

Minnesota State University, Mankato Strategic Priority Funding Step 2: Invited Full Proposal

14

*** Please **do not** use this form until invited to do so by the Planning Sub-Meet. ***

Proposal Name: Graduate Certificate Program in Wellness Coaching and Disease Prevention

This proposal is being submitted for a project that supports (please indicate priority by checking the appropriate circle):

- Global Solutions
- Applied Doctoral Institution
- Extended Learning
- Quality and Excellence
- Campus of the Future

Total Funds Requested for Expenditure in FY14 (2013-2014 academic year) \$35,175.00 _____

Primary Contact Name Cherie Pettitt _____ Campus Mailing Address HC 1400 _____

Primary Email Address Cherie.pettitt@mnsu.edu _____ Phone Number 6715 _____

Please note:

- Upon notification of funding, the primary contact recipient will work with the Assessment and Evaluation Sub-Meet to prepare an assessment plan. Funds will only be released upon successful completion and approval of the assessment plan.
- A Mid-Year Report will be due January 13, 2014, and an Annual Report will be due June 30, 2014.

Primary Contact Signature Cherie Pettitt Date 1/9/13

Co-Applicant Name(s) and Signature(s):
Joye Bond Joye Bond Date 1/9/13

Judith Luebke Judith Luebke Date 1/10/13

Robert Pettitt Robert Pettitt Date 1/9/13

I have reviewed the following proposal:
 Department Director/Chair Signature* Harry M. Rusli Date 1/9/13

Department Director/Chair Signature* Maureen K. Tarso Date 1/9/13

Department Director/Chair Signature* Jim L. Conlon Date 1/9/13

Dean Signature* [Signature] Date 1/10/13

Dean Signature* _____ Date _____

Dean Signature* _____ Date _____

Division/Vice President Signature* [Signature] Date 1/14/13

Division/Vice President Signature* _____ Date _____

RECEIVED

Date Submitted to Institutional Research, Planning, and Assessment: _____ JAN 10 2013
(Deadline is January 11, 2013)

*Signatures needed for all affected units, departments and colleges. Attached additional cover/signature sheets as needed.
 Minnesota State University, Mankato

Strategic Priority Funding Proposal

Full Proposal: Step 2

(Please limit the proposal narrative and attachments to 10 pages)

Proposal Name: Graduate Certificate Program in Wellness Coaching and Disease Prevention

(Increase space between questions or add pages as needed)

1. Provide a clear description of the project being proposed. (5 points)

We have observed an undeniable rise in employment of alumni from exercise science, health science, and family consumer science in the field of wellness coaching. Unfortunately, due to limited curricular options, these graduates have had to procure additional training in wellness coaching theory to support their degree, along with related coursework outside of their discipline (e.g., an exercise science graduate needing additional training in nutrition). Our first step to meet this new market demand has been to offer a cross-listed course between our three majors entitled *Principles of Wellness Coaching*. Our second step is to create an interdisciplinary graduate certificate in Wellness Coaching and Disease Prevention. We are requesting Strategic Priority Funds to support development of this innovative certificate by providing faculty release time for curriculum development, establishment of external industry partnerships to provide clinical experience sites, support for marketing costs, and support to defray costs incurred by faculty seeking to obtain new wellness coaching credentials, recognized as the industry standard.

Healthcare reform has placed a tremendous focus on preventing chronic diseases. The reimbursement model in the Patient Protection and Affordable Care Act of 2010 rewards healthcare providers and allied health professionals for engaging in prevention activities. Leaders at a 2009 Institute of Medicine Summit on Integrative Health **called for a new profession** of health and wellness coaches to assist the medical health professions in addressing unhealthy behaviors that lead to chronic diseases such as obesity, heart disease, and diabetes.

