

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 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
Proposing Faculty Group (if applicable): Health and Wellness Certification Group
Proposed Certificate Name: Health and Wellness Coach
Requested Effective Date: Spring 2018

Delivery method: **On-Campus**

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 University 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 Phoenix Polytechnic Tempe West Other: _____

Proposal Contact

Name: Carol Johnston **Title:** Director, Nutrition Program
Phone number: (602)827-2265 **Email:** CAROL.JOHNSTON@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: 6/9/2017

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.**

This certificate program is directed toward current degree-seeking students and post baccalaureate students for the Health and Wellness Coaching Certification.

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?

This certificate provides students an opportunity to meet and exceed the minimum standards established by the International Consortium for Health & Wellness Coaching (www.ichwc.org) to become a Certified Health and Wellness Coach while offering support for the academic development of different disciplines including: healthy lifestyle coaching, nutritional sciences, exercise sciences, nursing, and psychology among others. ASU already offers a Health Sciences degree with concentration in Healthy Lifestyle Coaching. Healthy Lifestyle Coaching is a popular concentration and to be able to provide those students an opportunity to be certified coaches, 40 hours of practice in coaching specific skills and knowledge are required. In creating a certificate, we are able to offer an additional course that would be able to support that need, and what is more, allow students from different fields and concentrations to be able to become certified coaches as well.

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 is affiliated with Health Sciences program and its Healthy Lifestyles Coaching concentration in the Health Sciences, BS. This certificate will not only complement that concentration by providing resources for students to become certified health and wellness coaches, but the it also will be beneficial to other disciplines.

E. Demand

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

The ASU concentration in Healthy Lifestyle Coaching meets the transitional phase requirements of a health and wellness coach training and education program. As an academic institution that meets the requirements of the ICHWC, (please see <http://www.ichwc.org/organizations>) it is important that we align those specific requirements of the certification with a specific undergraduate certificate.

What is more, with the passing of the Patient Protection and Affordable Care Act (PPACA) — the potential for the role of the health coach has grown. The US health care system is redesigning its delivery system and building multidisciplinary teams, some of which include health coaches. As rates of preventable chronic diseases and associated costs continue to rise, there has been increasing focus on strategies to support behavior change in health care. Primary prevention of chronic disease is increasingly recognized by both health plans and employers as an important strategy to improve the health of insured populations, and health-coaching programs that provide counseling on integrative approaches for prevention are becoming more popular. As awareness of chronic risk grows in the employer/purchaser community, health plans and delivery systems are also adopting an active role in health promotion, with most offering primary prevention services such as health education and lifestyle programs.

A wellness coach works with individuals or groups who want to make changes in their lifestyle to optimize their health and well-being. Health and wellness coaches are expert facilitators of mindset and behavior change that generates sustainable healthy lifestyles, which prevent or treat disease, and foster well-being and thriving. As a result, a wellness coach needs to be sufficiently knowledgeable about evidence-based processes of lifestyle change and about lifestyle, wellness and positive psychological knowledge and skills.

Students' opportunity to participate in an already established and approved certificate program will only enhance students' competencies and provide them a competitive edge against the many other graduates in the nation.

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)	20	40	120

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.)

Health and Wellness Coaching skills are in demand for an array of fields such as exercise wellness, nutrition, nursing, and psychology. The Health and Wellness Coaching certificate will complement other health care and allied health trainees in their abilities to partner with clients/patients seeking self-directed lasting changes, aligned with their values, which promote health and wellness and thereby, enhance well-being.

C. Letter(s) of support

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

3. Student Learning Outcomes and Assessment Methods

A. Knowledge, competencies, and skills

List the knowledge, competencies, and skills students should have when they graduate from the proposed degree program. You can find examples of program Learning Outcomes at (<https://uoeee.asu.edu/plan-outcomes>).

