

MEMORANDUM

To: Board of Regents

From: Board Office

Subject: Request to Establish Master's and Doctoral Degree Programs in Community and Behavioral Health in the College of Public Health at the University of Iowa

Date: September 9, 2002

Recommended Action: Approve the University of Iowa's proposal to establish Master's and Doctoral degrees in Community and Behavioral Health.

Executive Summary: The University of Iowa is requesting approval to establish Master's and Doctoral degrees in Community and Behavioral Health in the College of Public Health.

Need for the Program The Board Office review of programs revealed that there are no graduate level programs in community and behavioral health or addiction studies from a public health perspective in Iowa. The proposed M.S. program in Community and Behavioral Health relates the discipline of social and behavioral science to *public*, as opposed to *individual* health, and focuses on population research at the macro level.

Not Duplicative There are two master's level graduate programs with some similarity to the proposed M.S. program in Community and Behavioral Health – an M.A. program in Health Promotion at the University of Northern Iowa, and an M.S. program in Exercise and Sport Science with an emphasis in the Behavioral Basis of Physical Activity at Iowa State University. However, both degrees approach health from an individual lifestyle point of view. There are no Ph.D. degree programs of this kind in Iowa.

Interinstitutional and Board Office Review The Interinstitutional Committee on Educational Coordination (ICEC) and the Board Office have reviewed this request and are recommending approval.

Submission to ICCPHSE No objections were raised when this proposal was submitted to the Iowa Coordinating Council for Post-High School Education (ICCPHSE).

Link to Strategic Plan:

This effort is part of the institutional activities which help the Board of Regents achieve its objective to improve access to the Regent institutions as stated in its Strategic Plan:

KRA 2.0.0.0 Provide access to educational, research, and service opportunities within the missions of the Regent institutions.

Objective 2.2.2.0 Evaluate annually and, where appropriate, make recommendations to meet relevant educational and service needs of the state.

Analysis:
M.S. Program

The M.S. program in Community and Behavioral Health will offer specialized instruction at the master's level in the social and behavioral health sciences and will prepare students for intermediate- to senior-level public health research positions. It will also provide students with sufficient academic background to enroll in the doctoral program in Community and Behavioral Health.

Ph.D. Program

The Ph.D. program in Community and Behavioral Health will prepare individuals for academic, research, and policy-making careers in the social and behavioral health sciences.

Ph.D. Subtrack

The Ph.D. subtrack in addiction studies will offer specialized training at the doctoral level to prepare individuals for academic, research, and policy-making careers in the area of addiction studies.

Projected Costs

The University does not anticipate the need for additional resources during the first two years because it expects to enroll only five or six students for all three programs during that time. Additional resources (\$53,967) will not be needed until the third year when enrollment is expected to exceed six in the Ph.D. program and six in the M.S. program. The additional funding is expected to come from external grant funding and matching support from the Graduate College.

Regent Program Review Questions Attached is a copy of the University's responses to the Regent New Program Review Questions (pages 3–10). The University's responses to the review questions appear to meet the Board's expectations.

Recommendation Approve the University of Iowa's proposal to establish Master's and Doctoral degrees in Community and Behavioral Health.



Diana Gonzalez

Approved: 

Gregory S. Nichols

6.05 Board of Regents New Program Review Questions for MS and PhD in Community and Behavioral Health and PhD subtrack in Addiction Studies, in the Department of Community and Behavioral Health, College of Public Health, University of Iowa

1. Need

a. How will this proposed program further the educational and curriculum needs of the students in this discipline?

The social and behavioral sciences, studied from a public health/health science perspective, form a nationally recognized subspecialty in public health education, research, and practice.

Organizations such as ASPH, the American Public Health Association (APHA), the Council on Education for Public Health (the public health academic program and school accrediting organization), and the National Institutes of Health (NIH) agree that there has been growing recognition that the behavioral and social sciences play a critical role in both academic public health and public health practice.

