

East Carolina University

Department of Health Education and Promotion

College of Health and Human Performance

BS in Public Health Studies

MA in Health Education

Program Review Response

Submitted to the Office of Academic Program Planning and Development

November 13, 2014

Bachelor of Science in Public Health Studies Recommendations for Improvement

BSPHS Review Committee Recommendation #1:

Promotion of student involvement in Eta Sigma Gamma should be conducted through a number of communication channels. Each semester at advising sessions ESG membership and involvement could be encouraged by faculty and staff. Constant reminders via the HE&P list serve, by faculty in each class and via the HE&P website. Responsible HE&P faculty should conduct ESG socials/information sessions where faculty and students espouse the virtues of ESG membership and active involvement.

Program Response:

The Department has taken immediate steps to increase the visibility and communication related to Eta Sigma Gamma. The Chair and Program Directors have begun sending out formal invitations to all BSPHS majors about the organization and all informational meetings that are held. Faculty have been asked to announce all meetings within the BSPHS courses. Additionally, the Department has bought a display board and hung it on the main classroom floor in Belk Building to showcase the initiatives that ESG is involved in.

Responsible Entity:

Unit Chair, BSPHS Program Director, BSPHS Program Faculty

Timeline:

Action completed

BSPHS Review Committee Recommendation #2:

Designated HE&P faculty and staff should conduct seminars on resume construction and cover letter composition on campus. Examples of effective resumes and cover letters could be uploaded to the HE&P website. Community preceptors for student internships and agency directors could be invited to discuss what they have experienced as effective and non-effective resumes and cover letters and interview skills.

Program Response:

Resume writing is a piece of what we do in our Capstone course (HLTH 4880). This course is taken in the semester prior to students going into internships. The review committee met with a group of students who had not had this course in their curriculum, thus they were unaware that they would get this experience. Additionally, we are fortunate to have Melissa Allay in the Belk Building 2-3 days per week. Melissa can help students in a one-on-one format, but also conducts resume blitzes each semester. The Department will promote her availability and these initiatives better in the future. The unit will send an email out to all majors about the event and have faculty announce the events in their classes.

Responsible Entity:

Unit Chair, BSPHS Program Director, BSPHS Program Faculty

Timeline:
In Progress

BSPHS Review Committee Recommendation #3:

In the appropriate classes, undergraduate students should have ample opportunity to make presentations and prepare presentation for diverse community groups. Faculty should observe these presentations and provide written and verbal feedback to these developing professionals. Special seminars on presentation skills could be offered via Eta Sigma Gamma and other channels.

Program Response:

The unit does feel it provides ample opportunities for students to present and obtain valuable feedback within the existing curriculum. The BSPHS program requires students to complete COMM 2024 as part of the curriculum. In addition, student presentations are assigned in HLTH 2000, 3020, 3300, 4605, 4690, 4880, and 4991 where students are graded and obtain valuable feedback on their presentation skills. Additionally, students presentation skills are assessed within the program's student learning outcomes which are monitored annually.

Responsible Entity:
BSPHS Program Faculty

Timeline:
In Progress

BSPHS Review Committee Recommendation #4:

The evolving field of "health coaching" should not be left to the purview of health or positive psychologists. Health Coaching appears to be an emerging opportunity for employment for BSPHS students at ECU. HE&P should develop relationships with faculty at Pitt community College and create a smooth transition to ECU for students who want to pursue Health Coaching as a possible career.

Program Response:

The unit agrees with this recommendation and is taking steps to learn more about health coaching. We are currently entertaining the idea of adding a health coaching concentration to the BSPHS curriculum. In the 2014-2015 academic year, the unit is supporting 3 faculty members to attend workshops and additional training in health coaching. The intent is that these faculty members will lead the development of a health coaching concentration within our BSPHS curriculum. At this point, we have not reached out to Pitt Community College to explore ways to partner with the BSPHS because we are struggling to keep up with the demand that we currently have within ECU.

Responsible Entity:
BSPHS Program Faculty

Timeline:
In Progress

BSPHS Review Committee Recommendation #5:

Promotion of students becoming Certified Health Education Specialists (CHES) should be conducted through a number of communication channels. Each semester at advising sessions CHES certification and preparation for the examination could be encouraged by faculty and staff. Constant reminders via the HE&P list serve, by faculty in each class and via the HE&P website. Responsible HE&P faculty should conduct information and motivation sessions where faculty and graduate students espouse the virtues of being CHES certified personally and how CHES advances the Health Education & Promotion profession.

Program Response:

We agree with the reviewers' recommendation and have made plans to better address the CHES credential within our existing curricula. We have incorporated CHES into one of our weekly modules within HLTH 2000. Additionally, we have started a monthly seminar series for our BSPHS majors since the Program Review was completed. One of the monthly sessions will specifically address CHES. We also plan to highlight the CHES registration dates via our program Facebook page.