1. Identify health and wellness coaching ethics and standards and apply them appropriately in all coaching situations.
2. Demonstrate activities that take place in the initial stages of the coaching process and that are required throughout the health and wellness coaching interaction.
3. Apply relationship skills that are central to the coaching process.
4. Demonstrate competent and effective performance of knowledge and skills in accordance to Health and Wellness Coach Job Task Analysis by the International Consortium for Health & Wellness Coaching (www.ichwc.org) to become a Certified Health and Wellness Coach.

Among the above stated outcomes, it is worthwhile to explain further how the effective performance of knowledge and skills will be developed. Throughout the curriculum, synchronous activities will provide opportunities for a minimum of 40 hours of real-life coaching practical skills development and experience conducted under the supervision of a Mentor Coach. Also private mentor coaching sessions including evaluation and feedback will be provided as well as a practical skills evaluation exam. Coaching skills will be addressed over telephone, in person, or via Skype or some other video platform.

B.

Assessment

Describe the plan and methods to assess whether students have achieved the knowledge, competencies and skills identified in the Learning Outcomes. You can find examples of assessment methods at (<https://uoeee.asu.edu/creating-plan>).

To address Health and Wellness Coaching knowledge, competencies and skills students will:

- Complete projects and assignments
- Complete online exams and quizzes
- Complete classroom health and wellness coaching practice, demonstrations, and mentoring
- Complete practical assessments
- Complete certification exam

Students will be assessed based on designated, relevant questions from course final exams and successful coaching practices with faculty.

4. Academic Curriculum and Requirements

A. 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.

Admission criteria for the Health And Wellness Coaching Certificate will be the same as the Health Sciences (Healthy Lifestyles Coaching), BS (<https://students.asu.edu/freshman/requirements>).

B. 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	325	Fitness for Life	No	3
HSC	340	Changing Health Behaviors or EXW 342 Health Behavior Change or NTR 350 Nutrition Counseling	No	3
HSC	440	Health Coaching Concepts and Skills	No	3

HSC	441	Applied Health Coaching Techniques	No	3
NTR	241	Human Nutrition	No	3

Section sub-total: 15

Elective certificate courses

Prefix	Number	Title	Is this a new Course?	Credit Hours
Select 3 credit s				
EXW	303	Human Sexuality for Health Education	No	3
EXW	312	HIV/AIDs Prevention	No	1
EXW	321	Consumer Health	No	1
EXW	331	Violence Prevention	No	1
EXW	341	Injury Prevention	No	1
EXW	344	Physical Activity in Health and Disease	No	3
EXW	350	Substance Abuse and Addictive Behavior	No	3
EXW	351	Substance Abuse Prevention	No	1
EXW	361	Social Media and Marketing in Health Education	No	1
EXW	371	Conflict Management and Mediation	No	1
EXW	380	Body Image and Wellness	No	3
EXW	400	Stress Management for Wellness	No	3
EXW	443	Emotional Health and Interpersonal Relationships	No	3
HCD	340	Complementary Health Care	No	3
HCR	303	Assessing Needs, Assets and Capacity for Health Education	No	3
HCR	340	Foundations of Integrative Health	No	3
HCR	342	Mind-Body and Energy Therapies and Modalities	No	3
NTR	345	Development of Healthy Cuisines	No	3
NTR	348	Cultural Aspects of Food	No	3
NTR	360	Entrepreneurship and Value Creation	No	3
NTR	450	Nutrition in the Life Cycle	No	3
NTR	457	Sports Nutrition	No	3
PSY	304	Effective Thinking	No	3
<i>Section sub-total:</i>				3

Other certificate requirements

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

Credit Hours

Section sub-total:

Total minimum credit hours required for certificate 18

C. Minimum residency requirement

How many hours of the certificate must be ASU credit?

15

New Courses

Provide a brief course description for each new course.

Note: All new required courses should be submitted in Curriculum Changemaker and ready for the University Provost’s Office approval before this certificate is put on Curriculum and Academic Programs Committee (CAPC) agenda.

5. Administration and Resources

A. Administration

How will the proposed certificate be administered (including admissions, student advisement, retention, etc.)?

