

March 24, 2011

### **Minutes- Senate Academic Programs Committee**

March 23, 2011 3- 4 pm, Room 414 CRMS

#### **Members in Attendance**

Daniel Wermeling, Marilyn Duncan, Karen Badger, Esther Dupont-Versteegden, Greg Wasilkowski

**Members Absent:** (Prior Notice): Andrew Hippisley, Michael Arrington, Mary Arthur

#### **Agenda**

- New Graduate Certificate in Public Health Management

Karen Badger was the lead reviewer and discussant for a new Certificate in Public Health Management proposed by faculty sponsor Dr. James Holsinger in the College of Public Health. Karen reviewed the details of the proposal and explained that she was impressed with the completeness of the proposal. During the discussion there were three items brought forward that should be added to the proposal or a clarification provided. The items of concern were:

1. The co-sponsoring faculty were not listed in the proposal.
2. A potential wording inconsistency was found relative to the pool of students that might be eligible to apply. The tone of the document appeared to be broad and inclusive. One sentence on Page 1 made it appear otherwise.
3. No details were provided as to how the pool of student applicants would be considered should there be more applicants than resources for available slots.

Dr. Holsinger was responsive to a written inquiry by the Committee. His responses were to:

1. Add the listing of co-sponsoring faculty instructors to the proposal.
2. Edit the sentence on page one to make it clearer that students in the College of Public Health and or Graduate School could apply.
3. Add an additional statement regarding student credentials and how they would be evaluated.

The committee determined that the revisions were acceptable for a new Graduate Certificate for Public Health Management. A revised document was forwarded by Dr. Holsinger and accepted.

**A motion was made to approve the Graduate Certificate in Public Health Management pending resolution of the three clarifications. The motion was seconded and all members present voted in the affirmative – the motion carried. SAPC makes a positive recommendation to Senate Council to approve a Graduate Certificate in Public Health Management.**

**The proposal that follows is the revised proposal, with the SAPC's requests incorporated.**

**UNIVERSITY SENATE REVIEW AND CONSULTATION SUMMARY SHEET**

**Proposal Title:** Graduate Certificate Proposal – Management in Public Health

**Proposal Contact:** Dr. James Holsinger  
 121 Washington Avenue, Room 107  
 218-2058 or via email at [jwh@email.uky.edu](mailto:jwh@email.uky.edu)

**Instruction:** To facilitate the processing of this proposal please identify the groups or individuals reviewing the proposal, identify a contact person for each entry, provide the consequences of the review (specifically, approval, rejection, no decision and vote outcome, if any) and please attach a copy of any report or memorandum developed with comments on this proposal.

<b>Reviewed By</b>	<b>Contact person</b>	<b>Consequences of Review</b>	<b>Date of Proposal Review</b>	<b>Review Summary Attached?</b>
Academic Affairs Committee	Rodney Guttman, Chair	Approved	11-6-09	Yes
Faculty Council	Graham Rowles, Chair	Approved	9-8-09	Yes
Office of Academic Affairs	Linda Alexander, Associate Dean	Approved	9-21-09	Yes

UNIVERSITY OF KENTUCKY  
COLLEGE OF PUBLIC HEALTH

**Proposal for a Graduate Certificate  
In Public Health Management**

**Purpose and Background**

Healthcare has been experiencing a tremendous evolution in recent years, particularly as public health has developed a close relationship with clinical care of individuals. The concepts surrounding population and community health have become an integral part of health care in the United States during the past decade as once again a greater understanding of public health has become a requisite part of caring for the US population. Understanding how to manage the health of populations and communities has not traditionally been a part of the training of clinicians including physicians, dentists, nurses, pharmacists, and other clinical practitioners. In order to develop the role of clinician managers of the public's and community's health, additional education is required. The University of Kentucky College of Public Health is uniquely prepared to provide this form of public health managerial education to public health professionals and practicing clinicians.

