

**COORDINATING COMMISSION
FOR POSTSECONDARY EDUCATION**

**140 N. 8th Street Suite 300
Lincoln Nebraska 68508**

**Telephone: (402) 471-2847
Fax: (402) 471-2886**

PROPOSAL FOR NEW INSTRUCTIONAL PROGRAM

Form 92-40

Institution Submitting Proposal:	Southeast Community College
Title of Program:	Healthcare Management
CIP Code	51.0701
Organizational Unit in which Program will be located:	Health Sciences Division
Name of Contact Person in the event additional information is needed:	Bev Cummins, Vice President of Program Development
Telephone:	402-437-2554
Degree, Diploma, or Certificate to be offered	Associate of Applied Science
Proposal date to initiate program:	January 2023
List the location(s) where this program will be offered:	Lincoln Campus
If the program has a projected ending date, please so indicate:	N/A
Date Approved by Governing Board:	June 21, 2022

Documents related to this proposal upon which the Governing Board made its decision to approve the proposal are provided in Appendix C.

Chief Executive Officer's or other Authorized Officer's signature: _____



I. Purpose and Description of the Proposed Program

Southeast Community College (SCC) proposes to add an Associate of Applied Science Degree in Healthcare Management beginning January 2023. The AAS in Healthcare Management is designed to prepare students for entry-level supervisory positions within healthcare facilities such as charge nurse, lead therapist, pharmacy management, office manager, shift supervisor, etc. The new AAS degree in Healthcare Management provides a pathway for SCC’s Diploma programs (Practical Nursing, Medical Assisting, and Pharmacy Technician) to advance to leadership positions within their profession as well as supporting students interested in transferring to complete a vital transfer pathway to baccalaureate degree healthcare management programs.

The proposed program will utilize existing faculty and staff within the Health Science Division with the potential to add adjunct instructors with enrollment growth. Didactic courses will be offered online with students performing a clinical practicum within their community, providing opportunities for students in the rural areas of our service area. The initial enrollment will be 10 students and an anticipated 20% growth in annual enrollment. The program is non-cohort specific, and students can complete it at their own pace, providing additional opportunities for currently employed individuals and past diploma graduates to expand their supervisory skills for employment growth. The minimum number of students to make the program viable is 8.

After completion of up to 32 credit hours from any health science program (e.g., Pharmacy Technician, Medical Assisting, Practical Nursing), we will transfer 30 credit hours primarily consisting of healthcare courses, but students with a higher degree (e.g., BSN) could potentially have some general education courses transfer. The 60 total credit hours for the AAS degree are listed in the chart below. HCMG prefix courses will be developed by an instructor from the Health Sciences division and available in the 2023-2024 academic year.

Course Number	Course Name	Credit Hours
Transfer or Diploma Program	See list above	32.0
General Education Courses		
ACFS 1015	Success@SCC	1.0
ENGL 1010	English Composition	3.0
MATH 2170	Applied Statistics	3.0
PSYC 1250	Interpersonal Relations	3.0
PHIL 1060	Applied Ethics	3.0
15-22 Credits in Healthcare Management: *required courses – select additional courses to meet 60 credit hours for degree		
*HCMG 1000	Fundamentals of Healthcare Management	3.0
HCMG 1100	Principles of Healthcare Reimbursement	3.0
HCMG 1200	Leadership in Healthcare	3.0
*HCMG 1300	Healthcare Systems & Organization	3.0
HCMG 1400	Critical Issues in Healthcare	3.0
HCMG 1500	Healthcare Resourcing & Supervision	3.0
HCMG 1600	Health Information Management	3.0
HCMG 1700	Healthcare Managerial Accounting	3.0
*HCMG 1800	Healthcare Management Practicum	2.0
Total Credit Hours – AAS Degree		60.0

The AAS in Healthcare Management would equip a number of different students with the skills needed to transition to entry-level supervisory management and leadership jobs:

- Students in Health Sciences programs especially Medical Assisting, Practical Nursing, Pharmacy Technician programs at Southeast Community College.
- Students transferring to a 4-year Healthcare Management degree.
- Graduates desiring or transitioning into supervisory/management/leadership positions.
- Un- or under-employed persons looking for job training to enter/re-enter the job market.
- Employers desiring to increase the leadership skills/degree of their current healthcare staff.
- Job seekers across Nebraska who are looking to give themselves an advantage in the current job market.

