TRANSMITTAL for GRADUATE PROGRAMS: Changes or Proposals

I. INFORMATION:

A. Check all that apply: Existing Program ☐ New Program ☑
   Name Change ☐ Credits Change ☐ Substantial Change in Curriculum ☐

B. Program Title: Master of Science in Clinical Exercise Physiology
C. Department(s) (Originating): HHP

D. College(s) (Originating): CEPS

E. Programs / Departments Consulted (Requires letters of support from all Departments or Programs substantially affected):
   1) BIOL
   2)  
   3)  
   4)  

F. Date of Implementation: Fall Semester 2012 Year
G. Have all courses in this program been approved? Yes ☑ No ☐ If "No", which ones?
H. Attach Request Narrative

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

   Department Curriculum Committee Chair (optional)  Signature  Date
   [Signature]  8-30-11

   Department/Program Chair  
   [Signature]  9/11

   College Curriculum Cmtt. Chair  XNA

   Dean of College  
   [Signature]  12/16/11

   Graduate Council Chair  
   [Signature]  12/16/11

   University Curriculum Cmtt. Chair  
   [Signature]  12/16/11

   Academic Policy & Program Cmtt. Chair  
   [Signature]  10/9/11

   Faculty Senate Chair  
   [Signature]  10/9/11

   Provost / Vice Chancellor  
   [Signature]  10/9/11

   Chancellor  
   [Signature]  10/9/11

*NOTE: The master copy of this transmittal & accompanying documents must be filed in the Provost’s office upon final approval. The Provost’s office will notify all appropriate administrative offices [Registrar, Office of Graduate Studies, Dean(s), Department Chair(s)] of approvals & necessary actions to implement changes.
Department of Health and Human Performance  
College of Education and Professional Studies  
University of Wisconsin- River Falls

Request for a New Degree Program  
Master of Science Degree  
In Clinical Exercise Physiology

Faculty/Contributors:

Dr. Mark Bergland, Professor and Chair, Department of Biology  
Dr. Andrew Koob, Assistant Professor, Department of Biology  
Dr. Timothy Lyden, Associate Professor, Department of Biology  
Dr. Deb Allyn, Professor, Department of Health and Human Performance  
Dr. Ken Ecker, Associate Professor, Department of Health and Human Performance  
Dr. Joe O’Kroy, Associate Professor, Department of Health and Human Performance
Introduction

The Health and Human Performance Department at the University of Wisconsin-River Falls is requesting to offer a service based pricing (SBP) graduate program in Clinical Exercise Physiology (CEP). The purpose of this program is to academically and professionally prepare students to work in a variety of areas involving health maintenance, rehabilitative care and an expanding list of chronic diseases and disabling conditions. The CEP degreed professional will be qualified for career pursuits in the university, corporate, commercial, hospital and community settings. The CEP degree also contains the skills in conducting risk stratification, conducting physical fitness assessments and interpreting results, constructing appropriate exercise prescriptions and motivating apparently healthy individuals and individuals with medically controlled diseases to adopt and maintain healthy lifestyle behaviors.

The program will be based upon a differential tuition ($500/credit) and cover all costs and fringe benefits. Specific attention will be given to monitoring market rates and long-term costs to maintain the integrity of the program (equipment usage and failure, supplies, etc.). It is anticipated that the program will generate a profit (including 18% of overhead charge for the institution) during the first year with conservative enrollment estimates. The remainder of the revenue will be retained in the Health and Human Performance Department to sustain the program.

An increased emphasis on disease prevention and physical fitness has created more demand for Clinical Exercise Physiologists. Many people who have chronic disease (cardiovascular disease (CVD), hypertension, diabetes, etc) or disability, enter a downward spiral toward exercise intolerance, so exercise intervention programs are now being designed by these professionals to resist this spiral and optimize functional capacity.