Responsible Entity:

BSPHS Program Director, BSPHS Program Faculty

Timeline:

In-Progress

BSPHS Review Committee Recommendation #6:

East Carolina University BSPHS students should be notified of the opportunity and encouraged to pursue CHES, MCHES and become a certified Diabetes Educator (CDE) if desired.

Program Response:

We agree with the reviewers' recommendation and also plan to address this within our plan to address Recommendation #5, since the two are tied together. Specifically in response to this recommendation, we have also incorporated a module in HLTH 3010 (Health Problems) where the instructor discusses the potential of students serving as a CDE.

Responsible Entity:

BSPHS Program Director, BSPHS Program Faculty

Timeline:

In-Progress

BSPHS Review Committee Recommendation #7:

The program Review committee (PRC) sends a note of caution to the Department of Health Education & Promotion. With the current trend of increasing enrollment in the BSPHS program the department needs to strike a balance between the number of majors it can reasonably educate and serve vis-à-vis the number of HE&P faculty. Careful considerations are warranted for the number of majors accepted and the possible need for additional HE&P faculty.

Program Response:

This recommendation is absolutely correct. The unit continues to have discussions with the Dean about the need for additional faculty. The unit is one of, if not, the fastest growing program on the campus. The unit has more than tripled in majors since 2011. The unit is 6th in student credit hour production at ECU (1st outside of Arts and Sciences and Nursing). The unit is 4th in over generation of FTE (the 32.65 FTE generated 55.76 FTE in 2013-2014). The unit is 8th in the university in the average FTE production of each faculty member (1.71 FTE per faculty member). We have and will continue to advocate for the reallocation of university resources in order to support faculty growth to cover the increase in majors. Our course sizes and the number of sections offered have increased to the point that they can't increase any larger. We are at the point that we must have new additional positions or cap the number of majors within our program.

Responsible Entity:
Department Chair, Dean, Provost

Timeline:
In-Progress

Master of Arts in Health Education Recommendations for Improvement

MA Review Committee Recommendation #1:

If possible, some standardization across MA courses would create a level of continuity for students for location of course documents, messages etc.

Program Response:

MA faculty are in the process of discussing what a program layout should look like in an attempt to standardize the look and feel of courses as much as possible. The HHP IT Consultant will be brought in to assist with this process.

Responsible Entity:

MA Program Director, MA Program Faculty, HHP IT Consultant

Timeline:

In-Progress

MA Review Committee Recommendation #2:

Determine consistent guidelines for the use of open book and open note examinations for all courses in the MA in Health Education.

Program Response:

Program faculty have agreed that all exams within the MA program should be proctored through the UNCG Proctoring System (or through an approved proctor if outside of North Carolina).

Responsible Entity:

MA Program Director, MA Program Faculty

Timeline:

In-Progress

HLTH 1000 Program Recommendations for Improvement

HLTH 1000 Review Committee Recommendation #1:

To enhance the quality of student feedback on HLTH 1000 and improve the response rate for the end of semester student perceptions and engagement survey, the HE&P faculty should consider some type of incentive such as the possibility of winning an iPod or iPad (or other attractive incentives) via lottery. Tickets to performing arts events or ECU sporting wear. Any incentive that the HE&P faculty feels would increase the number and percent of students who complete and submit this survey to increase the reliability of the results for departmental decision-making.

Program Response:

We believe there may have been a misunderstanding at some point in the program review pertaining to the HLTH 1000 survey. Our response rate is 73%, which is incredibly high for an online anonymous survey.

Responsible Entity:

HLTH 1000 Program Director

Timeline:

Complete

HLTH 1000 Review Committee Recommendation #2:

For securing the 10-12 Graduate Teaching Assistants instructors needed for HLTH 1000 from semester to semester, this opportunity could be used as a recruiting tool. Each year, Eta Sigma Gamma submits a report of the top undergraduate students at schools with an ESG chapter. Proactive recruiting of these students who would have a keen interest in pursuing a graduate degree at ECU with its emerging Health Sciences campus and the guarantee of a funded position would be a competitive advantage to ECU. In addition, advertisement of these positions on the Health Education List Serve HEDIR.org could also be effective.

Program Response:

We agree that the ESG Chapter listservs and the HEDIR are outstanding recruitment tools and these lists are widely utilized by many programs across the country. However, we don't believe these are beneficial for our recruitment because of not having out-of-state tuition waivers. We do recruit heavily within the state and fund a number of MPH students (outside of the department on the Health Sciences campus). We will create promotional fliers to send to similar unit chairs at other NC institutions in an attempt to attract additional students from outside of ECU (but within the State).

