

The completed and signed proposal should be submitted by the Dean's Office to: curriculumplanning@asu.edu.

Before academic units can advertise undergraduate certificates or include them in their offerings as described in the university catalogs, they must be recommended for approval by the Senate Curriculum and Academic Programs Committee and the University Senate, and be approved by the Office of the University Provost.

Definition and minimum requirements:

These are the minimum requirements for approval. Individual undergraduate certificates may have additional requirements.

An undergraduate certificate is a programmatic or linked series of courses from a single field or one that crosses disciplinary boundaries and may be free-standing or affiliated with a degree program. The certificate provides a structured and focused set of courses that can be used to enhance a student's baccalaureate experience or professional development.

An undergraduate certificate program:

- Requires a minimum of 15 semester hours of which at least 12 semester hours must be upper division
- Requires a minimum grade of "C" or better for all upper division courses
- Consists of courses that must directly relate in whole or large part to the purpose of the certificate. Example: Geographic area certificates must include only courses specific to the title of the certificate, other than a non-English language
- Is cross disciplinary; or,
 - Certified by a professional or accredited organization/governmental agency; or,
 - Clearly leads to advanced specialization in a field; or,
 - Is granted to a program that does not currently have a major

College/School/Institute: College of Health Solutions
Department/Division/School: School of Nutrition and Health Promotion
Proposed Certificate Name: Health Education Specialist
Requested effective Date: 2017-18
Delivery method: On-campus only (ground courses and/or iCourses)

Note: Once students elect a campus or On-line option, students will not be able to move back and forth between the on-campus and the ASU Online options. Approval from the Office of the Provost and Philip Regier (Executive Vice Provost and Dean) is required to offer programs through ASU Online.

Campus/Locations:

Indicate all locations where this program will be offered.

Downtown Polytechnic Tempe Thunderbird West Other:

Proposal Contact

Name: Shawn Hrncir **Title:** HEHP Program Coordinator and Lecturer **Phone number:** 505-730-1118
Email: shawn.hrncir@asu.edu

DEAN APPROVAL(S)

This proposal has been approved by all necessary unit and College/School levels of review. I recommend implementation of the proposed organizational change.

College/School/Division Dean name: Julie Liss

Signature _____

Date: 2/10/2017

College/School/Division Dean name:
(if more than one college involved)

Signature _____

Date: / /20

Note: An electronic signature, an email from the dean or dean's designee, or a PDF of the signed signature page is acceptable.

1. Overview

A. Provide a brief description of the new certificate.

The purpose of this certificate is to allow students the opportunity to earn the Certified Health Education Specialist credential. The certificate will allow students from various majors to meet the necessary qualifications to sit for the exam and become a Certified Health Education Specialist (CHES). In order to earn this credential and qualify to take the CHES exam, students must complete a minimum of 25 credit hours of CHES related coursework and hold a bachelor's degree (in any field) or have graduated with a bachelor's degree within 60 days of sitting for the exam.

B. This proposed certificate (check one):

- Is cross disciplinary; or
- Is certified by a professional or accredited organization/governmental agency; or,
- Clearly leads to advanced specialization in a field; or,
- Is granted to a program that does not currently have a major.

C. Why should this be a certificate rather than a concentration or a minor?

To increase accessibility and better serve those seeking this credential, this program should be offered as a certificate for degree-seeking students and postbaccalaureate, nondegree-seeking students who are interested in eligibility for the Certified Health Education Specialist (CHES) credential offered by the nationally and globally recognized National Commission for Health Education Credentialing (NCHEC). The proposal is more applicable as a certificate than as a minor as it is more adapted to individuals who likely have earned a degree but who wish to come back to prepare for the credentialing examination. This would not be possible as a minor. The curriculum for the exam preparation is not the same as a minor that might be created as a subset of the degree.

D. Affiliation

If the certificate program is affiliated with a degree program, include a brief statement of how it will complement the program. If it is not affiliated with a degree program, incorporate a statement as to how it will provide an opportunity for a student to gain knowledge or skills not already available at ASU.

