



BOARD OF REGENTS AGENDA ITEM SUMMARY

Academic Affairs

August 14, 2025

AGENDA ITEM: Proposal to establish the Master of Arts in Education in Health Education administered by the Department of Kinesiology and Sport Sciences in the College of Education at the University of Nebraska at Kearney (UNK).

Review **Review + Action** **Action** **Discussion**

This is a report required by Regents' Policy.

PRESENTERS: David S. Jackson, Interim Provost

PURPOSE & KEY POINTS

The proposed 30-credit hour online MAE in Health Education is primarily designed for those with a physical education degree who want to add a grades 7-12 endorsement in health education. It will also be attractive to those who provide health programming in other environments such as school nurses and community health workers. The degree consists of existing courses, offered collaboratively by UNO and UNK, which will allow the degree to be offered without requiring additional resources.

The Executive Graduate Council voted to recommend approval on June 17, 2025.

BACKGROUND INFORMATION

Section 2.9 of the Bylaws of the Board of Regents provides that, "No curriculum leading to a degree or certificate shall be adopted...without the approval of the Board."

RECOMMENDATION

The President recommends approval.

SUMMARY-ESTABLISHING A NEW ACADEMIC PROGRAM

CAMPUS AND NAME OF PROGRAM: UNK Master of Arts in Education, Health Education

Proposed Date of First Offering: Upon approval

New/Additional Annual Program Costs	Program Management		Brief Explanation
	FTE	Expense	
Faculty*	0	\$ -	The MAE in Health Education is primarily designed for those with a physical education degree who want to add an endorsement in health education. The program will use courses at both UNK and UNO. Minimal marketing costs are budgeted for the first 3 years, annualized for Year 5.
Staff*	0	\$ -	
Additional Expenses**		\$ 3,000.00	
Total Annual Expense		\$ 3,000.00	

*Total salary and benefits at year 5; **Additional costs on an annualized basis estimated for Year 5

AAU Recognition Potential Impact: []Very Negative []Negative []None []Positive []Very Positive [X]Not Applicable

AAU Recognition Criterion Impacted (If any):

Minimum Estimated Program Enrollment (Year 5)

	Enrollment	Credit Hours	Tuition Rate	Income
Resident Tuition*	25	18	\$ 315.00	\$ 141,750
Non-Resident Tuition**				\$ -
Fees	25	18	\$ 56.25	\$ 25,312.50
Total Income				\$ 167,063
Net Income				\$ 164,063

*calculated income based on an estimated tuition rate of \$ 315__ per CH; 18__ CH per year per student.

**calculated income based on an estimated tuition rate of \$ ___ per CH; ___ CH per year per student.

***calculated income based on an estimated tuition rate of \$ ___ per CH; ___ CH per year per student.



OFFICE OF THE CHANCELLOR

February 26, 2025

Jeffrey P. Gold, M.D.
President
University of Nebraska
Varner Hall, 3835 Holdrege Street
Lincoln, NE 68583
jeffrey.gold@nebraska.edu

RE: Proposed University of Nebraska at Kearney & Omaha Master of Arts in Education in Health Education

Dear President Gold:

I am pleased to express my strong support for the proposed Master of Arts in Education in Health Education at the University of Nebraska Kearney. This collaborative program between UNK and UNO will provide essential training in health pedagogy, equipping educators and health professionals with the skills to promote healthy behaviors among youth. By utilizing existing faculty and coursework, this fully online program offers a flexible and accessible option for students across Nebraska and beyond.

This degree will be especially valuable for physical education teachers seeking a health endorsement and professionals in the health sector who provide educational programming to young people. With few similar programs available nationwide, this initiative fills a critical need in health education and will have a lasting impact on schools and communities. I fully support its approval and implementation.

Sincerely,

A handwritten signature in blue ink, appearing to read "Charles J. Bicap".

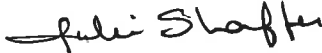
Charles J. Bicap, Interim Chancellor

tlp



DATE: February 21, 2025

TO: Charlie Bicak
Interim Chancellor

FROM: Julie Shaffer 
Senior Vice Chancellor for Academic Affairs

SUBJECT: Proposed University of Nebraska at Kearney & Omaha Master of Arts in Health Education

I am writing to express my strong support for the proposed Master of Arts in Education in Health Education at the University of Nebraska Kearney. This collaborative effort between UNK's Department of Kinesiology and Sport Sciences and the UNO's School of Health and Kinesiology represents a significant advancement in health education pedagogy in Nebraska.

