be able to:

1. Apply theories of change and team leadership to management in health care (Goal 1, 4).
2. Apply organizational theories, intellectual skills and competencies, and business principles when making decisions related to utilization of human and fiscal resources in health care (Goal 2, 4).
3. Apply a structured process when making ethical decisions (Goal 3).
4. Analyze the leadership role within a selected health care organization (Goal 1).
5. Analyze research data and evaluate its application to best practice policies and procedures in health care (Goal 3, 4).
6. Design, implement and evaluate evidence based services using market forces in health care (Goal 1, 4).

Need for the Program in the State

Each year many graduates from the South Carolina Technical College System Colleges receive technical degrees in specialty fields in Health Sciences. Most of these graduates successfully pass licensure exams and practice in the health care facilities throughout South Carolina. According to the South Carolina Technical College System web site, one third of the 4,582 graduates in 2008-2009 were in a Health Science discipline.

According to the web site for the Office of Research and Statistics for the South Carolina Budget and Control Board there were 2,097 dental hygienists, 393 occupational therapist technicians, 968 physical technicians and 1,793 respiratory therapists licensed to practice in South Carolina. The Bachelor of Science in Health Administration Completion Program is designed to offer these professionals who do not already have a four-year degree the opportunity to continue their education and to advance in their professions.

In order to assess local/regional need for graduates of the proposed program, Coastal Carolina University surveyed 218 hospitals and other clinical settings that employ licensed technical health care professionals. We received 28 completed surveys (13%). The respondents indicated that there would be a total of 96 new full- and part-time positions available for individuals with a Bachelor of Health Sciences degree over the next three years. In addition, 42% of the respondents indicated that they would encourage their current employees to pursue this program.

The current Bachelor of Health Science program in the College of Health Professions at Medical University of South Carolina limits enrollment to 30 students per year. Medical University of South Carolina reports consistent full enrollment and high demand for the 30 positions. Given that this program will be delivered using distance-learning technology, it is anticipated that the shift of the program from Medical University of South Carolina to Coastal Carolina University will result in an equal or larger enrollment. In summary, there is a population of prospective students for this program; there are employers who wish to employ graduates of this program; and Medical University of South Carolina is discontinuing a program that is consistently in demand and fully enrolled, thereby supporting a need for this program at Coastal Carolina University.

Centrality of the program to the mission of the institution

The University revised its mission statement in 2007 and received approval of the new mission from the South Carolina Commission on Higher Education (SCCHE) in fall 2007. It states:

Coastal Carolina has ...become a regional comprehensive university with a tradition of a strong liberal arts core. Coastal Carolina seeks to develop students who are both knowledgeable in their chosen fields and prepared to be productive, responsible, healthy citizens with a global perspective. Coastal Carolina commits its resources to ...building baccalaureate and selective master's programs of national and/or regional significance in the arts and sciences, business, humanities, education and health and human services. Coastal Carolina fully embraces its leadership role as a regional center of economic and intellectual resources, lifelong learning, cultural and recreational opportunities and athletic programs. (Coastal Carolina University Catalog, 2009-2010)

Coastal Carolina launched a new Strategic Plan in 2007 when Dr. David A. DeCenzo became President. The plan includes three strategies and 21 objectives. The Bachelor of Science in Health Administration Completion Program primarily address two goals and six objectives found in the 2008-2013 Strategic Plan.

Goal 1.2 Appropriate Educational Initiatives

- Objective 1.2.1. Increase academic majors, minors, specializations and emphases at both undergraduate and graduate levels.
- Objective 1.2.2 Expand cooperative ventures with K-12 partners, Horry-Georgetown Technical College, and other technical or community colleges.

Goal 1.3 Improved Accesses to Education

- Objective 1.3.1 Increase the variety of course scheduling, formats, and degree programs.
- Objective 1.3.2 Expand programs and services to improve access to the University for minority students, disabled students, first-generation college students, adult students and international students
- Objective 1.3.6 Develop articulation agreements to assure greater transferability to bachelor degree attainment.
- Objective 1.3.7 Expand non-traditional approaches to grant credit for experiential learning, military training, and innovative degree completion programs.

The Bachelor of Science in Health Administration Completion Program (BSHA) is being proposed to increase academic majors by adding a cooperative program with technical or community colleges. This program is an example of Coastal Carolina University's commitment to lifelong learning and greater transfer-ability. It will significantly expand a degree program to non-traditional students and ensure greater transferability to bachelor degree attainment. Having the Bachelor of Science degree offers health professionals more opportunities for employment, increased responsibility, and career progression. It opens the door for graduate study in Business Administration (MBA) or Health Administration (MHA).

The BSHA Completion Program and Coastal Carolina University faculty are committed to providing student-centered advising and a learning environment that offers students the opportunity to obtain knowledge and skills that will be the foundation for their leadership role in health care in the future.