The graduate certificate in wellness coaching will prepare students to work as wellness coaches and disease prevention professionals primarily in healthcare systems. Indicative of this opportunity, we have received a letter of support from Mayo Clinic Health System indicating willingness to support this new certificate program. Minnesota State Mankato will be among the first state universities in the US to offer such a certificate, which is presently offered only through major universities (e.g., University of Minnesota, Duke University, Stanford University). Indeed, this certificate may lay the groundwork for a master degree offered at our Mankato and/or Edina locations.

2. Identify the university strategic priority advanced by this project and explain the direct connection between the strategic priority and project. (20 points)

The development of this graduate certificate addresses the following strategic priority areas:

Global Solutions

By May 2011, launch programs, which are developed out of a collaboration of at least three different academic departments.

- **RESPONSE:** This graduate certificate program is a collaborative effort among three academic departments within the College of Allied Health & Nursing: Family Consumer Science, Exercise Science and Health Science.

Redesign current and develop new internship and co-op experiences for students by working with area communities, businesses and industries that target development consistent with the spirit of Global Solutions.

- **RESPONSE:** This certificate program lays the groundwork for developing new partnerships in the healthcare industry. For example, we plan to partner with several Fortune 500 health insurance companies and healthcare systems in Minnesota for student wellness coaching clinical experiences. If students complete a clinical experience with a health insurance company and are subsequently hired, the company has the opportunity to substantially reduce their training costs of new employees.

Think and Act Like a Doctoral Institution

Increase the scholarly productivity of our faculty and external funding for faculty research.

- **RESPONSE:** This graduate certificate program enhances our ability to develop a new a collaborative research agenda by increasing the number of graduate students within our departments and enhancing our chances of success when applying for the Patient Protection and Affordable Care Act of 2010's seven billion dollar grant fund for wellness-related interventions.

Extended Learning

Build new and strengthen existing, partnerships with educational institutions, businesses, industries, non-profits and community groups and across greater Minnesota and beyond. Continue to seek out and build relationships with external public and private organizations, businesses, individuals, and groups for the purpose of expanding access to education opportunities leading to certificate and diploma programs.

- **RESPONSE:** As stated previously, this new certificate program creates opportunities for our institution to partner with the healthcare industry to transform it from a sick-care system to a prevention-care system. Based on our needs analysis and interviews conducted during the summer of 2012, companies such as CIGNA, StayWell, Medica, and Health Partners expressed strong interest in developing a partnership with us because they regularly employ wellness coaches.

Assess the needs across greater Minnesota and beyond for credit and non-credit professional development opportunities and develop new programs and courses that align with identified needs.

- **RESPONSE:** Our need analysis indicated that developing a wellness coaching certificate at the graduate level meets industry demands, specifically in the Twin Cities region. We conducted interviews with health-related organizations and Internet searches on job announcements and educational requirements. These organizations all indicated growing demands for employees for wellness coaching and chronic disease prevention. WellCoaches Corporation, affiliated with the Harvard Institute of Coaching, and the leading certification organization in health and wellness coaching has seen a 400% growth in less than three years. WellCoaches indicated that their growth is a result of corporations training their employees. Locally, the Mayo Clinic School of Health Sciences has a waiting list for their wellness coaching certification. Wellness coaching represents one of the fastest growing fields in allied health.

Quality and Excellence

We will demonstrate pride in our institution through our ability to provide services to one another, to students, and to our external partners.

- **RESPONSE:** Our students will receive training from disciplines with a unified emphasis on wellness coaching and disease prevention services. These students will have the potential to provide services to their peers and community members that the healthcare system has previously been unable to provide; namely, formal, patient-centered behavior change counseling strategies for prevention of chronic disease. Our students will be addressing a real world problem which is a fundamental mission of Minnesota State Mankato. This is a major performance metric and initiative in the University's Strategic Plan, *Be the Partner of Choice to*

Meet Workforce and Community Needs. Our certificate program specifically addresses the University's goal to create formal partnerships with industry to meet workforce needs.

3. Describe how the project will have a significant impact on students and deliver a significant return on investment to the university. (15 points)

As indicated in our introduction, alumni from our three respective programs have had to procure additional training in order to obtain employment as wellness coaches. This collaborative graduate certificate will provide the necessary education and clinical experiences to secure entry into the wellness coaching field upon graduation. Therefore, the impact on students is improved employability.

