

CEPH Accreditation News & Updates



Volume 3, Issue 2

July 2013

CEPH Adopts Criteria for Standalone Baccalaureate Programs

CEPH has released its *Accreditation Criteria for Standalone Baccalaureate Programs in Public Health*, adopted June 2013. These standards are the culmination of a [multi-year effort](#) to extend quality assurance opportunities to the ever-growing number of standalone baccalaureate public health programs (SBP). SBP are defined as bachelor's degree-granting programs with a major or other equivalent concentration in public health or a public health discipline and that are not affiliated with graduate-level public health programs or schools of public health.

In the coming months, the Council will add rationale, information and examples related to criteria interpretation in the Frequently Asked Questions (FAQ) section of the CEPH website. New FAQs, as well as other opportunities for information and technical assistance, will be developed and made available throughout the summer and fall.

The Council expects to accept its first SBP applications in late-fall 2013 for February 2014 application decisions. Following a self-study process, the first site visits are anticipated for fall 2015.

If your program may be interested in applying for accreditation in 2014 or 2015, please e-mail Nicole Williams at nwilliams@ceph.org to let us know. This is not a commitment to apply, but we want to be able to provide you with information as soon as we have it and appropriate technical assistance moving forward.

As always, CEPH staff are available to answer your questions via phone, (202) 789-1050, or you should feel free to e-mail [Laura King](#) or [Nicole Williams](#).

We look forward to working with all interested baccalaureate public health programs!

CEPH invites you to review its Accreditation Procedures, which are open for public comment through Tuesday, August 13, 2014. A [link to the proposed changes](#) is available on the CEPH website.

DATES TO REMEMBER

**THURSDAY, AUGUST 1, 2013 &
FRIDAY, AUGUST 2, 2013**

Accreditation Orientation Workshop
Washington, DC
By invitation only

THURSDAY, AUGUST 6, 2013

**All materials due for fall 2013
Council meeting**

SATURDAY, NOVEMBER 2, 2013

Technical Assistance Sessions

APHA Annual Meeting
Westin Waterfront
Harbor Ballroom II
Boston, MA

2:00 pm – 3:30 pm

*Demonstrating Diversity and Cultural
Competence within Schools and
Programs*

4:00 pm – 5:30 pm

*Lessons Learned from Collaborative
Schools and Programs*

SUNDAY, NOVEMBER 3, 2013

Site Visitor Training

Westin Waterfront
Boston, MA

By invitation only

4:00 pm – 5:30 pm

**Overview of Baccalaureate Public
Health Accreditation for Standalone
Baccalaureate Programs**

Westin Waterfront
Harbor Ballroom II
Boston, MA

CEPH Councilors discuss accreditation matters at the spring 2013 Board meeting.



CEPH Accredits 9 New Programs in June 2013

Arcadia University

Master of Public Health Program

Initial accreditation conferred to July 1, 2018

DePaul University

MPH Program in Urban Public Health

Initial accreditation conferred to July 1, 2018

George Mason University

MPH Program

Initial accreditation conferred to July 1, 2018

National University

Master of Public Health Program

Initial accreditation conferred to July 1, 2018

Ponce School of Medicine and Health Sciences

Public Health Program

Initial accreditation conferred to July 1, 2018

University of Illinois, Urbana-Champaign

MPH Program

Initial accreditation conferred to July 1, 2018

University of Nevada, Las Vegas

Graduate Program in Public Health Studies

Initial accreditation conferred to July 1, 2018

University of Texas at El Paso

Master of Public Health Program

Initial accreditation conferred to July 1, 2018

Virginia Tech

MPH Program

Initial accreditation conferred to July 1, 2018

The following programs were granted continued accreditation

East Stroudsburg University

Master of Public Health Program

Continued accreditation conferred to July 1, 2020

Florida A&M University

Public Health Program

Continued accreditation conferred to July 1, 2020

University of North Carolina, Greensboro

MPH Program in Community Health Education

Continued accreditation conferred to July 1, 2020

University of Louisville

School of Public Health and Information Sciences

Continued accreditation conferred to July 1, 2020

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



MPH students work to make the University of Illinois, Urbana-Champaign a smoke-free campus

