

MONTANA BOARD OF REGENTS

LEVEL II REQUEST FORM

Item No.: 136-2701-R0707 Date of Meeting: July 11-12, 2007
Institution: Montana State University-Billings
Program Title: Minor in Health Communication

Level II proposals require approval by the Board of Regents.

Level II action requested (check all that apply): Level II proposals entail substantive additions to, alterations in, or termination of programs, structures, or administrative or academic entities typically characterized by the (a) addition, reassignment, or elimination of personnel, facilities, or courses of instruction; (b) rearrangement of budgets, cost centers, funding sources; and (c) changes which by implication could impact other campuses within the Montana University System and community colleges. Board policy 303.1 indicates the curricular proposals in this category:

- 1. Change names of degrees (e.g. from B.A. to B.F.A.)
- 2. Implement a new minor where there is no major;
- 3. Establish new degrees and add majors to existing degrees;
- 4. Expand/extend approved mission; and
- 5. Any other changes in governance and organization as described in Board of Regents' Policy 218, such as formation, elimination or consolidation of a college, division, school, department, institute, bureau, center, station, laboratory, or similar unit.

Specify Request:

Montana State University Billings seeks approval from the Montana Board of Regents of Higher Education to offer a minor in Health Communications. The proposed minor would cross-list courses from three other departments in two other colleges, the College of Allied Health and the College of Business. Full department-head support has been obtained from those collaborators. The minor would be available to any student, university-wide, but particularly to students majoring in any communications discipline, health administration, health and human performance or marketing. The program will be available in both live and online formats. No additional staffing or resources would be required. The new minor is an undergraduate correlary to an existing graduate track in Health Communication in the Masters of Science in Public Relations. There is no existing program within the MSU-Billings nor the state university system in Montana that emphasizes the intersection between the health and communication fields of study.

MONTANA BOARD OF REGENTS

NEW ACADEMIC PROGRAM PROPOSAL SUMMARY

Institution: Montana State University-Billings

Program Title: Minor in Health Communication

1. How does this program advance the campus' academic mission and fit priorities?

The proposed minor will provide high quality undergraduate and graduate programs in Arts and Sciences, Business, and Human Services - because it is a blend of three colleges and disciplines. The program will maintain an active community of learners engaged in teaching, research, scholarship and creative endeavor, and service - by teaching students to apply their work in the community and to understand the relationship between what they learn and what they do. It will provide a strong and expanding program of outreach to the state and region - by offering a very popular and growing area of expertise in a program unique to this region. The program will promoted a strong public service mission by showing students how to use their communication skills to address local health problems. The proposed Health Communication Minor fits with the university mission to:

- provide high quality undergraduate and graduate programs in Arts and Sciences, Business, and Human Services - because it is a blend of three colleges and disciplines;
- maintain an active community of learners engaged in teaching, research, scholarship and creative endeavor, and service - by teaching students to apply their work in the community and to understand the relationship between what they learn and what they do;
- serve the southern and eastern Yellowstone Region of Montana as a center of excellence in teaching and learning - by giving students the skills that will simultaneously feed the expanding economies of this region and address the public health needs;
- provide a strong and expanding program of outreach to the state and region - by offering a very popular and growing area of expertise in a program unique to this region; and
- a strong public service mission - by showing students how to use their communication skills to address local health problems..

2. How does this program fit the Board of Regents' goals and objectives?

The health care industry is the fastest growing sector of the Yellowstone County economy, and in the United States. Recent growth in technology has multiplied communications needs among these health industries. Thirty percent of new job growth is in the health care sector nationwide, including the state of Montana. The health industry is the largest employer in Montana and particularly Eastern Montana. Health literacy is a growing concern for appropriate and efficient delivery of health services - a need which health communication experts can address. Knowledge of how to communicate health information across cultures is also a growing need as the region and country become increasingly diverse.

- The program will increase participation, retention and graduation rates in the Montana University System by adding an attractive degree program that has high market value.
- The program will expand and improve the state's economy by educating individuals with job skills that meet growing economic needs in the health care sector.
- By specifying the required skill set for health communication expertise the progra will greatly enhance the state university system's efficiency and effectiveness.

