

**Request for Authorization to Establish
Bachelor of Science (B.S.) in Health Administration
CIP 51.0701
North Carolina Central University**

I. Program Highlights

- North Carolina Central University (NCCU) proposes the establishment of a Bachelor of Science (B.S.) in Health Administration.
- The proposed program prepares graduates for careers in healthcare management and administration, health information management, and health policy roles. NCCU situates this program as a foundational component for a suite of health-related online degree programs offered through a Project Kitty Hawk (PKH) partnership and designed for working adults ages 25 and older.
- The program directly supports the missions of the UNC System, NCCU, and the College of Health and Sciences by improving access for adult learners, increasing STEM graduates, and raising awareness of NCCU’s online health degree offerings statewide.
- NCCU’s mission states that the institution will “prepare students to become global leaders and practitioners who transform communities.” Graduates of this program will acquire leadership skills, confidence, and content knowledge preparing them for health-focused workplace management and community contributions, and building key competencies in general management, analysis, finance, technology, policy, and communication.
- Racial disparities exist in the health administration field: African Americans compose only eight percent of the total share of health administrators. Currently, there are no HBCUs in the UNC System offering online health administration degree programs.
- Graduates will enter the health care field in a variety of capacities in community health centers, hospitals and medical laboratory settings. Graduates may also decide to pursue advanced degrees in health administration.
- Expected enrollment at year five is 297 students.

II. Academic Program Planning Criteria (UNC Policy 400.1)

1. **Relation to Campus Distinctiveness and Mission.** Adult-centered programs in workforce-relevant disciplines are at the core of NCCU’s strategy. The health administration curriculum will address both managerial and clinical topics and can share courses with future programs under contemplation, including public health education and health sciences.
2. **Student Demand.**¹ Nationally, health administration is the sixth most popular online bachelor’s subject area, with an estimated 35,000 enrollments and over 10,000 annual degree conferrals in 2023². In 2021, 351 North Carolinians earned health administration bachelor’s degrees online, and an estimated 1,200 to 1,500 North Carolina residents are currently enrolled in online health administration programs. East Carolina University is the only UNC System university that offers an online health administration bachelor’s program. Six out-of-state institutions — University of Phoenix, SNHU, Western Governors University, Purdue University Global, University of Mount

¹ Source: Gray Associates, calculated using IPEDS and NC-SARA data.

² PKH estimate

Olive, and Ashford University — have more online students from North Carolina studying Health Administration than ECU.

3. **Employment Opportunities for Graduates.** The program is designed both for students seeking new employment and for those who seek to advance at their current employer. The Bureau of Labor Statistics (BLS) projects that the employment of medical and health services managers will grow by 28 percent between 2021 and 2031, significantly higher than the five percent average growth projected for all occupations. Further bolstering BLS’s projections, Lightcast economic modeling software projects that the number of medical and health services managers will grow 19 percent over the next five years.
4. **Impact on Access and Affordability.** Online degree programs improve access to education for post-traditional age learners who otherwise would not attend on-campus classes due to work and family obligations. NCCU will actively engage, enroll and support this audience through coaching and advising tailored to working adult learners, which has been shown to support student persistence. Lightcast shows a median salary of \$101,700 for Medical and Health services managers in North Carolina. Lightcast also shows that 90 percent of job postings for Medical and Health Services managers in North Carolina display a salary over \$63,000.

NCCU is requesting tuition differential for this program. KPH tuition and fees for the 2023-24 full-time (12 credit hours per semester) rates are as follows:

Full-Time 2023-2024 Undergraduate Tuition and Fees per Year (In Dollars)

Category	Resident	Non-Resident
Tuition	\$8,400	\$10,080
Tuition Differential	N/A	N/A
Mandatory Fees (Athletics, Student Activities, Health Services, Educational & Technology, Campus Security, Debt Service, ASG)	-	-
Special Fees	-	-

5. **Expected Quality.** The health administration program has 120 total credit hours: 39 credit hours for public health and associated topics and 24 credits in allied health, business, management, finance, and information sciences. As a comparison, the BS degree in the existing public health education program has 43 major credit hours. NCCU intends for this program to be connected to major health employers in the state – including UNC Health and Duke Health, which already have relationships with the UNC School of Health Sciences. The course content will be informed by standards seen in related programs outlined by Southern Association of Colleges and Schools. Courses in business, public health, and information sciences are curated to ensure a well-rounded professional capable of leading a team health workers, as well as operations in a healthcare setting. NCCU already has a strong BS degree program in Public Health Education, graduate programs in Public Administration and Information Sciences, and both undergraduate and graduate program in Business Administration. The current tenure-track have more than 100 years of combined discipline experience. The proposed health administration program has a strong pool of ten (10) fixed-term experienced practitioners.