This certificate program is affiliated with the Health Education and Health Promotion undergraduate degree program. The courses required to sit for the CHES exam are currently being offered and will allow those in complementary degrees interested in earning the CHES credential the opportunity to sit for the exam.

E. Demand

Explain the need for the new certificate (e.g., market demand, interdisciplinary considerations).

Postbaccalaureate and currently enrolled students from other degree programs have expressed an interest in earning the CHES credential, as it is complementary to their degree and will increase their employability and marketability.

F. Projected enrollment

What are enrollment projections for the first three years?

	1st Year	2nd Year (Yr. 1 continuing + new entering)	3rd Year (Yr. 1 & 2 continuing + new entering)
Number of Students (Headcount)	30	60	90

2. Support and Impact

A. Faculty governance

Provide a supporting letter from the chair of the academic unit verifying that the proposed certificate has received faculty approval through appropriate governance procedures in the unit and that the unit has the resources to support the certificate as presented in the proposal, without impacting core program resources.

B. Other related programs

Identify other related ASU programs and outline how the new certificate will complement these existing ASU programs. (If applicable, statements of support from potentially-affected academic unit administrators need to be included with this proposal submission.)

A Health Education Specialist certificate will be complementary to numerous programs within the university and will allow students the opportunity to acquire a global health education credential that will enhance and complement their current degree. For example, the College of Health Solutions offers numerous health related degrees which would be highly complemented by this certificate including healthy lifestyles coaching, public health, exercise and wellness, various nutrition degrees, etc. There are numerous other ASU programs and students that would benefit as well, including nursing, business, public service and community solutions degrees, etc.

C. Letter(s) of support

Provide a supporting letter from each college/school dean from which individual courses are taken.

3. Academic Curriculum and Requirements

A. Knowledge, competencies, and skills

List the knowledge, competencies, and skills (learning outcomes) students should have when they complete this proposed certificate. Examples of program learning outcomes can be found at (<http://www.asu.edu/oue/assessment.html>).

Students will acquire the competencies for health education specialists, and specifically, the program will address The Seven Areas of Responsibility, including competencies and sub-competencies that define the role of the health education specialist.

These responsibilities were verified through the 2010 Health Educator Job Analysis Project and serve as the basis of the CHES exam (see attached).

B. Admissions criteria

List the admissions criteria for the proposed certificate. If they are identical to the admission criteria for the existing major and degree program under which this certificate will be established, please note that here.

Students must be admitted to an undergraduate degree program or already have a bachelor's degree from ASU or another institution in order to enroll in the certificate. Admission criteria is the same as for admission to the BS in Health Education and Health Promotion

C. Curricular structure

Provide the curricular structure for this certificate. Be specific in listing required courses and specify the total minimum number of hours required for the certificate.

Required certificate courses

Prefix	Number	Title	Is this a new Course?	Credit Hours
EXW	102	Principles and Foundations of Health Education and Health Promotion	No	3
EXW	340	Health Behavior Theory	No	3
EXW	348	Methods of Health Education	No	3
EXW	452	Health Advocacy in Health Education	No	3
EXW	454	Health Promotion Program Planning and Implementation	No	3
EXW	456	Health Promotion Program Evaluation	No	3
EXW	466	Health Promotion Program Management and Administration	No	3
EXW	476	Community Health	No	3
<i>Section sub-total:</i>				24

Elective courses choose one

Prefix	Number	Title	Is this a new Course?	Credit Hours
EXW	321	Consumer Health	No	1
EXW	331	Violence Prevention	No	1
EXW	341	Injury Prevention	No	1
EXW	351	Substance Abuse Prevention	No	1
<i>Section sub-total:</i>				1

Other certificate requirements

E.g. – Capstone experience, internship, clinical requirements, field studies, foreign language skills as applicable Credit Hours

Section sub-total: 0

Total minimum credit hours required for certificate 25

D. Minimum residency requirement

How many hours of the certificate must be ASU credit? 15

E. New Courses

Provide a brief course description for each new course. N/A Note: All new required courses should be submitted in Curriculum Changemaker and ready for Provost’s Office approval before this certificate is put on [Curriculum and Academic Programs Committee \(CAPC\)](#) agenda.