The proposed graduate certification will provide an immediate return on investment to the university through full-time equivalencies generated from the expected high level of enrollment. Among our three individual programs, we currently have over 500 students enrolled at the undergraduate level. Therefore, we could fill the program with many of our current undergraduates because of the added educational opportunities. We also would be able to draw student interest from the large number of undergraduate programs in the region with appropriate majors. For example, St. Cloud State, Winona State, St. Catherine's, and St. Thomas all have very large undergraduate programs in exercise science, health, and nutrition. Most of the companies interviewed indicated they prefer future employees to have graduate training and/or a wellness coaching certification prior to employment. Among the universities listed, Minnesota State Mankato would be the only university to offer graduate training in wellness coaching.

4. Identify the specific measurable outcomes that will be used to measure the impact of the project. (10 points)

1. By December 2013, we will have a comprehensive marketing plan developed and we will market the program January 2014 through August 2014 in preparation for a start of fall 2014. Evidence: Website, marketing materials, and distribution plan developed.

We will need to work with an internal or external marketing group to develop a comprehensive marketing and communication plan. This plan will include creation of a website for the program and development of marketing materials, such as brochures, consistent with other programs on campus. Moreover, we will develop a plan to distribute these materials.

2. By May 2014, the graduate certificate program will be approved by GCAP. Evidence: Approval documentation from CDS.

We anticipate necessary development of several new courses along with some course redesigns to accommodate new content. In addition, we will need to develop certificate-specific competencies and an assessment plan for student learning outcomes.

3. By May 2014, one faculty person will complete the Professional Coach Training Program and a separate faculty person will become a Certified Wellness Coach offered by WellCoaches to enhance their wellness coaching skills. Evidence: Certification Documentation

Both faculty will register for these programs in September of 2013 and will complete them by December 2013.

4. By May 2014, we will have identified at least two clinical experience affiliate sites for the program.

Evidence: Academic affiliation agreements from clinical/healthcare sites such as Mayo Health System, CIGNA, StayWell, OptumHealth, or United HealthGroup.

We will meet with key constituents over the course of a year to develop relationships with health provider agencies that hire wellness coaches. Clinical experience sites may include hospitals and other healthcare facilities, corporations with on-site employee health, and third-party payers. Academic affiliation agreements will be developed to secure clinical experience sites. In addition, we will need to work together to develop shared goals of the clinical experience and corresponding learning outcomes.

5. Describe how the activities generated by this project will be sustained after strategic priority funding has ended, or if applicable, explain why the project does not need to be sustained. (5 points)

Upon completion of the strategic priority funding period, the College of Allied Health & Nursing has agreed to support the additional FTE that is needed to sustain the certificate program. As evidenced by faculty meeting minutes the collaborating academic departments, (Exercise Science, Family Consumer Science and Health Science) support establishment of the Graduate Wellness Coaching Certificate and plan to provide infrastructure and faculty resources.

6. Provide a budget justification that explains why the funding being requested is required to support the project and outline the funding requested within the budget table below. (5 points)

Personnel Request	\$14,400.00
12 credits of faculty release time-\$1200 per credit for adjunct faculty	
<ul style="list-style-type: none">Release time is needed to develop new courses, student learning outcomes and assessment, marketing strategies, and clinical experience partnerships	
Purchased Services/Travel Expenses	
Travel funds to Twin Cities	\$300.00
<ul style="list-style-type: none">We expect to have to travel to the Twin Cities for meetings with clinical experience sites 3-4 times over the course of the year. These meetings will be used to establish shared student learning outcomes, academic affiliation agreements, and relationship building with the healthcare industry who will hire our future students in the certificate program.	
Supplies and Materials Request	\$15,000.00
Our committee will develop content for marketing. We are requesting funds to hire an internal or external group to develop and implement a marketing plan to include print materials and a website.	
Other (WellCoaches Certification)	\$5475.00
Professional Coach Training Program, WellCoaches \$3975	
Certified Wellness Coach Training Program, WellCoaches \$1500	
<ul style="list-style-type: none">As with any academic program in allied health, faculty require external certifications for credibility and/or accreditation requirements. For wellness coaching, the two predominant certifications are the Certified Wellness Coach and Professional Wellness Coach, both offered online through WellCoaches. Minnesota State Mankato's Wellness Coaching and Chronic Disease Prevention Certificate would benefit from having multiple faculty with WellCoaches certifications. Having multiple faculty certified lends immediate credibility to the program, and will assist in recruitment of the best students who are interested in becoming certified themselves as wellness coaches.	