- 6. Faculty Quality and Number.** The Department of Public Health Education has a strong group comprising five tenured associate and full professors. This core faculty includes senior as well as mid-career faculty. These faculty are leading major research and teaching initiatives such as the Community funded projects with department of health and human services, Research Centers in Minority Institutions (RCMI) - Center for Health Disparity Research (RCHDR), and others. The department has 10 adjunct faculty members to support the General Education Curriculum (GEC) mission. A fixed-term clinical faculty member facilitates opportunities for students seeking internships. Several have received NCCU's Excellence in Teaching Award as well as other recognitions for their instructional aptitude.
- 7. Relevant Lower-level and Cognate Programs.** The health administration degree program will build on existing public health education coursework. It will be distinct by requiring a wholistic coursework in policy surrounding community and global health and health disparities, health informatics, management, organization and leadership. Some of these courses and the departments responsible for them are: community health; methods and applications of group leadership for health personnel; financial systems and economy; management in healthcare setting; organization and administration of health education; public health policy; quality management in healthcare; introduction to health informatics; leadership in healthcare; professional ethical codes and law in healthcare; human resource management for health care organizations.
- 8. Availability of Campus Resources (library, space, etc.)** The current campus infrastructure is sufficient to support this degree program.
- 9. Existing Programs (Number, Location, Mode of Delivery).** The following are on-campus programs in health administration, with the exception of ECU, which offers its program on campus and online. Health administration bachelor's programs are offered by: ASU-Health Care Management; ECU-Health Services Management; FSU-Healthcare Administration; NCA&T-Health Services Management; UNCC-Health Systems Management; UNC-CH-Health Policy and Management; WCU: Health Systems Administration; WSSU- Health Care Management.
- 10. Potential for Unnecessary Duplication.** Through a partnership with Project Kitty Hawk (PKH), NCCU's B.S. in Health Administration degree program will be designed with distinct features for adult learners. The program will offer five academic terms with start dates throughout the year; online courses will be delivered in eight-week formats; online learners will experience high-touch advising from dedicated coaches who specialize in serving a post-traditional-age audience.

Presently, the only fully-online health administration program offered by a UNC System institution is ECU's B.S. Health Services Management program. NCCU's B.S. Health Administration program will double the number of UNC System institutions offering fully-online degree programs. Additionally, the program will be the only one within the UNC System offered by an HBCU.

- 11. Feasibility of Collaborative Program.** NCCU intends to collaborate with community colleges to build pathways for associate degree-holders working in health aid, informatics, technician, and RN roles. PKH is also facilitating a partnership with UNC Health that can create both education opportunities for existing employees and hiring opportunities for program graduates. NCCU has current partnerships which provide pathways for students to enter this and similar programs.

These include established programs with Alamance Community College, Cape Fear Community College, Durham Technical Community College, Fayetteville Technical Community College, Vance-Granville Community College, and Wake Tech.

III. Summary of Review Processes

1. **Campus Review Process and Feedback.** This program request has been reviewed and approved by the following:

Approval Process	Authority
Request to Add a Program	Public Health Education Faculty – Dr. Nina Smith
Department Approval	Chair – Dr. LaHoma Smith Romocki
College Review	College Committee – Chair Dr. Christopher McGinn
Dean’s Approval	Dean, Dr. Mohammed Ahmed
University Undergraduate Council (UC)	University Undergraduate Council Chair – Dr. Karen Keaton-Jackson
Institutional Research	Associate Vice Chancellor Dr. Sarah Carrigan
Academic Resources Management Office	Associate Vice Chancellor Ms. Malissa Evans-Hall
SACSSOC Review	Dr. Pauletta Brown Bracy
Faculty Senate Review	Chair – Dr. Sean Colbert-Lewis
Academic Program Council (APC)	Provost – Dr. David H. Jackson

2. **UNC System Office Review Process and Feedback.** Throughout the review process, North Carolina Central University provided relevant information pertaining to program requirements and resources. The institution submitted appropriate documentation and research to support the statements made.

IV. Recommendation

Staff recommends that the Board of Governors approve North Carolina Central University’s request to establish the Bachelor of Science (BS) in Health Administration (CIP 51.0701) effective Spring 2024.