Wilkes University Curriculum Committee

PROPOSAL SUBMITTAL FORM

Directions:
- Use this set of forms for all proposals sent to the Curriculum Committee.
- Pages 1-3 of this document are required. Any unnecessary forms should be deleted from the packet before submissions. If multiple forms are needed (course addition, course deletion, etc), simply copy and paste additional forms into this packet.
- Note that all new programs (majors and minors), program eliminations, significant program revisions and all general education core revisions must be reviewed and approved by the Provost and Academic Planning Committee (APC) prior to submission to the Curriculum Committee. The Provost will make the decision if a program revision requires APC review.
- Completed and signed forms are due no later than the second Tuesday of every month. Submit one signed original hard copy and a scanned electronic copy with all signatures to the Chair of the Curriculum Committee.

1. Originator: Mary McManus, Ph.D. (Coordinator)
   Pharmaceutical Sciences (570) 408-4273
   mary.mcmanus@wilkes.edu

   Marie Roke-Thomas, Ph.D. (Coordinator)
   Pharmaceutical Sciences (570) 408-6308
   marie.roke@wilkes.edu

2. Proposal Title: Public Health Concentration

3. Check only one type of proposal: (double click on the appropriate check box and change default value to “checked”).
   - [ ] New Program. (Major or Minor Degree Programs). This requires prior review and approval by the Provost and APC.
   - [x] New Concentration, Track, or Certificate. The Provost determines if review and approval by APC is necessary.
   - [ ] Elimination of Program. (Major or Minor Degree Programs). This requires prior review and approval by the Provost and APC.
   - [ ] Elimination of Concentration, Track, or Certificate. The Provost determines if review and approval by APC is necessary.
   - [ ] Program Revision. Significant revisions to a program require review and approval by the Provost. The Provost determines if review and approval by APC is necessary.
   - [ ] General Education Revision. Submissions only accepted from the General Education Committee (GEC). Must be reviewed and approved by the Provost.
   - [ ] Creation of new departments, elimination of existing department. This requires prior review and approval by the Provost and APC.
   - [x] Course additions or deletions not affecting programs (such as elective courses, transition of “topics” courses to permanent courses).
Change in course credit or classroom hours.

Incidental Changes. Includes changes in course/program title, course descriptions, and course prerequisites. (Although these changes do require approval by the Curriculum Committee, they do not go before the full faculty for approval).

Other

4. Indicate the number of course modification forms that apply to this proposal:

_5_ Course Addition Form (plus syllabi)
_0_ Course Change Form (plus syllabi)

5. Executive Summary of Proposal.
There are an increasing number of health care practitioners who are seeking public health credentialing. Due to the changing landscape of healthcare both locally and globally, the demand for public health professionals has significantly expanded in an effort to meet the needs of diverse populations. Public health initiatives prevent, identify, and intervene in a wide arena of public health settings. Components of public health are introduced in the current curriculum but do not meet the professional criteria for students who wish to track within this discipline.

The core design of the concentration aligns with the Council on Education for Public Health accreditation standards. Courses will be offered at a 500 level which allows for equivalent transfer into graduate public health curricula. The concentration in public health will provide the foundation for an interdisciplinary certificate and future Masters of Public Health degree at Wilkes University. Students must contact the coordinators of the concentration to for enrollment and guidance to assure timely completion prior to graduation.

There are five courses, primarily delivered in a hybrid format (a total requirement of 15 credits). The fifth course is a public health independent research project.

<table>
<thead>
<tr>
<th>PHA</th>
<th>Credits</th>
<th>Course</th>
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<tbody>
<tr>
<td>PHA 564</td>
<td>3</td>
<td>Clinical Research &amp; Design Honors (cross listed with PHA 310)</td>
</tr>
<tr>
<td>PHA 561</td>
<td>3</td>
<td>Principles of Environmental Health for Public Health Practice</td>
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<tr>
<td>PHA 562</td>
<td>3</td>
<td>Social and Behavioral Aspects of Public Health</td>
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<tr>
<td>PHA 563</td>
<td>3</td>
<td>Public Health and Pharmacy</td>
</tr>
<tr>
<td>PHA 596 PH</td>
<td>3</td>
<td>Public Health Independent Research Capstone</td>
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<td></td>
<td>15 Total</td>
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</table>