4. Administration and Resources

A. Administration

How will the proposed certificate be administered (including admissions, student advisement, retention, etc.)? Program administration, including admissions, advisement, etc. will follow current and in place Health Education and Health Promotion program protocols.

B. Resources

What are the resource implications for the proposed certificate, including any projected budget needs? Will new books, library holdings, equipment, laboratory space and/or personnel be required now or in the future? If multiple units/programs will collaborate in offering this certificate please discuss the resource contribution of each participating program. Letters of support must be included from all academic units that will commit resources to this certificate.

No additional resources are necessary at this time. However, as the certificate grows in enrollment, it will be necessary to hire additional faculty, which program growth and certificate fees will support.

C. Primary Faculty

List the primary faculty participants regarding this proposed certificate. For interdisciplinary certificates, please include the relevant names of faculty members from across the University.

Name	Title	Area(s) of Specialization as they relate to proposed certificate
Jordan Miller	Lecturer	CHES certified
Micki Hrcncir	Lecturer	CHES certified
Devi Strong	Lecturer	CHES certified
Cheryl Der Ananian	Associate Professor	CHES certified
Jennifer Huberty	Associate Professor	Ph.D in Health Education
Shawn Hrcncir	Lecturer	Ph.D in Health Education

5. Additional Materials

- A. Complete and attach the Appendix document.
- B. Provide one or more model programs of study (if appropriate).
- C. Attach other information that will be useful to the review committees and the Office of the Provost.

PROVOST OFFICE APPROVAL(S)

This proposal has been approved by all necessary Provost office levels of review. I recommend implementation of the proposed organizational change.

Office of the University Provost

Signature

Date: / /20

Note: An electronic signature, email, or a PDF of the signed signature page is acceptable.

APPENDIX

OPERATIONAL INFORMATION FOR UNDERGRADUATE CERTIFICATES

(This information is used to populate the [Degree Search](#)/catalog website. Please consider the student audience in creating your text.)

A. **Proposed Certificate Name:** Health Education Specialist

B. **Description (150 words maximum)**

The health education specialist certificate program provides students a pathway to become a certified health Education specialist. This nationally and globally recognized credential is based on the Seven Areas of Responsibility, which include competencies and subcompetencies that define the role of the health education specialist, as outlined by the National Commission for Health Education Credentialing. Earning the health education specialist credential showcases competency-based skills and provides professionals a competitive edge, as more employers prefer certified applicants. Students pursuing or holding a bachelor's degree or graduate-level degree will gain foundational knowledge in the field of health education and health promotion, including program planning, implementation, evaluation and management, as well as other certified health education specialist competencies, and they will learn about specific health education strategies for effectively delivering community and school-based health education interventions.

C. **Contact and Support Information**

Building Name, code and room number: (Search ASU map)	HLTHS 444AA
Program office telephone number: (<i>i.e.</i> 480/965-2100)	602/496-3300
Program Email Address:	healthpromotion@asu.edu
Program Website Address:	https://chs.asu.edu/programs/health-education-and-health-promotion

D. **Program Requirements:** Provide applicable information regarding the program such as curricular restrictions or requirements, specific course lists, or academic retention requirements. There is a critical sequence for certificate coursework:

Required courses (24 credit hours)

EXW 102 Principles and Foundations of Health Education and Health Promotion (3)
EXW 340 Health Behavior Theory (3)
EXW 348 Methods of Health Education (3)
EXW 452 Health Advocacy in Health Education (3)
EXW 454 Health Promotion Program Planning and Implementation (3)
EXW 456 Health Promotion Program Evaluation (3)
EXW 466 Health Promotion Program Management and Administration (3)
EXW 476 Community Health (3)

Elective courses (1 credit; choose one)

EXW 321 Consumer Health (1)
EXW 331 Violence Prevention (1)
EXW 341 Injury Prevention (1)
EXW 351 Substance Abuse Prevention (1)

Depending on a student's undergraduate program of study, prerequisite courses may be needed in order to complete the requirements of this certificate.

