



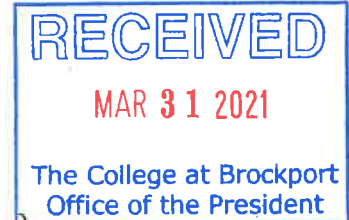
**SUNY  
BROCKPORT**

350 New Campus Dr  
Brockport, NY 14420  
[senate@brockport.edu](mailto:senate@brockport.edu)

**Resolution # 03 2020-21  
College Senate**

**Supersedes Resolution #**

To: Dr. Heidi Macpherson, College President  
From: Cathy Houston-Wilson, College Senate President  
Re:



I. Formal Resolution (Act of Determination)  
 II. Recommendation (Urging the Fitness of)  
 III. Other, For Your Information (Notice, Request, Report, etc.)

**SUBJ: Proposal of Advanced Certificate in Public Health (#05\_20-21 GC)**

Signed: Cathy Houston-Wilson Date: 3/31/21  
(Dr. Cathy Houston-Wilson, 2020-2021 College Senate President)

**Implementation of resolution requires final approval from:**

SUNY  Yes  No NYS Dept of Education  Yes  No

Signed: Eileen Daniel Date: 4-1-21  
(Dr. Eileen Daniel, Vice Provost, SUNY Brockport)

**Decision and Action Taken on Formal Resolution (circle choice below)**

- a.  Accepted
- b.  Deferred for discussion with the Faculty Senate
- c.  Unacceptable for the reasons contained in the attached explanation.

Signed: Heidi Macpherson Date: 5/5/2021  
(Dr. Heidi Macpherson, College President, SUNY Brockport)

**Implementation Effective Date:** \_\_\_\_\_

**DISTRIBUTION:**

The College Senate President will forward the signed resolution to the Vice Provost for determination as to whether the implementation of the resolution requires final approval from SUNY and/or the State Education Dept. The Vice Provost will then sign and forward the resolution with that designation to the College President. Upon approval, the College President will forward the resolution to an Administrative Assistant who will distribute the final resolution to the Senate Office. The Senate Office will scan the resolution and send to the Coordinator of Digital Commons where it will be posted to [https://digitalcommons.brockport.edu/senate\\_resolutions/](https://digitalcommons.brockport.edu/senate_resolutions/)



**COLLEGE SENATE OFFICE  
RESOLUTION PROPOSAL COVER PAGE**

**DEADLINE FOR SUBMISSIONS: January 31**

**Incomplete proposals will be returned and proposals received after the deadline may not be reviewed until next semester.**

See [https://brockport.edu/support/college\\_senate/proposals.html](https://brockport.edu/support/college_senate/proposals.html) for full details. Complete this cover page. Email it along with all relevant files (individual .docx or .pdf files) to senate@brockport.edu. Your proposal will be made into an ADA compliant PDF, will receive page numbering and a routing number, and will be forwarded onto the appropriate committee chair(s).

<b>Routing Number</b> <i>Routing # assigned by Senate Office</i>	<b>05_20-21GC</b>
<b>This Proposal Replaces Resolution</b>	
<b>Revision Date(s)</b>	
<b>Anticipated Effective Date:</b>	Fall 2020

**Title of Proposal in Title Style**

Proposal of an Advanced Certificate in Public Health

**Brief Description of Proposal**

The Department of Public Health & Health Education proposes to create a 100% online advanced certificate program in public health, within the existing Graduate Community Health Education program. The advanced certificate would consist of 15 hours of foundational coursework in PBH, offered in a fully online format. All coursework required for the advanced certificate is fully transferrable into the Master's in Community Health Education program should certificate program students desire to continue their training in public health.

**Budgetary Resources Needed**

No additional resources are required.

**Student Learning Outcomes Assessment Data**

Student learning outcomes assessment data was not used as part of developing this proposal.

**Effect on Transfer Students**

There will be no effect on transfer students.

