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Chair: James Madsen; Vice Chair: Dawn Hukai; Secretary: Todd A. Savage; Executive Committee: Stephen Reed, Jennifer Willis-Rivera

To: Dean Van Galen, Chancellor
116 North Hall
University of Wisconsin-River Falls

From: James Madsen, Chair 
Faculty Senate
University of Wisconsin-River Falls

May 5, 2011

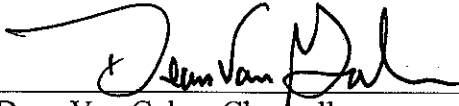
RE: UWRF Faculty Senate Motion 2010-2011/54

At the May 4, 2011 meeting of University of Wisconsin-River Falls Faculty Senate, motion 2010-2011/54 was passed and it is effective immediately. This motion is forwarded to you for your action.

Motion from the Academic Programs and Policy Committee (Jim Zimmerman, Chair) to approve the Collaborative, Online Bachelor of Science Degree Completion Program in Health and Wellness Management

Approved 

Disapproved



Dean Van Galen, Chancellor

5/12/11

Date

TRANSMITTAL for UNDERGRADUATE PROGRAMS: Changes or Proposals

INFORMATION

1. **Program title:** Health And Wellness Management
2. **Department(s):** Health & Human Performance
3. **College(s):** Coeps
4. **Proposal prepared by:** Joe Okroy **Date:** 4-7-2011

5. **Check all that apply:**

- | | |
|--|---|
| ☒ New program | ☐ Existing program |
| ☐ Change in course name | ☐ Change in number of credits |
| ☐ Change in Major | ☐ Change in Minor |
| ☐ Change in course content | ☐ Change in Emphasis/Option |

6. **Other Programs/Departments Consulted** (Requires letters of support from all Departments or Programs substantially affected):

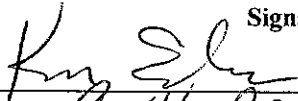
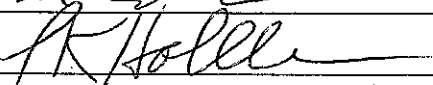
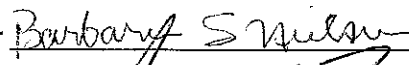
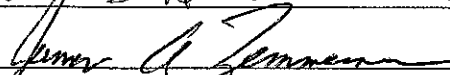
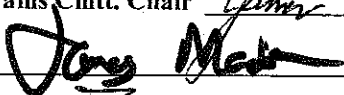
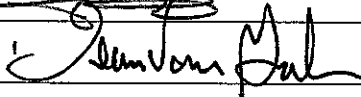
1. None
- 2.
- 3.
- 4.

7. **Date of Implementation:** F ALL Semester 2011 Year

8. **Have all courses in this program been approved?** Yes ☒ No ☐
If "No," which ones?

9. **Attach Request Narrative.** (Include description of program before and after proposed changes).

UNIT APPROVALS: Requires signatures of all Departments Chairs and Deans whose programs will be affected by the changes or proposal. Signature lines for the affected Departments and Colleges (Noted in 6 above), are on the back of this form. These signatures should be obtained prior to review by all other shared governance levels.

	Signature	Date
Department Chair		4/7/11
College Curriculum Cmtt. Chair		4/11/11
Dean of College		4/7/11
University Curriculum Cmtt. Chair		4/22/11
Academic Policy & Programs Cmtt. Chair		4/29/11
Faculty Senate Chair		5/4/11
Provost / Vice Chancellor		5/11/11
Chancellor		5/12/11

NOTE: The master copy of this transmittal and accompanying documents must be filed in the Provost's office upon final approval. The Provost's office will notify all appropriate administrative offices [Registrar, Dean(s), and Department Chair(s)] of approvals and necessary actions to implement changes.

**Collaborative, Online Bachelor of Science Degree Completion Program
in Health and Wellness Management**

**University of Wisconsin-La Crosse
University of Wisconsin-River Falls
University of Wisconsin-Stevens Point
University of Wisconsin-Superior**

With administrative and financial support from UW-Extension

Summary

This proposal is to develop an online bachelor's degree completion program in Health and Wellness Management. This degree will be offered in collaboration with UW-La Crosse, UW-River Falls, UW-Stevens Point and UW-Superior. This degree is intended primarily for adult and nontraditional students. Since the first two years of the program curriculum will consist primarily of general education requirements and prerequisites, students can enter the program through the UW Colleges, the Wisconsin Technical Colleges, or any of the UW System campuses. Students wishing to complete the entire curriculum online may do so by entering through UW Colleges Online or another UW institution that offers the general education requirements online, and then finishing this online program through any one of the four institutions requesting this Entitlement to Plan.