Program Need

Despite a reduction in deaths, CVD is still the leading cause of morbidity and mortality among older men and women, directly threatening the maintenance of physical activity and independence with aging (2). Cardiovascular risk factors are habits or characteristics which contribute to the increased likelihood of developing heart disease. Primary risk factors, capable of being controlled or altered through lifestyle changes include cigarette smoking, hypertension, obesity, diabetes, sedentary lifestyle, impaired fasting glucose, and hypercholesterolemia. Secondary risk factors, which people are unable to control or alter, include age, sex, genetics, and ethnicity (American College of Sports Medicine (1)).

More than half of adults in the United States are estimated to be overweight or obese. The proportion of adolescents from poor households who are overweight or obese is twice that of adolescents from middle- and high-income households. Obesity is especially prevalent among women with lower incomes and is more common among African American and Mexican American women than among white women. Among African Americans, the proportion of women who are obese is 80 percent higher than the proportion of men who are obese. This gender difference also is seen among Mexican American women and men, but the percentage of white, non-Hispanic women and men who are obese is about the same (1).
Physical inactivity is a major risk factor for developing coronary artery disease and some forms of cancer (colon and breast). It also increases the risk of stroke and other major cardiovascular risk factors such as obesity, high blood pressure, low HDL ("good") cholesterol and diabetes. The American Heart, the American Diabetes and the American Cancer Association all recommend that children and adolescents participate in at least 60 minutes of moderate to vigorous physical activity every day to help lower and/or prevent the incidences and/or risk factors of heart disease and cancer (3).

Increased physical activity has been associated with an increased life expectancy and decreased risk of cardiovascular disease. Physical activity produces overall physical, psychological and social benefits. Inactive children are likely to become inactive adults. And physical activity helps with (3):

- controlling weight
- reducing blood pressure
- raising HDL ("good") cholesterol
- reducing the risk of diabetes and some kinds of cancer
- improved psychological well-being, including gaining more self-confidence and higher self-esteem

In summary, a nationwide health problem, the development of CVD, obesity and other related diseases is a result of unhealthy decisions made by Americans, many of which can be changed with patience, knowledge, and a commitment to leading a healthy life.

UW-River Falls, in starting this graduate program in CEP, will help to address this need for professionals to work with persons with chronic diseases and conditions in which exercise has been shown to be beneficial.

The growth of public interest in the role of exercise in health promotion, rehabilitation and general well-being in the last decade has been steadily increasing. Clinical exercise physiologists work in community centers, rehabilitation centers and athletic facilities to prescribe rehabilitative exercise regimens to injured or ill patients. While the U.S. Bureau of Labor Statistics does not have specific information related to the field, it does report that fitness workers in general held about 228,000 jobs in 2009 (www.bls.gov). According to data reported in July 2010 by PayScale.com, exercise physiologists make between $38,248-$45,781 each year. The median salary for Exercise Physiologists is around $43,000 but an individual's yearly income will vary depending on employer, location and education (www.bls.gov). An increased emphasis on disease prevention and physical fitness has created more demand for Clinical Exercise Physiologists (www.education-portal.com). Currently the only graduate academic program focusing on clinical exercise physiology within a 120 mile radius of River Falls, is UW- LaCrosse (UWL). Their program is limited to 15 new students admitted each year out of approximately 50 applications. There is the outside chance that UWL could increase the pool of applicants they admit each year, but I believe this would have a minimal effect on the admission numbers at UWRF. There are many potential applicants from across the United States as well as international students that are interested in pursuing a career as a clinical exercise physiologist. Thus, we would have a potential pool of 35 or more students applying every year to UWRF.
With this increased demand, the need for qualified professionals to provide scientifically up-to-date advice and supervision regarding appropriate physical activities for health maintenance in the apparently healthy adult population is also on the rise.

REFERENCES


POSSIBLE QUESTIONS TO ASK

See budget on page 7. Program will follow a service-based pricing model.

1. Are program/course development funds required? If so, how much?
   
   Answer: No, each instructor will be responsible for developing his/her own course without any additional remuneration.

2. Instructional Academic Staff (IAS) - $55,000 based on 12 month contract.
   
   Answer: Yes. Responsibilities include: Teaching three courses, coordinating the MS program, supervising interns, marketing/student recruitment.