By leveraging existing coursework and faculty expertise, this program will provide a vital pathway for educators and health professionals to enhance their ability to teach and promote healthy behaviors among youth. The program's flexibility, including its fully online format, ensures accessibility to students across Nebraska and beyond, filling a critical need for advanced training in school health education.

Additionally, this program will serve as a valuable resource for physical education teachers seeking a health endorsement, as well as for professionals in the health sector who provide educational programming to young people. Given the limited availability of similar programs nationwide, UNK and UNO's MAE in Health Education stands as a timely and essential contribution to the field.

I wholeheartedly support this initiative and believe it will positively impact both educators and communities by fostering a more comprehensive approach to health education.

With your approval, we will submit this proposal to the University of Nebraska Council of Academic Officers.

If you should need additional information, please let me know. Thank you.

tlp



January 11, 2025

Dr. Julie Shaffer
Senior Vice Chancellor for Academic Affairs
University of Nebraska at Kearney

Dear Dr. Shaffer

I am writing in support of the Department of Kinesiology and Sports Sciences proposal to create an MAEd program in Health Education. This program is a collaboration between UNK and the University of Nebraska at Omaha's Health and Kinesiology Department. The program would be housed and administered at UNK while UNO would offer up to 9 hours of course work for students enrolled in the program. This is an exciting opportunity that will allow UNK and UNO graduate programs to collaborate in an important area of education. The program will be offered entirely online and will be attractive to teachers and community health educators. The Office of Graduate Studies enthusiastically supports this program proposal.

The Department of Kinesiology and Sports Sciences is well prepared to offer this program. The department has highly qualified faculty with significant training in health and physical education. The proposed courses in the program already exist and are currently being taught on a regular basis. No new resources are needed to offer this program, but the Graduate Office will provide a modest operating budget and build a marketing campaign to help launch the program. If the program reaches an enrollment level that requires administrative support, we will reallocate an existing graduate assistant or online coordinator to help with workload.

I am excited about this proposal and look forward to working the Department of Kinesiology and Sports Sciences to launch a graduate program in Health Education. This would be the only health education program in Nebraska. It will not only be attractive to Nebraska educators, but with no programs in the surrounding states, non-Nebraska residents will find this program beneficial. With the expansion of UNMC programs on the UNK campus, the potential for additional collaboration is also a possibility.

Please do not hesitate to contact me for further commentary on UNK's proposal to create a graduate degree in Health Education.

Sincerely,

Dr. Mark R. Ellis
Dean of Graduate Studies & Academic Outreach



December 17, 2024

Julie Shaffer, Ph.D.
Senior Vice Chancellor for Academic and Student Affairs
1000 Founders Hall
University of Nebraska at Kearney

Dear Dr. Shaffer

This letter represents my expression of support for the proposed Master of Arts in Education in Health Education to be housed in the Kinesiology and Sports Science Department with a partnership with the University of Nebraska at Omaha. This new degree will provide an avenue for a health endorsement for K-12 teachers that includes an advanced degree. In addition, this opportunity will be advantageous for individuals in the health care field that engage in providing educational experiences on health topics.

The new degree program in health education will not require any additional resources. The proposed coursework already exists, and no additional faculty will need to be hired. The Kinesiology and Sports Science Department have robust programs, with talented faculty, and well-equipped facilities. This new program in health education will merge well with the programs already in place.

This proposal only represents positive possibilities. The partnership with UNO, the no additional need of resources, the educational opportunities for health professionals and educators, and an innovative department working to meet a recognized need all serve as reasons this new degree proposal should be supported. For the reasons listed in this letter, I fully support the proposed Master of Education in Health Education.

Sincerely,

A handwritten signature in blue ink, appearing to read "Mark J. Reid", is written over a blue circular stamp.

Mark J. Reid, Ph.D.

Dean



Office of the Dean, College of Education
1615 West 24th Street, COE C114 | Kearney, NE 68849-5520 | 308.865.8502 | fax 308.865.8097
unk.edu



December 9, 2024

Dr. Mark Reid
Dean, College of Education
University of Nebraska Kearney

Dear Dr. Reid,

The Department of Kinesiology and Sport Sciences is proposing to offer an inter-campus collaborative master's degree in Health Education. The proposed MAE is a fully online degree program that will encompass courses from the UNK department of Kinesiology and Sport Sciences and University of Nebraska Omaha department of Health and Kinesiology. All courses in the proposed 30- credit hour program are currently offered at UNK or UNO and this program will not require additional faculty or course development.

