

**College of Allied Health Sciences
AY 2005-2006 Unit Action Plan**

SIGNIFICANT AREAS OF SUCCESS IN AY 2004-2005:

Pillar #1 Learning Centered University

- **Increased Enrollment:** Enrollment increased 54.99% from 982 students in 00F to 1522 students in 04F with a 55.5% increase on-campus (from 788 to 1224 students) and a 47.4% increase off-campus (from 194 to 286 students). All but two quota programs were at capacity and most had wait lists into 07F. Growth was seen mostly in pre- and non-quota programs. In 02F-04F alone, on-campus enrollment increased 190% in pre-radiography, 73.7%, in medical record administration, 67.7% in health care systems administration, and 59.4% in pre-nuclear medicine. Off-campus enrollment increased 78.4% in medical record technology and 400% in medical records administration.
- **Increased Quota Size:** To help accommodate heightened student demand, approval was received from the accrediting body to increase the quota size in nuclear medicine technology from 35 to 40 students per year.
- **Promotion of Inverted Baccalaureate Degree:** Students waiting for entry into an AAS quota program were encouraged to enroll in the health care systems administration baccalaureate degree and complete the degree prior to, or concurrently, with admission to the AAS degree. In AY 04-05, 80 students sought a dual degree. Feedback from alumni and employers indicate that completion of AAS and BS degrees postures graduates for supervisory positions.
- **Launch of New Off-Campus Certificate Program:** A phlebotomy certificate, which is the first of three legs of a career-ladder in the clinical laboratory sciences program, was offered for the first time in 04F in Grand Rapids at KCTC. The certificate was developed in collaboration with KCTC and local hospitals to provide high school/college students and incumbent/underemployed/displaced workers an opportunity to gain quick employment in health care. Graduates will be encouraged to apply credits earned in the certificate toward completing medical laboratory technology and medical technology degrees.
- **Creation of New Career-Ladder:** The medical records program completed a career-ladder that enables students to complete a series of certificates that ready them for quick employment/progressive career advancement. The medical record clerk certificate was offered for the first time in 04F in Big Rapids. Credits earned in the certificate seamlessly apply toward completion of the medical office assistant certificate (for students interested in out-patient jobs) or unit clerk certificate (for students interested in in-patient jobs). All credits earned in the certificates apply toward completion of the medical records technology AAS and medical records administration BS degrees.
- **Launch of MSN degree:** The College offered its first master's degree program through the launch of the MSN in 04F. Creation of the master's degree completes a seamless career-ladder that funnels students from an associate degree in nursing (ADN) through a baccalaureate degree (BSN), post-baccalaureate specialty certificate, and finally, a MSN.
- **Launch of New Cohorts in RN-to-BSN Program:** Three new RN to BSN cohorts were started in Traverse City, Niles, and Flint in response to student demand. Upon completion of delivery of all the nursing courses in the BSN degree, per the design of the program, a new cohort will not be offered in these areas again unless enrollment numbers justify another start.
- **Upgrade of Lab Equipment to Meet Industry Standards:** Through collaborative efforts by the Dean's Office, UA&M, faculty, alumni, and a Board Trustee, state-of-the-art equipment was obtained from clinical affiliates to upgrade lab instruction equipment to meet industry standards. Two ultrasound machines were purchased at a reduced price for the sonography program, blood culture equipment and phlebotomy chairs were donated to the clinical lab sciences program, and a mammography machine was donated to the radiography program.
- **Addition of Two Full-Time Temporary Faculty:** A 9-month Full-Time Temporary faculty was hired in radiography as a result of the need for an additional 1 FTE subsequent to the workload policy revision that occurred last year. In addition, a 12-month faculty member was hired to coordinate and instruct courses in the medical records program in Grand Rapids in response to the 400% enrollment growth that was realized over the last two years.

Pillar #2 Work Together

- **Governor Appointment of Faculty to Licensure Board:** Concerted efforts made by the College, Governmental Relations, the Michigan Society of Respiratory Therapists, and the University's lobbyist to advocate for adoption of mandatory licensure in respiratory care in Michigan were successful. Efforts directed at having Dave Zobeck appointed to the Board also were successful. He currently serves in the capacity of Board Chair.
- **Creation of Continuing Education Local Anesthesia Workshop for Dental Hygiene Practitioners:** In response to recent legislation that broadened the scope of practice of dental hygienists, the dental hygiene program is offering a local anesthesia continuing education workshop in 04SUM to provide an avenue for practicing hygienists to become eligible for national certification in the administration of local anesthesia.

