

ASPPH Presents Webinar Series

***Approaching the SBP CEPH
Application Process and Navigating
Program Assessment***

Thursday, May 4, 2017
1:00 pm-2:00 pm Eastern

ASPPH.ORG

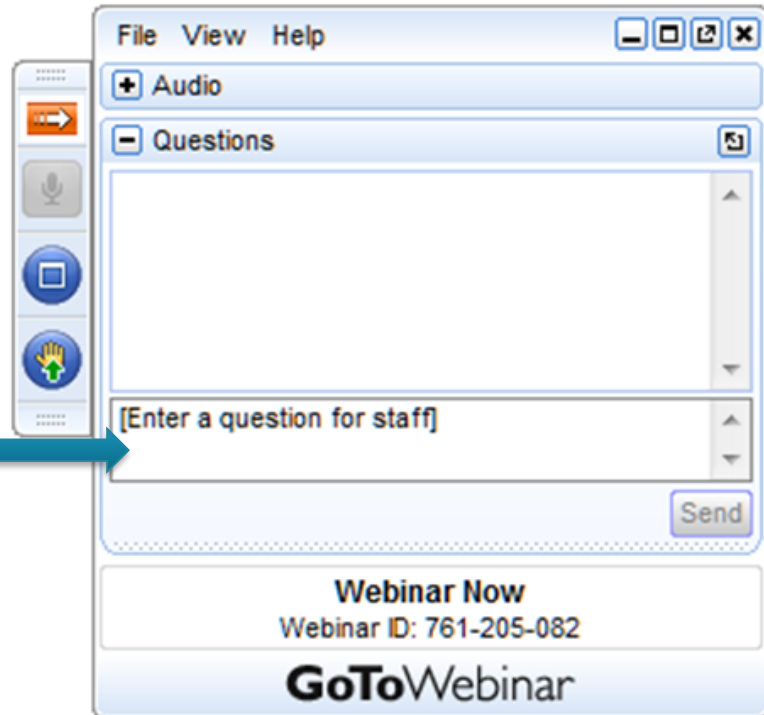
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ASPPH Presents
 **WEBINAR**

Method for Submitting Questions

Join the Conversation...

- You can ask questions in writing anytime during the webinar.
- Simply type them in the “Questions” field on the right side of your screen.



ASPPH Presents
WEBINAR

Today's Presenters



Nicole Williams, MPH
Council on Education for Public Health



Deborah A. Falta, PhD
Clemson University

SBP Accreditation: Approaching the Application & Navigating Program Assessment



Council *on* Education *for* Public Health

March 2017 • Arlington, VA

Some topics we'll cover...

- Application Process
 - Timelines & scheduling
 - Eligibility requirements
- Program Assessment
 - Programmatic Effectiveness
 - Post-Graduate Outcomes
- Experiences from an accredited SBP



Council on Education for Public Health (CEPH)

- Recognized accreditor by the US Department of Education
- Independent 501 (c) 3 agency
- Headquartered in Silver Spring, Maryland
- Founded in 1974 by APHA and ASPPH
- Board & volunteers of PH academics & practitioners

CEPH: vital statistics

- Accredited **180** total units
 - Accredited **59** schools of public health
 - Accredited **113** public health programs
 - Accredited **8** standalone baccalaureate programs
- **~50** (schools and) programs are currently applicants
- Accredited in **46** states plus DC & PR
- Accredited in **4** countries outside US (Canada, Mexico, Lebanon, Grenada)
- **~100** active site visitors (academics & practitioners)

CEPH Jargon

“Unit of accreditation”

- **SBP = Standalone baccalaureate program**
- **PHP = Public health program**
- **SPH = School of public health**

SBP

Bachelor's only

PHP

- MPH only
- MPH + doctoral
- MPH + MS
- MPH + bachelor's
- MPH + BS + MS
- MPH + BS + PhD
- MPH + MS + PhD
- MPH + MS + BS + PhD

SPH

- MPH + doctoral
- MPH + doctoral + BS
- MPH + doctoral + MS
- MPH + MS + PhD + BS
- MPH + MS + PhD + BS
+ non-PH degrees

Unit of Accreditation

- Various organizational structures across institutions
- A regionally-accredited institution may contain a single accreditation unit, or a single institution may contain multiple CEPH accreditation units.