The MAE in Health Education program is focused on school health education. There are less than 35 institutions in the United States that offer a health education master program. This program will focus on health education skills and pedagogy practices that help in promoting healthy youth behaviors. Curriculum will include research, health communication as well as experiential opportunities in a health education classroom. Health education careers are expected to grow over the next 10 -years and providing graduate programs with expertise in a growing area is essential for Nebraska.

Being one of the first inter-campus proposals, we are excited to lead the way for collaborative educational programs.

A handwritten signature in blue ink that reads 'Kate Heelan'.

Dr. Kate Heelan
Chair, KSS Department



Kinesiology and Sport Sciences
1410 W 26th Street, Cushing 129 | Kearney, NE 68849 | 308.865.8331 | fax 308.865.8073
unk.edu

University of Nebraska

Proposal for New Graduate Major or Degree

I. Descriptive Information

Name of Campus Proposing New Major or Degree	
University of Nebraska at Kearney (UNK)	
Full Name of Proposed Major or Degree (including credential level)	
Master's in Health Education	
Degree to be Awarded to Graduates of the Major	
Master of Arts in Education degree	
Other Programs (including Certificates, Majors, or Degrees) Offered in this field by this institution	
PK-12 Health and Physical Education BAE, Health Education 7-12 BAE, Minor in Adolescent Health	
CIP Code: 6 digit [<i>Browse here: http://nces.ed.gov/ipeds/cipcode/Default.aspx?y=55</i>]	
13.1307	
Subject Code	
Multiple	
Administrative Unit(s) for the Major or Degree	
Department of Kinesiology and Sport Sciences	
Proposed Delivery Site	
UNK and UNO	
Program will be Offered [<i>full program, not individual courses</i>]	
<input type="checkbox"/> On-campus <input checked="" type="checkbox"/> Online (asynchronous) <input type="checkbox"/> Synchronous Distance <input type="checkbox"/> Hybrid/Blended of Selected	
Program leads to professional licensure or certification	
<input type="checkbox"/> no <input checked="" type="checkbox"/> yes If yes, complete Appendix: Professional Licensure and Certification.	
Curriculum Categories and Number of Credit Hours (Total = <u>30</u>)	
Existing or repackaged curricula:	<u>30</u> credit hours
Revised or redesigned curricula:	_____ credit hours
New curricula:	_____ credit hours
Proposed Date the New Major or Degree will be Initiated	
[Fall/2025]	

II. Details

A. Purpose of the Proposed Major or Degree:

The Department of Kinesiology and Sport Sciences is proposing a new Master of Arts in Education in Health Education at the University of Nebraska Kearney. UNK's MAE in Health Education will prepare individuals in health pedagogy. Pedagogy is defined as the methods and practice of teaching a specific concept, in this case health education. This program will focus on health education skills and pedagogy practices that help in promoting healthy youth behaviors. This master's program is designed for anyone that teaches health concepts to any population including schools and the community. UNK will collaborate with UNO for this inter-campus degree. While UNK's department of Kinesiology and Sport Sciences will house and facilitate the master's program, UNO's school of Health and Kinesiology will be consulted regarding any class or programmatic changes. This program is supported by the Society of Health and Physical Educators of Nebraska, and a letter of support from this organization has been included.

The new degree is a 30-credit hour program, culminating in either a thesis or non-thesis academic project. No additional courses will need to be added as UNK and UNO already offer these courses throughout different disciplines in the universities.

This MAE in Health Education program will be an excellent choice for students who graduated with a physical education degree and want to add an endorsement in health education. Many students in Nebraska have only obtained a degree/certification in physical education, however many secondary physical education teachers must also teach health education. By completing this degree, students will be eligible for an additional teaching endorsement in Health grades 7-12.

This degree program will also be advantageous to those who work in the health sector in which they must provide health programming to young people, e.g., school nurses and community health workers. There is currently only one health skills master's program in Nebraska at UNMC (Master of Health Professions Teaching and Technology), however their program is only for health science / medical-based students. The MAE in Health Education program is focused on school health education. There are less than 40 institutions in the entire United States that offer a health education master program.

The core courses in the MAE in health education would come from the following programs: Kinesiology and Sport Sciences at UNK, Health and Kinesiology at UNO, and Public Health at UNO in order to provide a well-rounded health educational experience for students. This program is designed so that it can be entirely online so that students who are out of state can also take advantage of this health pedagogy program.

B. Description of the Proposed Major or Degree:

This new program is a 30-credit hour fully online curriculum, culminating in either a thesis or comprehensive portfolio presentation. The UNK Health and Physical Education program has a Master's in Physical Education program that currently has about 30 students. The new Master's in Health Education program expects to be just as successful, and will also help expand teacher knowledge throughout the state of Nebraska. This curriculum was chosen to help provide students with health pedagogy skills, being able to communicate effectively, and being a leader in the field. The curriculum is comprised entirely of existing coursework at UNK and UNO.