Relationship of the proposed program to other related programs within the institution

The Bachelor of Science in Health Administration (BSHA) Completion Program will join programs such as Biology, Chemistry, Physics, Health Promotion and Exercise Science in the College of Sciences. The mission of the College of Science is to provide excellent discipline-based educational experiences, student-centered advising and mentoring and service learning opportunities. The BSHA Completion Program will include courses taught by expert faculty from the College of Business Administration and the College of Humanities and Fine Arts and from health professionals with expert knowledge and experience in the health care industry. The variety of courses selected to be included in the program will prepare the graduates to assume leadership roles in their discipline in health care.

The Bachelor of Science in Health Administration Completion program will be the second completion program in the College of Science. The Bachelor of Science in Nursing Completion Program was recently approved and admitted its first class January 2011. Through various student-centered academic experiences, these programs provide opportunities for individuals to develop the knowledge, attitudes, behaviors, and skills to lead others and to assume leadership roles in their discipline.

Coastal Carolina University's policy states that prospective students who have earned an Associate of Arts, an Associate of Science, or a Bachelor's degree may waive the core curriculum course requirements. Many of the prospective students applying for this program will have completed most of Coastal Carolina University's core curriculum course requirements.

This program includes 5 courses in a distant learning format (15 credit hours) in Business Administration. All of these courses are currently available except Accounting 201 and this course is being developed as an on line course. Graduates of this program will be qualified to apply for graduate study in a Master's of Business Administration (MBA) program or in a Master's in Health Administration (MHA) program. See Appendix A for written support from the College of Business Administration.

The English Department currently offers Eng 211 Introduction to Professional and Technical Writing as an online course. Philosophy has agreed to offer Phil 317, Biomedical Ethics as an online course. Health Promotion has agreed to offer HPRO 380 Essentials of the Health Care System and HPRO 420 Health Policy as online courses. The remainder of the courses will be offered as on line courses by the College of Science by Health Administration professionals. See Appendix A for written support from the College of Humanities.

Interactions and relationships between the proposed program and those at other institutions

The Bachelor of Science in Health Administration Completion Program at Coastal Carolina University is being proposed in response to the Medical University of South Carolina’s decision to discontinue their Bachelor of Health Administration (BHA) program. Therefore, the proposed program does not represent an additional higher education program in South Carolina.

This proposed program is the result of cooperation and coordination between Coastal Carolina University, Medical University of South Carolina and the Technical Colleges of South Carolina. This program will streamline the process whereby graduates of the health programs at the Technical colleges of South Carolina will be able to continue their education.

ENROLLMENT

Admissions

All applicants to the Bachelor of Science in Health Administration Completion Program must meet the requirements for admission to Coastal Carolina University. In addition, applicants must demonstrate:

1. Graduation from a health care program in an accredited two year college with a 2.0 cumulative grade point average, and a 2.0 grade point average in all professional and science courses.
2. Current certification and/ or licensure and good standing in a health care discipline.

Applicants may be awarded up to 84 credit hours for work completed prior to admission to this program. The 45 credit hours required for the major must be completed at Coastal Carolina University.

Projected Student Enrollment

Coastal Carolina University plans to admit up to 30 students each Fall semester beginning 2011. The set target graduation rate is 80% for each class of full time students. Since these students will be practicing health professionals, there is a high chance they will elect to go part time, which will alter these figures considerably.

Table 1 Projected Total Headcount (3)						
Year	Fall Semester		Spring Semester		Summer Semester	
	Total Headcount (1)	Credit Hours (2)	Total Headcount	Credit Hours (2)	Total Headcount	Credit Hours
2011-2012	30	360	29	342	27	325
2012-2013	57	685	35	414	33	393
2013-2014	63	753	35	421	33	400
2014-2015	63	760	35	422	33	401
2015-2016	63	761	35	422	33	401

**Table 2
Estimated New Headcount**

Year	Fall Semester		Spring Semester		Summer Semester	
	New Headcount (1)	Credit Hours (2)	New Headcount	Credit Hours (2)	New Headcount	Credit Hours
2011-2012	30	360	0	0	0	0
2012-2013	30	360	0	0	0	0
2013-2014	30	360	0	0	0	0
2014-2015	30	360	0	0	0	0
2015-2016	30	360	0	0	0	0

Note 1: Based on enrollment of 30 new students each fall

Note 2: Credit hours based on the 12 hours per semester.

Note 3: Frist year total headcount based on 95% returning fall to spring and 95% returning spring to summer

Note 4: Years 2-5 headcount based on 80% graduation rate of returning students after Fall semester, 95% of new students returning fall to spring and 95% of all students returning spring to summer

CURRICULUM

There are 124-129 credits required for this degree. Forty-five hours are required courses for this program and must be completed at Coastal Carolina University. Thirty four to thirty nine hours are required core curriculum for Coastal Carolina University. Students with Associate Degrees in Science and Arts will be exempted for core curriculum requirements. Forty five hours will be awarded for the courses completed in their technical discipline.. Additional credits can be obtained through the selection of elective courses, depending upon the interests of the students and the availability of distant learning courses.

