

CEPH Adopts Revised Accreditation Criteria

CEPH's revised criteria are the product of a two-year process intended to provide better clarity, consistency and expectations about the requirements for accreditation. The revised criteria, in most instances, clarify the previous (2005) accreditation criteria. The criteria also introduce a new framework for analyzing baccalaureate degrees that are included in schools or programs' unit of accreditation. Additionally, the criteria introduce a new framework for assessing diversity.

Highlights are as follow. Changes that may affect both schools of public health and public health programs appear in regular type. Changes that apply only to schools of public health appear in italics. Please note that this is not an exhaustive list.

- Eliminated or reformulated confusing data requests throughout all criteria.
- Incorporated language from technical assistance and FAQ documents into criteria to make Council interpretation and expectations more explicit. Criteria clarified through this process include Mission, Evaluation and Planning, Competencies, Student Assessment and Doctoral Degrees.
- Condensed two criteria (student diversity, faculty and staff diversity) into a single diversity criterion and moved the new criterion from Criterion 4 to Criterion 1.
- Changed benchmark for graduation rates from 80% for all degrees to 70% for bachelors and masters degrees and 60% for doctoral degrees. Schools and programs that do not meet the target may provide university-specific benchmark data for consideration.
- Simplified reporting on graduates' employment and further education using more general categories.
- Developed a separate criterion for baccalaureate degrees in public health with attendant curricular expectations.
- Further defined expectations for public health knowledge for academic degree students (eg, MS in epidemiology).

- *Developed a separate criterion for other professional (non-public-health) bachelors degrees that are housed in schools of public health (eg, BS in clinical nutrition).*
- *Reclassified MHA degrees in schools of public health as "other professional degrees" (like those in audiology and physical therapy). MHA degrees were previously subject to the same curricular criteria as MPH degrees.*
- *Better defined expectations for public health knowledge for other (non-public-health) professional degree students in schools of public health.*

The Council will send an individual letter, by e-mail, to all deans and program directors of accredited and applicant institutions explaining when compliance with the 2011 criteria must be demonstrated. CEPH staff are also available to answer questions.

Site Visitor Training Goes 'On the Road'

CEPH took its site visitor training workshop to Atlanta in July 2011; this session was in addition to the training that occurs in conjunction with the APHA annual meeting each fall. CEPH thanks its site visitors for all their hard work and dedication and welcomes the newest volunteers:

- Edward Weiss, MD, MPH
- Betsy Gunnels, MSPH
- Penney Reese, MS
- Felicia Warren, MPH
- Randolph Daley, DVM, MPH
- Nancy Cheal, PhD, MS, BSN



DATES TO REMEMBER

FRIDAY, SEPTEMBER 2, 2011

**ALL MATERIALS DUE FOR FALL 2011
COUNCIL MEETING**

SATURDAY, OCTOBER 29, 2011

TECHNICAL ASSISTANCE SESSIONS

APHA Annual Meeting

Renaissance Hotel

Washington, DC

2:00 pm – 3:30 pm

4:00 pm – 5:30 pm

Both sessions will provide an overview and discussion of the revised criteria, followed by time for questions and answers.



- Susan McCarthy, MPH, CHES
- Sheryl Lyss, MD, MPH
- Elizabeth Stevenson, MPH
- Leandris Liburd, PhD, MPH, MA
- Frederick Fridinger, DrPH, MS
- Scott Damon, MAIA, CPH, RPCV
- Brittney Spilker, MEd
- Robert Pack, PhD, MPH
- Patricia Jones, DrPH, MPH
- Thomas McDonald, PhD, MS
- Daniel McDonald, PhD
- Stephen Martin Jr., PhD, MPH

CEPH Accredits 3 New Programs and 2 New Schools

Southern Illinois University Carbondale
MPH Program
Initial accreditation conferred to July 1, 2016

Wayne State University
MPH Program
Initial accreditation conferred to July 1, 2016

University of Nevada, Reno
MPH Program
Initial accreditation conferred to July 1, 2016

Georgia Southern University
Jiann-Ping Hsu College of Public Health
Initial accreditation conferred to July 1, 2016



Representatives from the MPH Program at Wayne State University

CUNY School of Public Health
Collaboration of Hunter, Brooklyn, Lehman Colleges and the
Graduate School and University Center
School of Public Health
Initial accreditation conferred to July 1, 2016

The following institutions were granted continued accreditation

Indiana University Purdue University, Indianapolis
Public Health Program
Continued accreditation to July 1, 2018

University of Iowa
College of Public Health
Continued accreditation to July 1, 2018

University of Kansas School of Medicine
KU-MPH Program
Continued accreditation to July 1, 2018

New Mexico State University
MPH Program in Community Health Education
Continued accreditation to July 1, 2018

This brings the total number of accredited institutions to 131 (48 schools and 83 programs). For a complete list of accredited schools and programs, visit CEPH's [website](#).