3. What additional instructional costs are needed when there are two cohorts running?
   
   Answer: The HHP department will need to add one part-time ad-hoc instructor (in addition to # 2 above) to teach one graduate class. Also, the Department of Biology will teach two courses (Pharmacology and Cardiovascular physiology) and will be compensated from program revenue.

4. What equipment would be needed? Is this already available on campus?
   
   Answer: The HHP Department already has the equipment it needs to support a graduate program in CEP. The SBP budget will pay for supplies and equipment maintenance as needed.
6. What should be planned for the accreditation application fee amount?

Answer: The program will be accredited through the Commission on Accreditation for Allied Health Education Programs (CAAHEP) (http://www.caahep.org/Content.aspx?ID=9). There is an initial cost of $1150.00 plus approximately $2000.00 in visitation costs. After the initial year the annual cost is $950.00. At the heart of the CAAHEP accreditation system are nationally-recognized standards. All CAAHEP standards have certain elements in common; however, the standards for each discipline (in our case, exercise physiologist) contain specific requirements for training entry-level practitioners in that profession. The standards are approved by the CAAHEP board of directors and a program is subject to review every five years ($2000.00 cost). The review process is a rigorous one that includes: input from the communities of interest, a public open hearing, and approval by the committee on accreditation (CoA) and its sponsoring organization(s). As part of the CAAHEP accreditation process, a medical advisor is required to assist in reviewing the academic program. This person will be an individual in a leadership position (within a hospital and/or clinic), and be selected by the academic institution. There can be a charge, but most professionals are more than happy to assume this role to help without charge.

The CEP graduate program will also adhere to the guidelines, procedures and best practices of the American College of Sports Medicine (ACSM). The HHP Department currently sponsors two Workshops through ACSM reflecting the knowledge base required of these academic disciplines:

ACSM Health and Fitness Specialist – Undergraduates

ACSM Clinical Exercise Specialist – Graduate students in CEP; nurses, etc.

7. Who will handle coordination of the program? How will they be compensated?

Answer: The full-time IAS hired for the CEP program is expected to assume this role. Because academic budgets are tight, no special compensation will be given for this role at the start. Once the CEP graduate program is on firm financial footing, additional compensation for this responsibility will be entertained.

8. Who will do marketing?

Answer: The CEP graduate coordinator will work with Outreach and Graduate Studies in the marketing and promotion of the program. In addition,
directory published by ACSM on graduate programs in Sports Medicine and Exercise Science will have a listing about our graduate program in CEP, and the UWRF HHP website will also have detailed information about the CEP graduate program.

9. Who will manage budget and handle transfer of overhead to University?

Answer: The Chair of HHP.

10. Will travel be required for internship supervision.

Answer: No. All of this can be performed via e-mail an/or phone with the hosting site supervisor.

11. Does HHP support staff have capacity to support program (instructor contracts, scheduling classes, load transfers)?

Answer: Yes.

12. Who will handle customer service functions?

Answer: The graduate coordinator of the CEP program as well as the other graduate faculty that teach and advise in this program.

Post-Graduate Career Options:

1. **Clinical Exercise Physiologist**

- Program Director and/or staff in Cardiac Rehabilitation
- Program Director and/or staff in Pulmonary Rehabilitation
- Program Director an/or staff in Oncology Rehabilitation
- Program Director and/or staff in Weight Management Programs
- Program Director and/or staff in Diabetes Clinics
- Program Director and/or staff in Heart Failure Clinics
- Program Director and/or staff in Renal Disease Clinics
- Program Director and/or staff in Wellness/Health Promotion Programs
- Program Director and/or staff in State and County Health Departments
- Exercise Testing and/or staff as a Laboratory Clinician and/or Supervisor

2. **Program Director/Facility Manager/Operations Manager**:

- Private - Fitness/Health Club
- Corporate Fitness/Wellness Center
- Health/Fitness Instructor
- Personal Trainer
3. **Pharmaceutical Companies:**
   - Marketing
   - Medical Education