The Bachelor of Sciences in Health Administration Completion Program (124-129 hours)

I	Core Curriculum Requirements (must include Statistics)	34-39 hrs
II	Health Science courses transferred from Technical Colleges	45 hrs
III	Major Requirements	45 hrs
	ECON101 Survey of Economics	3hrs
	ENGL 211 Introductions to Technical and Professional Writing	3hrs
	PHIL 317 Biomedical Ethics	3hrs
	HPRO 380 Essentials of the Health Care System	3hrs
	HPRO 420 Health Policy	3hrs
	CBAD 201 Accounting I	3hrs
	CBAD 350 Marketing	3hrs
	CBAD 363 Business Finance	3hrs
	CBAD 371 Management	3hrs
	BSHA 305 Health Care Marketing	3hrs
	BSHA 380 Human Resource Management in Health Care	3 hrs
	BSHA 382 Budgeting Finance & Health Care Payment	3hrs
	BSHA 449 Leadership And Organizational Change in Health Care	3hrs
	BSHA 455 Managing Health Information	3hrs
	BSHA 456 Health Data Analysis	3hrs
*IV	Electives (as needed)	0-12 hrs

TOTAL CREDITS REQUIRED.....124-129 hrs

*Coastal Carolina University offers a wide variety of online courses each semester.

Technical requirements

All courses in this program will be delivered in a distant learning format using the Blackboard Learning Management system. This system includes various requirements for communicating and submitting assignments.

It is expected that for every three semester hour course, students will spend an average of five to eight hours per week engaged in reading, studying, communicating, and completing assignments and assessments.

Students who enroll in the Bachelor of Science in Health Administration Completion Program must have access (at home, at work, or through some other source) to a computer, internet service provider (high speed connection—DSL, cable modem, or LAN), and an approved web browser. The approved web browsers are: Microsoft Internet Explorer (7 or higher) or Mozilla Firefox (3.x or higher). Mac users will need to have access to the Mozilla Firefox browser. In addition, students must have access to Microsoft Office 2003 (or higher). Students must also have a basic level of computer skills and knowledge of computer operation. In addition, students should have a working knowledge of word processing, spreadsheet, and Internet web-browsing.

Students and faculty will have access to technical support via the Student Computing Services and the Technology in Education to Advance Learning Center that supports Blackboard. Coastal Carolina University employs three key technological resources to ensure the success of traditional as well as online degrees: Blackboard, Datatel, and e-mail. The Blackboard Learning System has been well established throughout the educational industry to support online courses for traditional and distance learning environments. It allows for efficient delivery and management of online courses as well as for a collaborative environment among faculty and students. Blackboard technical assistance for students is available throughout the Help Desks on campus, online, and by phone until 11:00 p.m. Datatel is the University's Enterprise Resource Planning (ERP) system. Students can register, pay fees, perform financial aid functions, check their grades online, and perform other activities online. Datatel is, also, a very well established ERP system for educational institutions. Support for certain Datatel modules is available until 10:30 p.m. via e-mail or phone. The University has a student e-mail system and is in the process of providing a major improvement to the system. Support for e-mail is provided in person, via phone, and online via help request forms.

Assessment of Learning Outcomes

The student learning outcomes can be found on page 3 of this document. The Assessment Plan for evaluating student learning outcomes can be found in Appendix B.

Course Descriptions:

ECON 101 Survey of Economics. (3) This course is designed to familiarize non-business majors with basic macro-and microeconomics models and selected economic problems.

ENGL 211 Introduction to Technical and Professional Writing. (3) (Prereq: Grade of C or above in ENGL 101). This courses provides a practical introduction to principal types and forms

of technical writing, including description of a mechanism, process, analysis, definition, and the proposal.

PHIL 317 Bio-Medical Ethics. (3) This course presents ethical problems in medicine and biological research and the application of ethical principles to real-life situations involving patient autonomy, health care professionals, the beginning of life, the end of life, and human genetic experimentation.

HPRO 380 Essentials of the U.S. Health Care System. (3) This course presents the basic structures and operations of the United States health system and focuses on the major core challenges of the delivery of health care. The foundation and history of the United States health care; the health care workforce, philosophy, nature, and scope of health organizations, including hospitals, primary, ambulatory and long term care facilities, administration and financing of health care; and government in the health care system will be discussed.