Responsible Entity:

Department Chair, HEP Graduate Director, HLTH 1000 Program Director

Timeline:

In-Progress

HLTH 1000 Review Committee Recommendation #3:

The Department of Health Education & Promotion should begin the process of developing the ECU Center for Research and Development on Adolescent & Emerging Adult Health. This could be coupled with advertising to award winning undergraduate students the opportunity to serve as HLTH 1000 instructors and conduct research on the participants that you instruct. HE&P should begin the process of securing informed consent from every ECU student for follow-up research while matriculating at ECU and for follow-up research after graduation. Future research could involve longitudinal life- course research in addition to mass media, eHealth and mHealth interventions. The PRC recommends a core group of faculty from HE&P and the other health, education, and behavior-related departments and colleges at ECU with a research and service focus on adolescent and emerging health. Adjunct and visiting appoints could be granted as appropriate. This type of interdisciplinary research center can create a unique centrifugal force for attracting researchers for the design, implementation and evaluation of funded research. The William T. Grant Foundation would be very interested in this type of research center as well as the National Institute on Child Health and Development, the NIH Group on Psychosocial Development, Risk and Prevention among other federal and foundation funding sources. (see: Pearman SN, Valois RF, Drane JW, Sargent RG, Saunders R, Macera C. (1997). The impact of a college health and physical education class on the health status of alumni. *Journal of American College Health*, Volume 46, Number 2, 77-85; and Valois RF, Ory JC, Stone DB. (1989). A study of the relationship between cognitive and affective taxonomic performance in college health education. *Advances in Health Education: Current Research*, Volume 2, 27-45).

Program Response:

We concur with this recommendation, and the faculty are having on-going discussions about this possibility. We believe that we are a leader within the State in adolescent and emerging adult health, primarily due to HLTH 1000. The intent of these discussions is that they will lead to a proposal for a Center in this area.

Responsible Entity:

Department Chair, Department of Health Education and Promotion Faculty

Timeline:

In-Progress with a proposal to be drafted in the Spring 2015

Additional Areas of Appraisal and Evaluation Recommendations for Improvement

Recommendations for Faculty Salary Compression

The program review committee recommends ECU and the College of Health & Human Performance initiate measures aimed at salary decompression especially for 9 month Associate Professors in HE&P. Owing to the data documenting current 9 month Assistant Professor mean salary at \$64,367 and the current 9 month mean Professor salary currently at \$84,482, the current mean 9 month Associate Professor salary should be adjusted to approximately \$74,424. Additional salary adjustments could be in order based on hire date, merit performance and salary compression however, the intricacies of additional faculty salary modifications are beyond the purview of the PRC.

Program Response:

Through working with the Dean in 2013-2014, the unit was able to make some salary increases among the Associate Professor rank that has increased the mean salary from \$64,367 to \$67,358. However, the program review committee is correct in pointing out how low these salaries are. To be competitive, entry level Assistant Professor are brought in at a higher salary than most of Associate Professors. Only \$730 separate the mean Associate Professor and Assistant Professor salary. We must take action to be able to retain our highly productive faculty. However, this action is beyond the Unit Chair and Program Faculty since we do not have a means of increasing a faculty member's salary. For comparative purposes, the mean salary data for an Associate Professor using the program CIP code is \$92,354 (median = \$90,405). This equates to our average Associate Professor being paid \$24,996 less than the CUPA average Associate Professor.

Responsible Entity:

Dean, Provost

Timeline:

Not able to answer

The Emerging Development of a School of Public Health at ECU

At the initial meeting of the Program Review Committee and high-ranking ECU Campus Administrators, a discussion ensued regarding the eminent development of a school of public health either in the ECU Brody School of Medicine or through renaming the existing College of Health and Human Performance. One vision included utilizing the current Department of Public Health in the ECU Brody School of Medicine and expanding capacity by acquiring existing departmental programs from the ECU Campus, subsequently advancing the development of the School of Public Health on the Health Sciences Campus. A contrasting vision suggested renaming the College of Health and Human Performance on the ECU campus and adding the Department of Public Health from the Health Sciences Campus to the renamed college. High-ranking ECU Campus Administrators were interested in the PRC's perceptions and opinions on the "integration of components and departments moving toward a School of Public Health" and "what in this regard via PRC perspectives made sense" as it related to our review of the HE&P program. After prolonged and careful

consideration, the PRC members determined that the pursuit of this request was complex, and beyond the scope of an academic program review of HE&P and the sequence of a two-day campus site visit.

Program Response:

This is the question that has been hanging over the department's head for several years now. For accreditation purposes, a School of Public Health must have 5 units comprised of environmental health, health education and behavior, health services administration, epidemiology, and biostatistics. Two of these units are currently housed in the Department of Health Education and Promotion. Additionally, the undergraduate program in public health studies is housed in the Department of Health Education and Promotion. The unit strongly believes that it could be successful in either operating structure (HHP/Academic Affairs or SPH/Health Sciences). The question that the unit cannot answer is will ECU potentially build a similar but separate unit in the SPH/Health Sciences or will the Department be shifted over to the Health Sciences campus within the SPH. The Department hopes to be involved in these discussions as ECU plans for the future.

Responsible Entity:

Program Faculty, Department Chair, Dean, Provost, VC for Health Sciences

Timeline:

Not able to answer