4. **Research Assistant:**
   - Cardiovascular
   - Diabetes

5. **Further Academic Training:**
   - Ph.D.
   - Medical School
   - Physician's Assistants

**Budget**

The following tables describe the anticipated budget during the first four years of the program using two different enrollment estimates.
Service based pricing model - $500 per credit with 2.5% yearly increase*

<table>
<thead>
<tr>
<th>Revenue</th>
<th>YEAR 1</th>
<th>YEAR 2</th>
<th>YEAR 3</th>
<th>YEAR 4</th>
<th>TOTAL</th>
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<tbody>
<tr>
<td>Tuition**</td>
<td>90,000.00</td>
<td>290,000.00</td>
<td>290,000.00</td>
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<td>9</td>
<td>9</td>
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<tr>
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<td>estimated enrollment</td>
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<td>20</td>
<td>20</td>
<td>70.00</td>
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<tr>
<td>Total Revenue</td>
<td>90,000.00</td>
<td>290,000.00</td>
<td>290,000.00</td>
<td>290,000.00</td>
<td>960,000.00</td>
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</tbody>
</table>

Expenditures

<table>
<thead>
<tr>
<th>Overhead to University (18% of credit revenue)</th>
<th>16,200.00</th>
<th>52,200.00</th>
<th>52,200.00</th>
<th>52,200.00</th>
<th>172,800.00</th>
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<td></td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>Academic Staff 12 month</td>
<td>55,000.00</td>
<td>55,000.00</td>
<td>55,000.00</td>
<td>55,000.00</td>
<td>220,000.00</td>
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<tr>
<td>Fringe -- 58.7%</td>
<td>32,285.00</td>
<td>32,285.00</td>
<td>32,285.00</td>
<td>32,285.00</td>
<td>129,140.00</td>
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<tr>
<td>Ad hoc staff for additional course &amp; Biology</td>
<td>12,300.00</td>
<td>12,300.00</td>
<td>12,300.00</td>
<td>12,300.00</td>
<td>36,900.00</td>
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<tr>
<td>Supplies &amp; Materials</td>
<td>2,000.00</td>
<td>2,000.00</td>
<td>2,000.00</td>
<td>2,000.00</td>
<td>8,000.00</td>
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<tr>
<td>Accreditation costs</td>
<td>3,200.00</td>
<td>950.00</td>
<td>950.00</td>
<td>950.00</td>
<td>6,050.00</td>
</tr>
<tr>
<td>Total Instructional &amp; Coordination Costs</td>
<td>92,485.00</td>
<td>102,535.00</td>
<td>102,535.00</td>
<td>102,535.00</td>
<td>400,090.00</td>
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Marketing Costs

<table>
<thead>
<tr>
<th>Marketing/Promotion (10% of revenue recommended)</th>
<th>8,000.00</th>
<th>8,000.00</th>
<th>1,000.00</th>
<th>1,000.00</th>
<th>18,000.00</th>
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<tr>
<td>Total Expenses</td>
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<td>155,735.00</td>
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<td>590,890.00</td>
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<td>134,265.00</td>
<td>369,110.00</td>
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</tbody>
</table>

* (Y1$500.00, Y2$512.50, Y3$525.31, Y4$538.45)

**Note students meeting on campus would be charged segregated fees in addition to base tuition.
### Service based pricing model - $500 per credit with 2.5% yearly increase*

<table>
<thead>
<tr>
<th></th>
<th>YEAR 1</th>
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<tbody>
<tr>
<td><strong>Revenue</strong></td>
<td></td>
<td></td>
<td></td>
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<td></td>
</tr>
<tr>
<td>Tuition**</td>
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<td>9</td>
<td>33.00</td>
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<td>30</td>
<td>105.00</td>
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<tr>
<td><strong>Total Revenue</strong></td>
<td>135,000.00</td>
<td>435,000.00</td>
<td>435,000.00</td>
<td>435,000.00</td>
<td>1,440,000.00</td>
</tr>
<tr>
<td><strong>Expenditures</strong></td>
<td></td>
<td></td>
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<td></td>
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<tr>
<td>Overhead to University</td>
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<td>Academic Staff 12 month</td>
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<td>950.00</td>
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<td>102,535.00</td>
<td>400,090.00</td>
</tr>
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<td></td>
<td></td>
<td></td>
</tr>
<tr>
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</table>

* (Y1$500.00, Y2$512.50, Y3$525.31, Y4$538.45)

**Note students meeting on campus would be charged segregated fees in addition to base tuition.
Local institution tuition costs.