The proposed certificate will be administered under the Health Science Program, under the direction of Carol Johnston. Dr. Johnston will work with the faculty admissions committee under the same process as the healthy lifestyles coaching concentration admission. The certificate will follow the same processes and procedures that are provided by the University regarding administering the certificate for admission, advisement, and retention. The undergraduate advising staff will provide support to students considering or pursuing the certificate. Similar to the Child Nutrition Certificate, students will be required to apply for admission in a timely manner, before the completion of a significant portion of the required courses.

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 needed. Current faculty are available to teach needed courses; if enrollments increase to the point where additional course sections are necessary, new tuition income will offset the cost of new faculty hires. No additional programs outside the School of Nutrition and Health Promotion will be implementing this certificate.

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
Karen Gregory-Mercado	Lecturer	Health and Wellness Coaching, Behavioral Change
Kathleen Dixon	Clinical Professor	Health and Wellness Coaching, Behavioral Change, Nutrition
Christina Scribner	Instructor	Health and Wellness Coaching, Behavioral Change, Nutrition, Eating Disorders
Julia Pearl	Lecturer	Health and Wellness Coaching, Behavioral Change
Christina Barth	Lecturer	Health and Wellness Coaching, Behavioral Change, Nutrition
Holly Aguila	Instructor	Health and Wellness Coaching, Behavioral Change, Wellness, Exercise Science
Cheryl Der Ananian	Associate Professor	Exercise Science & Health Promotion

6. 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 University Provost.

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 and Wellness Coach

B. Description (150 words maximum)

The program brings together coursework from the disciplines of exercise and wellness, nutrition, and health sciences in order to give students a strong background, perspective, and real-life experience in behavioral change and coaching techniques and methods.

Students experience evidence-based behavior change methodologies and practice coaching communication skills and strategies to influence sustainable healthy lifestyles. They learn to guide groups and individuals through meaningful lifestyle changes by using concepts that emphasize evidence-based coaching and behavioral practices as well as motivational interviewing techniques. Students work with clients using learned health coaching techniques, they and develop the knowledge and skills to work with people who require lifestyle management strategies to improve wellbeing. Faculty consistently monitor and mentor coaching sessions to provide evaluation and feedback on how students may improve their coaching skills, and a final practical skills evaluation is completed to assess a student's coaching abilities. Coaching skills are addressed synchronously over telephone, in person, or via Skype or some other video platform.

Students who complete this certificate program will be eligible for the National Board Certification for Health and Wellness Coaches offered by International Consortium for Health & Wellness Coaches <http://www.ichwc.org>.

C. Contact and Support Information

Building Name, code and room number: (Search ASU map)	HLTHN 444A
Program office telephone number: (<i>i.e.</i> 480/965-2100)	602/496-3300
Program Email Address:	chs@asu.edu
Program Website Address:	https://chs.asu.edu/programs/health-sciences-healthy-lifestyles-coaching

D. Program Requirements: Provide applicable information regarding the program such as curricular restrictions or requirements, specific course lists, or academic retention requirements.

To enroll in the certificate program, the applicant must be admitted to ASU as a degree-seeking or postbaccalaureate student. The certificate requires that students take the following courses, for 18 credit hours.

A "C" or better is required in all upper-division coursework.

Required Courses (15 credit hours)

EXW 325 Fitness for Life (3)
HSC 340 Changing Health Behaviors (3) or EXW 342 Health Behavior Change (3) or NTR 350 Nutrition Counseling (3)
HSC 440 Health Coaching Concepts and Skills (3)
HSC 441 Applied Health Coaching Techniques (3)
NTR 241 Human Nutrition (3)

Elective Courses (3 credit hours)

