



TO: The Honorable the Members of the Board of Regents
FROM: John L. D'Agati *John L. D'Agati*
SUBJECT: The College of Westchester: Master Plan Amendment to Authorize First Baccalaureate Programs in the Health Professions

DATE: September 9, 2013

AUTHORIZATION(S):

John L. D'Agati
SUMMARY

Issue for Decision (Consent Agenda)

Should the Board of Regents approve a master plan amendment to authorize The College of Westchester to offer its first baccalaureate-level programs in the health professions discipline?

Reason(s) for Consideration

Required by State regulation.

Proposed Handling

This question will come before the full Board at its September 2013 meeting, where it will be voted on and action taken.

Procedural History

The College of Westchester submitted proposals to register Bachelor of Business Administration degree programs in (1) Health Care Administration and (2) Health Administration. Master plan amendment is required because the proposed programs would be the College's first baccalaureate-level degree programs in the health professions.

Background Information

The College of Westchester, located in White Plains, seeks Regents approval of a master plan amendment to offer Bachelor of Business Administration (B.B.A.) degree

programs in (1) Health Care Administration and (2) Health Administration. The College offers certificate programs in the business, health professions, and physical sciences (data processing) disciplines and associate programs (A.A.S. and A.O.S.) in the health professions and physical sciences (data processing) disciplines. In addition, it offers B.B.A. programs in the disciplinary area of business.

Purpose: The College proposes to offer two upper-division, 54-credit B.B.A. degree programs: one in Health Care Administration (HCA) at its White Plains campus, and one in Health Administration (HA) that will be delivered online. Program content and orientation is consistent with the College's mission to provide career-based degree programs leading to gainful employment. The curricula have been designed to offer students a course of study in business topics that relate specifically to the health care industry. Students in the classroom program will complement their studies through an internship with a local employer. Online students will achieve the same learning outcomes through participation in a supervised capstone research project. The two programs differ only in those concluding elements.

Curriculum: Faculty from the Allied Health Department and senior academic leaders developed the program and engaged the College's Allied Health Advisory Council to inform program content. The distribution of credits for these completion programs includes a minimum of 15 upper level general education courses in areas such as business writing, statistics, communications and other topics addressing skills that employers value. Six courses comprise the major: Introduction to U.S. Health Care; Health Care Economics and Finance, Health Care Delivery Systems, Public Health Issues and Practices, Human Resource Management in Health Care, Long Term Care Administration, and the internship or capstone course. The remaining six courses may be fulfilled through health care administration, business, or general education electives.

Students and Faculty: The College historically has served a wide range of students, including traditional-age, first-generation college students as well as adult learners. Overall, the student population at the College is almost evenly divided among African American, Hispanic and Caucasian students. The male to female student ratio is 2:3. The College expects the student demographics to remain stable.

Initially, only the College's own allied health students who have an earned associate degree (66 credits), college level writing proficiency, and at least a 2.5 GPA will be encouraged to apply to the proposed programs. When recruitment expands to include external transfers, those students may transfer up to 75 credits at the time of admission. Admission to these programs is contingent upon academic performance at the associate degree program level and a face-to-face interview with an admissions committee. Traditional standardized test scores such as the ACT and SAT tests are not required for admission to any of the College's academic programs. Initial HCA and HA cohorts are anticipated to be about 30 students combined. The College forecasts 120 students among the two programs by year five.

The B.B.A. faculty roster includes allied health, business, information technology, and general education faculty members with at least a master's degree in their field and appropriate certifications and/or experience. In addition, a new allied health faculty

member will be hired. This individual will have strong teaching and research credentials in the administrative side of the health care industry.

Resources: Classrooms are fully networked and contain appropriate business and instructional software, as well as presentation hardware. The College's library resources include 8,000 business, health care and social science monographs and periodicals and access to electronic texts and databases. Additional acquisitions are planned and budgeted. A full array of academic support services are available days, evening, weekends and online. The Learning Center offers students the opportunity to work with a full-time assistant or with peer or professional tutors, and the College utilizes online tutoring via the *Smarthinking* service as a supplement.

Need: Employment in health services management areas is expected to grow faster than average in New York (about 14-19 percent). The proposed programs are designed to prepare students for both entry-level and supervisory positions in this industry and to enhance their long-term career growth. Potential employers include hospitals and other healthcare facilities, medical offices, home healthcare entities, insurance carriers, and community care facilities.

Canvass Results: The Department canvassed degree-granting institutions in the Hudson Valley Region. One institution responded; it offered no objections to the proposed programs.

Department Review: The Department has determined that the proposed programs meet the standards for registration set forth in the Regulations of the Commissioner of Education.

Recommendation

It is recommended that the Board of Regents approve a master plan amendment authorizing The College of Westchester to offer its first baccalaureate-level programs in the health professions discipline. This amendment would be effective until September 30, 2014, unless the Department registers the proposed programs prior to that date, in which case, master plan amendment shall be without term.

Timetable for Implementation

If the Board approves this master plan amendment, the Department will register the proposed programs and the College will proceed to recruit and enroll students.