Graduates of the SCC Healthcare Management A.A.S program will:

- Demonstrate knowledge of healthcare systems and organization structure in the United States to guide managerial decision making.
- Effectively communicate to establish collaborative relationships with members of the healthcare team.
- Apply evidence-based practices to guide financial decision-making, staffing management, departmental improvement, and strategic planning.
- Develop effective leadership skills to support organizational sustainability legally and ethically.

II. Review Criteria

A. CENTRALITY TO ROLE AND MISSION

The mission of Southeast Community College is *to empower and transform the diverse learners and communities of southeast Nebraska through accessible lifelong educational opportunities. The College provides dynamic and responsive pathways to career and technical, academic transfer, and continuing education programs that contribute to personal, community, and workforce development.*

The addition of the AAS Healthcare Management program aligns with SCC's mission to provide accessible and responsive pathways to career and technical education that contribute to personal, community, and workforce development. Additionally, it conforms with Nebraska Revised Statute 85-962 by providing applied technology and continuing education to ensure economic opportunities for future employees and the stability and growth of regional businesses and industries.

Further, the Healthcare Management program aligns with Nebraska's Legislative mandate and SCC's organizational structure to provide career and technical education resulting in awards that conform to the approved requirements for a certificate, diploma, and associate of applied science degree.

B. EVIDENCE OF NEED AND DEMAND

The Healthcare Management A.A.S. Program would produce students with a more diverse educational background spanning a multitude of discipline specific and foundational leadership and management skills for advancing in their career within the workforce. Employers desire to hire an individual who already has a healthcare degree like nursing, pharmacy technician, medical assisting.

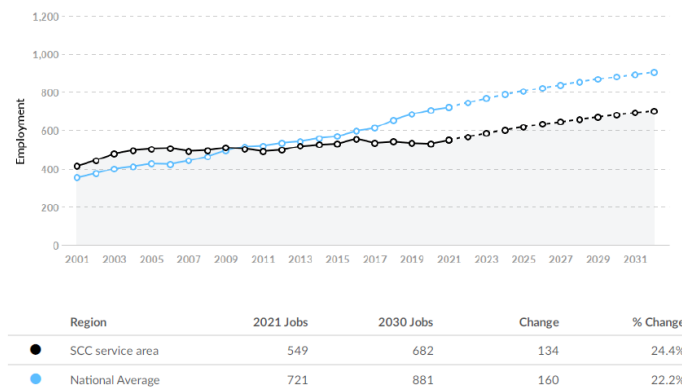
According to *Emsi Q1, 2022 Data Set for Medical & Health Services Manager*, 32% of the job openings advertised from March 2021-February 2022 in the SCC service area require a starting educational level

of Associates degree or less. In 2021, there was an average of 73 job postings for this position type with a median advertised salary for positions within the Southeast Nebraska area is \$30.28/hour. Top skills desired by employers in the region from 2021 job postings included management/leadership, communication, operations, planning, supervision, and coordination. The charts below provide further support for industry need in healthcare management and supervisory skills in the SCC Service Area.

Job Locations in SCC Service Area:



Growth within Region and SCC Service Area: There is a 24% change in growth by 2031 in the profession of Medical & Health Services Managers.



While student demand is more difficult to ascertain, in the SCC service area the only healthcare management options are private, four-year institutions. The Dean of Health Sciences consistently receives 5-6 requests each month, asking if SCC offers this degree option. These requests often cite the need for flexible enrollment, affordable costs, expanding skills in their current role, and a desire to not have to enroll in a four-year institution. Additionally, an AAS in Healthcare Management provides diploma students from healthcare programs an opportunity to further their education from a terminal degree and become more marketable for the modern workforce. While enrolling ten students annually may be low based on the requests we have received, we feel a conservative approach is initially needed as we market and develop the program and finalize articulation agreements for clinical experiences.

C. ADEQUACY OF RESOURCES

1. Faculty and Staff Resources

Because not every healthcare management course will be offered every semester, the AAS in Healthcare Management program can utilize current full time and adjunct Health Science faculty using, where needed, guest lecturers. With growth in enrollment, there may be a need to add an adjunct instructor in the future. The Health Science Division will provide support staffing and administrative oversight.

2. Physical Facilities and Instructional Equipment

Because the AAS in Healthcare Management program will be offered entirely online with clinical experience in the healthcare setting, there will be no need for additional space or facilities on campus.

3. Instructional Equipment and Informational Resources

No additional instructional equipment will be needed. Library and technology resources are already in place on all SCC campuses to support the programs currently being offered, including all construction trades programs. Sufficient library staff, library resources, and information technology resources are in place to support the addition of the program.