The curriculum for the MAE in Health Education can be found below. Students will begin the program after obtaining a bachelor's degree from any accredited program. While this degree would be best suited for students who have a bachelor's degree in health education, physical education, nursing, or community health; any person who is wanting to learn how to communicate healthy practices with young people is welcome to join this master program.

Students enrolled in this MAE program will take a common core of coursework (30 credits) that provides a background in health pedagogy, research, and health communication, as well as an opportunity for hands-on experience in a health education classroom. Students already employed in a health education classroom will be able to substitute another course for the hands-on experience course with Graduate Program Chair approval.

The program is designed to be rigorous to demonstrate that the students will be an expert in the area of health education. The program is designed to be completed in 2 years if a student attends full time. It is predicted that most of our students will be working full time while enrolled in this program, so students are encouraged to take 2 courses a semester (including summers).

C. Student Learning Outcomes

UNK Health Education graduates will be able to promote and advocate for health education and health literacy.

UNK Health Education graduates will be able to assess, plan, and evaluate health-promoting education activities.

UNK Health Education graduates will be able to conduct research or health promotion/education.

D. Admissions

Admission to the MAE in Health Education program is based upon completion of an undergraduate degree and 2.75 Grade Point Average and a letter of intent. Screening of applicants will include an assessment of student’s ability to write their career goals and their philosophy on health education. Applications will be reviewed by the Graduate Program Chair.

An applicant interested in pursuing a MAE in Health Education should meet the following criteria:

1. The requirements for admission set forth by the Office of Graduate Studies,
2. Submit a one-page personal statement as to why they would like to pursue a master’s in Health Education degree.

E. Program Curriculum

<i>List specific required or elective courses in the major or degree. List prerequisites for required courses only. Note any courses that have course/lab fee; indicate if approved or planned. If courses listed are under development or modification, please note accordingly. Add lines as necessary.</i>				
Required Courses: Course Code and Title	Major/Degree Credit Hours	Prerequisites, if applicable	Course and Lab Fee	New or Existing Course
KSS 840 – Essentials of Sports Nutrition	3			Existing UNK
KSS 850 – Research Method in Kinesiology and Sport Sciences	3			Existing UNK
KSS 855P – Promoting Healthy Youth Behaviors	3			Existing UNK

KSS 861 – Applied Physiology of Exercise	3			Existing UNK
KSS 864P – School Health Methods	3			Existing UNK
KSS 874 – Seminar and Practicum in Health or Physical Education	3			Existing UNK
KSS 875 – Advocacy and Leadership in Health and Physical Education	3			Existing UNK
PHHB 8206 – A Public Health Approach to Mental Health	3			Existing UNO
PHHB 8360 – Community Health	3			Existing UNO
PHHB 8600 – Health Behavior	3			Existing UNO
Electives: Course Code and Title	Major/Degree Credit Hours			
Total	30			

F. Advising

Students accepted in the MAE in Health Education program will be assigned an advisor from the UNK Health and Physical Education program. The student will be strongly encouraged to meet with their advisor every term to discuss academic progress. Students will also work with the UNK Graduate Program Chair on program plans of study and transfer courses.

HPE Advisor – The HPE Advisor will guide the students through when courses are offered and specific course choices for electives if needed (due to district pay-scale requirements) as based on the student’s area of interest.

Graduate Program Chair (GPC) – The GPC will help students with their program plan of study, as well as helping with any initial certifications or additional endorsements in health education. The GPC will also approve any transfer courses for the MAE in Health Education. The GPC will also send email newsletters to all current MAE students updating them on what classes will be available, any job opportunities, research notes, and anything else that may come up pertaining to graduate studies.

Students will also have access to additional support through the Writing Center, Academic Success Coaching, and other student support services.

G. Evaluation of Program

Assessment data will be gathered in KSS 864. Thesis defenses and portfolio presentations will be evaluated by faculty and used for assessment purposes. The assessment will be conducted by at least two of the department’s graduate

faculty who are members of the department’s health and physical education program. This assessment is aligned with the goals listed below.