EXW 303 Human Sexuality for Health Education (3)
EXW 312 HIV/AIDS Prevention (1)
EXW 321 Consumer Health (1)
EXW 331 Violence Prevention (1)
EXW 341 Injury Prevention (1)
EXW 344 Physical Activity in Health and Disease (3)
EXW 350 Substance Abuse and Addictive Behavior (3)
EXW 351 Substance Abuse Prevention (1)
EXW 361 Social Media and Marketing in Health Education (1)
EXW 371 Conflict Management and Mediation (1)
EXW 380 Body Image and Wellness (3)
EXW 400 Stress Management for Wellness (3)
EXW 443 Emotional Health and Interpersonal Relationships (3)

- HCD 340 Complementary Health Care (3)
- HCR 303 Assessing Needs, Assets and Capacity for Health Education (3)
- HCR 340 Foundations of Integrative Health (3)
- HCR 342 Mind-Body and Energy Therapies and Modalities (3)
- NTR 345 Development of Healthy Cuisines (3)
- NTR 348 Cultural Aspects of Food, SB & C & G (3)
- NTR 360 Entrepreneurship and Value Creation (3)
- NTR 450 Nutrition in the Life Cycle, SB (3)
- NTR 457 Sports Nutrition (3)
- PSY 304 Effective Thinking, L (3)

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.)

A student pursuing an undergraduate certificate must be enrolled as a degree-seeking student at ASU. Undergraduate certificates are not awarded prior to the award of an undergraduate degree. A student already holding an undergraduate degree may pursue an undergraduate certificate as a nondegree-seeking graduate student.

F. Delivery/Campus Information Delivery: On-Campus

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.

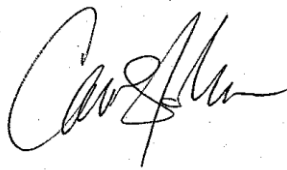
- Downtown Phoenix Polytechnic Tempe West Other:

June 30, 2016

Memo of Support for Establishing a New Certificate for ‘Health and Wellness Coach’

To Whom It May Concern:

At a series of faculty meetings in spring 2016, the faculty of the Nutrition and Health Sciences Programs in the School of Nutrition and Health Promotion discussed the establishment of a certificate for Health and Wellness Coach administered by the Health Sciences degree program. This new certificate represents an avenue for students who are interested in eligibility for the Health and Wellness Coaching Certification offered by National Consortium for Credentialing Health & Wellness Coaches (NCCHWC). More information for this credential is available at: <http://www.ncchwc.org>. The faculty agreed that this certificate will appeal to both HSC and NTR students, and possibly attract students and professionals from other disciplines. As the Associate Director of the Nutrition and Health Sciences programs, I confirm that no new resources are currently needed to support this action. The BS in Health Sciences degree with a concentration in healthy lifestyles coaching is a popular program and adding this certificate will provide a strong focus on a national credential and help to attract a broader student population.



Carol Johnston, PhD, RD
Professor and Associate Director
Nutrition and Health Sciences Programs
School of Nutrition and Health Promotion

RE: Impact statement and letter of support for Health and Wellness Coach certificate program

As the undergraduate curriculum coordinator for the Exercise and Wellness degree program, I write this letter to support the Health and Wellness Coaching Certification that is being proposed by the Health Science degree program in the School of Nutrition and Health Promotion. This certificate will not impact or conflict with our degree program and may even be considered as an additional certificate for some of our students interested in adding this skill set. The courses proposed to be offered for the certificate from EXW are being taught in larger sections capable of handling increased enrollment. I believe utilizing this type of inter-professional collaboration to create a certificate program that will benefit students is a great example of the cooperation amongst the degree programs in the College of Health Solutions.

Sincerely,

Joseph Marsit, MS, CSCS

Lecturer, Exercise and Wellness

July 6, 2015

Dear CAPC Members,

I am writing on behalf of the College of Nursing and Health Innovation to offer our support for the proposed Undergraduate certificate program entitled, "Health and Wellness Coach."

This certificate program provides the opportunity for College of Nursing & Health Innovation students to enhance their education in Health and Wellness. The college is pleased to offer our courses HCR 303: Assessing Needs, Assets and Capacity for Health Education, HCR 340: Foundations of Integrative Health, and HCR 342: Mind-Body and Energy Therapies and Modalities as electives for this proposed certificate.