4. Budget Projections

As stated above, the Healthcare Management program will utilize current full-time faculty with an adjunct instructor projected in year 3 as shown in Appendix B. The tuition and fee rate for 2022-2023 is \$117/credit hour beginning in January 2023 when we anticipate enrolling students. SCC plans to hold tuition steady in the ensuing years, increasing facility fees so future tuition rates are projections based on past trends as no rates beyond the first year have been set by the SCC Board of Governors. Salary increases are projections based on past trends of a 3% total compensation increase. Projected expense and revenue estimates for a period of five (5) years are attached as Appendices A and B respectively.

D. AVOIDANCE OF UNNECESSARY DUPLICATION

There is no unnecessary duplication. A review of other AAS degrees in healthcare management found 72 community college programs across the country. There are no AAS degree programs in healthcare management in Nebraska. The SCC AAS in Healthcare Management is designed to transfer to four-year institutions for completion of the baccalaureate degree. We are currently seeking articulation agreements with Concordia University, Nebraska Wesleyan University, Doane University, and Bellevue University.

E. CONSISTENCY WITH THE COMPREHENSIVE STATEWIDE PLAN FOR POSTSECONDARY EDUCATION

The proposed AAS degree in Healthcare Management is consistent with Nebraska's Comprehensive Statewide Plan for Postsecondary Education. The program will provide education "...that prepares students for productive and fulfilling lives..." and "...enhances workforce development..." Specifically,

the Comprehensive Statewide Plan directs institutions to “provide specialized certification programs in professional, technical, and vocational fields that address regional and state needs” (p. 3-3). Given the current demand for supervisory and management skills in healthcare facilities detailed previously, SCC’s proposed program is consistent with this goal.

Appendix A

TABLE 1: PROJECTED EXPENSES - NEW INSTRUCTIONAL PROGRAM

Personnel	(FY 2022-23)		(FY2023-24)		(FY2024-25)		(FY2025-26)		(FY2026-27)		Total	
	FTE	Cost	FTE	Cost	FTE	Cost	FTE	Cost	FTE	Cost	FTE	Cost
Faculty ¹		\$0		\$0	0.3	\$9,491	0.6	\$19,551	0.6	\$20,138	0.6	\$49,180
Professional		\$0		\$0		\$0		\$0		\$0	0	\$0
Graduate assistants		\$0		\$0		\$0		\$0		\$0	0	\$0
Support staff		\$0		\$0		\$0		\$0		\$0	0	\$0
Subtotal	0	\$0	0	\$0	0.3	\$9,491	0.6	\$19,551	0.6	\$20,138	0.6	\$49,180
Operating												
General Operating ²	\$12,000		\$13,500		\$15,000		\$16,500		\$18,000		\$75,000	
Equipment	\$0		\$0		\$0		\$0		\$0		\$0	
New or renovated space	\$0		\$0		\$0		\$0		\$0		\$0	
Library/Information Resources	\$0		\$0		\$0		\$0		\$0		\$0	
Other	\$0		\$0		\$0		\$0		\$0		\$0	
Subtotal	\$12,000		\$13,500		\$15,000		\$16,500		\$18,000		\$75,000	
Total Expenses	0	\$12,000.00	0	\$13,500.00	0.3	\$24,491.00	0.6	\$36,051.46	0.6	\$38,138.00	0.6	\$124,180.46

¹ .3 FTE paid at adjunct rate (3 classes per term) with 3% annual increase in salary.

² Based on 3% inflation increases and includes expenses for increased marketing of program.

Appendix B

TABLE 2: REVENUE SOURCES FOR PROJECTED EXPENSES - NEW INSTRUCTIONAL PROGRAM

	FY(2022-23) Year 1	(FY2023-24) Year 2	(FY2024-25) Year 3	(FY2025-26) Year 4	(FY2026-27) Year 5	Total
Reallocation of Existing Funds						\$0
Required New Public Funds						\$0
1. State Funds & Local Tax ¹						\$0
Tuition and Fees	\$17,550	\$43,200	\$55,350	\$68,040	\$85,140	\$269,280
Other Funding						\$0
1						\$0
2						\$0
3						\$0
Total Revenue	\$17,550	\$43,200	\$55,350	\$68,040	\$85,140	\$269,280

¹ Based on: 10 students, Spring Semester Year 1 and 20% growth annually at 30 credit hours annually and a projected 2% increase in tuition & fees.

