

# **Council on Education for Public Health**

## **Policy on Site Visitor and Site Visit Chair Training**

The Council on Education for Public Health (CEPH) requires that all individuals who serve as evaluators on accreditation site visits to schools or programs of public health be well qualified to do so. Site visitors and site visit chairs must be well prepared to carry out the role of evaluator *and* to serve as a representative of the Council. Site visitors serve on a voluntary basis as CEPH representatives are selected based on an agreement to share their time, effort and expertise.<sup>1</sup>

### **Site Visitor Qualifications**

- Be a senior academician (eg, dean, associate dean, department chair or program director)
- Have experience as an academic administrator/leader in addition to scholarly experience

#### **OR**

- Be a senior public health practitioner (primarily employed by a federal, state or local public health agency/department, non-profit organization, healthcare organization, etc. with preferably at least 10 years of experience in public health)

#### **AND**

- Have at least a masters degree (practitioners) or a doctoral degree (academicians)
- Possess strong writing, communication and analytical skills

### **Site Visitor Training**

CEPH is committed to designating highly qualified individuals to evaluate schools and programs. The initial training, as well as ongoing training and development of site visitors, is an agency priority. Thus, it is the policy of the Council that all site visitors must complete a comprehensive one-day training to learn the accreditation process and criteria.

The procedures manual specifies that the purpose of the training is “to ensure that site visitors are fully knowledgeable about CEPH accreditation policies, procedures and criteria, and are clear about their roles as agency representatives.” Training enhances the credibility of the site visit team in dealing with the constituents of the school or program; knowledgeable team members engender confidence that the team will be able to make fair and reasoned judgments about the manner in which the school or program meets the accreditation criteria. Training also increases the likelihood that site visit teams will apply accreditation criteria in the same manner across school and programs over time, thus contributing to the reliability of the criteria.

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<sup>1</sup> CEPH does not pay honoraria for the services of team members but does reimburse actual costs.

All individuals who serve as site visitors must be trained in one of the following ways:

1. participation in an invitational training program for new site visitors sponsored each year by CEPH in conjunction with the annual meeting of the American Public Health Association or in other locations across the country; or
2. one-on-one orientation and preparation by a CEPH staff member of comparable scope and depth to the group training programs.

All trainings are conducted by CEPH staff and include a didactic component, analysis of case studies and writing exercises.

In addition to the above training, the Council engages in other strategies to support and develop site visitors. These include 1) distributing descriptive and instructive written materials in advance of a site visit; 2) sending a professional staff member to accompany all teams as visit coordinator to support the needs of the team; 3) scheduling agenda time for executive sessions on all site visits to allow team members to clarify assignments, procedures, processes, interpretation of criteria, etc.; 4) regularly evaluating the performance of site visitors 5) retraining site visitors on updated procedures, revised criteria and other relevant topic areas as identified by the Council and staff; and 6) ensuring that site visitors are apprised of CEPH newsletters, annual reports and social media outlets in which critical agency issues and updates are discussed.

### **Site Visit Chairs**

Site visit chairs also serve on a voluntary basis as CEPH representatives and share their time, effort and expertise. Site visit chairs are selected from the site visitor pool by staff and Councilors and are able to accept the responsibility or refuse the promotion and remain a site visitor.

### **Site Visit Chair Qualifications**

- Former CEPH academic or practitioner Councilors who have served as site visit team members on at least two site visits

**OR**

- Site visit team members who are recommended by their peers (including CEPH staff) after at least two site visits

**AND**

- Demonstrate ability to commit time to increased preparation before site visit (ie, review and provide feedback on preliminary self-studies and review and provide feedback on site visit agendas);
- Demonstrate ability to meet timelines and deadlines;
- Show current working knowledge of and familiarity with CEPH criteria;
- Demonstrate ability to effectively apply CEPH accreditation criteria to a variety of institutions equitably;
- Show knowledge of CEPH policies, current practices and procedures;
- Facilitate participation of other team members;

- Demonstrate ability to negotiate consensus among team members; and
- Demonstrate ability to present the team's findings and conclusions concisely and diplomatically during the exit interview.

### **Site Visit Chair Training**

All newly promoted site visit chairs must complete a one-hour site visit chair webinar, prior to the first site visit as team chair. This webinar describes a chair's role, defines the attributes of a chair, defines the tasks of a chair, provides guidance on site visit management and provides a review of criteria for accreditation.

In addition to the above webinar, the Council engages in other strategies to support and develop site visit chairs. These include all support, development and re-training available to site visitors as well as additional training opportunities specific to issues pertaining to team leadership.

Adopted: May 28, 1998  
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