

DATE: May 15, 2020

SUBJECT: New Academic Program
University of Memphis
Public Health, Bachelor of Science
(CIP 51.2201 - Public Health, General)

ACTION RECOMMENDED: Approval

PROGRAM DESCRIPTION

The School of Public Health (SPH) at the University of Memphis seeks to establish a Bachelor of Science degree in Public Health (BSPH) with an emphasis on urban health. Designed to build and strengthen the local and regional public health workforce, this proposed undergraduate degree program will capitalize on the SPH's strong interdisciplinary relationships across the University and will prepare students to compete for jobs in a wide range of public health disciplines in healthcare, government, and community organization settings.

Recent calls by the Institute of Medicine and the Association of Schools and Programs of Public Health to expand undergraduate education in public health have helped spur the expansion of public health education at the undergraduate level. The number of undergraduate public health degree programs has grown exponentially in the past ten years. Nationally, 44 of the 67 of the Schools of Public Health accredited by the Council on Education of Public Health (CEPH) offer an undergraduate public health degree. In 2012, the University of Memphis achieved CEPH accreditation and an undergraduate degree in public health is very timely to help address the growing need for a public health workforce.

INSTITUTIONAL GOVERNING BOARD APPROVAL

The proposed Public Health, Bachelor of Science program was approved by the University of Memphis Board of Trustees on June 5, 2019.

PROPOSED IMPLEMENTATION DATE

Fall 2020

RELEVANCE TO INSTITUTIONAL MISSION AND STRATEGIC PLAN

The proposed Public Health, Bachelor of Science program aligns with the University of Memphis' institutional mission to "provide the highest quality education by focusing on research and service benefitting local and global communities."

The mission of the School of Public Health at the University of Memphis is to produce the next generation of interdisciplinary public health leaders who can influence population health. Students in the proposed BSHP program will be prepared for a myriad of public health jobs and graduate education.

The proposed program aligns with the *2015-25 Master Plan for Tennessee Postsecondary Education* and will provide Tennessee residents another option in the public health profession, the opportunity to increase their educational attainment, and address the growing workforce demand in healthcare – one of Tennessee’s largest economic sectors.

CURRICULUM

The curriculum for the proposed BS in Public Health is based on established competencies, best practices, accreditation standards, and community based internships. The proposed BSPH program will consist of 120 credit hours, including 45 credit hours of public health and interdisciplinary core, 41 credit hours of general education, 29 credit hours of interdisciplinary electives, and 5 credit hours of field experience and capstone. Students will also be required to create a digitized portfolio highlighting their accomplishments and document program and course outcomes. The field experience and capstone will require students to synthesize, integrate, and apply concepts learned throughout the core curriculum of the public health major to real-world issues.

PROGRAM PRODUCTIVITY

Enrollment projections are based on the Association of Schools and Programs of Public Health with initial programs starting with average enrollments of 20 students. The School of Public Health projects a conservative enrollment with 13 students beginning in the program. Projected enrollment and graduation rates for the first five years are provided below.

	2020	2021	2022	2023	2024
Enrollment	13	31	42	54	64
Graduates	--	11	18	26	32

PROGRAM DUPLICATION

Currently, there are four undergraduate programs in Public Health in Tennessee at East Tennessee State University, Middle Tennessee State University, Tennessee State University, and Belmont University. Nationally, Schools of Public Health accredited by the Council on Education of Public Health (CEPH) have expanded their offerings to include an undergraduate degree. Of the four institutions offering an undergraduate Public Health program, ETSU is the only institution that has a CEPH accredited School of Public Health. The proposed BSPH program at the University of Memphis’ School of Public Health will be unique in its infusion of urban health content throughout the curriculum.

EXTERNAL JUDGEMENT

An external review of the proposed program was conducted during an institutional site visit on January 24, 2020. Dr. Margaret Chorazy, Clinical Associate Professor and Director of Undergraduate Program at the University of Iowa served as the external reviewer. The site visit included meetings with campus administrators, faculty, and community partners. Dr. Chorazy recommended approval of the Public Health, Bachelor of Science program and stated that the "the School of Public Health (SPH) has an impressive record of graduate education, research, and service accomplishments directed by a highly skilled and successful faculty. I was also impressed by the high level of support and enthusiasm for this proposed program across all levels of UofM and SPH leadership and among program faculty. Furthermore, SPH's community partners agree that the program's inclusion of opportunities for service learning, fieldwork, and community engagement will make a positive impact in the surrounding community, in support of the UofM's institutional mission."

STUDENT DEMAND

Student interest for the proposed Public Health Bachelor of Science program was examined from national trends and interest among currently enrolled students. Nationally, the Association of Schools and Programs of Public Health (ASPPH) reported that public health is one of the fastest growing undergraduate majors. According to ASPPH, there were almost 50,000 undergraduate students earning public health degrees from 1992 to 2012; almost half of those degrees were conferred after 2008.