Pillar #3 Create an engaged campus

- **Student Receipt of a National Award for Service Learning:** Students in the nursing, optometry, and pharmacy programs submitted a paper and won a first place Department of Health and Human Services esteemed Secretary's Award for their involvement in the development of an Interdisciplinary Diabetes Clinic.

- **Enhancement of Study Abroad Program:** For the second year, a group of BSN students went to Finland to complete the capstone requirement in the BSN program. In exchange, the University in Finland sent a student to Ferris to take coursework in the ADN program.
- **Offering of a Children's Dental Health Fair:** The Dental Hygiene program offered a Children's Dental Health Fair in collaboration with the Big Rapids Area Dental Study Club and the Pi Delta Alpha Sorority. Donations were obtained to provide free dental screening and sealants to low-income children in the community.

ONGOING OR PROPOSED SIGNIFICANT ACTIVITIES:

Pillar #1 Learning Centered University

Development of Off-Campus Sites

- **Launch Two New Off-Campus Respiratory Care Programs:** In effort to meet market demand, and increase enrollment in a previously under-enrolled program, the respiratory care associate degree program will be offered in Grand Rapids in 05SUM and Lansing in the 05F. Planning and implementation of the programs is being done in collaboration with local hospitals and long-term care facilities.
- **Launch Three New Off-Campus Phlebotomy Certificate Programs in Collaboration with Area Community Colleges:** In an effort to increase enrollment in the medical laboratory technology degree, and ultimately the medical technology degree, the clinical lab science curriculum was revised to include the phlebotomy certificate. The certificate will be offered at various geographic locations across the state to create a pipeline of students that funnel into the AAS and BS degrees. Launches will occur at Alpena Community College in Alpena in 05F, North Central Community College in Petosky in 05F, and at Kirtland Community College in Roscommon in 06W.
- **Launch Two Off-Campus RN to BSN Programs at a New Geographical Location in the State:** In response to student demand, a RN to BSN program will be offered for the first time at Saint Clare Community College in Port Huron and Delta Community College in Midland.
- **Promote First Off-campus MSN program:** A comprehensive marketing campaign will be developed to promote the MSN program in Flint. A 06F start is projected due to a high number of requests made by BSN program graduates.
- **Plan Off-Campus Certificate Offerings in Collaboration with K-12 System:** Newaygo, Kent, and Grand Rapids public schools have expressed interest in offering course(s) or a certificate in response to decreased fiscal resources and interest in high school students gaining employment upon graduation. A plan will be developed to deliver courses or certificates in phlebotomy and/or medical records depending on the school districts area(s) of interest.
- **Plan Off-Campus Inverted Baccalaureate Program in Collaboration with Area Community Colleges:** A plan to deliver the health care systems administration degree in partnership with local community colleges within a geographic region within the state will be developed due to the success of promoting the inverted baccalaureate degree on campus and existence of wait lists for allied health programs across the state. Identification of community college partners will occur in 05F, program promotion will follow in 06W, and a program will be launched in 06F. Potential community college partners include Macomb Community College, Schoolcraft Community College, and Henry Ford Community College.

Course and Program Development

- **Create a Generic Bachelor of Science in Nursing Curriculum:** To stay abreast of industry standards, a four-year pre-licensure BSN curriculum will be created. Plans call for discontinuing the traditional two-year pre-licensure ADN upon launch of the four-year BSN. In 05F, in preparation for curricular revision, a literature review of generic BSN degree curricula and feedback from the Nursing Advisory Committee will be sought. The RN to BSN baccalaureate completion program will be revised simultaneously to mesh with the new four-year degree. Final curricular approval for both programs will be sought from the VPAA in 06W and from the accrediting body in 06F. Approval for the four-year BSN also will be sought from President's Council in 06F. The program will be promoted in 07W and launched for the first time in 07F.
- **Create an Accelerated Bachelor of Science in Nursing Curriculum:** Concurrent with the development of the generic BSN, curriculum for an accelerated BSN will be created. The accelerated BSN will be designed to provide the opportunity for individuals with a previous bachelor's degree to complete a BSN in an accelerated format. Similar to the generic BSN, the program will be promoted in 07W and launched for the first time in 07F.
- **Create a RN to MSN Curriculum:** Concurrent with the development of the generic and accelerated BSN, curriculum for a RN to MSN will be created. The RN to MSN will be designed to provide graduates of a diploma or ADN program the opportunity to complete a fast-track MSN. Similar to the generic and accelerated BSN curricula, the program will be promoted in 07W and launched for the first time in 07F.