The public health concentration perfectly aligns with the mission, vision and values of Wilkes University. The curriculum focuses on a multicultural world and community engagement. Improved population health is the goal at both the global and local levels. Students will be exposed to a wide range of health promotion and delivery challenges. Urban, suburban and rural delivery models in diverse cultural environments will be emphasized.
<table>
<thead>
<tr>
<th>Action</th>
<th>Description</th>
<th>Cost</th>
<th>Responsibility</th>
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<tbody>
<tr>
<td>Public Relations</td>
<td>News Release</td>
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<td>Marketing</td>
</tr>
<tr>
<td>Online Marketing</td>
<td>Social Media</td>
<td>$250.00</td>
<td>Pharmaceutical Sciences</td>
</tr>
<tr>
<td>Brochures/Cards</td>
<td>Handouts</td>
<td>$250.00</td>
<td>Pharmaceutical Sciences/Print Shop</td>
</tr>
<tr>
<td>Posters</td>
<td>For Campus Posting</td>
<td>$250.00</td>
<td>Pharmaceutical Sciences/Print Shop</td>
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<tr>
<td>Promotional Items</td>
<td>Handouts for academic fairs</td>
<td>$250.00</td>
<td>Pharmaceutical Sciences</td>
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<td><strong>Total</strong></td>
<td></td>
<td><strong>$1000.00</strong></td>
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6. **Other specific information.** *(Not applicable for incidental changes.)*

What other programs, if any, will be affected by this proposal? Describe what resources are available for this proposal. Are they adequate? What would be the effect on the curriculum of all potentially affected programs if this proposal were adopted? Include any potential effects to the curriculum of current programs, departments and courses.

Implementation will begin with the School of Pharmacy, there will need to be an enhancement of the Clinical Research and Design to an honors course with a 500 level designation. The upper level material will be delivered as on-line format focused on specific applications in public health. All courses are currently housed in the School of Pharmacy.

There will be five courses offered by the School of Pharmacy which meet the criteria for this proposed curriculum. The courses include: Clinical Research and Design Honors, Social and Behavioral Aspects of Public Health, Principles of Environmental Health for Public Health Practice, Public Health and Pharmacy, and Public Health Independent Research Capstone.

7. **Program Outline.** *(Not applicable for incidental changes).*

**P1 Spring Semester**

PHA 564 Clinical Research and Design Honors (3 credits)
(cross listed with PHA 310)

**P2 Fall Semester**

PHA 562 Social and Behavioral Aspects of Public Health (3 credits)

**P2 Spring Semester**

PHA 563 Public Health and Pharmacy (3 credits)

**P3 Fall Semester**

PHA 561 Environmental Health (3 credits)

**P3 Spring Semester**

PHA 596 PH Independent Research Public Health Capstone (3 credits)
8. Signatures and Recommendations. (please date)
   - Signatures of involved Department chair(s) and Dean(s) indicate agreement with the proposal and that adequate resources (library, faculty, technology) are available to support proposal.
   - If a potential signatory disagrees with a proposal he/she should write "I disagree with this proposal" and a signed statement should be attached to this submission.

   **Zbigniew J. Litowak**
   **Dennis Isherwood**
   02/26/2018

<table>
<thead>
<tr>
<th>Print Name/Title</th>
<th>Signature</th>
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<tbody>
<tr>
<td>Department chair(s) of all potentially affected programs</td>
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<tr>
<td><strong>Scott Stalter, Dean</strong></td>
<td>[Signature]</td>
<td>3/13/18</td>
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<tr>
<th>Print Name/Title</th>
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<tbody>
<tr>
<td>Dean(s) of any potentially affected College/School.</td>
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<tr>
<td><strong>Susan Hritzak</strong></td>
<td>[Signature]</td>
<td>3/13/18</td>
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<tr>
<th>Print Name</th>
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<tr>
<td>Registrar</td>
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<tr>
<td><strong>Aimee A. Skled</strong></td>
<td>[Signature]</td>
<td>3/13/18</td>
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<th>Print Name</th>
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<tr>
<td>Provost (For new programs, significant revisions and revisions to the General Education Program only).</td>
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<tr>
<td><strong>Concentration was APC approved</strong></td>
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<tr>
<td>Provost should check here if this proposal is a program revision AND the significance of the revision requires review and approval by APC prior to Curriculum Committee.</td>
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<th>Print Name</th>
<th>Signature</th>
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<tr>
<td>Chair, Academic Planning Committee. For new programs, program revisions sent via the provost. Signature indicates that the proposal has been reviewed and approved by APC.</td>
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<tbody>
<tr>
<td>Chair, General Education Committee. For revisions to General Education program only. (Signature indicates that the proposal has been approved by GEC).</td>
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4
Wilkes University Curriculum Committee
COURSE ADDITION FORM

1. Course Title: Social and Behavioral Aspects of Public Health

2. Course Number: PHA 562

3. Course Credit Hours:
   Classroom Hours 3     Lab Hours _____     Other _____

4. Course Prerequisites: PHA 564 (cross listed with PHA 310) or permission by the instructor

5. Course Description (as proposed for the Bulletin):

   Learners will develop public health competency in social concepts and processes that influence health status and public health interventions using the ecological approach. Targeted examination of population and individual behaviors which influence health will utilize a range of methods necessary for behavioral change. Environmental, social, behavioral, and cultural models engaging examples that include the individual, community, global health as well as special populations. Health disparities, diversity, ethics, and social justice will be applied in the experiential sites throughout the course.