The Graduate Certificate in Public Health Management provides a mechanism for public health workers and students admitted to the Graduate School to enhance their competencies and skills in management without undertaking a graduate degree in management or public health. The certificate will be accessible to students enrolled in the Graduate School and/or the College of Public Health and will be valuable to the public health workforce throughout the Commonwealth of Kentucky and beyond including locations around the globe.

This proposal for a 15-credit hour graduate certificate is intended to enhance training opportunities for students and public health workers with an interest in management in public health. The need for this certificate is demonstrated by inquiries from individuals with terminal degrees in a variety of fields and inquiries concerning education in public health management from around the world.

**Director of Graduate Studies**

James W. Holsinger Jr., MD, PhD is a full-time faculty member of the College of Public Health. He is a full member of the graduate faculty and has extensive management experience at the local healthcare facility level, as well as state and federal experience leading large healthcare organizations. Dr. Holsinger currently teaches several courses which may be used by students for either requirements or selectives.

## **Certificate Objectives**

- Prepare individuals interested in public health management as well as public health workers to address the multi-factorial management issues in Kentucky in their workplaces by enhancing public health management skills. The Graduate Certificate in Public Health Management does not take the place of the Masters in Public Health with a concentration in Health Services Management, but instead provides individuals who have completed related professional programs with expanded management capabilities.
- Provide students with theoretical, practical, and relevant educational experiences in management to enhance the health and welfare of populations in Kentucky, the nation, and around the globe.
- Provide students with the knowledge and skills to develop, implement, and manage public health programs, prepare budgets, and evaluate their effectiveness.

## **Curriculum**

The Graduate Certificate in Public Health Management consists of 15 credit hours. Six credit hours are required and students may select from a variety of electives totaling 9 credit hours. One course is being submitted as a new course as part of this proposal. Other courses may be added as the need and interest arises as special topics courses (CPH 758).

### **Required Courses**

#### **CPH 650 Management of Public Health Organizations (3)**

This course teaches the theories and practice of administration as they are applied in public health settings. It addresses knowledge and applications of the functions of public health management and their relationship to organizational effectiveness.

#### **CPH 655 Public Health Accounting & Finance (3)**

This course is designed to introduce the use of management accounting techniques in the management of public health organizations. Emphasis will be on the use of accounting information to achieve management functions such as planning, staffing, organizing, controlling and directing.

### **Selective Courses**

#### **CPH 605 Introduction to Epidemiology (3)**

In this course students are taught the principles and methods of epidemiologic investigations, research methodology, and statistical integration. Major topics include etiologic factors of disease and injury, the distribution of health problems within populations, levels of prevention, and the concept of risk. The design of retrospective, cross-sectional and prospective studies are examined to illustrate odds ratio, relative risk, life tables, and person-years. Students are required to complete and submit a research proposal, present a topic paper, and serve as a co-facilitator for an article discussion.

### **CPH 653 Public Health Law & Policy (3)**

This is an introductory course for non-lawyers in selected aspects of the law related to public health. Major attention is paid to fundamental legal principles and legal reasoning, recurring legal issues confronted by public health agencies, and the use of law to advance a public health agenda. Emphasis is placed on giving students tools to use when they encounter law related problems in their professional careers. The course is intended for students in all divisions of the College of Public Health. The course has a module on public health law ethics and practice as well as a module on statutory rights of vulnerable populations and reproductive health issues.

### **CPH 660 Geographic Information Systems in Public Health (3)**

This course will introduce students to the ArcView Geographic Information System (GIS) to map and spatially analyze public health data. While GIS has numerous applications for many disciplines, this course will specifically focus on its uses in public health. Beyond use of GIS for cartography, this course will also examine issues and methods of analyzing the processes creating health patterns. The versatility of GIS in a public health setting will be examined and will include exercises looking at GIS applications involving health marketing, demography, epidemiology, and health care systems.

