

CEPH Accreditation News & Updates

Volume 5, Issue 1

January 2015

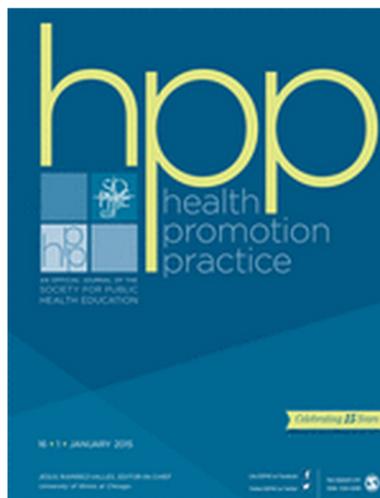
SBP Accreditation Featured in Health Promotion Practice Journal

CEPH's Executive Director Laura Rasar King, MPH, MCHES, is featured as a co-author on an article in the *Health Promotion Practice* journal about the progress being made to accredit standalone baccalaureate programs (SBP).

The article provides a brief background of quality assurance efforts in community health education, provides an overview of the CEPH accreditation process for standalone baccalaureate public health programs and describes the experience of two academic programs in reviewing their curricula for coverage of the newly approved CEPH requirements. The University of Alabama in Tuscaloosa and the University of North Carolina at Wilmington undertook a curriculum mapping exercise identifying which courses in their programs introduced, reinforced and/or covered each of the curricular elements adopted by CEPH. The faculty

describe the mapping process and offer recommendations for other programs considering accreditation under the newly adopted CEPH standards.

The full article is available in the January 2015 issue: Vol. 16, No. (1) 115-121.



DATES TO REMEMBER

TUESDAY, APRIL 28, 2015

All materials due for spring 2015 Council meeting

THURSDAY, JULY 30, 2015 AND FRIDAY, JULY 31, 2015

Accreditation Orientation Workshop
(By invitation only)

- All applicant schools and programs must attend once
- Accredited schools and programs may choose to attend to assist in their preparation for reaccreditation
- Contact Kristen Varol with questions

TUESDAY, SEPTEMBER 8, 2015

All materials due for fall 2015 Council meeting

CEPH Councilor Donna Petersen Elected Board President

2015 promises to be an exciting, busy year at CEPH, and I am looking forward to serving as the president of the Board of Councilors during this important time. Here are some highlights for the year ahead:

- We're welcoming four new councilors in 2015, and we look forward to the valuable contributions they will provide to our processes.
 - ◆ Ruth Gaare Bernheim, JD, MPH
 - ◆ Iman Hakim, MD, PhD, MPH
 - ◆ Rose Marie Martinez, ScD
 - ◆ Stephanie Miles-Richardson, DVM, PhD
- We'll be releasing a first draft of revised graduate-level criteria in the first half of 2015.
- We'll be training site visitors for standalone baccalaureate program (SBP) site visits in early 2015.
- We'll be conducting the first site visits for SBPs in fall 2015.

As always, we greatly value the relationships CEPH has with its stakeholders and we look forward to working with you all during this time of growth and transition.

- Donna J. Petersen, MHS, ScD, CPH
Dean, College of Public Health
University of South Florida

CEPH Executive Committee

President

Donna J. Petersen, MHS, ScD, CPH

Vice President

Ian Lapp, PhD

Secretary

Nanette Lee Reynolds, EdD

Treasurer

J. Alan Baker, MA



SBP Applicants Share Strategies, Challenges, Lessons Learned

As the first SBP applicants prepare for site visits in fall 2015, several reflect on their reasons for pursuing accreditation, their approach to the process and lessons learned.

What does your program 'look' like?

"We have about 400 majors in four concentrations, all of which are built around a core set of public health classes."

– Lee Crandall, PhD, Clemson University

"WPUNJ has approximately 200 majors concentrating in general public health and health education." – William Kernan, EdD, MS, William Paterson University of New Jersey

"UNCW has about 120 majors, all of whom take a core of public health courses and then complete a concentration in community health education. Beginning next year, we will have two new concentrations: global health and pre-clinical health." – Randall Cottrell, DEd, MCHES, University of North Carolina at Wilmington

"Trident has approximately 1,200 students in its bachelor of science in health sciences (BSHS) degree program." – Patricia Rhynders, PhD, MPH, MCHES, Trident University

"Syracuse University has 210 undergraduate students completing a 45-credit public health core requirement in a generalist program." – Maureen Thomson, PhD, MS, Syracuse University

Why did you decide to pursue accreditation?

"The majority of our students are in the military; they tell me that in order to work in public health, they have to graduate from a CEPH-accredited program." – Rhynders

"To assure program excellence and meeting of nationally recognized competencies for undergraduate public health education." – Thompson

"Our dean is a strong supporter of accreditation and has encouraged us to move forward. The faculty believe accreditation will provide additional credibility for our degree program and may be helpful in recruitment of students. We already have had one parent contact us saying that her daughter will be coming to UNCW because of our accreditation initiative. Further, we believe accreditation is important for advancing the profession." – Cottrell

How are you organizing your self-study process?