3. How does this program support or advance Montana's needs and interests?

The program will serve the southern and eastern Yellowstone Region of Montana as a center of excellence in teaching and learning - by giving students the skills that will simultaneously feed the expanding economies of this region and address the public health needs. As mentioned above, the program offers a strong public mission - by showing students how to use their communication skills to address local health problems.

- Public health problems have been identified as most clearly treatable through prevention, requiring improvements in behavior change communication. The National Institutes of Health have designated behavior change communication research and skills as the number area for growth in coming decades.

- Given the great potential of communication skills to address serious public health problems occurring both locally and nationally, this program may provide a vital skill and knowledge set to student graduates who may go on to help change the world

4. How will this program contribute to economic development in Montana? (Note projected annual economic impact both regionally and statewide.)

Attaining a college degree is related to the increased income. With health care industry being the fastest growing sector of the Yellowstone County economy, public health problems have been identified as most clearly treatable through prevention, requiring improvements in behavior change communication. The National Institutes of Health have designated behavior change communication research and skills as the number one area for growth in coming decades. Given the great potential of communication skills to address serious public health problems occurring both locally and nationally, this program will provide the vital skills and knowledge set to student graduates to implement beneficial changes within the world public health care system.

5. What is the program's planned capacity?

• Break-even point?	0 FTE students
• Enrollments / year?	5/10/15
• Graduates / year?	15-20
• MT jobs / year?	+10

6. Resource Allocation:

• Total program budget?	\$ 0
• Faculty FTE?	Serviced by existing faculty
• Staff FTE?	Serviced by existing department administrative assistants.

7. Does this program require new resources? Yes No

If yes, what is the amount? \$ -

8. How will the campus fund the program?

From existing committed sources, student tuition and state support.

9. If internal reallocation is necessary, name the sources.

None

1. Overview

Provide a one paragraph description of the proposed program. Be specific about what degree, major, minor or option is sought.

Montana State University Billings Department of Communication and Theatre seeks approval from the Montana Board of Regents to offer a minor in Health Communications. The proposed minor would cross-list courses from three other departments in two other colleges, the Colleges of Allied Health and Business. Full department-head support has been obtained from those collaborators. The minor would be available to any student, university-wide, but particularly to students majoring in any communications discipline, health administration, health and human performance or marketing. The program will be available in both live and online formats. No additional staffing or resources would be required. The new minor is an undergraduate correlary to an existing graduate track in Health Communication in the Masters of Science in Public Relations. There is no existing program within the MSU-Billings nor the state university system in Montana that emphasizes the intersection between the health and communication fields of study.

The goals and objectives of this new minore are to:

- Improve students' knowledge of how to apply communication research skills to achieve health education and communication objectives
- Improve students' knowledge of how to apply communication writing & production skills to achieve health education and communication objectives
- Improve students' understanding of health educational theory as it applies to communication in the health area
- Improve students' skills & understanding of the marketing process in order to achieve health education and communication objectives

2. Need

a. To what specific need is the institution responding in developing the proposed program?

The health care industry is the fastest growing sector of the Yellowstone County economy, and in the United States. Recent growth in technology has multiplied communications needs among these health industries. Thirty percent of new job growth is in the health care sector nationwide, including the state of Montana. The health industry is the largest employer in Montana and particularly Eastern Montana. Health literacy is a growing concern for appropriate and efficient delivery of health services - a need which health communication experts can address. Knowledge of how to communicate health information across cultures is also a growing need as the region and country become increasingly diverse.

b. How will students and any other affected constituencies be served by the proposed program?

Given the great potential of communication skills to address serious public health problems occurring both locally and nationally, this program ma provide a vital skill and knowledge set to student graduates who may go on to achieve gainful employment and simultaneously help improve communities.

c. What is the anticipated demand for the program? How was this determined?

Public health problems have been identified as most clearly treatable through prevention, requiring improvements in behavior change communication. The National Institutes of Health have designated behavior change communication research and skills as the number area for growth in coming decades.