CEPH Bids Fond Farewell to Maraquita Hollman

After more than three years at CEPH, Training Programs Director and Accreditation Specialist Maraquita Hollman will be leaving the organization in August. Maraquita has been instrumental in the cultivation and expansion of CEPH's site visitor pool: reconnecting with veteran site visitors, establishing additional site visitor trainings and recognizing the many professional accomplishments of CEPH's volunteers.

Maraquita will be joining the Maine Association of Substance Abuse Programs in Augusta, Maine, as the project director and manager of the Partnerships for Success II Grant with the Maine Office of Substance Abuse and Mental Health Services (SAMHS). The grant brings funding for substance abuse prevention services to communities in Maine.

"Maraquita has been an invaluable member of our staff, and her ideas have contributed to CEPH's continuing innovation and success," says CEPH's Executive Director Laura Rasar King. "We wish Maraquita all the best in her future pursuits and we know that we will continue to cross paths given the close-knit

nature of the public health professional community."

"My time at CEPH has been a rewarding experience, and I am excited to return to my practitioner roots with the insight and knowledge I have gained," Maraquita says. "I also love Maine and the opportunity to relocate to my favorite state was an offer I couldn't refuse." Maraquita is looking forward to returning to familiar hiking trails and discovering new ones as she begins this new chapter professionally and personally.



Thank you for your hard work and dedication, Maraquita!

CEPH Welcomes New Councilor, Staff Member

Dr. Nanette Lee Reynolds has joined the CEPH Board of Councilors as one of its two public members. Dr. Reynolds served for 20 years in state government, including more than 10 years as director of the Michigan Department of Civil Rights (MDCR) and as a cabinet member of both Republican and Democratic governors. She enhanced the professional development of her colleagues to better serve Michigan's increasingly diverse population and re-engineered the department to better balance its enforcement and community service responsibilities. Dr. Reynolds transitioned to MDCR after serving as a program specialist and liaison from the governor's office to the Michigan State Board of Education, Department of Education and the Indian Affairs, Spanish Speaking and Women's Commissions.

Dr. Reynolds received a bachelor of arts degree in political science from Howard University and a master's in higher education administration from Southern Illinois University in

Carbondale. She earned her doctoral degree in higher education administration, planning and social policy from Harvard University. In 2012, she received the Harvard Graduate School of Education Alumni Council Award for Outstanding Contribution to Education.

In late 2010, Dr. Reynolds moved to the greater Atlanta community after 30 years in East Lansing, Michigan. She is now closer to family, including her sister and her younger daughter, husband and their children. In 2012, Dr. Reynolds' older daughter and her two teenage daughters followed from East Lansing, as well. Dr. Reynolds reports that this past Mother's Day was filled with "more love and fun than the law ought to allow!"



Dr. Nanette Reynolds talks with CEPH President Dr. Steve Wyatt during the Council's spring 2013 meeting.

Following her retirement, Dr. Reynolds has been consulting in the field of college access and success programming – primarily for students who are first generation, from impoverished backgrounds and of color. This June, she completed a community study of best practice organizations across the country, conducted for Project GRAD Atlanta, Inc. Dr. Reynolds was subsequently hired by the organization to provide leadership for the next phase of the project, implementing recommendations based on the community study and serving as interim executive director during the organization's search for a new administrator.

Ms. Nakita Kanu has joined the CEPH staff as an accreditation specialist. She received her MPH degree in maternal and child health from the George Washington University School of Public Health and Health Services. She also holds a Bachelor of Science in Public Health degree from GWU.

At CEPH, her primary responsibility as an accreditation specialist 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. She assists with the organization and implementation of the Accreditation Orientation Workshop, an annual CEPH event. She assists with conducting training sessions for schools/programs and site visitors on topics as needed, including developing training materials.