6. Required Documentation:
   Proposed Syllabus Attached
1. Course Title: Public Health and Pharmacy

2. Course Number: PHA 563

3. Course Credit Hours:
   Classroom Hours _3_____  Lab Hours _____  Other _____

4. Course Prerequisites: PHA 564 (cross listed with PHA 310) or permission by the instructor

5. Course Description (as proposed for the Bulletin):

   This course will introduce students to the role pharmacists play in public health. Because pharmacists are the first health care provider to be encountered by the public, their role in the community and globally is expanding. The content will discuss the history of pharmacy and how public health was introduced into the field of pharmacy. The role of public health as it relates to the work of the pharmacist by providing education on policy, patient education and population management will also be included. The purpose of the content is to encourage cross-training of pharmacists to maximize resources and to expand the needed work force in the field pharmacy and public health. The course will focus on this expanded role of the pharmacist and the great impact this will have in shifting the landscape of public health

6. Required Documentation:
   Proposed Syllabus   Attached
Wilkes University Curriculum Committee
COURSE ADDITION FORM

1. Course Title:  Principles of Environmental Health for Public Health Practice

2. Course Number:  PHA 561

3. Course Credit Hours:
   Classroom Hours  3  Lab Hours  Other

4. Course Prerequisites:  PHA 564 (cross listed with PHA 310) or permission by the instructor

5. Course Description (as proposed for the Bulletin):

   Environmental health is concerned with the mechanisms by which the natural and created environment which impact human health. The altered external physical, chemical and biological systems will be presented from the perspectives of the population and community health. The course will focus on disease prevention, assessment and mitigation of environmental challenges to public health. Core environmental foundations will be integrated into applied topic areas such as environmental epidemiology, environmental toxicology, and environmental policy and regulation. Videos and expert speakers will be interspersed into related topics areas.

6. Required Documentation:
   Proposed Syllabus  Attached
Wilkes University Curriculum Committee
COURSE ADDITION FORM

1. Course Title:  
   Clinical Research and Design (Honors)

2. Course Number:  
   PHA 564 (cross listed PHA 310)

3. Course Credit Hours:  
   Classroom Hours ___3___  
   Lab Hours _______  
   Other _______

4. Course Prerequisites: P1 standing or permission by the instructor

5. Course Description (as proposed for the Bulletin):

   This course focuses on the application of research design concepts and statistical techniques to design critically analyze and interpret multiple study designs. Understanding and practicing research methods are essential for pharmacists for two reasons. First, as a consumer of research, you will need to read and critically analyze published research. As a member of a health care team, you will need to maintain current awareness of the existing literature and its relevance to the case at hand. Second, as a provider of research, you will need the ability to validate your practice through scientific investigation (e.g. in the current healthcare arena it is expected that health care providers justify, through research, more of their practice).

   Public Health Honors Enhancement
   Weekly journal club assignments aligning didactic class topics with public health research areas. Articles will be provided on D2L for discussion, review and analysis. During the final two weeks of the semester there will be two additional classes scheduled for those taking this course as a requirement for the Public Health Certificate and/or any other student who may be interested in participating.

6. Required Documentation:
   Proposed Syllabus  
   Attached
Wilkes University Curriculum Committee

COURSE ADDITION FORM

1. Course Title: Independent Research Public Health Capstone

2. Course Number: PHA 596 PH

3. Course Credit Hours:
   Classroom Hours_______       Lab Hours_______       Other_______3____

4. Course Prerequisites:
   PHA 561, PHA 562, PHA 563, PHA 564

5. Course Description (as proposed for the Bulletin):

This course will serve as a capstone for pharmacy students who are enrolled in the Public Health Concentration to engage in research and demonstrate competencies in public health. The students will be given the opportunity to collect data based on a public health initiative, determine the impact of the initiatives on health care, local communities, global communities and pharmacy in the United States. Students will plan and execute a research project in the discipline of public health. A detailed progress report, paper and presentation are required.