"We hired one of our adjunct faculty as a consultant to write the self-study. The dean and I meet with her every other week." – Rhynders

"Each faculty member was assigned one to two sections of the self-study to complete. All completed sections will then be

submitted to the program coordinator who will edit and compile the document." – Cottrell

"By small committee process with individuals assigned to gather raw data and information for each section of the self-study." – Kernan

What was one positive surprise about the application process?

"Some of the provisions that the department made for the university's recent SACS accreditation will be useful in this process (eg, electronic syllabus repository)." – Crandall

"How helpful the Accreditation Orientation Workshop in Washington, DC—especially the SBP breakout session—was to the overall process." – Rhynders

"We have already been collecting program outcome data for several years – and were pleased to learn that our evaluation plan met CEPH expectations." – Thompson

What has been your biggest challenge?

"The time to write the self-study. It was a challenge to build regular faculty meeting times into our semester schedule (two times a month) in light of teaching, service and research commitments." – Thompson

"The most difficult part for us was developing the budget section of the application and now the self-study. Budgeting is at the school level and it is somewhat difficult to separate out the budget for one particular program. One other caution is to complete your application in plenty of time to obtain any reviews you might need from higher administrative levels and to obtain the appropriate administrative signatures." – Cottrell

"The biggest challenge is the need to either conduct a separate sample survey of recent graduates or convince the university to increase its sampling rate of departmental graduates. Current sample size is insufficient for optimal data on concentrations." – Crandall



Have a Question or an Idea? Join CEPH's Social Media Networks!

CEPH always encourages its schools and programs to interact and share best practices in areas in which they have found success. We do our best to provide ideas and suggest contacts but we don't always know what is being tried or is working well (really!). The CEPH discussion board on LinkedIn and its page on Facebook are tools to help you connect with a wider audience. Here are some recent discussion topics from these pages:

- "We are discussing the possibility of purchasing software to track our MPH students and graduates. Do you have any suggestions or could you recommend a list of other CEPH programs who've invested in such programs?"

- "What do you think are key indicators of quality in public health schools and programs?"
- "Would anyone be willing to take a quick survey about graduate admissions and the common pitfalls applicants make in applying?"
- "Do you require liability insurance for your students engaged in the field experience required for the MPH? If so, where do you obtain it?"

Join these discussions and post other questions you may have! These discussions will only be as successful as the online community makes them.



got CEPH? The University of Minnesota School of Public Health designed buttons to get its stakeholders involved and interested in the accreditation process. The school hosted a site visit in fall 2014.

TA Session Emphasizes Innovation, Adaptation in Higher Education

"Higher education is facing critical challenges that must be acknowledged and addressed if we are to continue educating more students with greater learning outcomes at lower costs," said George Mehaffy, vice president of academic leadership and change at the American Association of State Colleges and Universities. He shared his ideas for why and how innovation in higher education is needed at CEPH's Technical Assistance session in New Orleans in November 2014.

Mehaffy discussed the biggest challenges facing universities today and shared ideas about new forms of programming, structure and design. "No matter the subject, any definition of quality will have to take into account three key objectives: greater learning outcomes, increased access and success (equity) and cost." His presentation is available on the [CEPH website](#).



Above: CEPH Accreditation Specialist Brittny Lilly meets with a program representative at the TA session.

Left: George Mehaffy opens the session with a presentation about the peril and promise facing higher education today.



During the second half of the session, attendees were asked to consider this information and experiences at their own institutions and provide feedback to CEPH staff about the accreditation criteria.

- What is working really well?
- What areas are crucial to reconsider in the revision process?

The discussion addressed curricular requirements, distance-based coursework, credit for prior learning, practice expectations and degree length. The Council will consider this feedback along with information collected in other forums as it works to revise the graduate-level criteria. CEPH expects to release a first draft of the criteria in the first half of 2015.

CEPH Reaccredits 7 Schools, 11 Programs in September 2014

University of Florida

College of Public Health and Health Professions
Continued accreditation conferred to December 31, 2021

San Diego State University

Graduate School of Public Health
Continued accreditation conferred to December 31, 2021

Yale University

School of Public Health
Continued accreditation conferred to December 31, 2021

University of Georgia

College of Public Health
Continued accreditation conferred to December 31, 2021

Drexel University

School of Public Health
Continued accreditation conferred to December 31, 2021

University of Puerto Rico

Graduate School of Public Health
Continued accreditation conferred to December 31, 2021

University of Arkansas for Medical Sciences

Fay W. Boozman College of Public Health
Continued accreditation conferred to December 31, 2021

University of North Carolina at Charlotte

Public Health Programs
Continued accreditation conferred to December 31, 2021

University of Utah

Public Health Program
Continued accreditation conferred to December 31, 2021

University of Wisconsin-Madison

Master of Public Health Program
Continued accreditation conferred to December 31, 2021

University of Wisconsin-LaCrosse

Public Health Program in Community Health Education
Continued accreditation conferred to December 31, 2021

University of West Florida

Master of Public Health Program
Continued accreditation conferred to December 31, 2021

University of Miami

Graduate Public Health Programs
Continued accreditation conferred to December 31, 2021

Meharry Medical College

Master of Science in Public Health Program
Continued accreditation conferred to December 31, 2021

Virginia Commonwealth University

Master of Public Health Program
Continued accreditation conferred to December 31, 2021

University of Maryland at Baltimore

Master of Public Health Program
Continued accreditation conferred to December 31, 2021

San José State University

MPH Program in Community Health Education
Continued accreditation conferred to December 31, 2021

University of Rochester

Master of Public Health Program
Continued accreditation conferred to December 31, 2021

For a complete list of accredited schools and programs, visit CEPH's [website](#).