HEALTHCARE MANAGEMENT PROGRAM SOUTHEAST COMMUNITY COLLEGE—A.A.S. DEGREE

April 2022

The Health Sciences Division would like to propose a Healthcare Management A.A.S program. The design of this proposed program will better prepare students to act as professionals in entry-level positions within healthcare management in areas of charge nurse, lead therapist, pharmacy management, office management, shift supervisor, and allow to transfer to 4-year degree healthcare management programs. The AAS degree in Healthcare Management would be new program specifically supporting our Diploma programs of Practical Nursing, Medical Assisting, and Pharmacy Technician that advance to leadership positions within their profession, as well as supporting students interested in transferring to complete a 4-year degree in Healthcare Management or Leadership.

The Healthcare Management A.A.S. Program would produce students with a more diverse educational background spanning a multitude of discipline specific and foundational leadership and management skills for advancing in their career within the workforce. Employers desire to hire an individual who already has a healthcare degree like nursing, pharmacy technician, medical assisting. This degree would equip these healthcare professionals to transition to these entry-level supervisory management and leadership jobs. By offering this degree, we are providing our students with the knowledge, skills, and behaviors to be leaders, supervisors, and managers in their profession and to begin a career pathway that supports pursuing advanced degrees, lifelong learning, and possessing diverse abilities beyond their initial healthcare profession. This increase in professional management and leadership education makes these students inherently more marketable and increases their ability to pursue job openings in demand in the Southeast Community College Service area.

Supporting Data (Source: EMSI Q1 2022 Data Set for Medical & Health Services Manager):

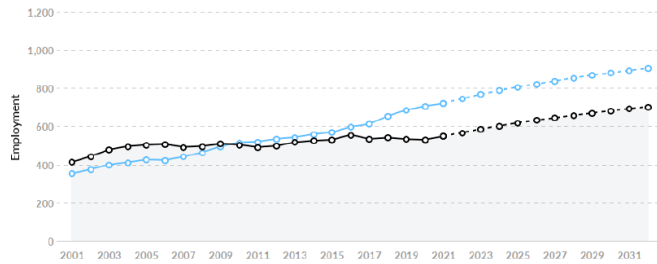
- The median advertised salary for positions within the Southeast Nebraska area is \$30.28/hour.
- Thirty-two percent of the job openings advertised from March 2021-February 2022 in the SCC service area require a starting educational level of Associates degree or less.
- In 2021, the average job postings per month for this degree was 73 postings.
- Top skills desired by employers in the region from 2021 job postings included management/leadership, communication, operations, planning, supervision, and coordination.

Job Locations in SCC Service Area:



Industry	% of Occupation in Industry (2021)
General Medical and Surgical Hospitals	20.4%
Offices of Physicians	11.9%
Nursing Care Facilities (Skilled Nursing Facilities)	8.9%
Specialty (except Psychiatric and Substance Abuse) Hospitals	6.0%
Education and Hospitals (State Government)	6.0%
State Government, Excluding Education and Hospitals	6.0%
Other	40.7%

Growth within Region and SCC Service Area: There is a 24% change in growth by 2031 in the profession of Medical & Health Services Managers.



Region	2021 Jobs	2030 Jobs	Change	% Change
● SCC service area	549	682	134	24.4%
● National Average	721	881	160	22.2%

Target students

- Students in Health Sciences programs especially Medical Assisting, Practical Nursing, Pharmacy Technician programs at Southeast Community College.
- Students transferring to a 4-year Healthcare Management degree.
- Graduates desiring or transitioning into supervisory/management/leadership positions.
- Un- or under-employed persons looking for job training to enter/re-enter the job market.
- Employers desiring to increase the leadership skills/degree of their current healthcare staff.
- Job seekers across Nebraska who are looking to give themselves an advantage in the current job market.

Graduates of the SCC Healthcare Management A.A.S program will:

- Demonstrate knowledge of healthcare systems and organization structure in the United States to guide managerial decision making.
- Effectively communicate to establish collaborative relationships with members of the healthcare team.
- Apply evidence-based practices to guide financial decision-making, staffing management, departmental improvement, and strategic planning.
- Develop effective leadership skills to support organizational sustainability legally and ethically.

