

# **Program Review for Health Education & Promotion**

## Development of Action Steps

### **General Comment:**

Impressed with the program. Among HEA programs “within institutions of the same ilk, this one ranks among the best.” Stated that the “dedication from everyone associated with the program was inspiring” and that “everyone was upbeat and supportive of the program.” Declared that the HEA is a “very good program that has the potential to become an outstanding or excellent program.”

### **Program Commendations:**

1. Fully online Master’s degree
2. BS/MA dual credit program
3. “Committed” faculty
4. Diverse student body and staff
5. Proximity to Bronx Community College
6. Professional readiness for the CHES examination
7. Adjuncts who bring practical skills and practices
8. Availability of online sections for courses

### **Program Recommendations:**

1. Increase fiscal support for the HEA program to promote:
  - a. Marketing-
    - i. Partner with enrollment management to increase awareness
    - b. Resources to students in the major to take the CHES examination
2. Support the hire of one (1) additional full-time faculty at the rank of Assistant Professor to compliment the 3 full-time current faculty. This would promote the sustainability and long-term continuity of the program, provide more student/faculty interactions.
3. Place emphasis on the next full-time hire to reflect the diversity of the student body in this major. There is limited diversity among the current full-time and part-time faculty in this major.

## Recommendations:

Recommendation	Strengths Leveraged/Issues Addressed	Notes	Responsible Party	Actions Taken
1. The department should undertake a multi-faceted marketing and branding program	Opportunity for growth	Cost: \$10,000	Dean Program Enrollment Management Media Relations	BS-MA program revised credit requirements— <u>This has been done. The program is seeing an increase in the number of majors in the BS-MA pipeline.</u>
2. Articulation agreements with Bronx Community College and Hostos Community College	Opportunity for growth	Already have an articulation agreement with BMCC. There may be opportunities with Queensborough CC, among other community colleges	Dean Program Enrollment Management	The Dean is engaging with Lehman's BTAG partners <u>We will review the BS/MA degree maps with the registrar's office, an activity that was embedded into the ACMO2.0 plan.</u>
3. Increased collaboration with local high schools on a "continuum from high school to college"	Opportunity for growth	Work with Campus Honors and Scholarly Engagement (Michelle Augustine's) and Institute for Literary Studies (Jane Higgins).	Dean Program	Advisor will help with high school presence  <u>This program will be added to the CIE initiative for Hybrid Advisors</u>
4. Provide an internship stipend	Opportunity for growth	Could improve and increase recognition in the field. Could be integrated with the Bronx Recovery Corps (BRC) or through Central Office funds through IPCE/CEDC.	Dean Program IPCE (BR) CEDC (BRC)	Industry specialist to be funded under the CIE initiative <u>Stipends are provided by employers as we identify internship to full time job opportunities.</u>
5. Tying degree completion with attainment of CHES certification		A course has been developed to prepare students for the CHES exam. Some updating is needed. Cost of the exam is another issue. Possible materials fee? Possibly use the Tech Fee until the materials fee is approved.	Dean Program	Short-term: Tech Fee could provide some funding; Long-term: Work with CUNY to adopt a materials fee

6. Increase the number of full-time faculty	Issues #2, #3	Consideration of diversity in the hiring would increase prospects where students could “see themselves in the faculty that teaches them”	Dean Program	Growth of the program will determine the need for future additional lines
7. Students sponsor and run at least one health fair each year	<u>Student engagement</u>		Dean Program CEDC	Student club could run the fair in collaboration with CEDC