APHA Appoints Practitioner to CEPH Board of Councilors

The American Public Health Association (APHA) has appointed Stephen A. Martin, Jr., PhD, MPH to serve on the Board of Councilors for CEPH.

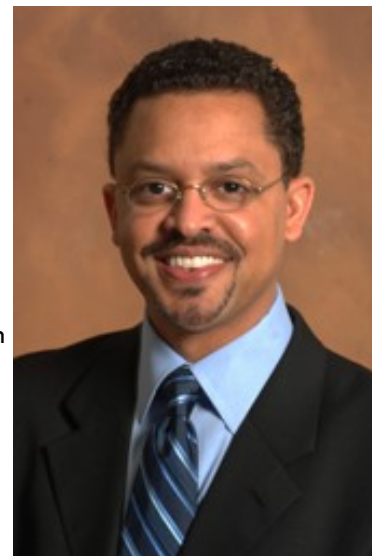
Martin is the chief operating officer at the Cook County Department of Public Health in Forest Park, Ill. He was appointed in 2002 and is responsible for public health programs and services for one of the nation's largest metropolitan health departments, ranging from emergency preparedness; disease prevention, control and epidemiology; health statistics; health promotion; maternal, child, adolescent and women's health; STD/HIV; nutrition services; violence prevention; and environmental licensing, inspections and complaints.

"Dr. Martin's experience as a practitioner and his familiarity with public health schools and programs will be a great addition to our Board of Councilors," said CEPH Executive Director Laura Rasar King, MPH, MCHES. "We look forward to his perspectives and contributions."

"I'm honored by my APHA appointment to the CEPH Board of Councilors," Martin said. "Accreditation is such an important process for schools of public health and public health programs. As the chief operating officer for the Cook County Department of Public Health, I see firsthand the need for quality public health education and I'm looking forward to engaging in this process."

Martin holds a BS in biology and an MPH in epidemiology from Tulane University and a PhD from the University of Michigan in epidemiologic science.

In addition to serving on the board of CEPH, Martin serves as a member of the Northern Illinois Public Health Consortium, Illinois Department of Public Health – LHD Executive Advisory Group, Illinois State Health Improvement Planning Team and the State of Illinois Maternal and Child Health Advisory Board. He is also the secretary/treasurer of the Northern Illinois Public Health Consortium and serves on the faculty at the Texas A&M University School of Rural Public Health, University of Illinois at Chicago School of Public Health, University of North Texas Health Science Center and Governors State University.



Martin's CEPH Board of Councilors appointment continues through 2013.

Thought Leaders Discuss QA in Baccalaureate Public Health

On February 6, 2011, CEPH brought together a group of public health and educational leaders to discuss quality issues related to bachelors degrees in public health. The group was tasked with providing recommendations to the Council about how to proceed with quality assurance in baccalaureate public health degree programs, particularly those developing without the benefit of affiliation with an accredited school or graduate program in public health.

The group arrived at the following consensus statements:

1. Given the rapid growth in undergraduate public health in all types of higher education institutions, accreditation might be necessary to assure quality in baccalaureate-level public health majors.
2. Accreditation is an iterative, collaborative process that takes time and must involve key stakeholder groups.
3. Principles of quality should apply to all baccalaureate-level public health majors, whether in schools of public health, affiliated with graduate public health programs, or in colleges or universities without graduate-level public health training.

The group identified core public health content, service learning and personal and social responsibility among the most important areas of curricular concern. In addition, they identified an organizational framework that included practitioners as teachers, advising and mentoring students, authentic student evaluation and recruitment and retention of students, particularly those from underrepresented groups, as important considerations in any quality assurance system. Further, they agreed that development of criteria for baccalaureate degrees should be informed by ongoing initiatives such as the current collaborative effort, convened by the Association of Schools of Public Health, to identify competencies for baccalaureate degree majors and the recent Lumina Foundation report on degree articulation.