CEPH: Procedures

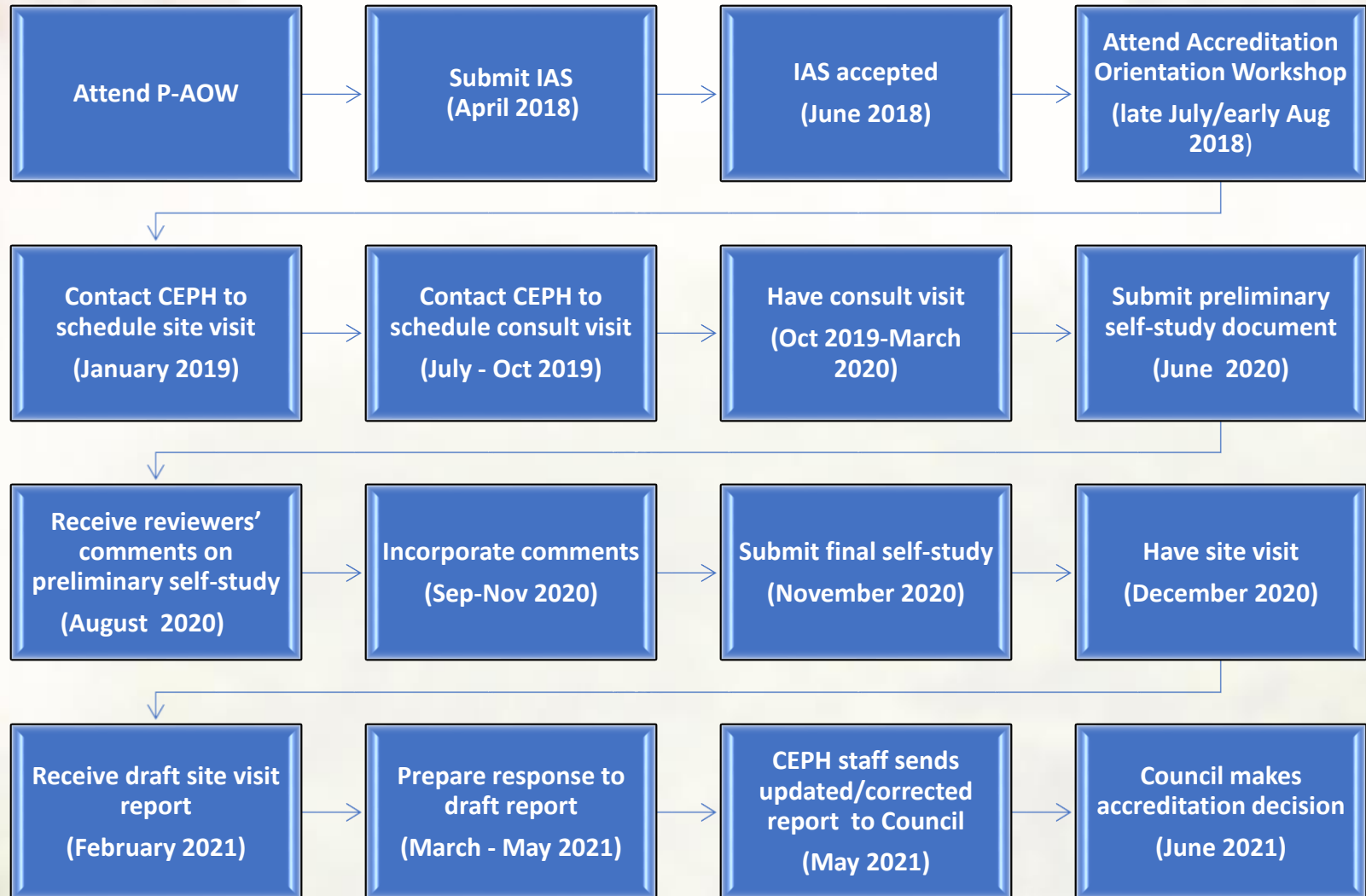
- 1. Make contact with staff, define unit of accreditation**
- 2. Attend Pre-Application Orientation Workshop (P-AOW)**
- 3. Prepare Initial Application Submission (IAS) – multiple drafts**
- 4. Attend Accreditation Orientation Workshop**
- 5. Self-study process**
- 6. Consultation visit**
- 7. Preliminary self-study – reader comments – revisions**
- 8. Final self-study**
- 9. Site visit – final report – written response**
- 10. Council meeting & decision**

~ 3 years, beginning to end

IAS preparation timeline

- 1. Contact CEPH's director of accreditation services about your interest in accreditation**
 - 2. Participate in P-AOW to confirm that you want to pursue the process**
-
- 3. Submit first draft of IAS with fee (paid by check)**
 - 4. Receive staff feedback within 2 weeks**
 - 5. Revise IAS. Multiple drafts often needed**
 - 6. Submit IAS and appendices for Council review**
 - 7. Receive Council decision within 30 days of meeting**

Accreditation timeline (example)



Initiating the Review Process

- IAS summarizes ability to meet accreditation criteria
- Follow the template exactly: available at www.ceph.org/app-templates
- 15 pages or less, plus attachments
- Accepted 6-8 weeks before a Council meeting
 - Deadlines found here: <http://ceph.org/dates-to-remember/>

