

Docket Item:

University Program Approval: Portland State University (PSU), Bachelor of Arts or Bachelor of Science (B.A./B.S.) degree in Applied Health and Fitness.

Summary:

PSU proposes a new program leading to a B.A./B.S. degree in Applied Health and Fitness. Higher Education Coordinating Commission (HECC) staff completed a review of the proposed program. After analysis, HECC staff recommends approval of the program as proposed.

Staff Recommendation:

The HECC recommends the adoption of the following resolution:

RESOLVED, that the Higher Education Coordinating Commission approve the following program:

B.A./B.S. degree in Applied Health and Fitness at PSU.

Portland State University seeks the Oregon Higher Education Coordinating Commission's approval to offer an instructional program leading to a B.A. /B.S. degree in Applied Health and Fitness.

1. *Describe the purpose and relationship of the proposed program to the institution's mission and strategic plan.*

Portland State University (PSU) values intellectual inquiry in its undergraduate and graduate programs, provides leadership in the development of knowledge, and creates opportunities for the application of knowledge to real-world problems. We maintain a welcoming and stimulating environment that is conducive to success for students, faculty, and staff. PSU recognizes the importance of healthy living and demonstrated this through the adoption of the Healthy Campus Initiative in 2009. The Healthy Campus Initiative establishes models for programming, policies and activities which encourage healthy lifestyles on campus.

The Applied Health and Fitness degree merges the philosophy of the Healthy Campus Initiative with the opportunity of the new joint School of Public Health between PSU and Oregon Health & Science University (OHSU). This degree will provide the skills and experience necessary to enter the health and fitness profession, providing an essential extension of the Community Health curriculum currently offered in the School of Community Health at PSU. This degree will address the current health and fitness industry needs for more qualified personal trainers and special populations personnel while leading the effort to provide qualified health coaches. With a limited number of accredited degree programs in health coaching and a rapidly growing demand by health insurance carriers and HMOs nationally, the Applied Health and Fitness degree is poised to address this need directly.

A recent American College of Sports Medicine (ACSM) survey indicated the current employment trends in the fitness market place to be increasing. In response to this, a number of certification and accreditation associations are revising eligibility requirements for programs and individuals. Amongst these revisions are:

- The Council for Education in Public Health (CEPH) offering an accreditation for undergraduate programs in Public Health for the first time.
- The National Strength and Conditioning Association (NSCA) revising the eligibility requirements for certification in anticipation of creating an accreditation for undergraduate programs in Personal Training, Strength and Conditioning, and Special Populations.

Since the eligibility requirements for the specific accreditations from CEPH and the NSCA demand completely different core and required coursework, PSU's School of Community Health believes it is beneficial to our students to create the proposed B.A./B.S. in Applied Health and Fitness.

2. *What evidence of need does the institution have for the program?*

According to a recent survey (mentioned above) by the American College of Sports Medicine, "educated and experienced fitness professionals" now constitute the most important fitness trend in the world, having jumped from third to first place since last year. "Personal trainers" rose from seventh to third place. The School of Community Health has experienced a significant growth in the number of students choosing to major in Physical Activity and Exercise over the last five years. Recent School of Community Health survey results support the revision and updates to the curriculum.

With the undergraduate program in the School of Community Health being one of the largest undergraduate programs in Public Health nationwide, it is important for the program to put ourselves on the best path to pursue these new accreditation opportunities. This proposal places the curriculum in the best position to accomplish this.

3. *Are there similar programs in the state? If so, how does the proposed program supplement, complement, or collaborate with those programs?*

This proposed curriculum will continue to be an integral part of the School of Community Health and is positioned to become an equally integral part of the new joint School of Public Health between OHSU and PSU. Additionally, the School of Community Health currently has an articulation with the Portland Community College (PCC) Fitness Technology program, which is just finishing its fifth year. This articulation allows students who complete the two-year degree from PCC to transfer seamlessly to PSU with 90 credits (or junior status). The articulation also allows several PCC classes to count toward their Health Studies: Exercise and Physical Activity B.S. degree. This articulation has allowed students who are financially burdened to save money and to have a better chance at completing a four year degree, which is part of both the state and university mission. Most students also have an opportunity to complete a minor to complement their program of study, making them more marketable when seeking employment. This articulation would be continued with the new B.S. in Applied Health and Fitness. In addition to the program with PCC, we have a similar articulation agreement with Clark Community College.

With the exception of Oregon Institute of Technology, all other public universities have a health and physical education or exercise science degree, as follows:

- Oregon State University – Exercise and Sport Science
- University of Oregon – Human Physiology
- Western Oregon University – Exercise Science

- Southern Oregon University – Health Physical Education and Leadership
- Eastern Oregon University – Physical Activity and Health
- Portland State University – currently Physical Activity and Exercise, concentration of the Health Studies B.A./B.S.

This new degree will not alter the current curriculum landscape for the state, as it is essentially a reorganization of the current Physical Activity and Exercise concentration under the B.A. /B.S. in Health Studies. Through a careful revision of the current Physical Activity and Exercise concentration of the current B.A./B.S. in Health Studies, this new degree adheres closely to the industry leading professional organizations credentialing methodology. This allows the School of Community Health to strengthen the curriculum in both this new degree and the revised Health Studies B.A./B.S. degree. The creation of a completely separate degree from the B.A./B.S. in Health Studies now allows the existence of both degrees within the joint School of Public Health between OHSU and PSU. This separation is necessary to allow both degree options to be pursued without posing potential problems in obtaining their respective accreditations.

4. *What new resources will be needed initially and on a recurring basis to implement the program? How will the institution provide these resources? What efficiencies or revenue enhancements are achieved with this program, including consolidation or elimination of programs over time, if any?*

As this is a revision of a currently existing program, the budgetary needs are already included in the School of Community Health annual budget allocation. Future facilities needs are already being included in the renovation plans for the Peter W. Stott Center and facilities planning for the new OHSU/PSU joint School of Public Health.

All appropriate University committees, the PSU Board of Trustees' Academic and Student Affairs Committee, and the Statewide Provosts Council have reviewed and approved the proposed program.

Recommendation to the Commission

The Statewide Provosts Council recommends that the Oregon Higher Education Coordinating Commission authorize Portland State University to establish an instructional program leading to a Bachelor of Arts or Bachelor of Science (B.A./B.S.) degree in Applied Health and Fitness, effective Fall 2015.

Institution: Portland State University
Program: B.A./B.S. in Applied Health and Fitness

Action: At the September 3, 2015 meeting, the Statewide Provosts Council approved a new program for Portland State University, B.A./B.S. in Applied Health and Fitness, to move forward to the Oregon Higher Education Coordinating Commission for its review/approval. All eight university provosts approved the new program. The PSU Board of Trustees' Academic and Student Affairs Committee approved it at their July 7, 2015 meeting.

Eastern Oregon University

Sarah Witte, interim provost

Approved
 Opposed
 Abstained



Oregon Health & Science University

Jenny Mladenovic, provost

Approved
 Opposed
 Abstained



Oregon State University

Sabah Randhawa, provost

Approved
 Opposed
 Abstained



Oregon Tech

Brad Burda, provost

Approved
 Opposed
 Abstained



Portland State University

Sona Andrews, provost

Approved
 Opposed
 Abstained



Southern Oregon University

Susan Walsh, interim provost

Approved
 Opposed
 Abstained



University of Oregon

Scott Coltrane, provost

Approved
 Opposed
 Abstained



Western Oregon University

Steve Scheck, provost

Approved
 Opposed
 Abstained