The University of Iowa College of Public Health currently offers MS and PhD degrees in the public health core areas of Epidemiology, Occupational and Environmental Health, Biostatistics and Health Management and Policy. However, students who are interested in advanced study leading to a doctoral degree in the core public health area of social and behavioral sciences currently cannot pursue this interest in the state of Iowa.

Within the University of Iowa College of Public Health, we are proposing to create a Master of Science Degree in Community and Behavioral Health, a PhD degree in Community and Behavioral Health, and a Ph.D. subtrack in Addiction Studies.

The MS degree in Community and Behavioral Health will further the needs of students in this discipline by offer a master's level degree that is research focused and will prepare them for doctoral study in this discipline.

The PhD degree in Community and Behavioral Health will further the needs of students in this discipline by offering advanced study in the social and behavioral health sciences in the context of public health.

The PhD subtrack in Addiction Studies will further the needs of students in this discipline by offering advanced, formalized study in the area of addiction studies.

b. How does it further the educational and curriculum needs of other units in the college or university?

These degree programs are integral to the development of the College of Public Health and its reputation nationally and internationally. The strategic plan of the College of Public Health contains the following objective: “to develop the new Department of Community and Behavioral Health and in doing so, contribute to the University’s agenda for advancing interdisciplinary education and research in the social and behavioral sciences relevant to public health.” Without these degree programs, the contributions of this newly created department will be unnecessarily limited.

This objective also supports two strategic initiatives of the University of Iowa: 1) to achieve premier graduate and professional programs, and 2) to foster distinguished research, scholarship, and artistic creation. The establishment of our MS degree will allow us to offer an excellent alternative to the MPH degree for those students who have interests that are more academic or specialized. The establishment of our general PhD degree and Addiction Studies subtrack, will allow us to foster important, socially-relevant health-related research and scholarship among our PhD students.

The development of these programs will also support other units in the University of Iowa by offering coursework in areas of interest to students in other programs. Graduate students, and exceptional undergraduate students, especially in closely allied programs at The University of Iowa will be encouraged to enroll in courses within the Department of Community and Behavioral Health.

2. Duplication and Collaboration

a. What programs in this field of study are available in other colleges and universities Iowa? (Identification of other programs available in this field at other institutions should be made within a broad definitional framework. For example, such identification should not be limited to programs bearing the same title, the same degree designation, having the same curriculum emphasis, or purporting to meet exactly the same needs as the proposed program.)

In the state of Iowa, there are no graduate level degree programs in community and behavioral health, or addiction studies from a public health perspective. These programs will fill that gap.

There are two masters level graduate programs with some similarity to the proposed M.S. in Community and Behavioral Health. These include an MA in Health Promotion at the University of Northern Iowa and a MS degree in Exercise and Sport Science with an emphasis in the Behavioral Basis of Physical Activity at Iowa State University.

There are no doctoral programs that are at all similar to the proposed programs in the state of Iowa.

b. With what representatives of these programs have you consulted in developing this proposal? Provide a summary of the reactions of each institution consulted.

At this point, we have not directly consulted with representatives of these programs. We have studied public documentation on these programs, and concluded that they were not duplicating the proposed programs.

c. In what ways is this proposed program similar to those mentioned in 2a? In what ways is it different or does it have a different emphasis?

MS in Community and Behavioral Health

Iowa State University offers an MS degree in Exercise and Sport Science with an emphasis in the Behavioral Basis of Physical Activity. The University of Northern Iowa offers an MA degree in Health Education. Both degrees approach health from an individual lifestyle point of view, not a public health point of view. The MS in Community and Behavioral Health will relate the discipline of social and behavioral science to *public*, as opposed to *individual*, health. The proposed MS will focus on population research at the macro level. It will also require a thesis, and is intended to be a research-oriented degree that will lead into the PhD in Community and Behavioral Health.

PhD in Community and Behavioral Health

There are no degree programs of this kind at the University of Iowa, nor at the other Iowa Regents universities. Although there are social science doctoral programs in psychology, sociology, anthropology, economics, and political science, none of these degree programs provide for study and research in the context of either health or public health. This degree opens up an entirely new area of doctoral study at the University of Iowa. The availability of doctoral-level instruction in the social and behavioral health sciences is vital to the College of Public Health's national and international reputation.