Budget table:

	FY14	FY14 Matching Funds
Personnel		
Unclassified Salary (in-load, overload)	\$14,400.00	
Classified Salary		
Fringe ^a (Classified and Unclassified)		
Graduate Assistant Salary		
Graduate Assistant Tuition Reduction/Waiver ^b		
Non-Salary		
Student Help		
Purchased Services/Travel Expenses	\$300.00	
Supplies and Materials	\$15,000.00	
Building Improvement/Construction Costs		
Equipment		
Other (WellCoaches Certification Program)	\$5475.00	
Total Budget/Funding Requested	\$35,175.00	

^a Note: All current employees must be paid fringe benefits. Fringe should be estimated based on salary and position classification: Unclassified 30%, Classified 37%, Adjunct 7.65%.

^b Estimated Tuition Reduction/Waiver for full-year enrollment: Masters \$5,858, Doctoral \$10,000.

7. Identify any special considerations or needs required for this project (e.g. physical space, contractual obligations, IT support, or collaborations with/implications for other units). (5 points)

Paul Cusik, our College of Allied Health technology representative, has developed a solution using existing software to allow us to record telephonic wellness coaching calls to assess student learning outcomes. We will pilot this process in our cross-listed Principles of Wellness Coaching course (HP/HLTH/FCS 417/517) during fall 2013 semester.

Students are able to reserve rooms that include telephonic recording technology through Library Services. Such accommodations are necessary to ensure the wellness coaching sessions are private and the client's confidentiality is protected. In addition, it is our understanding that the new clinical sciences building will include patient/client consultation rooms which would include this technology. If so, our students will be able to reach peers and community members seeking wellness coaching services.

8. Provide a project timeline outlining key tasks and dates for completion. (5 points)

September 2013 Two clinical experience affiliation agreements signed
Key tasks: 1) Meetings held with key constituents to develop partnerships; 2) Shared goals and corresponding learning outcomes identified; 3) Academic affiliation agreements signed with at least two sites.

September 2013 Obtain contract for marketing plan/website development
Key tasks: 1) Identify and hire an internal or external marketing group to assist with the development of a marketing and communication plan

September 2013 Develop program competencies and assessment plan
Key tasks: 1) develop program student competencies; 2) develop assessment plan of student learning outcomes

September 2013 Program application materials developed
Key tasks: 1) Committee develops program application; 2) application uploaded to website

October 2013 Program approved by CAHN curriculum and GCAP

Key tasks: 1) develop comprehensive curriculum that includes 2-4 new courses; 2) develop the competitive program admission criteria; 3) submit curriculum to CDS for approval.

November 2013 Complete marking materials and website

Key tasks: 1) develop a new website for the program; 2) develop a brochure and other electronic advertisements; 3) develop a distribution plan for marketing campaign.

January 2014 Marketing plan implemented and website launched (pending curriculum approval).

January 2014 Program application period opens for students

February –May 2014 Marketing plan implemented

March 2014 Deadline for acceptance of program application

April 2014 Notify admitted students

May 2014 Two faculty complete additional wellness coaching training

Key tasks: 1) One faculty will register for the Professional Coach Training Program and one faculty will register for the Certified Wellness Coach program in August 2013; 2) Both faculty will attend and complete the programs September-December 2013.