**Proposer Information**

Jennifer R. Boyle, Associate Professor & Chair, Department of Public Health & Health Education, [jboyle@brockport.edu](mailto:jboyle@brockport.edu) 395-2764

**Senate Office Use Only**

Standing Committee	Forwarded To	Dates Forwarded
<input type="checkbox"/> Executive Committee	<b>Standing Committee</b>	9/21/20
<input type="checkbox"/> Engagement & Enrollment Planning & Policies	<b>Executive Committee</b>	
<input type="checkbox"/> Faculty & Professional Staff Policies	<b>Senate</b>	
<input type="checkbox"/> General Education & Curriculum Policies	<b>Passed GED's go to Vice Provost</b>	
<input checked="" type="checkbox"/> Graduate Curriculum & Policies	<b>College President</b>	
<input type="checkbox"/> Student Policies	<b>OTHER</b>	
<input type="checkbox"/> Undergraduate Curriculum & Policies	<b>REJECTED -WITHDRAWN</b>	
<b>NOTES:</b>		

## 2. A brief rationale

The Department of Public Health & Health Education proposes to offer a 100% online, Advanced Certificate in Public Health. Benefits to students of earning an advanced certificate include a potential income boost, a pathway to a career change, and increasing skills and capacity in the public health field. Additionally, the Certificate can be also used as a springboard into a full master's program, giving students a relatively low-risk way to explore their interests and re-emerge into the academic world.

## 3. Entrance requirements

All applicants must have completed a baccalaureate degree from an accredited college or university. Academic standards for acceptance into the program include the following:

1. An undergraduate grade point average (GPA) of at least 3.0; (An applicant with an undergraduate GPA of less than 3.0 may present his/her written rationale for acceptance in the application materials.)
2. A personal statement that describes the applicant's personal and professional experiences that have lead them to pursue an Advanced Certificate in Public Health; the personal qualities and skills the applicant possesses that will contribute positively to their success in the program, the learning of others, and the positive reputation of the program; and the applicant's personal/professional goals and how they relate to the ten essential public health services.
3. Contact information for three academic or professional references. If contacted, the references should comment on the applicant's ability to do graduate work, including:
  - a. Competence in professional work performance;
  - b. Academic performance in college;
  - c. Ability to communicate effectively, both orally and in writing; and
  - d. Ability to relate effectively with colleagues, students, clients, superior and subordinate personnel, and the general public.
4. Evidence of having successfully completed ("C" or better) at least two semesters of anatomy and physiology 1 & 2 or one semester of survey of anatomy and physiology.
5. Evidence of having successfully completed ("C" or better) one semester of statistics at the undergraduate level.

## 4. Exit requirements

Students must meet the College's standards for graduate study.

Students enrolled in the Public Health Advanced Certificate program must earn a grade of "B-" or higher (a grade of "C+" does not meet this requirement) in each course applied to the degree.

## 5. A discussion regarding "Mission", "Market", and "Quality". Specifically address the following issues:

1. How does the proposal reflect the campus mission focus?

The proposal to offer an Advanced Certificate in Public Health reflects the College's goal To be a Great College at which to Learn. Specifically, addition of the Advanced Certificate program would contribute to meeting the first measure of success for goal 1, "We will expand, develop and assess academic, co-curricular, and operational activities proven to elevate the ability of both graduate and undergraduate students to create their best Brockport experience and shape their futures as engaged citizens and alumni."

2. What are the market demand factors that this proposal responds to? Include program competition from other regional colleges.

Students seek an Advanced Certificate for a variety of reasons. For workers who are interested in a potential income boost, looking to change careers, and looking to increase their skills and capacity in a field, an Advanced Graduate Certificate can offer a path to success. In an article on Forbes.com, it was reported that advanced certificates can increase income between 13% and 25% and can expand opportunities for employment (Dean, 2017). The Certificate can be also used as a springboard to graduate school, where students can explore their interests and re-emerge into the academic world. An Advanced Graduate Certificate offers a more economical and shorter time investment compared to a Master's program, as most Certificates (including this proposed program) can be completed within one year. Further, the courses completed for this Advanced Certificate can be applied directly into a Master's Program, making a certificate program a safe investment of time and money for those who are curious, but uncertain about pursuing a full Master's degree.