PhD subtrack in Addiction Studies

There is no degree of this kind at The University of Iowa, nor at the other Iowa Regents universities. This program will be one of the few of its kind in the country.

d. How does the proposed program supplement the current programs available?

We expect that the proposed graduate programs will be very attractive to graduates of Iowa's colleges and universities. They will provide a natural bridge from the excellent undergraduate programs in social science, health education and promotion, and community health that are offered throughout the state.

In addition, the development of these programs in the UI College of Public Health will informally serve the entire state of Iowa, including Iowa's colleges and universities. It will provide graduate course offerings that are not currently offered anywhere else in the state. It will provide independent study opportunities for students in closely allied programs in other parts of the state.

e. Has the possibility of some kind of interinstitutional program or other cooperative effort been explored? What are the results of this study?

A formal study has not been done on the possibilities of interinstitutional programs or other cooperative effort as it relates to these degree programs. However, the College of Public Health has a history of being involved in cooperative efforts, and the Department of Community and Behavioral Health is supportive of future efforts. Currently the College of Public Health is exploring the development of a collaborative MPH in Health Promotion and Environmental Health with the University of Northern Iowa, and an MPH in veterinary medicine with Iowa State University.

f. Please list the Iowa institutions in which articulation agreements are being developed for the proposed program (NOTE: This applies only to community college degree programs which may transfer students to this program.)

Not applicable

g. Please provide the Classification of Instructional Program (CIP) Code for the proposed program.

51.2208

3. Please estimate the enrollment in this program for the next five years as follows:

a. Undergraduate

Majors	<u> 0 </u>				
Nonmajors	<u> 0 </u>				

b. Graduate (Master)

Majors	<u> 2 </u>	<u> 2 </u>	<u> 6 </u>	<u> 9 </u>	<u> 9 </u>
Nonmajors	<u> 0 </u>				

B1. Graduate (PhD)

Majors	<u> 3 </u>	<u> 3 </u>	<u> 5 </u>	<u> 6 </u>	<u> 6 </u>
Nonmajors	<u> 0 </u>				

B2. Graduate (Addiction Studies PhD)

Majors	<u> 1 </u>	<u> 1 </u>	<u> 2 </u>	<u> 3 </u>	<u> 3 </u>
Nonmajors	<u> 0 </u>				

c. On what basis were these estimates made?

The first year estimates were made on the basis of prospective students who have contacted us and expressed an interest in the degree programs, and on the current number of faculty to advise dissertations in the department. Subsequent year estimates were made on the basis of increased availability of financial support for students and faculty recruitment. We expect that as the department's faculty grows, they will bring in financial resources through external grants that can be used to support increasing numbers of students.

d. What are the anticipated sources of these students?

MS Program:

Graduates of baccalaureate programs in Iowa
Graduates of baccalaureate programs out of state
Members of the public Health workforce in Iowa not currently enrolled in institutions of higher education

PhD program:

Graduates of Masters programs in Iowa
Graduates of Masters programs out of state
Public Health leaders in Iowa not currently enrolled in institutions of higher education

PhD subtrack in Addiction Studies

Graduates of Masters programs in Iowa
Graduates of Masters programs out of state
Substance abuse counselors interested in population research not currently enrolled in institutions of higher education

4. Please provide any available data or information on employment opportunities available to graduates of this program in Iowa and nationally.

In the fall of 2001, a survey was conducted by the College of Public Health to determine the educational needs of the Public Health Workforce in Iowa. Of the individuals surveyed who desired to pursue an MS degree in Public Health (n=47), 60% of those stated they wish to pursue an MS in Community and Behavioral Health. Of the individuals surveyed who desire to pursue a PhD degree in Public Health (n=30), 57% stated they would enroll in a PhD in Community and Behavioral Health.