HPRO 420 Health Policy. (3) This course will provide an overview of health policy issues and policy making in the United States. Reports indicate that health problems are heavily influenced by social policies and environments that in some way either sustain the behaviors and practices that contribute to the problem or fail to foster healthier choices that could prevent the problem. Therefore, this course will provide insight and political competencies needed to analyze the public policy environment for changing policies, systems and built environments.

CBAD 201 Financial/Managerial Accounting 1. (3) This course will provide the financial accounting cycle with emphasis on using financial statements and budgets to initiate and assess business operation, preparation of financial statements, budgets, and business plan for service and manufacturing companies.

CBAD 350 Marketing. (3) (Preq: Grade of C or above in ECON 101 or 102) A study of the marketing of goods and services, including legal, social, economic, and technological considerations; consumer behavior and target markets; product; pricing; promotion; channels of distribution, and development of marketing strategy.

CBAD 363 Business Finance. (3) (Preq: Grade of C or above in CBAD 201, ECON 101 or 102 and MATH 132 or permission of the instructor) This course provides the theoretical foundation of optimal financial policy...emphasis on working capital, capital budgeting, financing, and dividend decisions and how they affect the valuation of the firm.

CBAD 371 Management and Organizations. (3) Survey of the basic principles of management with emphasis on social and behavioral issues. This course provides the basis for thinking about complex business situations in the framework of the management process.

BSHA 305 Health Care Marketing. (3) This course is an introduction to the principles and practices associated with marketing in a health care setting. The course will cover the major topics surrounding health care marketing in the current dynamic health care environment. Topics will include, but not be limited to developing a market orientation, organizing a marketing

operation, consumer behavior, market research, market segmentation, elements of a marketing plan, development of a marketing plan.

BSHA 380 Human Resource Management in Health Care. (3 credits) This course will introduce students to the various personnel functions in health services organizations, including recruitment, selection, job analysis, performance appraisal, compensation/benefits, employee health, grievance, discipline, discharge, and organizational development. In addition, students will gain an understanding of current social, behavioral, legal, and ethical issues from a human resources planning and management perspective in health care.

BSHA 382 Budgeting Finance & Health Care Payment. (3 credits) (Preq: CBAD 201) Students will study accounting and financial management principles and their application to operational problems in health care. In addition, students will study budgeting and gain skills in developing budgets in different healthcare units. Students will gain competence in the techniques of forecasting financial results for individual projects and the organization. In addition, major reimbursement systems will be covered, such as Medicare, Medicaid, and third-party payment systems.

BSHA 449 Leadership And Organizational Change in Health Care. (3) This course is designed to prepare students to assume leadership roles in a changing health care environment. It examines the change process and the impact of leadership, organizational structure, and organizational culture on change. Through assessments and interactive experiences, students gain insight into their own leadership and change management skills. They also design leadership development and change management plans.

BSHA 455 Managing Health Information. (3) (Prereq: Statistics) An introduction to health information management from the perspective of control and management of information resources. It includes strategic information systems planning, integration and maintenance of organizational information technologies and coordination of policies and procedure for technology acquisition, implementation and operation. This course is also designed to develop skills in problem identification, assessment of needs, and evaluation of objectives. Emphasis is on collection, organization, and evaluation of health care programs.

BSHA 456 Health Data Analysis. (3) (Prereq: BSHA 455). This course is designed to give students experience in analyzing and completing health information projects including; data design and collection, clinical performance measurement, data presentation, and reading and understanding professional, statistical publications. Qualitative and quantitative data analysis and inferential analysis are included in class activities.

FACULTY

Rank and qualifications of each staff member who will be involved in the program

Staff by Rank	Highest Degree Earned	Field of Study	Teaching in Field
<i>Director .35 of 1FTE</i>	<i>Doctoral prepared</i>	<i>Health Promotion</i>	<i>No</i>
<i>Philosophy 3hrs per year or .14 of 1 FTE</i>	<i>Doctoral prepared</i>	<i>Health Ethics</i>	<i>Yes</i>
<i>English 3 hrs per year or .14 of 1 FTE</i>	<i>Doctoral prepared</i>	<i>Technical Writing</i>	<i>Yes</i>
<i>Health Promotion 6 hrs per year or .29 of 1 FTE</i>	<i>Doctoral prepared</i>	<i>Health Promotion</i>	<i>Yes</i>
<i>Five Business Administration 15 hrs per year or .71 of 1FTE</i>	<i>Doctoral prepared</i>	<i>Business Administration</i>	<i>Yes</i>
<i>Five Adjunct Instructors 15 hrs per year or .71 of 1FTE</i>	<i>Doctoral prepared</i>	<i>Health Care Mgmt</i>	<i>Yes</i>
<i>PT Administrative Assistant .50 of 1FTE</i>	<i>Bachelor Degree</i>	<i>Coordinate interactions between students and IT and maintain student records and evaluation outcome criteria</i>	<i>No</i>

Enumeration and discussion of the necessary qualifications of new faculty (and staff) that will be added in support or the proposed program

The Chair of Health Promotion in the College of Sciences will serve as the program administrator for the proposed program. Every effort will be to obtain faculty who have the terminal degree in the area in which they are teaching. If necessary, adjunct faculty will be employed with a minimum of a master’s degree in the area they are teaching. They must have experience teaching online courses using a web-based platform delivery system. Once the Bachelor of Science in Health Administration Completion Program (45 hrs) is in operation, it is anticipated that approximately 3.0 FTEs will be needed for the 15 courses that will be offered each academic year. To facilitate the potential extensive interactions between students and staff at Coastal Carolina University, 0.5 FTE is being requested for an Administrative Assistant.

