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
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

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

• Accredit 180 total units
  • Accredit 59 schools of public health
  • Accredit 113 public health programs
  • Accredit 8 standalone baccalaureate programs
• ~50 (schools and) programs are currently applicants
• Accredit in 46 states plus DC & PR
• Accredit 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
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)

1. Attend P-AOW
2. Submit IAS (April 2018)
3. IAS accepted (June 2018)
4. Attend Accreditation Orientation Workshop (late July/early Aug 2018)
5. Contact CEPH to schedule site visit (January 2019)
6. Contact CEPH to schedule consult visit (July - Oct 2019)
8. Submit preliminary self-study document (June 2020)
9. Receive reviewers’ comments on preliminary self-study (August 2020)
10. Incorporate comments (Sep-Nov 2020)
11. Submit final self-study (November 2020)
12. Have site visit (December 2020)
13. Receive draft site visit report (February 2021)
14. Prepare response to draft report (March - May 2021)
15. CEPH staff sends updated/corrected report to Council (May 2021)
16. Council makes accreditation decision (June 2021)
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 25\textsuperscript{th} 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](http://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](http://CEPHtweets)
  • Join our mailing list: [http://ceph.org/join-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**:


Contact: webinars@aspph.org
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/
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](http://www.aspph.org/event/undergraduate-faculty-development-workshop/) for a listing of recommended hotels within walking distance of ASPPH.


Register today!
Thank you!