6. Required Documentation:
   Proposed Syllabus       Attached
<table>
<thead>
<tr>
<th>Program Title</th>
<th>Public Health Concentration in Pharmacy</th>
</tr>
</thead>
<tbody>
<tr>
<td>Program Abstract</td>
<td>There are an increasing number of pharmacists who are obtaining various forms of credentialing at the graduate level in public health. The public health concentration will foster pharmacy careers in the public health sector. There are five existing courses which align with the accreditation core criteria guidelines set forth by the Council on Education for Public Health. Five courses have been developed and are delivered in a hybrid format. The core concentration courses include: Clinical Research and Design Honors, Social and Behavioral Aspects of Public Health, Principles of Environmental Health for Public Health Practice, Public Health and Pharmacy, and Public Health Independent Research Capstone. (curriculum proposal with syllabi are attached). These courses will be offered at a 500 level which permits transfer into graduate public health degrees or certificate programs.</td>
</tr>
</tbody>
</table>

| Submitted By | Mary McManus, Ph.D., R.Ph. and Marie Roke Thomas, Ph.D. |
| Submission Date | February 9, 2018 |

| Middle States Commission of Higher Education |
| Will Middle States approval, in the form of substantive change, or otherwise be required for this program? |
| □ Yes ✓ No |

| Consultative Review Signatures (prior to APC review) |
| (Chair of Effected Programs, as needed) | Designation |
| (Chair of Effected Programs, as needed) | Date |
| Dean of the College / School | Date |
| Provost | Date |
| VPFSO | Date |
| Assessment Committee Chair | Date |

| Approval Signatures (following APC approval) |
| Dean of the College | Date |
| Chair of APC | Date |
| Provost | Date |
| VPFSO | Date |
| Middle States Liaison | Date |
Wilkes University
Program Development Proposal

The development of a business plan for new program proposals at Wilkes University is essential for the efficient and effective introduction of a new program. Although it requires time to develop a business plan, the benefits of the focused new program planning process include: (a) stimulating thinking and making better use of resources, (b) plotting the acquisition of resources for program implementation, (c) predicting problems, opportunities and challenges, and (d) assigning responsibilities, tasks, and timing to new program participants.

Please complete the ten sections of this proposal as they appear below. Typing text following each section's block header will cause the blocks below it to provide the space necessary to answer each question. Do not write in the blocks.

I. Executive Summary

In this section, and in summary fashion, please describe the program and its relationship to the University’s Mission, Vision and Values. Also discuss the impact that the proposed program will have on the University as a whole.

The landscape of healthcare is rapidly changing locally and globally resulting in an increased demand for public health professionals in an effort to meet the needs of diverse populations. Public health initiatives prevent, identify, and intervene in a wide arena of public health settings. Components of public health are introduced in the current pharmacy curriculum but do not meet the professional criteria for students who wish to track within this discipline. Pharmacists are increasingly recognized as primary health care providers who consistently promote and implement public health initiatives in local, state, national and global populations.

The public health concentration perfectly aligns with the mission, vision and values of Wilkes University. The curriculum focuses on a multicultural world and community engagement. Improved population health is the goal at both the global and local levels. Students will be exposed to a wide range of health promotion and delivery challenges. Urban, suburban and rural delivery models in diverse cultural environments will be emphasized.

The core design of the concentration aligns with the Council on Education for Public Health accreditation standards. Courses will be offered at a 500 level (which allows for equivalent transfer into graduate public health curricula). All of the courses are currently being offered, providing an opportunity for students to strengthen professional development and marketability as a professional in the diverse fields of public health. The concentration is foundational for development of an interdisciplinary certificate program and a potential Masters of Public Health degree at Wilkes University.

II. Academic Competency

What areas of expertise exist that support the development and deployment of the proposed program?

Currently all the proposed concentration courses are being delivered by doctoral level full time faculty within the School of Pharmacy. The faculty have expertise in research and design, applied epidemiologic techniques, toxicology, pharmaceutical sciences, public administration in health care, human development, health promotion, social and behavioral approaches to public health care, and health care disparities.
III. Operational Ownership

What will the administrative structure of this program look like? Who will handle the day-to-day operational needs of the program? Please include a flow chart indicating the operational responsibilities of this program.

The program will be housed in the Nesbitt School of Pharmacy, within the Pharmaceutical Sciences Department. Dr. Mary McManus and Dr. Marie Roke-Thomas, along with support from the department’s administrative staff will handle the day to day operation. Faculty advisors for students in the professional program will assist in guiding the selection of core courses. Students self-select for the program and do not need a formal application since acceptance into the professional pharmacy program exceeds the minimal requirements for a public health concentration.