Institutional plan for faculty development as it relates specifically to the proposed program

Coastal Carolina University promotes professional development and growth through an ongoing process involving all faculty. The Office of the Provost for Academic Affairs oversees travel, reassigned time, small grants, and community service opportunities. Grants made available through the Office of the Provost include the following: Professional Activities Mini-Grants, Academic Enhancement Grants, Assessment Mini-Grants, and Teaching with Technology

Micro-Grants. Support for faculty travel for presentation work at professional conferences is also available from the College of Sciences.

New faculty orientation for this program will include extensive training in the use of Blackboard, Microsoft Outlook, Web Advisor and how to access the various search engines available through the library. Each faculty member will have a technology resource person and a library research consultant available to them as they prepare their assigned courses.

Institution’s definition of full-time equivalents

Full time (1 FTE) equivalent at Coastal Carolina University is defined as seven courses during the academic year.

Table showing for at least the first five years the number (headcount) and the full-time equivalent (FTE) of faculty, administrators, and/or staff to be used in the program, listing new and currently-employed faculty separately.

YEAR	NEW		EXISTING		TOTAL	
	Headcount	FTE	Headcount	FTE	Headcount	FTE
Administration						
2011-2012	0	0.00	1	0.35	1	0.35
2012-2013	0	0.00	1	0.35	1	0.35
2013-2014	0	0.00	1	0.35	1	0.35
2014-2015	0	0.00	1	0.35	1	0.35
2015-2016	0	0.00	1	0.35	1	0.35
Faculty						
2011-2012	5	0.84	8	1.26	13	2.10
2012-2013	0	0.00	13	2.10	13	2.10
2013-2014	0	0.00	13	2.10	13	2.10
2014-2015	0	0.00	13	2.10	13	2.10
2015-2016	0	0.00	13	2.10	13	2.10
Staff						
2011-2012	0	0.00	1	0.50	1	0.50
2012-2013	0	0.00	1	0.50	1	0.50
2013-2014	0	0.00	1	0.50	1	0.50
2014-2015	0	0.00	1	0.50	1	0.50
2015-2016	0	0.00	1	0.50	1	0.50

*2011-2012: 5 new instructors, 6 courses; 8 existing instructors, 9 courses

PHYSICAL PLANT

Whether or to what extent the existing physical plant will be adequate to provide space for the program for the first five years.

The proposed program will be offered as a distance-learning program. Coastal Carolina University has dedicated computer servers that run the Blackboard online learning system. This System supports static resources (documents, uploading of assignments, discussion boards) as well as dynamic resources (chat rooms, Camtasia). The face-to-face portions of the program will be offered on-campus between primary academic sessions and will utilize lab and classroom spaces in a compressed, workshop format. Space and physical plant are adequate to support this program.

Additional physical plant requirements during the foreseeable future, including any modifications to existing facilities, and an explanation of how these are to be financed.

No additional physical plant needs or modifications are expected over the next five years.

Library Resources

Kimbel Library at Coastal Carolina University is an academic library with holdings of over 250,000 items in all formats. We currently subscribe to over 23,000 periodicals: magazines, newspapers, scholarly journals, and proceedings in print and online formats. The Library provides access to its holdings and approximately 140 online citation, abstracting, full-text and reference resources via the World Wide Web at (<http://www.coastal.edu/library>). Library instruction sessions are available to all academic departments covering general library usage as well as project or course-specific sessions for upper-level research oriented courses.

Quantitative Comparison of Library Holdings

Monographs

A quantitative comparison of Kimbel Library's holdings in health sciences was conducted using *Bowker's Book Analysis System*. This collection tool compares current library holdings against a core list of monographs recommended for academic libraries by subject bibliographers.

Comparison with such a list controls for age of collection held by peer libraries and offers a standard by which any library's holdings may be measured.

Broad subject areas for the health sciences and related fields were identified for this program based on the CHE *Program Planning Summary* for the Bachelor of Science in Health Sciences and the *Curriculum and Degree requirements* of the Medical University of South Carolina's Bachelor of Health Sciences degree. Library holdings in these subject areas were compared with *Bowker's* core list of titles by subject. Of the 2,311 titles held by Kimbel Library, 51 are considered core titles for all areas of relevance to the BSHA.