The markets for Public Health education and Public Health professionals are both expanding. Post-baccalaureate study (in the Master and Doctoral levels) in Public Health has increased more than 300% between the years of 1992-2016 with consistent annual growth (Leider, Plepys, Castrucci, Burke, & Blakely, 2018), showing consumer demand for opportunities for advanced study in Public Health. Additionally, the Bureau of Labor Statistics predicts a 7% increase in occupations in the fields of life, physical, and social sciences (US Bureau of Labor Statistics, 2019). Healthcare occupations are expected to be one of the fastest growing occupational sectors, with an expected growth of 14% between 2018 and 2028 (US Bureau of Labor Statistics, 2019). These growing sectors will need leaders, organizers, and analysts who understand the field of Public Health: a need that the Advanced Certificate Program at SUNY Brockport could help fill. Many of Rochester's largest employers are health-related organizations (Taddeo, 2017), making Rochester a prime localized market for both students and graduates of this advanced certificate program.

Further, according to 2016 measurements, the Public Health workforce is, on average, 48 years old; six years older than the average worker in all fields (Leider, Coronado, Beck, & Harper, 2018). With their retirement, these workers will vacate positions for which Public Health graduates will be competing. An Advanced Certificate in Public Health would offer an applicant a competitive edge; differentiating and distinguishing this potential job seeker over one without post-baccalaureate credentials as advanced certificate holders in the field of Public Health achieve quicker entry into the field and advance into higher positions more rapidly (PublicHealth.org, 2020).

Regional competition in this certificate offering include programs at private universities, to which SUNY Brockport's program offers a more economically feasible alternative. There are only four Foundational Public Health Graduate Certificate Programs available in the SUNY system. The SUNY offerings in this degree are available at Downstate Medical Center in Brooklyn, the University at Buffalo, the University at Albany, and the Upstate Medical University in Syracuse. The Advanced Certificate in Public Health from SUNY Downstate is a 15-credit program, but not all required courses are offered in an online format. Similarly, the Certificate of Advanced Study in Public Health at Upstate Medical University is only offered in face-to-face classes, a significant burden for working professionals and those who reside outside of the campus area. While there is an option of online study for the Certificate in Public Health Fundamental and Principles offered at University at Albany, the minimum credits to achieve the certificate is 18, whereas SUNY Brockport will offer completion in 15 credits, saving time and cost for students. University at Buffalo's Public Health Advanced Graduate Certificate Program requires a 16-credit fulfillment and offers both online and face-to-face course options.

The addition of an Advanced Certificate in Public Health at SUNY Brockport would offer the region a market-driven program that will be poised to fill the Public Health needs of the area. It would offer professionals an ability to enhance their knowledge and skills in the field while potentially opening up new employment opportunities and greater earnings. The flexibility of a fully online program allows working professionals to balance work, home, and academic pursuits while additionally welcoming students who do not reside in the area. The program would also offer students with undergraduate degrees the chance to have preliminary exposure to the rigors of graduate level study while gaining valuable scholastic experience.

3. How is program quality addressed in this proposal?

The advanced certificate program will utilize courses from the existing graduate community health education program. These courses are based on the National Commission for Health Education Credentialing (NCHEC) Competencies. The department has also submitted the initial accreditation application for both its undergraduate and graduate public and community health education programs and, thus, courses and programs are carefully crafted to meet or exceed the accreditation standards set forth by the Council on Education for Public Health (CEPH).

6. Course Description Form

No new courses are being developed for this program.

7. Sequence in which the courses would be offered to guarantee timely completion of the program

Courses can be taken concurrently.

PBH 604 Health Behavior Theory

PBH 618 Epidemiology

PBH 6XX Healthcare and Policy

PBH 603 Environmental Health

PBH 684 Assessment & Evaluation in Health Education

8. Staffing issues/Resource implications

No new staffing or resources would be needed to implement the Advanced Certificate program as all required courses are already part of the Graduate Community Health Education program and seats in these courses are available.

9. Academic administration commentary attached:

a. Letter of Support from the Chair

b. Letter of Support from the Dean of the School

c. Letter of Support from Center for Graduate Studies

References:

Leider, J. P., Coronado, F., Beck, A. J., & Harper, E. (2018). Reconciling Supply and Demand for State and Local Public Health Staff in an Era of Retiring Baby Boomers. *American journal of preventive medicine*, 54(3), 334–340. <https://doi.org/10.1016/j.amepre.2017.10.026>

Leider, J. P., Plepys, C. M., Castrucci, B. C., Burke, E. M., & Blakely, C. H. (2018). Trends in the Conferral of Graduate Public Health Degrees: A Triangulated Approach. *Public Health Reports*, 133(6), 729–737. <https://doi.org/10.1177/0033354918791542>

Dean, G. (2017, May 31). 2 reasons why a certificate is better than an expensive graduate degree. Retrieved from: <https://www.forbes.com/sites/gingerdean/#d97d38a5e7cd>  
PublicHealth.org. (2020).

