

Contact: Diana Gonzalez

**REQUEST FOR A NEW PROGRAM AT THE UNIVERSITY OF IOWA:  
BACHELOR OF ARTS PROGRAM IN HEALTH AND HUMAN PHYSIOLOGY**

**Action Requested:** Consider approval of the request by the University of Iowa to establish a new Bachelor of Arts Program in Health and Human Physiology which will be administered by the Department of Integrative Physiology<sup>1</sup> in the College of Liberal Arts and Sciences.

**Executive Summary:** The proposed program stems from a reorganization of three units in the College of Liberal Arts and Sciences. This reorganization consolidates smaller units, simplifying their administration, and strengthening their academic programs. This proposal was reviewed by the Board Office and the Council of Provosts and is recommended for approval. No concerns were raised when it was presented to the Iowa Coordinating Council for Post-High School Education. The proposed program addresses the Board of Regents Strategic Plan priority to provide “educational excellence and impact.”

**Background:**

- ◇ Description of proposed program. The proposed program will have two academic plans of study (tracks) from which students may select – (1) a competitive admission track in health promotion and (2) an open admission track in health studies. The proposed program will prepare students for careers in health education, wellness, public and global health, and other service-oriented careers in the health sciences.
- ◇ Relationship to existing programs. The health promotion track, currently part of the Department of Health and Sport Studies (Agenda Item 4j), prepares students for a first career in areas of wellness. The program is selective, receiving approximately 100 applications each year and accepting an average of 35 students. This track will be combined with a new, non-selective track in health studies for the proposed program. This track will ensure that all students coming to the university because of their interest in health will find an appropriate program geared to their career choices and background.
- ◇ Duplication. Iowa State University offers a Bachelor of Science Program in Kinesiology and Health with six academic options but does not offer a Bachelor of Arts Program in Health and Human Physiology. The University of Northern Iowa offers a Bachelor of Arts Program in Health Promotion but does not include a health studies track. There is no other post-secondary institution in Iowa that offers the proposed program.
- ◇ Student demand. The proposed program is expected to appeal to a broader segment of students because it requires fewer semester hours, can be completed on the Four-Year Graduation Plan, and provides greater flexibility than the Bachelor of Science Program in Integrative Physiology. The health studies track should be appealing to transfer students, students who are interested in a broader background in the health sciences, and students who would like to double major in health related areas.

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<sup>1</sup> The University of Iowa proposed a name change for the Department of Integrative Physiology to the Department of Health and Human Physiology (Agenda Item 4h).

- ◇ Projected enrollment. The projected enrollment is 150 students in Year 1, increasing to 600 students by Year 7. The proposed program has been designed to provide an additional offering in the College of Liberal Arts and Sciences that will appeal to a specific, clearly identified segment of the student population.
- ◇ Unique features. The proposed program will complement the existing Bachelor of Science Program in Integrative Physiology. The proposed program will offer a degree with a breadth of knowledge in the health sciences, with two track options and a strong behavioral emphasis, rather than the greater focus on physiological functions that characterizes the Bachelor of Science Program. The strong biomedical presence at the University is advantageous for the proposed program because it will provide additional curricular options, internship opportunities, and collaborations with faculty and departments with a range of expertise in the health science area.
- ◇ Need for proposed program. The U.S. Department of Labor, Bureau of Labor Statistics, projects strong job growth in areas related to health as governments, insurance companies, and employers attempt to reduce health care costs through primary prevention strategies and targeted secondary prevention strategies for individuals who are ill.
- ◇ Resources. The University anticipates that no new resources will be needed to establish the proposed program. The proposed program will use existing personnel, courses, and resources available in the Bachelor of Science Program in Integrative Physiology and the existing health promotion track in the Bachelor of Arts Program in Health and Sport Studies, resulting in more efficient use of resources.
- ◇ Cost. The University anticipates that the proposed program will not incur new costs because no new faculty, facilities, or equipment will be required for the proposed program. All the requirements for the program will be met with existing courses and laboratory space resulting from the consolidation and reorganization of existing units.
- ◇ Link to institutional strategic plan. The proposed program addresses SUI's Strategic Plan goal "to provide students a rich and challenging experience in General Education and in the undergraduate major" and "to educate students for success and personal fulfillment in an increasingly diverse and global environment."