The University of Memphis conducted an online survey to determine student interest for an undergraduate program in public health. The survey was administered to currently enrolled students at the University of Memphis and students enrolled in the Urban Studies program at Rhodes College. This student population at Rhodes College (located in Memphis) was selected since they offered a concentration in Urban and Community Health. Among the 125 respondents, 35 percent indicated they would have been extremely interested in exploring a public health major if it had been available. When asked if they would have chosen a public health major if they had the opportunity, more than half (51 percent) indicated at least some likelihood that they would have chosen the public health program had it been offered.

OPPORTUNITIES FOR PROGRAM GRADUATES

In an October 2017 report, the U.S. Bureau of Labor statistics indicated that "healthcare support occupations are projected to be among the fastest growing occupational groups during the 2016-26 projections decade". The report also projects that employment in the health care and social assistance sector will add close to 4 million jobs by 2026 - the equivalent of nearly one-third of all new jobs. This positive employment outlook is true in Tennessee as well with these same occupational classifications having projected growth rates between 16-25 percent for the period 2016-26. Given these employment projections,

students earning a Bachelor of Science degree in Public Health will face a favorable job market.

University of Memphis provided an update regarding the impact of the Coronavirus on the proposed Public Health BS program (Appendix A). In the last two months there has been an exponential increase in the demand for public health professionals. According to an April 2020 report by Johns Hopkins Center for Health Security, the US will need to add "approximately 100,000 contact tracers" alone to respond to the epidemic. The need for an expanded public health workforce will not end anytime soon.

Letters of support for the proposed program were provided by The Assisi Foundation of Memphis, Church Health, Memphis Health Center, Regional One Health, Shelby County Health Department, Tennessee Department of Health, Tennessee Public Health Association and the United Way of Mid-South.

INSTITUTIONAL CAPACITY TO DELIVER THE PROGRAM

The proposed program will fit within the existing School of Public Health leveraging the current administrative infrastructure and faculty expertise while complementing the School's established graduate degree programs. Currently, there are 10 faculty members in the School of Public Health with doctoral degrees in public health or related fields that will provide instruction in the public health core. The program will require one additional faculty member beginning in year three. The proposed program will draw on existing courses across several disciplines including anthropology, communications, health sciences, and sociology boosting enrollments in those courses.

Appendix A outlines the 5 year financial projections of the Public Health Bachelor of Science program. In addition to the singular faculty position, an academic advisor is included in the budget projections. The academic advisor will advise undergraduate students interested in pursuing a public health degree and will assist students with class schedules and other academic issues. One-time expenditures are allocated for minor renovations, furniture and equipment for the new academic advisor position.

ASSESSMENT AND POST-APPROVAL MONITORING

An annual performance review of the proposed program will be conducted for the first five years following program approval. The review will be based on benchmarks established in the approved proposal. At the end of this period, the campus, institutional governing board, and Commission staff will perform a summative evaluation. The benchmarks include, but are not limited to, enrollment and graduation, program cost, progress toward accreditation, and other metrics set by the institution and Commission staff. If benchmarks are not met during the monitoring period, the Commission may recommend that the institutional governing board terminate the program. If additional time is needed and requested by the institutional governing board, the Commission may choose to extend the monitoring period.



Tennessee Higher Education Commission
Coronavirus Impact on New Academic Programs
April 15, 2020

In light of the current Coronavirus pandemic, THEC is requesting additional information for new academic programs that are slated for the May 15, 2020 Commission meeting agenda. Please submit your response to the questions listed below by April 24, 2020. Any changes to expenditures and/or revenues will require a revised THEC Financial Projections Form.

Institution: University of Memphis
Academic Program, Degree Designation: School of Public Health, BSPH
Proposed Implementation Date: Fall 2020

Questions: Coronavirus Impact on New Academic Programs

Overall Program Need

- Is this academic program as relevant as before the pandemic?
 We believe that a Bachelor of Science in Public Health is even more relevant as a result of the COVID-19 pandemic. In the last two months there has been an exponential increase in the demand for public health professionals. According to a recent report by Johns Hopkins Center for Health Statistics, the US will need to add "approximately 100,000 contact tracers" alone to respond to the epidemic. The need for an expanded public health workforce will not end anytime soon.
- Does this remain the most needed utilization of institutional resources in light of the pandemic?
 Yes. We believe that this program will make an important contribution both locally, regionally and nationally and appropriately reflects institutional priorities.

Implementation Date, Admissions, and Enrollment

- Any projected change in the proposed implementation date for the program?
 We are still planning to begin the program in the Fall of 2020.
- Will there be any adjustments needed in admission standards?
 We do not plan to make any changes in our admission standards. They are in keeping with University-wide standards.
- Have enrollment projections shifted for the proposed program? If so, please provide an updated enrollment and graduation table and include an updated financial projections form.
 Because of the current unpredictability of Fall enrollment at the University of Memphis, we are not revising the conservative enrollment projections for our proposed program.