Initial Application Submission

- 1. Cover Letter**
- 2. Regional Accreditation**
- 3. Degrees + Concentrations in the unit**
- 4. Accreditable Curricula for all degrees/concentrations**
- 5. Adequate Faculty Resources**
- 6. Appropriate Student Progress Toward Graduation**
- 7. Completion and Attrition Data**
- 8. Fiscal Support**
- 9. SBP SPECIFIC**
 - Mission and SLOs
 - Evidence of a structure for collecting data on program effectiveness

Costs (2017)

One-time:

- **IAS submission fee (\$1000)**

Every year:

- **Applicant fee (\$2500) or Annual support fee (\$3500)**

Site visit year only:

- **Accreditation review fee (\$3000)**

At least once before site visit:

- **On-site consultation fee (\$1750)**

Anytime there is an on-site consultation or site visit

- **Travel expenses**

http://ceph.org/assets/Fee_Schedule2017.pdf

Programmatic Effectiveness

- **Refers to measures of the program's success in meeting its intended outcomes and is distinct from student learning**
- **The unit of analysis is the in program effectiveness is the program, NOT the student**

Criterion 5.4 Program Effectiveness

- **Program defines and implements a plan to determine the program's effectiveness**
- **Methodologies may vary but processes are:**
 - Analytical
 - Useful
 - Cost-effective
 - Accurate and truthful
 - Carefully planned and organized
 - Systematic and sustained
- **At a minimum, the plan includes regular surveys or other data collection from:**
 - Enrolled students
 - Alumni
 - Relevant community stakeholders



Criterion 5.4 Program Effectiveness

The plan must include data collection on these two points:

- **Quantitative Data at least annually**
 - Graduation rates within the maximum time to graduation allowed by the institution
 - Rates of job placement or continued education within one year of graduation
 - 30% response rate
- **Qualitative data on the destination of graduates**
 - Employment (eg, sector)
 - Further education (eg, degree program)

Criterion 5.5 Graduation/Job Placement Rates

- **70% of students graduate within six years or the maximum time to graduation as defined by the institution – whichever is longer**
- **80% of graduates for whom data are available have secured employment or enrolled in further education within one year of graduation**



“Deep dive” examples

Criteria 5.4 & 5.5

Deborah Falta

Clemson University SBP

Criterion 5.4: Partially Met

- **No planned, ongoing assessment of effectiveness evident!**

Obstacles:

- 1) Department had to recognize what were programmatic assessment objectives (*and not student learning outcomes*)
- 2) University had historically controlled access to contacting alumni
- 3) CHES testing no longer on campus, so performance information for Clemson students unavailable

One Step: Departmental Retreat

Example: Undergraduate Program Goal 2

Provide instruction that promotes comprehensive public health knowledge and skills in health behavior theory, program development and evaluation for population health.

Measurable action or strategy:

- 1. Maintain CEPH accreditation – currently devoting time each curriculum meeting to review how core courses address indicated competencies; also, overhauled pre-professional health concentration curriculum**
- 2. Benchmark knowledge level early in program, followed by assessment of Health ePortfolios for demonstration of improved understanding of key knowledge & skills**
- 3. Department developed graduation and alumni surveys**

Survey Efforts

- University response too low!
- Created database to contact program alumni (initiated for 25th anniversary) – huge ongoing effort!
- Drafted survey for 1 and 3 year graduates that is currently being administered
- Strong communication exists with internship preceptors (community public health practitioners) allowing continuous feedback



Appointed Health Promotion Faculty “Champion”

- Tasked with creating a system to track, advise, encourage and follow-up regarding CHES and job placement among our Health promotion majors
- Looking to appoint Health Services Administration lead, too!



Criterion 5.5 Compliance Concerns

- Graduation rates do not include transfer students nor change of majors
- University survey on job placement has very low response rate



Program responses

- Will calculate numbers at the department level separate from University metric to maintain consistency in reporting
- Departmental survey efforts underway and a general “push” being encouraged among faculty to maintain communication with graduates



Questions?