### **CPH 663 Public Health Practice and Administration (3)**

This course emphasizes the practical application of the principles of health care organization to public health at the national, state, and local levels. Course objectives reflect an overview of the principles of managing a public health organization: legal basis of public health, organization and delivery of public health services, health planning and community needs assessment, epidemiological approach to diseases, methods for chronic and infectious disease control, future changes that can impact the provision of public health services, etc.

### **CPH 751 Introduction to Global Public Health (3)**

This course will acquaint students with the major issues and challenges for public health in a variety of wealthy, emerging and impoverished nations. Course materials and visiting speakers present and analyze major issues in international health, identify and compare health systems in developed and developing countries, and explore emerging global health issues.

### **CPH 752 Leadership In Public Health (3) \*NEW COURSE PROPOSAL ATTACHED\***

This course emphasizes the practical application of the theories and principles of leadership. In addition to focusing on one's personal leadership development, it also includes the integration of the concepts of servant and shared leadership for promoting change in public forums and decision-making arenas. Case studies and interviews of public officials serve as a basis for working with today's organizations and communities for the good of the public's health.

### **CPH 758 Special Topics in Health Services Management: Strategic Planning and Evidence-Based Decision Making (3)**

Topics include basic strategic planning theory, the process of strategic plan development, specific methods of analysis including environmental and organizational analysis and appropriate analytical techniques, decision theory and analysis. Several health care trends such as restructuring, innovation in health care delivery and financing and performance measurements will be illustrated through case analysis in public health settings.

### **CPH 758 Special Topics in Health Services Management: Public Health Informatics (3)**

Public health information systems are essential to the evidence base for public health action and the ongoing need for early warning of emerging health challenges. This course provides

non-specialist practitioners with the analytical strategies to transform public health data into useful information for public health improvement.

### **CPH 758 Special Topics in Health Services Management: Health Economics (3)**

This course applies general theoretical principles of economics to the health care sector. The basic approach is to recognize the importance of scarcity and incentives, allowing for differences peculiar to health. The demand and supply of health and medical care are examined as they involve physicians, nurses, and hospitals. The competitiveness of their markets, health insurance, and the role of government are explored.

### **Resources Available**

Funding to initiate this certificate program is available through a gift account from Pfizer, Inc. (\$40,000).

### **Admission Requirements and Application Procedures**

- Applicants must satisfy the minimum Graduate School Requirements for admission to a Certificate (which are identical to those for enrollment as post-baccalaureate graduate student) and apply separately for the Graduate Certificate. Post-baccalaureate status is not available to non-Kentucky residents or international applicants.
- Applicants must submit the appropriate application fee to the Graduate School.
- Students enrolled in (or applying to) a graduate degree program or post-baccalaureate graduate students may apply for the Graduate Certificate.
- Applicants for admission to the Graduate Certificate in Public Health Management must be approved by the Certificate Director, who shall notify the Graduate School in writing of the student's admission.
- Students enrolled in the Health Services Management concentration in the MPH or DrPH program are not eligible for admission to the Graduate Certificate in Public Health Management.
- Admission to the Graduate Certificate or award of the graduate certificate does not guarantee admission to any degree program at the University of Kentucky.
- Admission to the Graduate Certificate may be limited so that the faculty and resources are not overwhelmed.
- As an aid to the admission decision, applicants must provide a two-page personal statement on why the individual desires a Graduate Certificate in Public Health Management and a one-page biography which includes the student's educational and work experience. (These items are to be submitted to the DGS.)

### **Graduate Certificate Completion Requirements**

The Graduate Certificate curriculum involves a total of 15 graduate credit hours including 6 credit hours of required courses. All course work for the Graduate Certificate must be completed within five years of admission. Graduate Certificate students must maintain a GPA of 3.0 or better to progress in the curriculum.