<table>
<thead>
<tr>
<th>SCHOOL</th>
<th>Tuition</th>
</tr>
</thead>
<tbody>
<tr>
<td>University of Wisconsin, LaCrosse - Has M.S. in CEP</td>
<td>446.19 / cr</td>
</tr>
<tr>
<td>University of Wisconsin Eau Claire - No M.S. program</td>
<td>449.43 / cr</td>
</tr>
<tr>
<td>University of Wisconsin Stout - No M.S. program</td>
<td>336.65 / cr</td>
</tr>
<tr>
<td>University of Wisconsin Milwaukee – M.S. in general exercise physiology</td>
<td>896.62 / cr</td>
</tr>
<tr>
<td>University of Wisconsin Madison – M.S./Ph.D. in general exercise physiology</td>
<td>1215 / cr 9 or 911 / cr 12</td>
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<tr>
<td>Minnesota State University - Mankato – M.S. in general exercise physiology</td>
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</tr>
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<td>University of Minnesota, Minneapolis/St. Paul – M.S./Ph.D. in general exercise physiology</td>
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<tr>
<td>St. Scholastica University – M.S. in general exercise physiology</td>
<td>695 / cr</td>
</tr>
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<td>St. Cloud State University – M.S. in general exercise physiology</td>
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</tr>
<tr>
<td>Winona State University - No M.S. program</td>
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</tr>
<tr>
<td>St. Catherine University - No M.S. program</td>
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<td>University St. Thomas - No M.S. program</td>
<td>671.50 / cr</td>
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</table>
Master of Science Core

Required for All Graduate Students in CEP

- EXSS 710 – Statistical Methods in Human Performance (3)
- EXSS 730 – Techniques of Research in Health and Human Performance (3)
- And 1 of the Following Capstone Projects:
  - EXSS 799 – Thesis (3) OR
  - EXSS 793 – Plan B Paper/Project (2)

Please see the "Checklist" the Faculty in the Department of Health and Human Performance have developed for each capstone requirement.

Plan A: Master of Science in CEP: Thesis*

This degree requires a minimum of 33 credits (including thesis). An oral thesis defense is required. The thesis must show independent thought in the recognition of a clearly defined problem and in the method of its treatment. In addition, the thesis must conform to an approved manual of style and be approved by the student’s examining committee and graduate dean. Fifty percent (minimum) of coursework is required to be at the 700 (graduate only) level, excluding thesis credits.

Plan B: Master of Science in CEP: Paper/Project

This degree requires a minimum of 32 credits (including Plan B Paper/Project). A written comprehensive examination is also required. The paper must be approved by the student’s graduate advisor and may also be developed in connection with a graduate course in human performance, as part of an internship or practicum, or in an individual study arrangement. Fifty percent (minimum) of coursework is required to be at the 700 (graduate only) level, excluding paper credits.

*This reinforces the research aspect and the possibility/ideal for leveraging research at UWRF and in concert with local clinics, hospitals, etc.
Required Core (minimum 11–13 credits):

- EXSS 701 – Advanced Physiology of Exercise (3)
- EXSS 710 – Statistical Methods in Human Performance (3)
- EXSS 730 – Techniques of Research in Health and Human Performance (3)
- EXSS 793 – Plan B Paper/Project (2) or
- EXSS 799 – Thesis (3)

Required Concentration/Specialization (21–23 credits):

- BIOL 700 – Cardiac Anatomy and Physiology (3)
- BIOL 710 – Medical Pharmacology (3)
- EXSS 705 – Nutrition In Health & Human Performance (3)
- EXSS 745 – Physical Activity and Chronic Disease (3)
- EXSS 755 – ECG Analysis-GXT (3)
- EXSS 774 – Clinical Internship (3–5)
- EXSS 785 – Cardio-Pulmonary Rehabilitation (3)