Introduction

The costs of healthcare in the United States have skyrocketed. One important reason for the skyrocketing costs of healthcare is the combination of people living increasingly less healthy lifestyles combined with improvements in healthcare that allow people to live much longer lives. As a consequence, many individuals are sick for long periods of time. There are many factors to not living healthfully, but some of the rapidly rising consequences include obesity, diabetes, heart disease, and cancer. These consequences are both personally and socially extremely costly. For example, "the overall, tangible, annual costs of being obese are \$4,879 for an obese woman and \$2,646 for an obese man. Adding the value of lost life to these annual costs produces even more dramatic results. Average annualized costs, including value of lost life, are \$8,365 for obese women and \$6,518 for obese men, and employers have responded in part by passing some costs onto employees and also by developing programs to keep their employees healthy.... Employers and employees share the burden for many costs, including direct medical costs, short-term disability, disability pension insurance, absenteeism, and productivity losses. Employers directly pick up the costs for many of these expenditures. However, employees indirectly share part of this burden through lower wages. In addition, through publicly funded programs such as Medicare and Medicaid, the government pays a significant portion of direct medical costs for their beneficiaries." (Avi Dor. "A Heavy Burden." George Washington University Research Report, Sept. 2010.)

Obesity is one significant and rapidly growing consequence of living unhealthy lifestyles, but there are many others as well. Regardless of the type of unhealthy lifestyle, however, the increased costs are significant. "Illness and injury associated with an unhealthy lifestyle or modifiable risk factors is reported to account for at least 25% of employee health care expenditures. The most significant of these risk factors are stress, tobacco use, overweight or obesity, physical inactivity, excessive alcohol

use, and poor nutritional habits.” (Daniel Zank and Donna Friedsam, “Employee Health Promotion Programs.” Wisconsin Public Health and Health Policy Institute Brief, September 2005.)

As they come to understand the relationships between lifestyle and costs broadly construed (direct medical costs, absenteeism, reduced productivity, etc.), employers have begun to develop health promotion programs to encourage their employees to live more healthfully. “Evidence continues to grow that well-designed and well-resourced health promotion and disease prevention programs provide multi-faceted payback on investment. Peer-reviewed evaluations and meta analyses show that return on investment (ROI) is achieved through improved worker health, reduced benefit expense, and enhanced productivity.” (Zank and Friedsam, 2005.)

There is a strong need for qualified individuals who can manage and administer the integration of health and wellness culture across divisions, departments, and business units to reduce healthcare costs, improve productivity and employee well-being. The Bachelor of Science in Health and Wellness Management program will prepare students to capitalize on that opportunity.

Need and Market Demand

To increase wellness, behavior change is required. To achieve behavior change, population-based approaches such as policy, systems, and environmental changes across 5 evidence-based strategies – access, media, point of decision information, social support services, and price are necessary. These behavioral changes are executed by an array of multidisciplinary health promotion and wellness professionals who specialize in work and community environments. This program will meet the increasing demand for professionals that focus on integrating various wellness services (e.g. preventative wellness programming; safety and environmental health risk management; human resources benefits management, return to work programs, etc.). The education of these professionals will focus on the complexity of the issues and systems management of divergent aspects of healthcare as applied to business and community organizations.

According to the Bureau of Labor Statistics, as healthcare costs continue to rise, insurance companies, employers, and governments are attempting to find ways to curb costs. This is leading to positive anticipated employment growth (18-22 percent) in the health and wellness field. Increasing healthcare costs and a growing number of healthcare coverage options will spur demand for professionals to develop strategically integrated wellness programs. In light of these trends, graduates of the Health and Wellness Management program will:

- Integrate a wide array of programs to enhance employee safety and wellness and improve work-life balance
- Influence corporate productivity
- Reduce health care costs
- Engage management and leadership at multiple levels
- Foster a culture of wellness in organizations
- Provide passionate and persistent leadership for health and wellness
- Communicate the value of health and wellness across diverse sectors
- Develop and maintain collaborations with internal and external partners
- Interpret and apply assessment and evaluation information pertaining to health

When researching the potential career and job market for individuals who complete this degree the following data was obtained. The overall average salary for a wellness professional in 2009 was \$33,364, the survey found.

And, taking level of education into account, a Master's degree level wellness professional earns \$41,200 a year, more than their counterparts holding a Bachelor's degree, the survey found.

In a future issue we will look at an analysis of salary level combined with years of experience.

The following table illustrates ranking wellness titles with average salary, in descending order of average salary. Also we could compare:

Comparing Wellness Titles With Salaries

<i>Title</i>	<i>Average Salary</i>
Wellness Manager	\$37,500
Manager, Employee Health and Wellness	\$36,853
Senior Program Manager	\$36,175
Wellness Coordinator	\$34,133
Wellness Coordinator	\$33,547

*Source: Wellness Professionals Salary and Benefits Survey, conducted by: Wellness Program Management
Adviser. Copyright 2010 Wellness Management Information Center*

Nationally, there are very few similar degrees. A recent search identified the following.