Nakita most recently worked at the National Association of County and City Health Officials (NACCHO) where she

managed Maternal, Child and Adolescent Health/Injury and Violence Prevention (MCAH/IVP) communications activities and mechanisms used to disseminate tools, resources and model practices to local health departments. She has also worked as a program evaluation assistant for the District of Columbia Department of Mental Health's School Mental Health Program, conducting a retrospective quantitative study to examine the impact of the program on student psychosocial functioning, problem severity, hopefulness and satisfaction with the services provided. Welcome, Nakita!



Nakita looks forward to meeting and working with schools, programs and site visitors this fall.

The Council Considers...

...Effective Ways to Collect and Report Job Placement Data

When is the best time to collect job placement data?

It is easiest to collect job placement information at the time of graduation because response rates decline as time passes. However, the criteria state that graduates have up to one year to secure employment or pursue further education; collecting job placement before the full year has elapsed may not provide an accurate picture of graduates' abilities to secure employment.

Also, note that CEPH does not require that data collection occur through traditional/formal survey methods or that data be collected at a single point in time. Some schools and programs prefer to collect information throughout students' final semester and during the first year post-graduation, updating data as each individual secures employment or proceeds to another education/training program. Such an approach allows schools and programs to present more accurate data, as some students secure employment or admission to further education before graduating and some take some time after graduation to do so. The criteria define an acceptable response rate of at least 30%.

Our graduates experience "survey fatigue." How do we overcome this tendency to ignore communications from the university?

It can be difficult to stay in touch with graduates and to collect this kind of information. Consider the following points when communicating with alumni:

- Contact should come directly from the school/program, ideally from the department/concentration/specific degree program that the student completed, rather than from a university-based alumni association. Schools and programs report much higher response rates with personalized, decentralized data collection
- Social media can be extremely useful for maintaining connections with students and alumni. Research helpful hints and best practices for using social media
- Note that nearly all students have, and use, web-based e-mail addresses in addition to their university e-mail accounts. Past concerns about maintaining valid contact information for students are less relevant, as schools and programs may collect these addresses while students are still enrolled

Build a relationship with alumni by adding value to their professional advancement. Include statements such as

- "The value of your degree is related to our accreditation status, and reporting student outcomes is important to maintaining accreditation."
- "We want to maintain a relationship with our graduates and create a two-way street for dialogue and program improvement. For example, we hope that your organization may be able to serve as a practice site for future students or as a collaborator in faculty research and service."
- "We look forward to staying in touch regarding continuing education opportunities."
- "We hope that you may be able to serve as a guest lecturer on an area of expertise."
- "We would like to build connections with our alumni so that current students can learn about specific employment sectors and positions."

Also:

- Emphasize that a variety of constituents, including the government, prospective students and the public, are very interested in understanding employment rates as one important indicator of the value of a public health degree, and the need to report this information will likely continue to increase.
- Make the data collection instrument short, simple and easy. Aim for it to take no more than two minutes to complete.

Can you provide an example timeline for collecting employment data?

March 2013 – departments/concentrations begin collecting information for students planning to graduate in May 2013, as students secure employment or admission to additional education and training programs

May 2013 – students graduate

May 2014 – survey administered (if using a single point-in-time data collection approach, rather than ongoing data collection)

August 2014 – data collection complete (if using a single point-in-time data collection approach, rather than ongoing data collection)

December 2014 – submit annual report to CEPH with data and accompanying narrative, if needed

Site Visitor Training Goes to Texas

CEPH's third annual on-the-road site visitor training (in addition to trainings held in conjunction with the APHA Annual Meeting) was held in Houston, Texas on July 19. CEPH added 14 academics and practitioners to its site visitor ranks. We are very grateful for the hard work and dedication of our volunteers!

