Contact: Rachel Boon

REQUEST FOR NEW PROGRAM IN BACHELOR OF SCIENCE IN HEALTH ADMINISTRATION AT THE UNIVERSITY OF IOWA

Committee Action Requested: Recommend to the Board approval of the request for a new program in Bachelor of Science in Health Administration in the College of Public Health at the University of Iowa.

The Council of Provosts and Board office staff reviewed the proposal and recommend approval.

Description of Proposed Program: The College of Public Health (CPH) at the University of Iowa (UI) is proposing a bachelor's degree in health administration. Students in the proposed program would complete the public health core coursework (~30 s.h.) which includes instruction in health systems, policy, data analysis, health law, ethics and the determinants of health as well as required experiential learning. In addition, students will complete coursework in health economics, systems operations and quality improvement, finance and resource management, and health technology and innovation.

The UI CPH is uniquely positioned to offer a Health Administration degree as the state's only Council on Education for Public Health (CEPH)-accredited school of public health and home to a nationally recognized MHA program. Housing the degree within this academic environment will provide students with access to expert faculty and a comprehensive understanding of health systems, healthcare delivery, health policy and population health. The university's strong partnership with the University of Iowa Hospitals & Clinics (UIHC) creates valuable opportunities for experiential learning, internships, and career placement within a world-class healthcare system. Additional advantages include a strong statewide reputation among employers and a robust healthcare and health sciences ecosystem that aligns closely with workforce needs. Furthermore, the UI's in-state tuition rate is below both regional and national medians for comparable programs, enhancing affordability and competitiveness.

Academic Objectives: Students earning the degree will be able to:

- Describe the nature of health using relevant economic theories and practices including factors that influence the present and future of health services and administration
- Differentiate operational roles and relationships within healthcare delivery
- Understand how the principles of management apply within health systems
- Demonstrate the ability to integrate theories, practices and analytical skills in healthcare administration

Experiential learning will be a required component of this program. With support from the UI CPH's Office of Experiential Learning, students will identify an internship, research, service learning or global experience opportunity that meets the minimum requirement of 80 hours. Experiential learning consists of a structured experience related to the student's goals that enhances their academic career and professional development and is supervised by a professional in the field. The UI CPH already has strong relationships with UIHC and statewide hospital, clinical, and public health settings to support this requirement.

Need for Program: Exploration of this program was initiated in response to feedback from the UI Office of Admissions, which identified strong interest in a health administration major among prospective students. In addition, leadership of the UI Master of Health Administration (MHA) program indicated that undergraduate preparation in health administration strengthens the

quality of MHA applicants and supports greater graduate student success. National industry trends further point to continued growth in the health administration sector. The need for the program is supported by an analysis of regional and national degree production trends (IPEDS data), program availability and competitive landscape data, occupational employment and job posting data (Lightcast), tuition benchmarking, and workforce demographics and educational attainment. Collectively, these findings demonstrate sustained student interest, strong employer demand that exceeds current educational output, and favorable market conditions for an on campus bachelor's degree in Health Administration.

Resources Needed for Program: The program will require dedicated faculty effort for teaching and staff effort for advising, recruiting and support of experiential learning. Existing UI CPH faculty will continue to provide coverage for the required public health core coursework. The additional courses developed will be taught by new instructional track or adjunct faculty. The program will leverage existing staff resources to support advising, recruiting and experiential learning support. No new facilities or equipment are needed.

Funding Sources: Expenses needed to launch the program include hiring one 50% instructional-track faculty, which will cost $59,085 annually. Financial resources needed to support the proposed program will be reallocated from the college, and any new tuition revenue generated from this proposed program will also be used to cover costs. Based on our financial analysis, we anticipate the program will break even for the College of Public Health in year two, generating $23,175 in net revenue. By year five of the program, net revenue is expected to be $295,927 in the College of Public Health.

Workforce Demand: Labor market data indicate strong and sustained demand for graduates with health administration-related skills. Key indicators include:

- 37,614 regional jobs associated with related occupations.
- 3,379 annual openings substantially exceeding annual degree production.
- 11.2% projected occupational growth, indicating continued workforce expansion.
- $98,000 median earnings, which is closely aligned with national benchmarks.

Job posting trends show sustained employer demand over time. Demand spans a broad healthcare ecosystem including hospitals, physician practices, outpatient care centers, insurance organizations and healthcare administration settings. Additionally, workforce demographics further support long-term demand for graduates in health administration. Nearly 30% of workers are approaching retirement age, suggesting continued replacement demand.

Data sources: Lightcast Occupation and Job Posting Analytics, Bureau of Labor Statistics, and IPEDS completions data.

Student Demand: Student demand is supported by a substantial regional and national degree market. In 2024, regional programs produced 1,369 graduates, including 281 from on campus programs, while national programs produced 11,568 graduates, including 3,004 from on campus programs. Growing interest in the field is also reflected in regional search activity for Health Administration bachelor's degrees, which increased from approximately 260 average monthly searches in mid-2024 to roughly 400 by spring 2026. Additional indicators, including stable classroom completion volumes, positive growth among leading classroom programs, and a relatively small competitive landscape, suggest favorable enrollment opportunities. Student demand is also supported by UI prospective student interest, as the UI Admissions Office has noted that there is strong interest among prospective students in a health administration major,

creating an opportunity to enroll both new direct-admit students and existing UI students with interests in health, business, and administration who have not yet declared a major. The proposed program has potential to attract traditional undergraduates pursuing health management careers, individuals seeking a non-clinical pathway into healthcare, and working professionals seeking bachelor's-level credentials to advance into supervisory, operational or administrative roles.

The program will align with all existing articulation agreements between University of Iowa CPH and Iowa's community colleges.

Enrollment Projections:

	Year 1	**Year 2**	**Year 3**	**Year 4**	**Year 5**
Majors	5	14	32	53	70
Non-majors					

Relationship to Existing Programs at Other Universities: The following institutions currently offer similar programs to the proposed BS in Health Administration:

- Iowa State University, B.S. in Healthcare Management
- Simpson College, B.A. in Healthcare Administration
- Mt. Mercy University, B.S. in Healthcare Administration
- Upper Iowa University, B.S. in Health Services Administration
- Coe College, B.A. in Business Administration with a concentration in healthcare administration (anticipated to begin fall 2026)

Accreditation: The program will be included in the University of Iowa CPH's regular accreditation cycle with the Council on Education for Public Health (CEPH).

Date of Implementation: August 2027.