### **Award of the Graduate Certificate**

When a student enrolled in the UK Graduate School has successfully completed the last required course and has satisfied the GPA and grade requirements, the Director shall send a completed, signed Graduate Certificate Completion Form to the Dean of the Graduate School verifying that the student has fulfilled all requirements for the Certificate and requesting award thereof. The Graduate School shall then issue the student's certificate and officially notify the University Registrar of the awarding of the Certificate for posting to the student's permanent transcript.

### **Benefits of the Graduate Certificate in Public Health Management**

#### **For Students**

- Enhancement of job opportunities in management in public health.
- Provide the opportunity for public health workers to obtain formal training in management without pursuing a terminal degree and therefore provide a more competent public health workforce.

#### **For The College**

- Provide recognition for ongoing efforts of both faculty and students in the area of Public Health Management.
- Create a cadre of US and international certificate graduates who provide a continuing pool of individuals recruiting students for the College of Public Health.

#### **For the University of Kentucky and the Commonwealth of Kentucky**

- Provide appropriate relevant educational experiences in Public Health Management to enhance the health and welfare of Kentuckians.
- Provide career opportunities for public health workers as competent colleagues in the management of the public health system in Kentucky.
- Strengthen UK's reputation as an institution that values and actively fosters high quality, relevant education and training that serves the multi-factorial needs of the Commonwealth, the nation, and the world.
- Provide a pool of appropriately trained public health practitioners some of whom may pursue terminal degrees in public health.
- Enhance the reputation of UK throughout the state, nation, and world as graduates improve their management in public health practice.

January 13, 2011

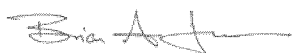
TO: Hollie Swanson  
Senate Council  
201 Main Bldg.  
CAMPUS 0032

Dear Dr. Swanson,

At its meeting on January 13, 2011 the Graduate Council voted to approve the proposal for Graduate Certificate in Public Health Management. The Council submits this recommendation for the consideration of the Senate.

Thank you for your attention to this request.

Sincerely Yours,



2011.01.13

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Brian Jackson, Associate Dean  
The Graduate School

Cc: Sheila Brothers





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**COLLEGE OF PUBLIC HEALTH**

**MEMORANDUM**

**TO:** Health Care Colleges Council

**FROM:** Linda A. Alexander, EdD  
Associate Dean for Academic Affairs

**SUBJECT:** Graduate Certificate Proposal – Public Health Management

**DATE:** September 21, 2009

It is the intention of the College of Public Health to offer a Certificate in Public Health Management. The proposal has been reviewed and approved by the Academic Affairs Committee and the Faculty Council, according to our college's established bylaws.

Further information about this course can be obtained by contacting the proposed DGS, Dr. James Holsinger, at 218-2058 or via email at [jwh@email.uky.edu](mailto:jwh@email.uky.edu).



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**COLLEGE OF PUBLIC HEALTH**

M E M O R A N D U M

TO: Linda Alexander, EdD  
Associate Dean for Academic Affairs

FROM: Graham D. Rowles, PhD  
Chair, Faculty Council

SUBJECT: Approval – Certificate in Public Health Management

DATE: September 8, 2009

At its meeting today, the Faculty Council approved the following proposal:

Certificate in Public Health Management

This is now ready to proceed to the next stage of the approval process. Please do not hesitate to contact me if you need additional information or clarification.



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GRADUATE CENTER FOR GERONTOLOGY

To: Chair of Faculty Council, College of Public Health

From: Chair of Academic Affairs, College of Public Health

Date: November 6, 2008

Subject: Approval of Certificate in Public Health Management by Academic Affairs

Dear Chairman,

This is to inform you that the attached proposal for the development of a certificate in Public Health Management was approved by unanimous vote at the November 5<sup>th</sup>, 2008 meeting of the Academic Affairs Committee. I am now forwarding this to your committee for review.

Best regards,

A handwritten signature in black ink, appearing to read 'Rodney Guttman', with a long horizontal flourish extending to the right.

Rodney Guttman, Ph.D.

Associate Professor of Gerontology and Physiology

Sanders-Brown Center on Aging

Chair, Academic Affairs

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