- Athens State University, GA--BS in Health and Wellness Management (while the title is a match, it appears to be a traditional health degree.) Delivered face to face.
- Ball State University, IN--MS in Wellness Management – resembles the proposed Bachelor of Science in Health and Wellness Management degree, but it is delivered in a face-to-face format and at the master's level.
- State University of New York-Oswego, NY--BS in Wellness Management--similar to what we propose but delivered in a face-to-face format and aimed at traditional, campus student audiences.
- Kaplan – for-profit national provider - BS in Health & Wellness – online
- University of Central Oklahoma – MS in Wellness Management – somewhat similar to the proposed degree, but in a face-to-face format and at the master's level.
- American University, Washington, D.C., - BS in Health Promotion

Learning Outcomes and Overview of the Curriculum

The curriculum for the HWM program was developed by faculty at the four partner campuses to ensure curricular consistency and quality, and to utilize the academic strengths of the partner institutions.

The curriculum consists of 21 classes (63 credits). Because adult and nontraditional students want a very clear programmatic structure, all students in the program will be required to take all 21 classes in the curriculum. There are no electives. Students who successfully complete the 63 credits of work and satisfy campus graduation requirements will graduate.

The following roster lists the courses, degree course numbers, and the campuses that have selected to offer the courses.

Course Number	Course Title
RVF HWM300	Introduction to Human Health
RVF HWM310	Changes Across the Life Span
SUP HWM320	Health and Medical Terminology
LAX HWM330	Survey of Information Technology in Healthcare
STP HWM340	The Wellness Profession
RVF HWM350	Applied Research Methods in Health
SUP HWM360	Stress and Dependencies and Addictions
SUP HWM370	Health Behavior/Understanding and Effecting Change
LAX HWM380	Environmental Health
STP HWM390	Marketing and Communication for Health and Wellness
RVF HWM400	Health Resource Management
SUP HWM410	Applied Human Anatomy and Fitness Principles
LAX HWM420	Health Literacy
LAX HWM430	Population Health
STP HWM440	Health and Wellness Coaching
RVF HWM450	Medical Ethics/Policy
SUP HWM460	Leadership and Change Management in Health
LAX HWM470	Assessment and Evaluation
STP HWM480	Health Benefit Plans and Providers
STP HWM490	Employee Health and Well Being
HWM495	CAPSTONE

Student learning outcomes include a fundamental understanding of:

- Human Health
 - Physical aspects of health
 - Personal health-applications and integrations
 - Lifestyle coaching
 - Environmental impact on health (built and natural)
 - Changes across the lifespan (human development)
 - Philosophy of wellness

- Exercise physiology
 - Trans-theoretical model, Health Belief Model, Social Learning Theory
 - Healthy lifestyles vs. unhealthy lifestyles
 - Seven dimensions of health
- Psychology: Stress, dependencies (tobacco, alcohol, drugs)
- Health coaching: Behavior health management/lifestyle coaching
- Population health
 - Epidemiology/disease prevention and treatment
 - Health research and research processes
 - Benefits management/compliance/benefits
 - Disease risk factors and genetic risk factors
 - Special populations
 - Health disparities
 - Impacts of the community on health
 - Integrated medicine
- Communication strategies
 - Marketing
 - Promotion
 - Technology e.g. mobile devices, games for health, etc.
 - Social networking
 - Health literacy and research methods
 - Information literacy
 - Medical terminology/health communications
 - Dispositions, temperaments, personal qualities
- Technology Literacy
 - Health information systems and records
 - Medical informatics/communication among providers
 - Medical devices
 - Alternate delivery systems
- Management strategies
 - Management training
 - Benefits, providers, incentives, insurers,
 - Healthcare cost containment
 - Compliance
 - Evaluation and assessment
 - Strategic planning
 - Leadership and change management
 - Budget, finance and resource management
 - Building coalitions and collaborations
 - Facilitating, mentoring and conflict management
- Assessment and evaluation
 - Program
 - Policy analysis
 - Benefit analysis
 - Individual health risk
- Ethics and Policy
 - Medical and legal issues
 - Federal and state policies

- Advocacy
- Regulation, licensing and credentialing/certifications
- Teaching and Programming
 - Adult learning principles
 - Learning delivery systems
 - Generational differences

Relation to Institutional Mission

The Bachelor of Science in Health and Wellness Management contributes directly to the institutional mission of the University of Wisconsin System by supporting the UW Growth Agenda. The three components of the Growth Agenda are to increase the number of degree holders in Wisconsin, increase the number of high paying jobs, and build stronger communities. The HWM degree contributes to all three components of the Growth Agenda by providing a degree that is in demand, supported by Wisconsin employers, and develops competencies that enable graduates to help Wisconsin employers reduce costs while increasing worker health and productivity. It is a degree targeted at adult and nontraditional students and thus broadens access to the university.