This certificate is complimentary to the college's Bachelor of Science degrees in Community Health, Health Care Coordination, Health Innovation, and Integrative Health.

Sincerely,

Brenda C. Morris, EdD, RN, CNE

Brenda C. Morris, EdD, RN, CNE

Assistant Dean

Brenda.morris@asu.edu

500 North 3rd Street, Phoenix, AZ 85004

Phone: 602.496.2644 • Fax: 602.496.0886

E-mail: nursingandhealth@asu.edu WEB: www.nursing.asu.edu

Greetings, Carol.

I don't see this certificate conflicting with our program or the health education specialist certificate we are working on, but I have a couple of thoughts I'd like to share.

First, I recommend you include EXW 342 as the preferred course to 340, because 342 is heavy on motivational interviewing. As a result, and in my opinion, the health and wellness coaching student would benefit more from enrolling in EXW 342. Second, consider adding some of our new HEHP electives to the elective course menu, as students enrolling in this program may benefit. Here is a list of some of the new i/o courses we will begin offering in Spring 2017:

- EXW 303 Human Sexuality for Health Education (3)
- EXW 312 HIV/AIDs Prevention (1)
- EXW 321 Consumer Health (1)
- EXW 331 Violence Prevention (1)
- EXW 341 Injury Prevention (1)
- EXW 351 Substance Abuse Prevention (1)
- EXW 361 Social Media and Marketing (1)
- EXW 371 Conflict Management and Mediation (1)
- EXW 443 Emotional Health and Interpersonal Relationships (3)

Please let me know if I can be of further assistance.

My very best,
Shawn

Shawn Hrncir, Ph.D, CHES

Program Coordinator and Senior Lecturer,
Health Education and Health Promotion
School of Nutrition and Health Promotion
College of Health Solutions
500 North 3rd Street | Phoenix, AZ 85004
ASU Mail Code 3020
| Cell Ph: 505-730-1118 | Shawn.Hrncir@asu.edu

Faculty Profile: <https://webapp4.asu.edu/directory/person/2214016>

Honors Faculty

Barrett, The Honors College at Arizona State University
Downtown Phoenix campus
411 North Central Avenue
University Center Building, Suite 160
Phoenix, AZ 85004

From: Katherine Kenny
Sent: Tuesday, June 28, 2016 8:02 AM
To: Diann Muzyka; Carol Johnston; Brenda Hosley
Cc: Brenda Morris
Subject: RE: impact statement request

Dear Carol - Thank you for sending us the information about your new certificate. Brenda Hosley will be following up with you. I was wondering if you would consider one of the following courses as being included as one of the five required courses rather than elective - both would provide foundation for the certificate.

HCR 303: Assessing Needs, Assets and Capacity for Health Education

HCR 340: Foundations of Integrative Health

Thank you for your consideration.

Best regards,
Kathy

Katherine (Kathy) Kenny, DNP, RN, ANP-BC, FAANP, FAAN
Associate Dean of Academic Affairs
Clinical Professor
College of Nursing & Health Innovation
Arizona State University

Phone: 602-496-1719
Fax: 602-496-0545
katherine.kenny@asu.edu

From: Diann Muzyka
Sent: Thursday, June 23, 2016 12:51
To: Carol Johnston; Brenda Hosley; Katherine Kenny
Cc: Brenda Morris
Subject: RE: impact statement request

Hi Carol..... Thank you for the e-mail. The Health and Wellness coach seems like great idea. I think Brenda Hosley, Director of Baccalaureate Health Programs in CONHI might be better at giving the impact because the HCR courses listed below fall under her. I've also included Kathy Kenney on this e-mail for her input in Brenda M's absence.

All the best!
Diann

Diann Muzyka, PhD, RN

Clinical Associate Professor

Director RN-BSN and CEP Programs

Diann.Muzyka@asu.edu

602.496.2203