- **Contact CEPH**

- www.ceph.org
- (202) 789-1050

- **SBP Questions?**

- Samantha-Rae Dickenson: sdickenson@ceph.org
- Nicole Williams: nwilliams@ceph.org

- **Financial Questions?**

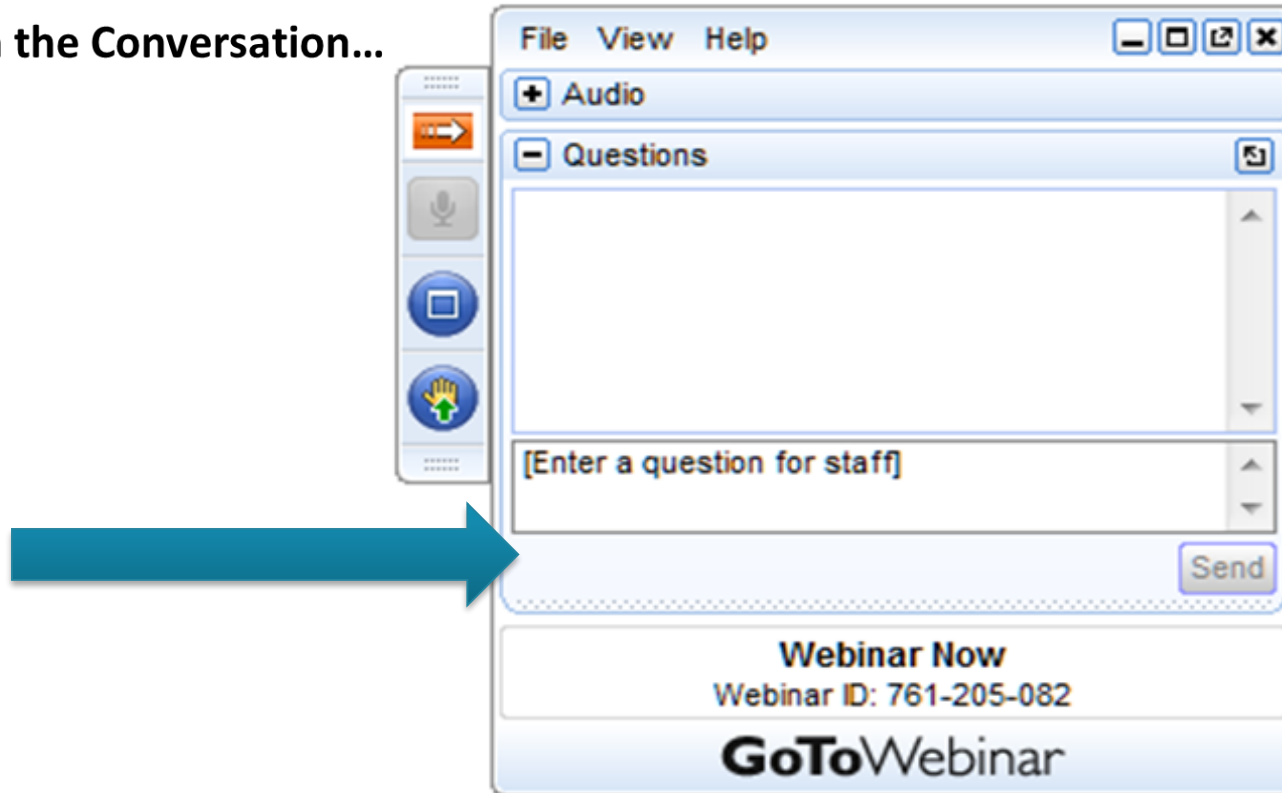
- John Conklin: jconklin@ceph.org

- **Connect with us!**

-  [@CEPHtweets](https://twitter.com/CEPHtweets)
- Join our mailing list: <http://ceph.org/join-mailing-list/>

Questions or Comments?

Join the Conversation...



Today's Presenters

Now taking questions.



Nicole Williams, MPH
Council on Education for Public Health



Deborah A. Falta, PhD
Clemson University

Thank You!

See the webinar event page on the ASPPH website for a link to the **archived webinar**:

<http://www.aspph.org/event/aspph-presents-approaching-the-sbp-ceph-application-process-and-navigating-program-assessment/>

Contact: webinars@aspph.org

CPHCE
Credits

Coming Attractions...

ASPPH Presents Webinar: Innovative Approaches to Applied and Experiential Learning for Undergraduates

Friday, May 19, 12:00 – 1:00 PM Eastern

CEPH Webinar Pre-Application Orientation Workshop: Standalone Baccalaureate Program P-AOW Webinar

Thursday May 23, 2:00-3:00 PM Eastern

ASPPH Presents Webinar: Reaching Beyond our Students: Recruit, Educate, Engage

Thursday, June 1, 12:00 – 1:00 PM Eastern

For more information about and to register for upcoming webinars, visit the
ASPPH Events page:

<http://www.aspph.org/events/category/webinar/>

Coming Attractions...

Registration now open for: Undergraduate Faculty Development Workshop

Monday, June 5, 11:00 AM - 5:30 PM Eastern

- **Registration fee:** \$200 (includes working lunch)
- **Location:** ASPPH Headquarters, 1900 M Street, Suite 710, Washington, DC
- **Lodging rate:** Please see the [Event page](#) for a listing of recommended hotels within walking distance of ASPPH.

<http://www.aspph.org/event/undergraduate-faculty-development-workshop/>

Register today!

Thank you!