HHP Departmental Electives:

- EXSS 798 – Independent Research (1-4)
Possible CEP Course Schedule:

First Year (Fall):

EXSS 705 – Nutrition in Health & Human Performance (3)
EXSS 701 - Advanced Physiology of Exercise (3)
EXSS 710 – Statistical Methods in Human Performance (3)

First Year (Spring):

EXSS 730 – Techniques of Research in Health and Human Performance (3)
EXSS 745 – Physical Activity and Chronic Disease (3)
EXSS 755 – ECG Analysis/GXT (3)

First Year (Summer)

EXSS 774 - Clinical Internship (first or second summer)

Second Year (Fall):

EXSS 785 – Cardio-Pulmonary Rehabilitation (3)
BIOL 700 – Cardiac Anatomy and Physiology (3)
EXSS 705 – Nutrition in Health & Human Performance (3)
EXSS 701 - Advanced Physiology of Exercise (3)
EXSS 710 – Statistical Methods in Human Performance (3)

EXSS 793 – Plan B Paper/Project (2) or
EXSS 799 – Thesis (3)

Second Year (Spring):

BIOL 710 – Medical Pharmacology (3)
EXSS 730 – Techniques of Research in Health and Human Performance (3)
EXSS 745 – Physical Activity and Chronic Disease (3)
EXSS 755 – ECG Analysis/GXT (3)

EXSS 793 – Plan B Paper/Project (2) or
EXSS 799 – Thesis (3)

Second Year (Summer)

EXSS 774 - Clinical Internship
Admissions Requirements:

**HHP Graduate Admission Standards**

Applications for admission in the Health and Human Performance Graduate Program is competitive and all required application materials must be received by March 1st for a priority consideration for Fall admission, and by October 1st for priority consideration for Spring admission. Early application is recommended as enrollment is limited.

**For admission consideration to graduate study, you must have:**

1. A baccalaureate degree from an accredited institution.

2. An overall undergraduate grade point average of at least 3.00 on a 4.00 scale, or an average of at least 3.00 in the last half of all undergraduate work, or an average of at least 3.00 for no less than 12 semester credits of graduate study at another accredited graduate school.

**Applicants must submit the following materials:**

1. Completed application to University of Wisconsin, River Falls sent directly to the office of Admissions (or completed on-line at: https://apply.Wisconsin.edu/)

2. Students applying to the program with a BS in exercise science will have no prerequisites other than the following.

   A completed undergraduate (or graduate) statistics or tests and measurements course as a prerequisite. (Note: You could be provisionally admitted without this course, but would need to complete an undergraduate statistics and/or tests and measurements course, or its equivalent, before enrolling in EXSS 710 - Statistical Methods in Health and Human Performance.) In addition, an undergraduate (or graduate) physiology of exercise class must be completed as a prerequisite. You may still be provisionally admitted without this course, but you would need to complete this course, or it’s equivalent, before enrolling in EXSS 701 - Advanced Physiology of Exercise.

   Students without a BS in exercise science will have the following prerequisite requirements:

   - Statistics or Tests and Measurements course.
   - Physiology of Exercise.
   - Exercise Assessment, Prescription and Leadership.
   - Exercise for Special Populations.

3. Official transcript(s) listing undergraduate/graduate degree(s) sent directly from the degree-granting institution to the Admissions Office.


5. Statement of Interest (2–3 page essay describing your career goals, reasons for pursuing a graduate degree, and how you plan to use the graduate degree they are applying. The statement of interest will also serve as your writing sample).

6. Professional resume or vita.
1/20/11

To whom it may concern:

This letter is in support of the Clinical Exercise Physiology (CEP) graduate program of the Department of Health and Human Performances. The Department of Biology will support this program by offering courses in Pharmacology and Cardiovascular Physiology.

Regards,

Mark Bergland

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Chair, Department of Biology

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