Unfortunately, no national employment data is available. We contacted the Employment Council of ASPH (Association of Schools of Public Health) and they informed us that this kind of research does not exist.

5. Are there accreditation standards for this program?

The national accrediting association for schools of public health is the Council on Education for Public Health (CEPH).

The UI College of Public Health has attained pre-accreditation status, becoming the 29th accredited school/college of public health, accredited by the CEPH. The design of the degrees we have proposed meets all instructional criteria for CEPH accreditation. We will undergo a new accreditation process, seeking full accreditation, during fall 2002 and spring 2003.

6. Does the proposed program meet minimum national standards for the program, e.g., Council of Graduate Schools or other such bodies?

To our knowledge, no other national standards exist for programs such as those we are proposing.

7. Please report any reactions of the Iowa Coordinating Council for Post-High School Education.

At this time, no reactions are available to report.

8. How does this program relate to the college's/university's strategic plan?

These degree programs are integral to the development of the College of Public Health and its reputation nationally and internationally. The strategic plan of the College of Public Health contains the following objective: "to develop the new Department of Community and Behavioral Health and in doing so, contribute to the University's agenda for advancing interdisciplinary education and research in the social and behavioral sciences relevant to public health." Without these degree programs, the contributions of this newly created department will be unnecessarily limited.

This objective also supports two strategic initiatives of the University of Iowa: 1) to achieve premier graduate and professional programs, and 2) to foster distinguished research, scholarship, and artistic creation. The establishment of our MS degree will allow us to offer an excellent alternative to the MPH degree for those students who have interests that are more academic or specialized. The establishment of our general PhD degree and Addiction Studies subtrack, will allow us to foster important, socially-relevant health-related research and scholarship among our PhD students.

Additional Resource Needs

1. Will the program require new resources? Yes, in part. If yes, what is the plan to obtain new resources? Part of the new resources required by these degree programs will come from external grant funding which will be brought in by new faculty members. We also expect to apply and be awarded training grants, which are available in this area of study from organizations such as National Institutes of Health and Center for Disease Control.

2. Will the program require reallocated resources? Yes, in part. If yes, what is the university's reallocation plan to fund this program? In order to be successful in obtaining training grant monies, we may need matching funds from the University of Iowa Graduate College. We also expect that the College of Public Health will continue to support our growth by continuing to allocate funding for new faculty lines and continuing to meet our space needs.

3. At what level of enrollment will additional resources be required for the program?

For the first two years of these programs, we expect to enroll only five to six students total for all three programs. Additional resources will not be needed at this level of enrollment. Once enrollment is above six in the PhD program and six in the MS program, we will require the additional resources referred to above.

4. Estimate the total costs (or incremental increases in expenditures) that may be necessary as a result of the new program for the next three years.

	<u>First Year</u>	<u>Sec. Year</u>	<u>Third Year</u>
a. Faculty	_____	_____	_____
b. Graduate Assistants	<u>0</u>	<u>0</u>	<u>\$53,967</u>
c. General Expense	_____	_____	_____
d. Equipment	_____	_____	_____
e. Library Resources	_____	_____	_____
f. New Space Needs (estimate amount and cost of new and/or remodeled space)	_____	_____	_____
g. Computer use	_____	_____	_____
h. Other Resources (please explain)	_____	_____	_____
TOTAL	_____	_____	<u>\$53,967</u>

Note: The total dollar figure above is for three 1/2 graduate assistant positions, and was estimated based on the current annual salary of a 1/2 time 12 month graduate assistant which is \$17,989.

5. For programs planning to use external grants, what would be the effect of the grant termination?

We expect to provide most of these resources through external grant funding, and through matching support from the University of Iowa Graduate College.

Although most students in these degree programs will be funded by external grants, the effect of the termination of any one grant will be negligible due to the diversity of funded projects in the department.

6.09 Principles for Program Duplication

The MS, PhD in Community and Behavioral Health and PhD Addiction studies subtrack do not duplicate any graduate degree programs that are currently available in the State of Iowa. They are public health programs, and will be housed in the State of Iowa's only College of Public Health.