Program Delivery

- What is the current delivery mode of the proposed academic program?
- Are there plans to change the delivery mode for this program in light of the pandemic?
 Our plan has been to deliver courses via both traditional on campus and on-line formats. Even though we are awaiting a directive from the University, our faculty are preparing to deliver Fall courses via on-line modalities rather than face-to-face for the first year of the program.
- What percentage of the curriculum is devoted to online delivery?
 Under "normal" circumstances, our plan was to deliver all of our courses online as well as in person. We are prepared to deliver 100% of our courses online in the Fall.

¹ Watson C, Cicero A, Blumenstock J, and Fraser M. (2020). *A National Plan to Enable Comprehensive COVID-19 Case Finding and Contact Tracing in the US*. Johns Hopkins Bloomberg School of Public Health Center for Health Security and ASTHO.

<p>Staffing and Placements</p> <ul style="list-style-type: none"> • What faculty and staff searches are planned prior to implementing the proposed program? We do not plan to hire additional tenure track faculty until Year 3. However, we are planning to hire an undergraduate advisor/instructor as soon as possible. • Are any faculty and staff searches currently being advertised? If so, what is the anticipated hire date for these positions? Any challenges in hiring for these positions? We have not yet advertised the above-referenced position but we have received approval to do so from the Provost's office. • If applicable, are there any special considerations that will need to be made for student placements in clinical and/or internship settings? Our curriculum does not require internship placements during the first year of the program.
<p>Accreditation</p> <ul style="list-style-type: none"> ▪ Are there any accreditation considerations in light of the pandemic for the proposed program? Our program will not be eligible for CEPH accreditation until 2022.
<p>Fiscal</p> <ul style="list-style-type: none"> ▪ If applicable, are there any renovation and/or equipment purchases that have been affected by the pandemic? The pandemic will have no foreseeable effect on our renovation/equipment purchase plans. ▪ How equipped is the proposed program to endure any significant institutional budget cuts? We have worked closely with the Provost's office to limit resource requirements for this program. Should cuts need to be made at the School level, we will work with the Business' and Provost's offices to prioritize budget expenditures and reductions. At present, there is not a need to do so but the School is aware of the budgetary challenges that may arise as a result of COVID-19.
<p>Other</p> <ul style="list-style-type: none"> ▪ Are there any additional changes/considerations for the proposed academic program due to the pandemic? There are no other known pandemic-related changes or considerations for our proposed program.

Appendix B
THEC Financial Projections
University of Memphis: Public Health Bachelor of Science

	Year 1	Year 2	Year 3	Year 4	Year 5
I. Expenditures					
A. One-time Expenditures					
New/Renovated Space, New Furniture Rob 106	\$ 10,000	\$ -	\$ -	\$ -	\$ -
Equipment	-	-	-	-	-
Library	-	-	-	-	-
Consultants	-	-	-	-	-
Travel	-	-	-	-	-
Other	-	-	-	-	-
Sub-Total One-time	\$ 10,000	\$ -	\$ -	\$ -	\$ -
B. Recurring Expenditures					
Personnel					
Administration					
Salary	\$ -	\$ -	\$ -	\$ -	\$ -
Benefits	-	-	-	-	-
Sub-Total Administration	\$ -	\$ -	\$ -	\$ -	\$ -
Faculty					
Salary	\$ -	\$ -	\$ 70,000	\$ 72,100	\$ 74,263
Benefits	-	-	24,570	25,307	26,066
Sub-Total Faculty	\$ -	\$ -	\$ 94,570	\$ 97,407	\$ 100,329
Support Staff					
Salary	\$ 45,000	\$ 46,350	\$ 47,741	\$ 49,173	\$ 50,648
Benefits	15,795	16,269	16,757	17,260	17,777
Sub-Total Support Staff	\$ 60,795	\$ 62,619	\$ 64,498	\$ 66,433	\$ 68,425
Graduate Assistants					
Salary	\$ -	\$ -	\$ 30,000	\$ 30,000	\$ 60,000
Benefits	-	-	570	570	1,140
Tuition and Fees* (See Below)	-	-	12,709	13,853	30,199
Sub-Total Graduate Assistants	\$ -	\$ -	\$ 43,279	\$ 44,423	\$ 91,339
Operating					
Travel - faculty + one student @ conference	\$ 2,000	\$ 2,000	\$ 2,000	\$ 2,000	\$ 2,000
Printing	500	500	500	500	500
Equipment - computer kiosks	1,500	1,500	1,000	1,000	1,000
Library - eJournals, memberships	-	500	500	500	500
Other - advertising	1,500	1,000	1,000	500	500
Other - student awards	-	-	250	250	250
Sub-Total Operating	\$ 5,500	\$ 5,500	\$ 5,250	\$ 4,750	\$ 4,750
Total Recurring	\$ 66,295	\$ 68,119	\$ 207,597	\$ 213,013	\$ 264,843
TOTAL EXPENDITURES (A + B)	\$ 76,295	\$ 68,119	\$ 207,597	\$ 213,013	\$ 264,843