On-Line Offerings

- **Offer a 100% On-line RN to BSN degree:** Currently, in order to be cost effective, a RN to BSN cohort is started only when a minimum enrollment number is met. A 100% on-line program will be offered to provide an opportunity for students who do not live in an area that a cohort is currently being offered to enroll in the program.
- **Convert Health Care Systems Administration Degree to On-line Format:** To meet the needs of working adults, and provide the opportunity for students to complete both an AAS and BS degree simultaneously, the health care

systems administration degree will be converted to an on-line format. Starting 06W, two courses per semester will be offered and the entire degree will be available in 08F.

- **Begin Conversion of Revised Medical Laboratory Technology Degree to On-line Format:** In preparation for offering the medical laboratory technology to graduates of the phlebotomy certificate program, plans call for systematically converting the AAS degree to a mixed delivery format. In AY 05-06, while the program is undergoing accreditation review, only one course per semester will be converted. However, starting in 06F two courses will be converted with a projected finish date of 07F.

Recruit, Retain, and Develop Excellent Faculty

- **Increase Number of Doctorate Prepared Faculty:** The number of faculty within the College who have doctorates will increase by at least four. Two faculty members in nursing will complete their Ph.D. degrees in 05W and 06F. In addition, one faculty in nursing and one to two faculty in health care systems administration with doctorates will be hired in 05F.
- **Hire Tenure-Track Faculty to Provide Leadership and Expand Programs:** Through use of a comprehensive advertising campaign, tenure-track faculty will be hired in 05F to provide leadership for the radiography program as Program Coordinator and Clinical Coordinator, for the health care systems administration program as Program Coordinator, and sonography program as Clinical Coordinator. In addition, a tenure-track faculty member will be hired both in nursing and health care systems administration in response to respond to enrollment growth and program expansion.

Student Success

- **Revise Student Admission Policy:** Currently, students who meet GPA and/or ACT criteria are admitted on a priority date basis. In order to enhance the quality of students admitted, and to not lose high quality students to other institutions, the admission criteria will be revised to include admitting a percentage of students based on selective criteria. The criteria for and process of admitting students via selective criteria will be completed in 05F.
- **Increase Student Retention in Programs not Meeting Benchmark Standards:** Student data will be reviewed to identify programs not meeting benchmark standards for retention. If not already developed, strategies will be identified on 05F and implemented in 06W to increase the rate of retention in these programs.
- **Create a Comprehensive Advising Plan:** Currently, student advising is done by the educational counselor, recruiter, program coordinators, and faculty. An assessment will be conducted in 05F to identify gaps and duplication in the advising process. Based on the results of the assessment, a formalized plan will be created in 06W that delineates “who does what” to increase the efficiency and effectiveness of student advising. Included within the process will be the expanded use of Web-CT for advising off-campus students.
- **Graduate the Last Class of Environmental Health and Safety Students:** In accordance to a previously constructed individualized degree plan, the Department Head will provide semester-by-semester academic advising to on- and off-campus students in the environmental health program to ensure that all environmental health courses are completed in advance of program closure in 06W and other requirements for graduation are met.

Pillar #2 Work Together

- **Implement Alumni and Development Board Initiative(s):** A 21-member Alumni and Development Board was assembled and an Executive Committee was elected in 05W. In 06F, the Executive Committee will provide a draft plan of the goals and objectives for the year to the full Board. The plan will be finalized and planning will commence to implement one or more initiatives in 06W.
- **Develop Fund-Raising Campaign for Dental Hygiene Clinic:** A draft of a comprehensive plan that delineates the type and cost of technology needed to upgrade instruction in the dental hygiene clinic to state-of-the-art standards will be presented to faculty at the start of 05F and finalized by the end of the semester. Concurrently, a draft of the logistics of a fund-raising campaign will be provided to faculty mid-semester in 05F, finalized at semester end, and implemented in 06W.
- **Create a Web-Based Affiliation Agreement Data-Base:** An inventory of all current affiliation agreements will be conducted in 05SUM. A web-based database management tool will be developed, and training on the use of database will be provided to Department Heads and Clinical Coordinators, by the close of 05F.
- **Decrease Time to Completion for Transcript and Curriculum Change Processes:** A process evaluation of the transcript input, transcript evaluation, and curriculum change processes will be completed at the close of 05SUM. Strategies to increase process efficiency and effectiveness will be implemented in 05F and a decrease in time to completion will be realized by 06W.

Pillar #3 Create an engaged campus

- **Implement Annual Student-Focused Events:** A second annual Alumni Return Day and Allied Health Career Fair will be implemented in 06W and a third annual CAHS Hockey Night will be implemented in 05F to create a sense of community among students, faculty, alumni, and community health care affiliates.
- **Create a Database to Track Service Learning Activities:** A data base will be created in 05F to retroactively and prospectively inventory service learning activities conducted in the College.