Certificate in Public Health. Retrieved from: <https://www.publichealth.org/degree/certificate/>

Taddeo, S. (2017, Nov. 9). Here are the largest 20 employers in the Rochester area. Retrieved from <https://www.democratandchronicle.com/story/money/2017/11/09/rochesters-top-20-employers/849683001/>

United States (US) Bureau of Labor Statistics. (2019). Occupational outlook handbook. Retrieved from: <https://www.bls.gov/ooh/>



The College at  
**BROCKPORT**  
STATE UNIVERSITY OF NEW YORK

School of Education, Health and Human Services

March 2, 2020

To Whom It May Concern:

I offer my support for the Department of Public Health's proposed advanced certificate in public health. This certificate will add to the program array of the College and the coursework is fully transferrable into the Community Health Education master's degree program if students desire to continue their course work in public health.

This program will be offered as a 100% online certificate program in public health and will be attractive to students who want advanced study in public health. I fully endorse the proposed change and do not foresee any additional faculty resources necessary to implement this change.

Sincerely,

Thomas J. Hernández, EdD, LMHC  
Dean, School of Education, Health & Human Services





The College at  
**BROCKPORT**  
STATE UNIVERSITY OF NEW YORK

**Department of Public Health & Health Education**

To: Graduate Curriculum Committee, College Senate

From: Jennifer R. Boyle, Chair, Department of Public Health & Health  
Education

*Jennifer R. Boyle*

RE: Proposal for an Advanced Graduate Certificate in Public Health

Date: 3/05/2020

Please accept this memo in support of the proposal to initiate an Advanced Graduate Certificate in Public Health. The Department of Public Health & Health Education proposes to create a 100% online advanced certificate program in public health, within the existing Graduate Community Health Education program. The advanced certificate would consist of 15 hours of foundational coursework in PBH, offered in a fully online format. All coursework required for the advanced certificate is fully transferrable into the Master's in Community Health Education program, should certificate program students desire to continue their training in public health. Benefits to students of earning an advanced certificate include a potential income boost, a pathway to a career change, and increasing skills and capacity in the public health field. Additionally, because the certificate can serve as a springboard into the full master's program, it gives students a relatively low-risk way to explore their graduate study interests and re-emerge into the academic world.



The College at  
**BROCKPORT**  
STATE UNIVERSITY OF NEW YORK

School of Education, Health and Human Services

March 2, 2020

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I offer my support for the Department of Public Health's proposed advanced certificate in public health. This certificate will add to the program array of the College and the coursework is fully transferrable into the Community Health Education master's degree program if students desire to continue their course work in public health.

This program will be offered as a 100% online certificate program in public health and will be attractive to students who want advanced study in public health. I fully endorse the proposed change and do not foresee any additional faculty resources necessary to implement this change.

Sincerely,

Thomas J. Hernández, EdD, LMHC  
Dean, School of Education, Health & Human Services



The College at  
**BROCKPORT**  
STATE UNIVERSITY OF NEW YORK  
CENTER FOR GRADUATE STUDIES

March 5, 2020

Dear College Senate,

Please accept this letter in support of the proposed Advanced Certificate in Public Health. The Department of Public Health and Health Education already successfully offers these courses online as part of its existing graduate program in Community Health Education. Offering a profession focused standalone Advanced Certificate provides another opportunity to support the needs of our community while attracting additional enrollments to the College through already established and resourced classes.

Furthermore, exposure to graduate study through an Advanced Certificate is often a first step to later enrollment in a full program and this Advanced Certificate pairs well with a few Brockport Master's degree programs.

Please accept my endorsement of this proposal and the opportunities such a program will offer.

Sincerely,

Michael Harrison

Director

Center for Graduate Studies

The College at Brockport

[mharriso@brockport.edu](mailto:mharriso@brockport.edu)

585-395-5456