The HWM degree supports the institutional missions of the four partner campuses by contributing to the core of liberal education by developing communication, critical thinking, problem-solving, analytical, leadership, teamwork, and collaboration skills. Furthermore, this is a multidisciplinary degree that helps build bridges among disciplines and develops students' abilities to think in terms of systems and interrelationships.

At UW-La Crosse the Health and Wellness Management degree supports the mission of UW-La Crosse to prepare individuals to take their place in a constantly changing world. In addition, graduates of this program will be employed in environments focused on reducing health care costs and improving personal well-being. The collaborative nature of this degree and the employment settings of graduates further advances UW-La Crosse's mission of fostering lifelong learning through collaboration, innovation, and the discovery and dissemination of new knowledge.

For UW-River Falls "Develop engaged leaders" is Goal 4 of "Telling the President," the strategic plan for UW-River Falls adopted in 2007-08. The Health Initiative under that goal states that the university will strive to "prepare graduates with an appreciation for lifelong learning who will become the productive, creative, skilled engaged citizens and leaders" presented in our mission statement. Thus, the Health and Wellness Management degree fits very well into the Campus strategic plan.

UW-Stevens Point has a long history in helping create the wellness movement. The Health Promotion and Wellness program was introduced in 1997. UWSP faculty were instrumental in developing the modern concept of wellness, which was expanded in 1999 into a 3-dimensional model. The program has received several national awards for preparing Health Promotion and Wellness professionals with a Bachelor of Science degree. The HWM degree continues to build upon this national leadership in wellness and health promotion by expanding its reach into distance learning. For UW-Stevens Point, the HWM degree aligns with the strategic efforts to develop interdisciplinary programs with a wide audience and providing market perspectives while supporting the current mission to provide undergraduate professional programs with a strong liberal studies foundation. The HWM degree supports the mission and vision of the College of Professional

Studies and the School of Health Promotion and Human Development, key aspects of which are to 1) develop professionals who promote lifelong wellness for individuals and communities, 2) expand opportunities for bachelor's degrees that contribute to a vibrant economy and flourishing communities, 3) and to explore new mutually beneficial partnerships.

The mission of UW-Superior is to foster intellectual growth and career preparation within a liberal arts tradition that emphasizes individual attention and embodies respect for diverse cultures and multiple voices. Students who master the liberal arts competencies embedded within the Health and Wellness Management degree will be fulfilling the UW-Superior mission by becoming positioned to help employees maximize their work production within their respective workplace[s] by optimizing and understanding their personal wellness. The seven dimensional wellness model includes social, physical, emotional, intellectual, career, environmental and spiritual wellness.

Relation to Other UW-System Programs

There are no such programs like the Bachelor of Science in Health and Wellness Management in the UW System. The closest programs that exist in the UW System are in face-to-face formats only, and their foci are quite different:

- UW Eau Claire: BS in Environmental Public health
 - Health and Aging Services (certificate)
- UW La Crosse: BS in Community Health Education
 - BS in Fitness Management
- UW Milwaukee: BS in Kinesiology, submajor in Health and Fitness Management
- UW Oshkosh: BS in Environmental Health
- UW Parkside: BS in Fitness Management (also have a certificate in this)
- UW Stevens Point: BS in Health Promotion and Wellness
- UW Stout: BS in Health and Fitness – minor
- UW Superior: BS in Community Health Promotion

Although this is a unique and new degree, it complements the broad array of degrees offered across the UW System by creating a new point of entry for adult and nontraditional students, by building upon the associate's degree offered by the UW Colleges and other campuses, and by engaging faculty who have expertise in related areas on all of the partner campuses. In addition, the HWM degree is an excellent starting point for students who wish to go onto master's degrees in business, public health, healthcare management, and related fields.

Resources

This collaborative degree is part of the Adult Student Initiative. The budget model developed for this degree is designed so that the program will become self-supporting within 5 years from the time that classes are first offered. In order to minimize the financial burden on partner campuses, UW-Extension Division of Continuing Education, Outreach and E-Learning will cover program deficits until the program is producing net revenues. Once the program is producing net revenues, funds will be split equally among the program partners.

Conclusion

The Collaborative, Online Bachelor of Science in Health and Wellness Management will be offered by UW-La Crosse, UW-River Falls, UW-Stevens Point, and UW-Superior. The first two years are already offered by all System campuses and also available through UW Colleges Online.