E. **Additional Admission Requirements** If applicable list any admission requirements (freshman and/or transfer) that are higher than and/or in addition to the university minimum undergraduate admission requirements.) Applicants must be

admitted to an undergraduate degree program or already have a bachelor's degree from ASU or another institution in order to enroll in the certificate.

F. **Delivery/Campus Information Delivery:** On-campus only

Note: Once students elect a campus or On-line option, students will not be able to move back and forth between the on campus and the ASU Online options. Approval from the Office of the Provost and Philip Regier (Executive Vice Provost and Dean) is required to offer programs through ASU Online.

G. **Campus/Locations:**

Indicate **all** locations where this program will be offered.

Downtown Phoenix Polytechnic Tempe Thunderbird West Other:

Subject: Re: Request for SHCD Impact Statement

Shawn,

We enthusiastically support this proposal for the Health Education Specialist Certificate. This training and education will enhance the health and health care workforce, and facilitate cross-disciplinary collaboration.

Please don't hesitate to reach out with any questions or concerns.

Thank you!

Alison

Alison C. Essary, DHSc, MHPE, PA-C

Director of Strategic Academic Initiatives, College of Health Solutions

Associate Director | Clinical Associate Professor, School for the Science of Health Care Delivery

Faculty, Barrett, the Honors College | Program Coordinator, Medical Studies

College of Health Solutions

550 North 3rd Street | Phoenix, AZ 85004

Ph: 602.496.0843 | Alison.Essary@asu.edu

From: Katherine Kenny
Sent: Friday, February 24, 2017 6:18 AM
To: Shawn Hrcir
Subject: Request for CONHI Impact Statement

Dear Shawn,

We have reviewed your proposed Health Education and Health Promotion (HEHP) endeavor: Health Education Specialist Certificate. While CONHI offers similar content in our BS Community Health and minor in Community Health, we do not believe that your offering this certificate will impact enrollment in our Community Health Programs. We can support the Certificate in Health Education Specialist as long as the certificate is not represented as the only degree/certificate in the University that prepares students to meet necessary qualifications to sit for the CHES exam. CONHI's BS in Community Health and minor in Community Health are also pathways to meet the necessary qualifications to take the CHES exam, so any representation that the Health Education Specialist Certificate is the only pathway to CHES certification could have an impact on the enrollment in our degree and minor in Community Health. Thank you.

Best,
Kathy

Katherine (Kathy) Kenny, DNP, RN, ANP-BC, FAANP, FAAN
Associate Dean of Academic Affairs
College of Nursing and Health Innovation
Arizona State University
(P) 602-496-1719
(F) 602-496-0545
Katherine.kenny@asu.edu

From: Steven P. Hooker, Ph.D.

To: Shawn Hrcir, Ph.D.

Date: February 13, 2017

RE: Health Education Specialist (HES) Certificate Statement of Support

Please accept this memo as a statement of support for the creation of the Health Education Specialist (HES) Certificate. A review of current offerings from other universities indicates a need in the educational market for such a certificate, and the Health Education and Health Promotion (HEHP) faculty have the resources and courses to fill this need. The HEHP curriculum committee is in favor of the creation and delivery of this certificate. As such, I wholly support the creation and delivery of the HES certificate.

Sincerely,



Steven P. Hooker, Ph.D., FACSM, FKAK (#528)
Associate Dean of Research, College of Health Solutions
Interim Director, School of Nutrition and Health Promotion
Interim Associate Director and Professor, Exercise Science and Health Promotion
Senior Sustainability Scientist, Global Institute of Sustainability