CEPH Welcomes Accreditation Specialist Samantha Dickenson

CEPH is pleased to welcome Samantha Dickenson to the organization. Samantha received her MSPH in Community Health from the University of North Carolina at Charlotte.



At CEPH, her primary responsibility is to oversee and carry out all needed tasks to ensure that the accreditation review process for schools and programs proceeds smoothly. This includes coordinating site visits, corresponding with school/program constituents and volunteer site visitors and writing and editing site team reports. She provides technical assistance to inquirer, applicant and accredited schools/

programs on CEPH criteria interpretation and procedures and provides information to members of the public on accreditation and accredited public health programs. Samantha provides detailed consultation to schools and programs and assists with developing training materials and conducting training sessions for schools/programs and site visitors.

Before joining CEPH, Samantha worked as an assessment and accreditation special projects assistant at UNC Charlotte, where she assisted with collating assessment results from participating academic affairs departments and analyzing the effectiveness of annual and strategic planning, accreditation and student learning activities. Samantha also conducted a project linking and mapping the Southern Association of Colleges and Schools Commission on Colleges (SACSCOC) standards/requirements with those of UNC Charlotte's educational programs. Samantha has also been involved in program evaluation for the Cam Newton Foundation in Charlotte, North Carolina.

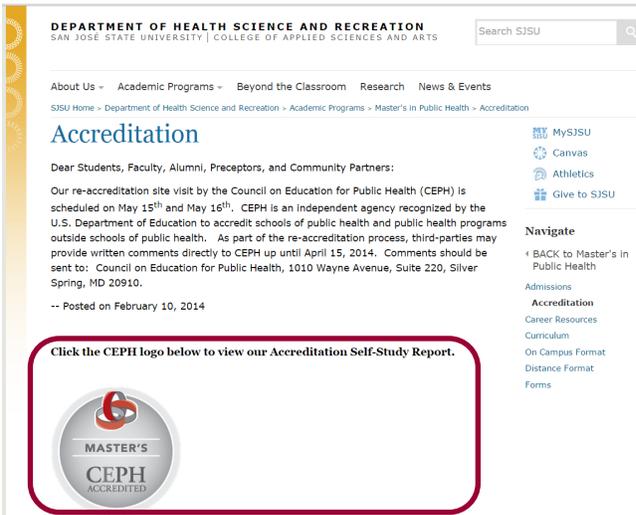
Leading and fostering innovation in quality improvement

The Council on Education for Public Health (CEPH) is an independent agency recognized by the US Department of Education to accredit schools of public health and public health programs offered in settings other than schools of public health. These schools and programs prepare students for entry into careers in public health. The primary professional degree is the Master of Public Health (MPH) but other baccalaureate, master's and doctoral degrees are offered as well. Visit www.ceph.org for more information.

CEPH To Audit School, Program Websites in 2015

CEPH staff will be auditing all school and program websites in the first half of 2015 to ensure that all procedural requirements are being followed. As a reminder, accredited schools and programs must make their final self-study document and official accreditation report available to the public on request 60 days following the date of the final accreditation decision. You may indicate on your website how to contact an appropriate person to request these documents, or you may provide direct links.

Also, CEPH updated its logo and branding materials in 2013, and no schools or programs should be using the old or new logo. In place of the logo, CEPH developed customized seals for each school and program to clearly define the degree levels that are accredited.



Contact Us

Laura Rasar King, MPH, MCHES
Executive Director
lking@ceph.org

Mollie Mulvanity, MPH
Deputy Director
mmulvanity@ceph.org

Kristen Varol, MPH, CHES
Communications Director &
Accreditation Specialist
kvarol@ceph.org

Nakita Kanu, MPH
Accreditation Specialist
nkanu@ceph.org

Brittney Lilly, MPH
Accreditation Specialist
blilly@ceph.org

Samantha Dickenson, MSPH
Accreditation Specialist
sdickenson@ceph.org

Nicole Williams
Accreditation Coordinator
nwilliams@ceph.org

John Conklin
Office Manager
jconklin@ceph.org

1010 Wayne Avenue
Suite 220
Silver Spring, MD 20910
(202) 789-1050



The websites for San José State University's MPH Program in Community Health Education (above) and the University of Florida's College of Public Health & Health Professions (left) are both clear examples of how this information can be presented and accessed.

If you know of anyone who would like to be added to the distribution list for this newsletter, please send an email to kvarol@ceph.org.