We expect to attract at least 20 students per year to the program. This number was determined by examining the large pool of potential applicants from which it will draw. As the largest undergraduate and graduate major in the College, with 166 students, the Communication & Theatre Department is in need of offering students specialized options that reflect personal interests and employment opportunities. The program would also draw from approximately 327 majors in the College of Allied Health, 125 majors in pre-professional health-care programs, 588 majors in the College of Business, and any of the 1,191 College of Arts and Sciences majors. The program will increase participation, retention and graduation rates in the Montana University System by adding an attractive degree program that has high market value.

3. Institutional and System Fit

- a. What is the connection between the proposed program and existing programs at the institution?

The new minor is an undergraduate corollary to an existing graduate track in Health Communication in the Masters of Science in Public Relations. This program takes advantage of new courses that are being added by the various departments regardless of the new minor (see attached course descriptions). The new minor will be offered to students from the Colleges of Business, Allied Health and Liberal Arts to augment their learning in related fields. The new minor will also offer cross-listed courses with the College of Business, and Departments of Health Administration and Health and Human Performance.

- b. Will approval of the proposed program require changes to any existing programs at the institution? If so, please describe.

No curricular changes will be required.

- c. Describe what differentiates this program from other, closely related programs at the institution (if appropriate).

There is no existing offering within the MSU-Billings system that offers any program emphasizing the intersection between the health and communication fields of study.

- d. How does the proposed program serve to advance the strategic goals of the institution?

The proposed Health Communication Minor fits with the university mission to:

- provide high quality undergraduate and graduate programs in Arts and Sciences, Business, and Human Services - because it is a blend of three colleges and disciplines;
- maintain an active community of learners engaged in teaching, research, scholarship and creative endeavor, and service - by teaching students to apply their work in the community and to understand the relationship between what they learn and what they do;
- serve the southern and eastern Yellowstone Region of Montana as a center of excellence in teaching and learning - by giving students the skills that will simultaneously feed the expanding economies of this region and address the public health needs;
- provide a strong and expanding program of outreach to the state and region - by offering a very popular and growing area of expertise in a program unique to this region; and

- a strong public service mission - by showing students how to use their communication skills to address local health problems
- e. Describe the relationship between the proposed program and any similar programs within the Montana University System. In cases of substantial duplication, explain the need for the proposed program at an additional institution. Describe any efforts that were made to collaborate with these similar programs; and if no efforts were made, explain why. If articulation or transfer agreements have been developed for the substantially duplicated programs, please include the agreement(s) as part of the documentation.

There are no degree programs in the state of Montana that offer undergraduates an opportunity to specialize in Health Communication.

4. Program Details

- a. Provide a detailed description of the proposed curriculum. Where possible, present the information in the form intended to appear in the catalog or other publications. NOTE: In the case of two-year degree programs and certificates of applied science, the curriculum should include enough detail to determine if the characteristics set out in Regents' Policy 301.12 have been met.

Course of Study

Catalogue Copy

For students who are gaining certification in health communication to enhance their expertise in marketing, health administration, health and human performance, communications and other disciplines.

Required courses

COMT 322 Principles of Public Relations
COMT 480/580 Health Communication
COMT 481/581 Media for Social Change
MKT 343 Integrated Marketing Communication
HADM 210 Health Care Mega Trends
HHP 330 Health Behavior Theory or HHP 211 Community Health (online)

Electives (pick 2):

MKT 344 Applied Marketing Communication
HADM 450 Health Policy & Politics
HADM 307 Informatics
HADM 445 Managing Health Care Organizations
HADM 440 Managerial Epidemiology
HHP 364 Research Methods in Health
HHP 435 Health Aspects of Aging
HHP 432 Nutrition in Health & Human Performance

HHP 411 Alcohol, Tobacco and Other Drug Use

- b. Describe the planned implementation of the proposed program, including estimates of numbers of students at each stage.

Since no new programming will be required, existing courses will be offered at their current scheduled rotation. It is expected that at least 5 students will enroll in the new minor the first year, 10 the second, 15 the third, and 20, achieving full capacity by the fourth year of implementation.