Figure 1.

BSHA: Core Title Comparison

Subject	LCCN Range	KL Owns	Core Titles Owned	% Core Owned in LC class	Core Titles Not Owned	Cost of All Core Not Owned
Personnel Management, Accounting	HF 5549 - HF 5686	763	16	16%	82	\$5,161.00
Health Insurance	HG 9371 - HG 9399	12	0	0%	2	\$58.00
Medical personnel - malpractice	KF 2095.3, KF 4365	5	0	0%	2	\$80.00
Medical Ethics, Medical Law and Legislation	KF 3821 - KF 3828	31	1	14%	6	\$197.00
Educational Psychology	LB 1051 - LB 1068	370	15	29%	37	\$2,741.00
Medical Writing	R 119	10	0		0	\$0.00
Medicine: History, Philosophy, Personnel, Economics, Informatics, Clinical Research	R 723 R 859.7	571	9	17%	43	\$2,857.00
Medicine and State (Regulation)	RA 393- RA 399	109	0	0%	10	\$677.00
Public Health	RA 410- RA 455	305	5	15%	28	\$1,618.00
Disease, Epidemiology	RA 645 - RA 653.5	91	4	31%	9	\$432.00
Medical Facilitates, Administration	RA 963 - RA 981	41	1	14%	6	\$635.00
Medical Jurisprudence	RA 1056.5	3	0		0	\$0.00
Total		2311	51	17%	225	\$14,455.00

Periodical

Kimbel Library currently provides access to approximately 149 journals in health services administration, 37 in computer applications to the health sciences and 22 on physicians and medical personnel in online and print formats. In total, the library offers over 5,000 titles in all areas of health and medicine. Overall, 28% of these journals are considered core titles, and about half of these (45%) have an impact factor, a measure of impact in a discipline based on frequency of citations. Online access is provided via aggregator databases, publisher packages, open access titles, and direct online subscriptions. Current access points for online journals are listed below.

Aggregators:

Academic OneFile, Academic Search Premier, Brill Online Journals, Business Source Premier CINAHL Plus with Full Text, CQ Press, Health Reference Center, HealthSource-Nursing/Academic Collection, JSTOR, LexiPAL Drug Guide, MEDLINE, Nursing Resource Center, Ovid Nursing Collection II, ProQuest Nursing & Allied Health Source, PsycArticles, PsycINFO, Psychology and Behavioral Sciences Collection, and SPORTDiscus, SocINDEX.

Publisher Packages:

Berkeley Electronic Press, Brill Online Journals, E-Duke Journals, Liebert Online, Ovid Nursing Collection II, Oxford Journals, Project MUSE, Sage Journals, ScienceDirect, Springerlink, Wiley Interscience.

Direct subscriptions and open access titles are linked for access via LinkSource. The Library will work with the health sciences faculty to evaluate the availability of academic journals to support this major.

Qualitative Analysis of Library Holdings

For all LC class areas identified in Figure 1. Coastal owns 2,311 titles. Circulation statistics available since 1997 (date of implementation of Kimbel Library’s automated library system) show that 1,102 *print and media* titles (e-books excluded) in health sciences were checked out 2,339 times (or about 2 times per title); 414 (38%) items had no circulation activity and 286 (26%) items circulated 3 or more times, up to 44 check-outs for one video title.

Internal use counts, recorded from 1999 to date, indicate that of the same 1,102 titles, more than half the collection (646) had had no use counts, 229 titles had at least one use count, and 5 items had 10 or more use counts (up to 51 uses for a study guide and 31 uses for popular reading title).

Of the print titles, 247 (22%) were published after 2000 and 76 (7%) after 2005. For all titles (print and electronic) 1,313 (56%) were published after 2000 and 562 (24%) after 2005.

Figure 2. **BSHA: Age and Use of Collection by Material Type**

Material Type	# titles	2000 +	%	2005+	%	Circulation	Internal Use
Book	1040	228	22%	72	7%	1967	947
Reference*	14	10	71%	3	21%	6	33
VHS	23	3	13%	0	0%	250	0
DVD	13	13	100%	4	31%	61	0
Textbooks	12	0	0%	0	0%	21	22
Ebooks	1195	1056	88%	483	40%	n/a	n/a
Media	14	2	14%	0	0%	40	16
Total	2311	1312	57%	562	24%	2345	1018

*Exclude e-reference

Quantitative estimate of acquisitions needed

While a small percentage (2.2%) of the total relevant collection is comprised of core titles, approximately 17% of the library's holdings for the BSHA are core titles when limited to specific LC ranges, and this percentage is consistent with the average % of core holdings for other areas of the collection. Existing programs in business, finance, marketing, health promotion and education provide support for required courses for the BSHA. Indeed, the collection is strongest in educational psychology, public health and prevention. Recent acquisition of ebook packages has updated the collection: 7% of the print collection was published after 2005 while 40% of ebooks are current. During the academic year, the library purchased or subscribed to two ebook collections based on their relevance to existing and anticipated programs, leaving the remaining print collection somewhat dated. (Figure 2.)

