Health Promotion Baccalaureate Executive Summary

**Strategic Alignment.** The Strategic Plan does not identify this program, but there is nothing that would preclude this degree from being supported. Currently, the U and WSU offer a Baccalaureate in Health Promotion. The U has a department dedicated to health promotion and education.

**External Demand.** Nationally, most healthcare support professions including health promotion are estimated to grow between 20% and 30% over the next decade. Locally and regionally, healthcare demands are high as the area continues to grow as a destination for retirees and those interested in healthy living. Medical tourism has also increased as surgery centers and specialty clinics continue to grow in southern Utah. Intermountain Healthcare and other major clinics have demonstrated dramatic growth over the last decade. The number of positions nationally mirror regional and local demands with most positions showing annual growth rates of 3% to 4%.

**Internal Demand.** 13.68% of 212 students (29 students) polled said they would switch their majors to Health Promotion. Out of the 8 bachelor’s degrees on the survey, this was by far the highest. If 13.68% were representative of the full Fall 2015 student body estimate, it would equate to 1,245 students.

**Costs.** Two full time faculty would be needed to teach the core courses at salaries/benefits of $75,000 each, $150,000 total. Ave. cost of a FTE student in the School of Health Sciences (HSC) is $6,574 = High. Comparably the Ave. FTE student at DSU is $3,484 = Low - Mid.

**Revenues.** DSU Health Sciences faculty estimates that 30 students would be interested in entering this program in the first year = $468,960 tuition ($15,632 per in-state student over 4 years). Y2 = 45 students = $703,440. Y3 = 60 students = $937,920. Y4 = 75 students = $1,172,400. Y5 = 90 students = $1,406,880. No other sources of revenues beyond tuition and legislative appropriations are foreseen. Total ~ five-year revenue = $4,689,900. Total ~ five-year costs = $750,000. Simple ROI = 6.25.

**Other.** This could be a traditional, online, hybrid, or partnership with WSU degree. Field experiences would be built into the curriculum.
1) **Strategic alignment.** Cite specific examples of how the program aligns to the DSU strategic plan, mission, and goals. Are there aspects that make the proposed program unique or enable it to stand out from similar programs? How?

- This program is not something specifically identified within the Strategic Plan, although it may play a part in building external relationships. There is also nothing in the Strategic Plan that would preclude this degree from being supported. Currently, DSU does not have any degrees or emphases in this area. We recommend this be developed as an emphasis before instituting a full bachelor’s degree program.
- Existing programs
  - UU and WSU both offer programs in this area (see below)
  - UNLV offers a Master’s degree in this area as well.

2) **External demand.** What need(s) will this program help fulfill for our DSU footprint and stakeholders in Washington County? What impact would the program have on existing programs in the state? Bordering states? Are projected employment opportunities reasonable? Does the proposal contain both local and national statistics on potential employment of graduates? Will the program meet projected future demand, growth, and economic trends? How?

- A Baccalaureate of Science (BS) in Health Promotion will meet the demands of the local, regional and national job market. Specifically, Health Promotion is a discipline that seeks to improve the health of individuals and communities through education, behavioral change and environmental improvement. Health promotion draws from a number of complementary disciplines, such as psychology, sociology, the biological and clinical sciences, and business (marketing and management) to help individuals and communities change their behaviors and improve their environments. In short, health promotion is “the process of enabling people to increase control over and to improve their health.” (Ottawa Charter, First International Conference of Health Promotion, 1986).
- Because health promotion stems from multiple disciplines and applies to many types of occupational roles, it is important to identify growth trends in health marketing, healthcare promotion, healthcare support and community health. Nationally, most healthcare support professions including health promotion are estimated to grow between 20% and 30% over
the next decade (Bureau of Labor Statistics, 2014). In addition, marketing specialists are also at a 30% growth rate while community health positions are estimated to grow at 25% over the next decade. In general, growth rates nationally are above average for health promotion jobs.

- Locally and regionally, healthcare demands are high as the area continues to grow as a destination for retirees and those interested in healthy living. Medical tourism has also increased as surgery centers and specialty clinics continue to grow in southern Utah. Intermountain Healthcare and other major clinics have demonstrated dramatic growth over the last decade. The number of positions nationally will mirror regional and local demands with most positions showing annual growth rates of 3% to 4% (Bureau of Labor Statistics, 2014 - Washington County).