**Suggested Plan of Study
Health Communication Minor**

First Year*

ENGL 150
ENGL 226
STAT 141
COMT 130
General Education
COMT 110

Second Year

COMT 201
COMT 210
STAT 241
COMT 222
General Education

Third Year

COMT 310
COMT 322
COMT 320
COMT 480
HHP 330 or HHP 211
HADM 210

Fourth Year

MKT 343
COMT 481/581
HADM elective(s)
HHP elective(s)

*The first and second years of study will vary by major. The above plan of study is described for a student major in any of the Communication Studies disciplines who

chooses to minor in Health Communication. The third and fourth years of study are expected to be more similar for students coming from other majors.

5. Resources

a. Will additional faculty resources be required to implement this program? If yes, please describe the need and indicate the plan for meeting this need.

NA

b. Are other, additional resources required to ensure the success of the proposed program? If yes, please describe the need and indicate the plan for meeting this need.

NA

6. Assessment.

How will the success of the program be measured?

Success will be assessed by student interest, i.e. ongoing levels of enrollment in the minor, and by job success rates of graduates, in comparison with non-minors who share the same majors.

7. Process Leading to Submission

Describe the process of developing and approving the proposed program. Indicate, where appropriate, involvement by faculty, students, community members, potential employers, accrediting agencies, etc.

This proposal was instigated by one faculty member in the Department of Communication & Theatre (Dr. Sarah N. Keller) in consultation with Dean Tasneem Khaleel (Dean, College of Arts & Sciences), Dr. Sheila McGinness (Program Director, Health Administration), Dr. Ernie Randolfi (Program Director, Health & Human Performance), and Dr. Mary McNally (Professor, College of Business). All participants expressed strong support for the program and recognized a community and economic need for the resulting graduates. Student interest and availability of existing resources also contributed to the request.

The health care industry is the fastest growing sector of the Yellowstone County economy, and in the United States. Recent growth in technology has multiplied communications needs among these health industries. Thirty percent of new job growth is in the health care sector nationwide, including the state of Montana. The health industry is the largest employer in Montana and particularly Eastern Montana. Health literacy is a growing concern for appropriate and efficient delivery of health services - a need which health communication experts can address. Knowledge of how to communicate health information across cultures is also a growing need as the region and country become increasingly diverse.

Public health problems have been identified as most clearly treatable through prevention, requiring improvements in behavior change communication. The National Institutes of Health have designated behavior change communication research and skills as the number one area for growth in coming decades, resulting in increased jobs in health communication.

Health Communication Minor—Class Descriptions:

Core:

COMT 322 Principles of Public Relations 3 cr. Prerequisite: COMT 222. Explores the fundamentals of the public relations field and develops the skills necessary for the public relations practitioner. The course provides the student with practical experience in the development of public relations materials, such as brochures and press releases, as well as the skill for the implementation of communication programs within the organization

COMT 480/580 Health Communication 3 cr. Explores key findings in health communication research and practice, focusing on a wide range of media (e.g., brochures, posters, radio, television, telephone hotlines, Internet) and a wide range of health objectives (e.g., STD/HIV prevention, smoking cessation, cardiovascular disease prevention). We will examine the literature and key health communication campaigns to determine what are the key ingredients of successful or effective approaches in each medium, for different types of messages and target audiences.

COMT 481/581 Media for Social Change 3 cr. Examines the application of commercial marketing technologies to the analysis, planning, execution, and evaluation of programs designed to influence the voluntary behavior of target audiences in order to improve their personal welfare and that of their society.

MKT 343 Integrated Marketing Communications 3 cr. Prerequisites: Admission to upper division standing and MKT 340 or consent of department. Emphasizes theories and practices of advertising, sales promotion and public relations in the marketing program. Includes promotional planning and strategy, program integration and effectiveness and relevant communications concepts.

HADM 210 Health Care Mega Trends 3 cr. Provides an introduction to the health care system in the United States and an overview of the professional, political, social, and economic forces that have shaped it in the past and will continue to determine health care in the future

HHP 330 Health Behavior Theories 3 cr. Provides an overview of the various behavior change theories with specific attention given to individual health behavior, interpersonal health behavior, and group intervention models of health behavior change. Behavior change theories are discussed in terms of their application to curriculum development and program planning models.

HHP 211 Community Health 3 cr. Promotes an understanding of the spread and control of communicable diseases and explores the epidemiology and prevention of chronic degenerative diseases. The material for this course will be taught in three main parts: Unit 1: Foundations of Community Health, Unit 2: The Nation's Health, and Unit 3: Health Care Delivery.

