

New Program Proposal
Bachelor of Arts/Artium Baccalaureatus/Bachelor of Science
Public Health
College of Charleston

Summary

The College of Charleston requests approval to offer a new program leading to the Bachelor of Arts, Artium Baccalaureatus or Bachelor of Science degree in Public Health, to be implemented in Fall 2012. The proposed program is to be offered through traditional instruction methods on the College of Charleston campus.

The Program Planning Summary was submitted to the Commission on April 29, 2010, and reviewed and voted upon favorably without substantive comment by the Advisory Committee on Academic Programs (ACAP) on July 14, 2010. The College of Charleston's Board of Trustees approved the proposal on April 15, 2011. The final revised proposal was received by the Commission on August 1, 2011.

According to the proposal, the purpose of the proposed program is to provide graduates with a strong background and prepare them for a broad range of employment in the diverse field of public health. The proposal states that graduates from the proposed program will be prepared to enter careers in such areas as non-profit agencies; corporations; government organizations; health care environments; and, worksite health promotion programs. The proposal also states that in addition to the direct career paths available, graduates will be prepared to pursue advanced degrees in related disciplines. In addition, trained public health professionals will be able to contribute to the development and implementation of state, local, and national level health care policies and health education initiatives that will affect the quality of life and economic resources of the citizens of South Carolina.

The proposal states that the rising cost of healthcare in the United States and the state's significant increase in health-related issues such as obesity, diabetes, infant mortality, and infectious diseases have increased the demand for trained public health workers in traditional and non-traditional settings. According to the Association of State and Territorial Health Officials (ASTHO), findings from the 2007 State Public Health Workforce Survey indicated that public health agencies face major challenges because of an acute shortage of a trained labor force that has the specific knowledge base to understand the complexities of public health and the substantial number of state health agencies' employees approaching retirement eligibility. The proposal cites the Bureau of Labor Statistics *Occupational Outlook Handbook, 2010 – 2011 Edition*, which states that the need for employees in the field of public health will increase 23.8% in the next decade.

According to the proposal, interest in the public health program has been determined by a survey conducted in 2007 of College of Charleston students enrolled in English 101 and 102 classes. Based upon the institutional survey, of the 695 students responding, 61% indicated that they would be interested in a health/public health degree. A 2009 follow-up survey in elective introductory health and physical education courses indicated that of 439 students surveyed, 57% responded that they would be interested in a health/public health degree. In Fall 2010, the institution also surveyed 50 potential employers in Charleston, Berkeley, and Dorchester counties. Fifty-eight percent of these prospective employers stated that they would hire

graduates with a degree in public health, and the majority of respondents indicated that they preferred graduates who were also Certified Health Education Specialist (CHES) certified.

The program leading to a major in Public Health has three variants, the Bachelor of Arts (B.A.), the Artium Baccalaureatus (A.B.), and the Bachelor of Science (B.S.). The curriculum for the proposed program will consist of 122 credit hours in the B.A., A.B. or B.S. degree option. However, the outline of course credits within the 120 hours will differ for the two tracks. Seven new courses will be added to the institution's catalog for the Public Health program, including: Introduction to Public Health (215); Global Health (230); Field Experience in Health Promotion (325L); Epidemiology (350); Biostatistics in Health Sciences (395); Public Health Administration (460); and, Capstone Seminar (495).

The number and type of course credits within the 122 hours will differ considerably in the B.A. and B.S. degree options. While the B.A. and B.S. tracks will require the same 54 hours of General Education coursework, they will require different numbers and types of courses in the core coursework (36-41 credits hours for the B.A. and 52-55 credits hours for the B.S.) and in the electives (27-32 credit hours for the B.A. and 13-16 credit for the B.S.) courses. Students who major in the sciences may choose the B.S. or A.B., and, likewise, those who major in the social sciences/humanities may choose the B.A. or A.B. The A.B. was the original degree offered by the College and is available for all majors except the classics. The B.A. and B.S. degrees were developed for programs that did not require coursework in the classics and for students whose interests were outside the classics. The program leading to the A.B. degree entails completion of all required courses in any major, 18 additional hours in Latin or 18 hours in Ancient Greek, and six hours in courses in classical civilization.

The proposal states that only two other institutions in the state offer undergraduate level degree programs in public health, USC-Columbia and Benedict College. Two institutions, Clemson University and Coastal Carolina, offer similar undergraduate programs in Health Sciences and Health Promotion, respectively. The College of Charleston states that its program will be different because it will be the only undergraduate interdisciplinary public health program offered in the state and it will offer a professional core of courses designed to prepare students to successfully pass the CHES exam.