IV. Program Need: Market Research

How have you determined the need for this program? What evidence is there that there to support your enrollment projections?

There are an increasing number of health care practitioners who are seeking public health credentialing. Pharmacy students are currently enrolled in the core courses. There are approximately 20 students per semester enrolled in these courses. There has also been a growing interest by our students in targeting public health careers. This has led to an increased demand for these courses and requests for concentration implementation. See attached rationale document for complete projections.

V. Target Audience

Who is the target audience and what are their traits?

Professional pharmacy students who are tracking into a career in a public health sector.

VI. Competitive Factors

Who are the major competitors for Wilkes in this market? What are the factors that would make a student choose Wilkes over the identified competitors (if there are any)?

There are no regional competitors at the moment. The concentration will enhance the employment opportunities for students who are currently enrolled at the university and also facilitate recruitment of
students into the program. Nationally combination Pharm.D./M.P.H programs are increasing and this program can provide a portal into local and national programs. Refer to attached rationale document for complete projections.

VII. Program Assessment Plan

Describe your assessment plan related to all aspects of the program. How will you maintain rigor and quality in course offerings? How will you measure program success?

The professional pharmacy program is required to meet rigorous external accreditation standards. In addition, the core design of the concentration aligns with the Council on Education for Public Health accreditation standards for graduate education. The entire concentration has been mapped to the standards with regard to delivery of a graduate public health program foundational criteria. The number of students completing the concentration prior to graduation will be the measure of success of the program. The target is 5 to 8 students per graduating class (~10% of pharmacy graduates).

VIII. Timing

When can this program be implemented? Include a timeline of development, deployment, assessment and annual reporting of program performance.

All of the courses are currently offered. Targeted implementation of the public health concentration is Fall 2018.

IX. Curriculum

Include in this space, a scope and sequence of the program, including course titles and descriptions.

Five courses (3 credits each) have been developed and are delivered in a hybrid format. The core concentration courses include: Clinical Research and Design Honors, Social and Behavioral Aspects of Public Health, Principles of Environmental Health for Public Health Practice, Public Health and Pharmacy, and Public Health Independent Research Capstone. (Curriculum proposal with syllabi are attached)

Sequence:

P1 Spring Semester
PHA 564 Clinical Research and Design Honors (3 credits)
(cross listed with PHA 310)

P2 Fall Semester
PHA 562 Social and Behavioral Aspects of Public Health (3 credits)

P2 Spring Semester
PHA 563 Public Health and Pharmacy (3 credits)

P3 Fall Semester
PHA 561 Environmental Health (3 credits)

P3 Spring Semester
PHA 596 PH Independent Research Public Health Capstone (3 credits)
The courses are currently available to the pharmacy students, therefore no new faculty (full time or adjunct) are required. Students are currently enrolled in the university and will utilize the technology, library resources, equipment and supplies that are available. There will be no additional costs to the student in terms of fees. The potential additional costs for marketing are $1000.00 per year.

✓ Describe the human resources necessary to achieve program implementation, including the requirements for program director, faculty, staff and/or graduate assistants. To what extent are the staffing resources currently available and accessible?

All of the staffing resources are currently available and do not need expansion.

✓ Describe the technology, equipment and supplies necessary to achieve program implementation. To what extent are the technical resources currently available and accessible?

All of the technical resources are currently available and do not need expansion or additional cost to the students.

✓ Describe the physical facilities necessary to achieve program implementation. To what extent are the facilities resources currently available and accessible?

All of the facilities resources are currently available and meet the needs for delivery of the program.

✓ Describe the other resources, including financial, research and instructional support, library services and support, necessary to achieve program implementation. To what extent are these resources currently available and accessible.

All of the above resources have been reviewed are in place implementation. The only additional cost is limited to marketing and communication as stated above.
### XI. Budget

Use the separate Excel file Academic Business Plan Model v1 12.04.07 to complete the detailed budget for this program. Follow the directions as indicated in the spreadsheet.

Please see attached

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### XII. Middle States (read the statement below and then check the appropriate box on the first page of this proposal – indicating if Middle States approval will be required in the form of a Substantive Change.)

The Middle State Commission on Higher Education requires that a substantive change document be filed and approved for the general categories that appear below. An excerpt of the Substantive Change Policy Statement is also attached to this template, which further explains the categories that appear below. If even greater detail is required, the entire Substantive Change Policy statement is available on the APC Group site under flies.

- Distance Learning; New Courses and Programs: Change in Content or Method of Delivery
- Higher Degree or Credential Level
- Contractual Agreements
- Non-credit Offerings that Affect Mission
- New Sites/Locations
- Site Closure
- Clock/Credit Hours