The group also discussed, in general, activities that must be undertaken for CEPH to build capacity to engage in the accreditation of baccalaureate degree majors which are not affiliated with accredited graduate schools and programs. Based on the current state of organizational readiness and stage of curricular definition initiatives, an accreditation program for baccalaureate degree majors would likely take three to five years to become operational.

The Council intends to consider recommendations of this group, continue discussions with affiliated organizations, continue to seek feedback and provide updates as plans materialize in the coming year and beyond.

Participants

Susan Albertine, MA, PhD, Vice President
Association of American Colleges and Universities
Perspective: Undergraduate Colleges and Universities

Stephen Wyatt, DMD, MPH, Dean
University of Kentucky, College of Public Health
Perspective: CEPH, President

Kaye Bender, RN, PhD, Chief Executive Officer
Public Health Accreditation Board
Perspective: APHA, Education Board

David A. Birch, PhD, CHES, Professor and Chair
University of Alabama, Department of Health Science
Perspective: Undergraduate Health Education Accreditation Task Force

Ruth Gaare-Bernheim, JD, MPH, Director
MPH Program
University of Virginia
Perspective: Accredited Graduate Public Health Programs

Yvonne Madlock, Director
Memphis and Shelby County Health Department
Perspective: Local Health Department

Robert Meenan, MD, MPH, MBA, Dean
Boston University, School of Public Health
Perspective: ASPH, Accreditation Committee

Denise Koo, MD, MPH, Director
Scientific Education and Professional Development
Program Office
Centers for Disease Control and Prevention
Perspective: CDC

Rony Francois, MD, MSPH, PhD, Director
Division of Public Health, State Health Officer
Georgia Department of Community Health
Perspective: State Health Department

Debra Perez, Ph. D, MPA, MA, Senior Program Officer
Research and Evaluation
Robert Wood Johnson Foundation
Perspective: Public Health Private Funding Community

Donna Petersen, MHS, ScD, Dean
University of South Florida, College of Public Health
Perspective: ASPH, Undergraduate Learning Outcomes Task Force

Wendy E Braund, MD, MPH, MEd, Acting Chief
Public Health Branch, Division of Public Health and
Interdisciplinary Education
US Department of Health & Human Services
Perspective: HRSA

Facilitator

Sherry Stolberg, MGPGP, PA-C, Professional Facilitator

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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, masters and doctoral degrees are offered as well. Visit www.ceph.org for more information.

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Submitting Substantive Change Notices

Accredited schools and programs often make curricular changes and revise guiding statements to best reflect the needs of constituents and developments in the field. The submission of a substantive change notice updates the Council about planned changes within schools and programs.

Below are answers to some of the most frequently asked questions about substantive change notices:

Q. What changes require a substantive change notice?

A. Examples include

- a major change in the established mission or objectives
- offering a new degree (including a joint degree)
- adding or discontinuing an area of specialization
- offering a degree program that differs substantially in mode of delivery from those previously reviewed (includes adapting an existing concentration for executive or online study)

- offering a degree program at a site distant from the school or program
- substantially increasing or decreasing the length of a degree program
- revision of basic requirements specified for professional degrees (ie, core courses, practical experience, culminating experience)

Q. What is the most common reason for submitting a substantive change notice?

A. Curricular changes are the most common use of the substantive change policy.

Q. What supporting documentation should I include?

A. Many submissions fail to include all the necessary information for the Council to make a decision. To ensure your notice can be considered by the Council, provide the following information:

- Number of students in the new degree/ specialization (projected enrollment)
- List of required coursework
- Competencies associated with the degree/specialization

- Faculty list in the format of CEPH Templates F & G (2005 Criteria) or 4.1.1 & 4.1.2 (2011 Criteria)

Q. How should I provide notice to the Council?

A. You must provide one hard copy of the letter and attachments, mailed to the CEPH office, and one electronic copy of the letter and attachments, e-mailed to mmulvanity@ceph.org.

Q. What if I have a question about what to submit?

A. CEPH staff are happy to answer questions, review your notice in advance (time permitting) and provide feedback to ensure you submit the strongest documentation possible.