Matt Richardson, DrPH, MPH
Director of Public Health
City of Amarillo

Kristin Hill, MSHSA, BSN
Director
Great Lakes Inter-Tribal Epidemiology Center

Craig Blakely, PhD, MPH
Dean
School of Public Health and Information Sciences
University of Louisville

Joseph Telfair, DrPH, MSW, MPH
Director, MPH Program in Community Health
Education
University of North Carolina, Greensboro

Dennis Thombs, PhD
Department Chair, Behavioral and Community Health
University of North Texas Health Science Center

Lisa Benz Scott, PhD, MS
Director, Graduate Program in Public Health
Stony Brook University – SUNY

Don Snyder, MPH
Regional Emergency Preparedness Coordinator
Massachusetts Department of Public Health

Lori Crane, PhD, MPH
Associate Dean for Academic Affairs
Colorado School of Public Health

Craig Molgaard, PhD, MPH
Professor & Chair, MPH Program
University of Montana

Wendy Braund, MD, MPH, MEd
State Health Officer & Senior Administrator
Wyoming Department of Health

Elizabeth Majestic, MS, MPH
Associate Director for Program Development
Centers for Disease Control and Prevention



Jeanne Hanks, DrPH, MSW
Assistant Director of Operations
Episcopal Health Charities

Jeannette B. Truxillo, DrPH, MPH
Director of Research and Evaluation
Harris County Department of Education

Deborah Banerjee, PhD, MS
Scientific Advisor & Manager
Houston Health and Human Services



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

CEPH Hits Accreditation Milestones

In June 2013, CEPH accredited its 100th public health program. This action comes shortly after CEPH's accreditation of its 50th school of public health in 2012. A full list of accredited schools and programs is available on CEPH's [website](http://www.ceph.org).

These milestones provide an opportunity for reflection and review. Although CEPH will celebrate its 40th anniversary in 2014, the last 10 years have included the most rapid growth and change in the organization's history. Between 2004 and 2013:

- CEPH's full-time staff grew from three to seven.
- The number of accredited schools and programs increased over 70%, from 88 to 151.
- CEPH's annual budget more than doubled.

CEPH has become increasingly visible throughout the public health and higher education communities. CEPH staff are actively involved in the Association of Specialized and Professional Accreditors (ASPA). CEPH's Executive Director, Laura Rasar King, has recently been elected to the ASPA Board of Directors after five years of service on ASPA's main higher education policy committee, and Laura and other staff members have been invited speakers and panelists at ASPA professional development events. Laura participated, on behalf of the field of specialized accreditation, in the last negotiated rulemaking related to the reauthorization of the Higher Education Opportunities Act of 2008 and is actively involved in educating members of Congress about specialized accreditation as the 2014 reauthorization kicks off.

CEPH has taken important steps to ensure its stability and independence. As the annual budget has grown, CEPH has also increased its financial reserves to ensure long-term stability. In 2011-2012, CEPH transitioned from its longstanding physical and administrative co-location with the American Public Health Association (APHA) to a system of independent administration and operations. During 2012, CEPH assumed full administrative autonomy, including assuming responsibility for administering benefit plans and for financial management. In 2012, CEPH also moved its offices from a leased office suite in the APHA building to a new space in Silver Spring, Maryland, which accommodates the growth in staff and operations.

Both public health and higher education are currently undertaking broad, wide-ranging discussions about identity, mission and adaptation to emerging technological and financial conditions. CEPH will remain actively engaged in these discussions so that the organization can continue to grow and change in ways that will best serve its constituents, from educators, practitioners and students to the general public.

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

Contact Us

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

Mollie Mulvanity, MPH
Deputy Director
mmulvanity@ceph.org

Maraquita Hollman, MPH
Training Programs Director &
Accreditation Specialist
mhollman@ceph.org

Kristen Force, MPH, CHES
Communications Director &
Accreditation Specialist
kforce@ceph.org

Nakita Kanu, MPH
Accreditation Specialist
nkanu@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