Projected new enrollment for the program will be 20 new students (10.0 FTE) in the program's first year, increasing to 25 students (12.5 FTE) in the second year, and further increasing to 30 students (15.0 FTE) in the third year, fourth and fifth years of the program. According to the proposal, the Fall 2012 enrollment projections are based on current, new, and transfer students. If enrollment and program completion projections are met, the proposed program will meet the Commission's productivity standards.

The proposal states that the assessment of student learning will be aligned with the departmental outcomes and the department assessment plan. The proposed program assessment will use direct and indirect methods which will include written exams, quizzes, projects, assignments, and surveys.

According to the proposal, because the program is interdisciplinary, courses will be taught by existing faculty in different departments across the campus, but only the faculty in the Department of Health and Human Performance will teach full-time in the program. The proposed program states that 2 (.50 FTE) new tenured faculty members will be hired for the 2012-2013 academic year to replace current faculty retiring in 2012. No new administration or staff will be hired to provide program support.

There are no accreditation standards for the undergraduate level public health program. Licensure is not required for employment. However, the College anticipates that future accreditation standards are forthcoming.

The proposal states that no physical plant needs are anticipated to support the proposed program. The proposal further states that no additional equipment will be required for the proposed program within the first five years of implementation. The existing standard instructional equipment will be sufficient to implement the proposed program.

The information provided in the program proposal states that the College of Charleston's Adleston Library has adequate resources to support the proposed program with print and electronic resources including the statewide PASCAL databases, Interlibrary Loan, Internet access, bibliographic instruction, and a variety of class-specific user education programs. However, after faculty recommendations, student suggestions and an assessment of its subject collections and holdings, the library will update and expand its resources. To accomplish this, the College of Charleston states that the costs for new library materials for the proposed program will be \$2,000 per year for each of the first five years of implementation.

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

Estimated Costs by Year						
Category	1st	2 nd	3 rd	4 th	5 th	Totals
Program Administration (.05 FTE of chair + \$5,000 director's stipend)	\$12,150	\$12,150	\$12,150	\$12,150	\$12,150	\$60,750
Faculty Salaries (\$60,000 + 30% benefits representing an average cost for existing and newly hired FTE)	\$156,000	\$214,500	\$234,000	\$253,500	\$273,000	\$1,131,000
Graduate Assistants						
Clerical/Support Personnel (.25 FTE)#	\$9,652	\$9,652	\$9,652	\$9,652	\$9,652	\$48,260
Supplies and Materials						
Library Resources	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$10,000
Equipment						
Facilities						
Other (Operating)	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$10,000
TOTALS	\$181,802	\$240,302	\$259,802	\$279,302	\$298,802	\$1,260,010

Sources of Financing by Year						
Estimated FTE Revenue* (Please see comment below)	\$179,098	\$270,973	\$281,548	\$322,198	\$362,848	\$1,416,665
Tuition Funding						
Other State Funding						
Reallocation of Existing Funds (Program Administration, faculty salaries, clerical support, supplies)**	\$181,802	\$240,302	\$259,802	\$279,302	\$298,802	\$1,260,010
Federal Funding						
Other Funding						
TOTALS	\$360,900	\$511,275	\$541,350	\$601,500	\$661,650	\$2,676,675

#This corrects an error in the original proposal in which all clerical FTE in the Department of Health and Human Performance were allocated to the support of this major.

* Calculation of Estimated FTE Revenue (\$401 per credit hour for in-state students is used to calculate revenue from students taking courses in the major, but certain amounts being reallocated are already funded by tuition dollars and thus are subtracted from revenue indicated in this row and appear instead under Reallocation of Existing Funds)

** Faculty FTE will come from existing faculty lines, with two vacancies in Health and Human Performance being hired this academic year. The two schools involved will reallocate existing monies to cover the directors' stipends and library and operating costs.

These data demonstrate that if the College of Charleston 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, the College of Charleston is proposing a degree program leading to the Bachelor of Arts, Artium Baccalaureatus, or Bachelor of Science in Public Health. The program will allow the state to increase its supply of educated professionals with a strong public health background. The numerous health related issues in the state and the increased numbers of retiring public health professionals will demand more individuals with specific public health training.

CHE
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Recommendation

The Committee on Academic Affairs and Licensing commends favorably to the Commission approval of the degree program leading to Bachelor of Arts, Artium Baccalaureatus, or Bachelor of Science degree in Public Health at the College of Charleston, to be implemented in Fall 2012, provided that no “unique cost” or other special state funding be required or requested.