Electives:

MKT 443 Applied Marketing Communications 3 cr. Prerequisites: MKT 340, MKT 343, or consent of department. Develops marketing communications involving business and community clients. Project management and budget analysis is essential to the quality and accuracy of communication plans. The end goal of the course is the development of communication deliverables using interdisciplinary skills from across the campus and community

HADM 450 Health Policy and Politics 3 cr. Prerequisites: HADM 210, HADM 290, HADM 310 or consent of instructor. Provides students with an overview of the political context of healthcare organization and delivery. Specific attention will focus on health care regulations, payment sources, and policy formulation and implementation

HHP 432 Nutrition in Health and Human Performance 3 cr. Explores the relationships between nutrition, human behavior, epidemiology, and human performance. Course topics will include nutrition for disease prevention and treatment, obesity and weight control, eating for endurance and non-endurance sport performance, nutritional ergogenic aids, digestion, absorption and metabolism related to energy production, eating disorders, dietary analysis and prescription.

HHP 364 Research Methods in Health and Human Performance 3 cr. Provides students with experience and knowledge which will allow them to critically analyze and evaluate completed research in health and human performance. Examines methods of assessment, prescription, and evaluation in health and human performance activities.

HHP 435 Health Aspects of Aging 3 cr. Addresses the rapidly increasing need for specialized knowledge of health promotion for an aging society (in 2020, 20% of the US population will be 65 or older). Introduces the epidemiology of aging and age-related disorders, including overviews of the public health impact of an aging society and the demographics and biology of aging. Covers the strategies for prevention of age-related disorders and options to improve the quality of life through health enhancement.

Staffing Pattern Proposed for Health Communication Minor

Course Title	Course Number	Frequency Offered	Staff
Principles of Public Relations	COMT 322	1/semester	Dr. Keller, Dr. Weiss
Health Communication	COMT 480/580	1/year	Dr. Keller
Media for Social Change	COMT 481/581	1/year	Dr. Keller
Integrated Marketing Communication	MKT 343	1/year	Dr. Otjen
Health Care Mega Trends	HADM 210	1/year	Dr. McGuiness
Health Behavior Theories	HHP 330	1/semester	Dr. Randolfi
Community Health	HHP 210	1/year	TBD

BUDGET ANALYSIS

Proposed Program: Minor in Health Communication										
Campus: Montana State University Billings										
	07-08		08-09		09-10		10-11		11-12	
Estimated ENROLLMENT										
FTE Enrollment	5		10		15		20		20	
Estimated Incremental REVENUE										
Use of Current General Operating Funds					-		-		-	
State Funding for Enrollment Growth					28,320		37,760		37,760	
Tuition Revenue										
A. Gross Incremental Tuition Revenue	18,810		37,620		56,430		75,240		75,240	
B. Reductions to Incremental Tuition										
C. Net Tuition Revenue (A-B)	18,810		37,620		56,430		75,240		75,240	
Program/Course Fees										
External Funds										
Other Funds (please specify)										
TOTAL Estimated Incremental Revenue	18,810		37,620		84,750		113,000		113,000	
Estimated Incremental EXPENDITURES										
Personal Services	FTE	Cost								
Faculty	0.10	6,400	0.20	12,800	0.20	12,800	0.50	32,000	0.50	32,000
Other Staff										
Operating Expenses										
Equipment										
Start-up Expenditures					-		-			
TOTAL Estimated Incremental Expenditures	6,400		12,800		12,800		32,000		32,000	
Estimated Revenues Over/(Under) Expenditures	12,410		24,820		71,950		81,000		81,000	

Feb. 13, 2007

Sue [Balter-Reitz],

A minor in health communication makes sense for your program and, of course, you should do whatever you can to improve opportunities for students. Health has become an important focus of communication research and education nationally and is not a narrow or unusual specialization. I am sure that there will be interest in the minor. This is the type of program that would be a good fit for undergraduates preparing for post-graduate education in health disciplines (e.g., health education, allied health, medical school). These students need a broad, relevant liberal arts education that prepares them in the social sciences, along with the natural sciences, so that they can better deal with interpersonal, group and public communication issues that are central to careers in health.