Should the library aspire to the entire core collection in support of the BSHA, the cost would be \$14,455 or \$2,891 over the first five years of the program. The Library realizes that these acquisition projections are based on an ideal collection of core titles; the numbers reported above are to be considered benchmarks to guide acquisition activities. The health sciences faculty will want to adjust these figures based on curricular and regional needs. Kimbel Library will determine departmental allocation for monograph acquisitions annually based on departmental profile and university allowance.

Our primary book vendor reports that the average cost of a book in the *R* LC Class (medicine, general) is \$932, *RA* LC class (public aspects of medicine) is \$77, and LC classes *HF* and *HG* (management and accounting) \$80 for an approximate cost of \$83 per book in all areas relevant to the health sciences degree. Average cost for journal titles in health sciences is \$1,401 and \$862 for business. The health sciences faculty may use these figures to compute the costs for library materials over the first five years of the program.

Journal subscriptions are an ongoing cost. The Library's budget would need to be increased to cover the continuation of any new journal titles added. Selection of journal titles should closely conform to titles indexed in sources available to Coastal Carolina University students.

Accreditation

Coastal Carolina University is accredited by the Commission on Colleges of the Southern Association of Colleges and Schools (SACS) to award baccalaureate and master's degrees.

Estimated Costs by Year						
Category	Year 1	Year 2	Year 3	Year 4	Year 5	Totals
Program Administration (1)	\$38,992	\$39,772	\$40,567	\$41,379	\$42,206	\$202,916
Faculty Salaries (2)	\$84,480	\$86,170	\$87,893	\$89,651	\$91,444	\$439,637
Graduate Assistants	\$10,000	\$10,000	\$10,000	\$10,000	\$10,000	\$50,000
Clerical/Support Personnel (3)	\$17,290	\$17,636	\$17,989	\$18,348	\$18,715	\$89,978
Supplies and material	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$5,000
Library Resources	\$2,891	\$2,891	\$2,891	\$2,891	\$2,891	\$14,455
Equipment	\$0	\$0	\$0	\$0	\$0	\$0
Facilities	\$0	\$0	\$0	\$0	\$0	\$0
Other	\$0	\$0	\$0	\$0	\$0	\$0
Totals	\$154,653	\$157,468	\$160,340	\$163,269	\$166,256	\$801,987

Sources of Financing by Year

Tuition Funding (all students)	\$597,070	\$873,535	\$927,553	\$939,275	\$946,942	\$4,284,374
Program-Specific Fees						\$0
State Funding						\$0
Reallocation of Existing Funds						\$0
Federal Funding						\$0
Other Funding						\$0
Totals	\$597,070	\$873,535	\$927,553	\$939,275	\$946,942	\$4,284,374

(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.

(2) 28% Fringe Benefits included with faculty salaries. Years 2-5 are based on a 2% increase.

(3) Clerical/Support salary includes 28% fringe for year. Years 2-5 are based on a 2% increase.

Statement as to whether or not “unique cost” or other special state appropriations will be required or requested

No “unique cost” or other special state appropriations will be required or requested.

INSTITUTIONAL APPROVAL

List of all internal institutional bodies of which approval was required and the dates on which each such body approved the program

Internal Institutional Body	Date of Required Approval
Curriculum Committee, College of Sciences	<i>12/8/2010</i>
Faculty, College of Sciences	<i>12/8/2010</i>
CCU Academic Affairs Committee	<i>1/11/2011</i>
CCU Faculty Senate	<i>2/2/11</i>
CCU Provost	<i>1/22/11</i>
CCU President	<i>1/22/11</i>
CCU Board of Trustees	<i>1/22/10</i>

APPENDIX A

From: John Beard
Sent: Tuesday, November 16, 2010 4:04 PM
To: Michael Ruse; Michael Roberts
Cc: Carol Osborne
Subject: RE: BS Health Administration

Mike Roberts,

The ENGL 211 will also be offered in a Distance Learning format in Fall 2011.

How often will these two classes (ENGL 211 & PHIL 317) need to be offered in DL format? Are they needed every Fall and Spring, or once each year? Will a summer offering work?

In other words, what is the expected rotation?