Courses Required

Curriculum Overview:

Total Credits: 60

- 16 credits – GELO & Student Success Course
- Up to 32 credits – Healthcare Profession Core OR Transfer Arts & Sciences
- 15-22 credits – Healthcare Management Area of Concentration

16 Credits of General Education & Success Courses:

- ACFS1015: Success@SCC 1 credit
- SPCH 1110: Public Speaking (GELO #1) 3 credits
- ENGL 1010: English Composition (GELO #2) 3 credits
- MATH 2170: Applied Statistics (GELO #5) 3 credits
- PSYC 1250: Interpersonal Relations (GELO #6) 3 credits
- PHIL 1060: Applied Ethics (GELO #3) 3 credits

Up to 32 Credits from Healthcare Profession Focus or Transfer:

- Pharmacy Technician Program 24 credits
 - Medical Assisting Program 29 credits
 - Practical Nursing Program 30 credits
 - Dental Assisting Program 32 credits
 - Other Healthcare Profession or Transfer Credits 30 credits*
- (*Seek advising from college transferring credits to for 4-year degree)

15-22 Credits of Healthcare Management:

(*required course—select additional courses to meet 60 credit hours for degree)

- HCMG 1000: Fundamentals of Healthcare Management 3 credits*
- HCMG 1100: Principles of Healthcare Reimbursement 3 credits
- HCMG 1200: Leadership in Healthcare 3 credits
- HCMG 1300: Healthcare Systems & Organization 3 credits*
- HCMG 1400: Critical Issues in Healthcare 3 credits
- HCMG 1500: Healthcare Resourcing & Supervision 3 credits
- HCMG 1600: Health Information Management 3 credits
- HCMG 1700: Healthcare Managerial Accounting 3 credits
- HCMG 1700: Healthcare Management Practicum 2 credits*

(*** HCMG prefix classes available 2023-2024 academic year)

Revenue-Expense Projections

TABLE 1: PROJECTED EXPENSES - NEW INSTRUCTIONAL PROGRAM

	(FY 2022-23)		(FY2023-24)		(FY2024-25)		(FY2025-26)		(FY2026-27)		Total	
	Year 1		Year 2		Year 3		Year 4		Year 5			
Personnel	FTE	Cost	FTE	Cost	FTE	Cost	FTE	Cost	FTE	Cost	FTE	Cost
Faculty ¹		\$0		\$0	0.3	\$9,491	0.6	\$19,551	0.6	\$20,138	0.6	\$49,180
Professional		\$0		\$0		\$0		\$0		\$0	0	\$0
Graduate assistants		\$0		\$0		\$0		\$0		\$0	0	\$0
Support staff		\$0		\$0		\$0		\$0		\$0	0	\$0
Subtotal	0	\$0	0	\$0	0.3	\$9,491	0.6	\$19,551	0.6	\$20,138	0.6	\$49,180
Operating												
General Operating ²	\$12,000		\$13,500		\$15,000		\$16,500		\$18,000		\$75,000	
Equipment	\$0		\$0		\$0		\$0		\$0		\$0	
New or renovated space	\$0		\$0		\$0		\$0		\$0		\$0	
Library/Information Resources	\$0		\$0		\$0		\$0		\$0		\$0	
Other	\$0		\$0		\$0		\$0		\$0		\$0	
Subtotal	\$12,000		\$13,500		\$15,000		\$16,500		\$18,000		\$75,000	
Total Expenses	0	\$12,000.00	0	\$13,500.00	0.3	\$24,491.00	0.6	\$36,051.46	0.6	\$38,138.00	0.6	\$124,180.46

¹ .3 FTE paid at adjunct rate (3 classes per term) with 3% annual increase in salary.

² Based on 3% inflation increases and includes expenses for increased marketing of program.

TABLE 2: REVENUE SOURCES FOR PROJECTED EXPENSES - NEW INSTRUCTIONAL PROGRAM

	FY(2022-23)	(FY2023-24)	(FY2024-25)	(FY2025-26)	(FY2026-27)	Total
	Year 1	Year 2	Year 3	Year 4	Year 5	
Reallocation of Existing Funds						\$0
Required New Public Funds						\$0
1. State Funds & Local Tax ¹						\$0
Tuition and Fees	\$17,100	\$41,760	\$53,100	\$63,407	\$80,520	\$255,887
Other Funding						\$0
1						\$0
2						\$0
3						\$0
Total Revenue	\$17,100	\$41,760	\$53,100	\$63,407	\$80,520	\$255,887

¹ Based on: 10 students, Spring Semester Year 1 and 20% growth annually at 30 credit hours annually and a projected 2% increase in tuition & fees.