We currently offer one course dealing with health and have ambitions to do more (especially in the area of health campaigns) but need additional expertise to expand in this area. So, I support your proposal, with the provision that establishing a minor in health communication at MSU-Billings does not eliminate the need for additional expertise and coursework on communication and health at UM-Missoula and should not constrain our ability to expand in this area in the future.

On another note, I've had discussions with administrators about the possibility of expanding our online courses to offer a full major online. We're close now (just missing a few required courses) but cannot commit to offering all of the necessary courses on a regular basis into the future. (Among other things, the courses are primarily offered by adjunct instructors, who change over time. It is not always easy to find people with appropriate qualifications for upper level courses.) One thing I've mentioned is the possibility of partnering with another institution that offers a number of online communication courses, so that students could easily take courses from either program and apply them to the major. Of course, there are a number of complications. In any event, I've suggested MSU-Billings as a possible partner. What are your thoughts about this?

Alan Sillars
Dept. of Communication
University of Montana at Missoula

Dr. Sarah N. Keller
Assistant professor
Dept. of Communication & Theatre
MSU-Billings

Oct. 3, 2006

Dear Dr. Keller,

I fully support the inclusion of our course, MKT 343 Integrated Marketing Communication, in your proposed Health Communication Minor. I welcome the opportunity to teach students from across the university and to combine our areas of expertise to enrich students' career opportunities.

Yours,

Prof. A. J. Otjen
Assistant Professor
Marketing
College of Business
MSU-Billings



February 15, 2007

Sarah N. Keller, Ph.D., MA
Department of Communication and Theatre
LA 602
MSU-Billings
1500 University Dr.
Billings, MT 59101

**Division of
Health Sciences**

Dear Dr. Keller,

I am writing to offer my strong support for the development of a Health Communications Minor at MSU-Billings. As Vice Provost for Health Sciences at MSU-Bozeman, I am responsible for a variety of state-wide health initiatives, including the Montana Office of Rural Health, the Montana Area Health Education Center and the WWAMI Medical Education program, so I am well aware of the challenges facing Montanans in the arenas of health care delivery and health literacy. Programs such as yours will go a long way to prepare our students for productive careers in these areas. The establishment of this program as a specific interdisciplinary program will help to attract students into our workforce, which will be an excellent addition to our current degree programs.

I would be happy to assist you in any way I can and thanks for leading this effort.

Sincerely,

Linda E. Hyman, Ph.D.
Vice Provost for Health Sciences
Director, WWAMI Medical Education Program
Assistant Dean, University of Washington School of Medicine

*A campus-wide partnership
of colleges, departments,
centers and programs at
Montana State University
that promotes health-related
research.*

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MONTANA STATE UNIVERSITY – BILLINGS
INTEROFFICE MEMORANDUM

DATE: October 25, 2006

TO: Dr. Sarah Keller
Department of Communication and Theater

FROM: Jay Shaw, Chair
Department of Health & Human Performance

A handwritten signature in cursive script, appearing to read "Jay Shaw", is written over the printed name in the "FROM" field.

SUBJECT: Health Communications Minor

The Department of Health and Human Performance support the development of a minor in Health Communication. Health promotion and human performance students in our program will be encouraged to consider this minor.



Access & Excellence

**College of Allied Health Professions
Health Administration Program**
1500 University Drive
Billings, Montana 59101-0298
Office: 406-896-5830 Fax: 406-657-225
Email: healthadministration@msubillings.edu

Date: October 23, 2006

To: Dr. Sarah Keller
Communications and Theater

From: Dr. Sheila McGinnis, Program Director
Health Administration

Re: Health Communication Minor

Health Administration faculty recently met with you and discussed your proposed curriculum revisions for a new Minor in Health Communication. As we discussed, our department supports this curricular change and thinks it will be a valuable expansion of MSUB course options.

There is clearly considerable interest in, and demand for, health-related program options in our region. In addition, health literacy is critical need across the country, and your minor will help prepare our graduates to address this gap. Health administration supports your curriculum enhancements and appreciates the opportunity to partner with you on this minor.