John Beard

From: Michael Ruse
Sent: Tuesday, November 16, 2010 3:39 PM
To: John Beard; Michael Roberts
Cc: Michael Ruse
Subject: RE: BS Health Administration

John and Mike,

We will offer 2 sections of PHIL 317 Biomedical Ethics this coming fall. 1 will be regular on-site and the other will be in a distance format. This will facilitate both the medical humanities minor, (now before senate for the December meeting) and the new H.S. in Health Administration. We plan to offer an onsite 317 every semester. If you need distance each semester as well we can do that or even offer the distance in the summer.

Cheers
Michael Ruse

Michael Roberts

From: Ralph Byington [Byington@coastal.edu]
Sent: Monday, November 15, 2010 11:41 AM
To: Michael Roberts
Subject: Re: BS Health Administration

Mike

I have confirmed this with both Chairs.
Sent via blackberry.

From: Michael Roberts [mailto:mroberts@coastal.edu]
Sent: Monday, November 15, 2010 10:49 AM
To: Ralph Byington
Subject: BS Health Administration

Ralph:

Would it be possible for you to send me a note indicating that Wall has every intention of offering ECON 101 on-line in the Fall Semester (beginning fall 2011). Also, three courses would be needed in the Spring (beginning spring 2012): Accounting (CBAD 201), Marketing (CBAD 350), and Management (CBAD 371). Our curriculum committee wanted to have assurances before signing off on the BSHA program.

Give me a call if you have any questions or concerns...

Thanks,

Mike

Michael H. Roberts, Ph.D.
Dean & Professor of Biology
College of Science
Coastal Carolina University
P.O.Box 261954
Conway, SC 29528-6054

v: (843) 349-2282
c: (914) 260-3424
f: (843) 349-2926

mroberts@coastal.edu

11/22/2010

APPENDIX B

STUDENT LEARNING EVALUATION PLAN FOR BACHEOR OF SCIENCE IN HEALTH ADMINISTRATION COMPLETION PROGRAM					
REQUIRED STUDENT OUTCOME	EXPECTED LEVEL OF ACHIEVEMENT	FREQUENCY OF ASSESSMENT	ASSESSMENT METHOD	RESULTS OF DATA ANALYSIS	ACTION FOR PROGRAM DEVELOPMENT
Design, implement and evaluate services in discipline using marketing forces	Each student will prepare a Marketing plan for their discipline in health care	At the end of enrollment in BSHA 305	Marketing Plan Project for a CEO of a health care organization will be assessed by faculty teaching BSHA 305	Data analysis is presented by the faculty teaching BSHA 305 to faculty each fall	Action found in faculty minutes dated _____
Analyze research data and evaluate application to best practice	Each student will prepare a Health Information Project using various forms of data collected in their discipline	At the end of enrollment in BSHS 456	Health Information Projects will be assessed by faculty teaching BHS 456	Data analysis is presented by faculty teaching BSHA 456 to faculty each fall	Action found in faculty minutes dated _____
Apply theories of change and team leadership to management in health care.	Each student will prepare their Personal Leadership Assessment and Plan for Improvement	At the end of enrollment in BSHA 449	Personal Leadership Assessment and a Plan for Improvement will be assessed by faculty teaching BSHA 449	Data analysis is presented by faculty teaching BSHA 449 to faculty each fall	Action found in faculty minutes dated _____
Apply organizational theories, intelligence and business principles when making fiscal and human resources.	100% of employer of the graduates will agree or strongly agree that the graduate can meet this outcome one year after graduation	Annually	Questionnaire will be mailed to graduate's employer one year after graduation	Data analysis is presented by Director to faculty each fall at the October meeting	Action found in faculty minutes dated _____
Analyze a current health policy of the US health care system	100% of students will prepare structured written health policy analysis	At the end of enrollment in HPRO 420 Health Policy and Law	Evaluation of a written analysis by faculty teaching HPRO 420	Data analysis is presented by faculty teaching HPRO 420 to faculty each fall	Action found in faculty minutes dated _____
Assume leadership role in profession	100% of employers of the graduates will agree or strongly agree that the graduate has met this outcome one year after graduation.	Annually	Questionnaire will be mailed to graduate's employer on year after graduation	Data analysis is presented by the Director to faculty each fall at the October meeting.	Action found in faculty

STUDENT LEARNING EVALUATION PLAN FOR BACHEOR OF SCIENCE IN HEALTH ADMINISTRATION COMPLETION PROGRAM

REQUIRED STUDENT OUTCOME	EXPECTED LEVEL OF ACHIEVEMENT	FREQUENCY OF ASSESSMENT	ASSESSMENT METHOD	RESULTS OF DATA ANALYSIS	ACTION FOR PROGRAM DEVELOPMENT
Apply a structured process when making ethical decisions	Each student will prepare a well reasoned opinion concerning a bioethical problem	At the end of enrollment in PHIL 317 Biomedical Ethics	Evaluation of written opinion paper by faculty teaching Phil 317	Data analysis is presented by faculty teaching Phil 317 to faculty each fall	Action found in faculty minutes dated _____