- Currently, the University of Utah and Weber State University offer a Baccalaureate in Health Promotion (Dixie PAIR, 2014). In fact, the University of Utah has an entire Department devoted to health promotion and education with multiple undergraduate and graduate degree options. Weber State’s program is housed in the Department of Health Promotion & Human Performance. The University of Las Vegas has a Master’s degree in Health Promotion related to their degree in Public Health; however, they do not have a Bachelor’s degree in Health Promotion. Current demands in southern Utah and regionally are not being met by the two degree offerings in Utah.

3) **Internal demand.** What is the enrollment and graduation outlook over the next two, five and ten years? Is there compelling evidence of student demand at the county level? State? National? International? Are there other DSU programs (including GE) that will rely on this program for instruction and

- 13.68% of 212 students (29 students) polled said they would switch their majors to Health Promotion. Out of the 8 bachelor’s degrees on the survey, this was by far the highest. If 13.68% were representative of the full Fall 2015 student body estimate, it would equate to 1,245 students (DSUSA survey results).

- Overall, a steady 3-5% enrollment increase is projected over the next 10 years. WashCo.
support? Are there other internal demand factors this program will help meet?

student growth is projected at about the same 5%.

4) Quality/ Costs of the program. Future costs. What costs will be incurred over the next two, five, and ten years? What will be the cost per student credit hour? Are the costs and budgets sustainable for potential future program growth and expansion? Are there adequate plans for student support/assistantships? Will the current and future faculty be able to deliver a quality program? To support and appropriately instruct the projected student enrollment? Why? What are the credentials and reputation of the faculty? Are there adequate equipment, facilities (research space), & library resources? Is the proposed administration for the program appropriate and adequate? What other factors will influence quality?

- As this would be an interdisciplinary degree, 2 full time faculty would be needed to teach the core courses at salaries/benefits of $75,00 each, $150,000 total (Health promotion cost & students email).
- I see this as possibly an online or hybrid program. Classroom space only would be needed. There are no labs for the core courses. Field experiences would be built into the curriculum (Health promotion cost & students email).
- Ave. cost of a FTE student in the School of Health Sciences (HSC) is $6,574 = High (DSU FY14 Costs). Comparably the Ave. FTE student at DSU is $3,484 = Low - Mid (DSU FY14 Costs).

<table>
<thead>
<tr>
<th>Department</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>SST</td>
<td>$2,904</td>
</tr>
<tr>
<td>HUM</td>
<td>$3,247</td>
</tr>
<tr>
<td>EDU</td>
<td>$3,251</td>
</tr>
<tr>
<td>BAC</td>
<td>$3,261</td>
</tr>
<tr>
<td>VPA</td>
<td>$5,428</td>
</tr>
<tr>
<td>HSC</td>
<td>$6,574</td>
</tr>
</tbody>
</table>
5) **Revenue and other resources generated by the program.**

What revenues (tuition, grants, other) will this program generate in two, five, and ten years. What kind of grants are anticipated? Is there adequate support for research grants? Other sources of revenue?

- DSU Health Sciences faculty suggests (insert reference) that 30 students would be interested in entering this program in the first year = $468,960 tuition.
  - Y2 = 45 students = $703,440 tuition
  - Y3 = 60 students = $937,920 tuition
  - Y4 = 75 students = $1,172,400 tuition
  - Y5 = 90 students = $1,406,880 tuition
  - = $4,689,900 total

- No other sources of funding beyond tuition and legislative appropriations are foreseen.

6) **Research/program design/other.** Will this program create research and creative opportunities for our faculty and students? How will these research opportunities help our faculty? Students?

Is the program a partnership or collaboration with a private organization, USHE or other institution, or standalone?

What are the merits of it being a partnership or standalone?

What is the percentage of face-to-face, online, hybrid, evening, or weekend time spent in this program? What other instructional innovations/delivery methods are being proposed for this program? Are there other opportunities that this program will create? Develop new markets? How will the program adapt to changes in technology, trends, student populations, and/or employer needs?

- This could be a standalone degree, or a partnership with Weber State University.
- I see this as possibly an online or hybrid program. ([Health promotion cost & students email](mailto:Health promotion cost & students email)).
- Field experiences would be built into the curriculum ([Health promotion cost & students email](mailto:Health promotion cost & students email)).