Nebraska Rule 24 for 7-12 Health Education Additional Endorsement:

Certification Endorsement Requirements: This endorsement requires a minimum of 30 semester hours in health courses that demonstrate content knowledge and skills of a health literate educator (all required courses); assess needs to determine priorities for comprehensive school health education (KSS 855P, KSS 864P, KSS 874, and KSS 875); plan comprehensive school health curricula and programs (KSS 855P, KSS 864P and KSS 874); implement health education instruction (KSS 874); assess student learning (KSS 864P); plan and coordinate a school health education program (KSS 864P); communicate and advocate for health and school health education (KSS 855P, KSS 864P, and KSS 875); serve as a resource person in health education (all required courses); and collaborate with other professionals in implementing a coordinated school health program (all required courses).

H. Plan for Implementation

This program is designed so that students can finish the program in two years while still working full-time. However, students will not be required to complete the program in two years but must finish it within the ten-year time frame.

Below is a suggested outline for how a student entering the program in the Fall could complete the required coursework. Students will be admitted on a rolling basis, so this outline is a suggestion, not prescriptive.

Fall Year One (6 credits)	Spring Year One (6 credits)	Summer Year One (6 credits)	Fall Year Two (6 credits)	Spring Year Two (6 credits)
<ul style="list-style-type: none"> •HEKI 8030/KSS 850 (3cr) •KSS 840 (3cr) 	<ul style="list-style-type: none"> •PHHB 8360 (3cr) •KSS 855P (3cr) 	<ul style="list-style-type: none"> •KSS 861 (3cr) •PHHB 8206 (3cr) 	<ul style="list-style-type: none"> •KSS 874 (3cr) •PHHB 8600 (3cr) 	<ul style="list-style-type: none"> •KSS 875 (3cr) •KSS 864P (3cr)

-OR-

Fall Year One (12 credits)	Spring Year One (9 credits)	Summer Year One (9 credits)
<ul style="list-style-type: none"> •HEKI 8030/KSS 850 (3cr) •KSS 840 (3cr) •KSS 874 (3cr) •PHHB 8600 (3cr) 	<ul style="list-style-type: none"> •PHHB 8360 (3cr) •KSS 855P (3cr) •KSS 864P (3cr) 	<ul style="list-style-type: none"> •KSS 861 (3cr) •KSS 875 (3cr) •PHHB 8206 (3cr)

I. Other Information (as applicable)

III. Review Criteria

A. Centrality to the Campus Role and Mission

UNK Mission: The University of Nebraska at Kearney is a public, residential university committed to be one of the nation’s premier undergraduate institutions with excellent graduate education, scholarship, and public service.

Contribution to Core Values and Strategic Vision

- 1- Academic Quality
 - a. The MAEd Health Education program will undergo continuous program review through the collection and analysis of data. This program also requires a experiential learning course in which students are exposed to being in a health education classroom/environment.
- 2- Access and Success
 - a. The HPE program faculty plan to recruit quality and diverse students through recruitment at conferences both locally and nationally. In order to retain students, the Graduate Program Chair will also send out newsletters to students to help them stay connected to each other and the UNK campus.
- 3- Quality Faculty and Staff
 - a. This program utilizes faculty from a variety of different areas across the UNK campus. If the program grows to the level of needing to recruit more faculty, we will explore ways to continue to enhance our program with diverse faculty.
- 4- Stewardship of Resources
 - a. Many of the HPE program faculty are leaders in national organizations. We will continue to promote the advancement of our faculty and programs in these organizations, therefore helping brand UNK as a leader in health education.

B. Relationship of the proposal to the University of Nebraska strategic priorities

Contribution to Core Values and Strategic Vision

- 5- Academic Quality

- a. The MAEd Health Education program will undergo continuous program review through the collection and analysis of data. This program also requires a experiential learning course in which students are exposed to being in a health education classroom/environment.
- 6- Access and Success
- a. The HPE program faculty plan to recruit quality and diverse students through recruitment at conferences both locally and nationally. In order to retain students, the Graduate Program Chair will also send out newsletters to students to help them stay connected to each other and the UNK campus.
- 7- Quality Faculty and Staff
- a. This program utilizes faculty from a variety of different areas across the UNK campus. If the program grows to the level of needing to recruit more faculty, we will explore ways to continue to enhance our program with diverse faculty.
- 8- Stewardship of Resources
- a. Many of the HPE program faculty are leaders in national organizations. We will continue to promote the advancement of our faculty and programs in these organizations, therefore helping brand UNK as a leader in health education.

C. Consistency with the Comprehensive Statewide Plan for Post-Secondary Education

The proposed program is consistent with the [Statewide Plan for Postsecondary Education](#). The program is designed to be an efficient and effective way for Nebraska citizens to promote health across the state, especially to our young people. This program avoids unnecessary duplication of other programs and will be online so that students from across the state can benefit from the program. Health education at its core supports diverse students and leads them to excel in having a good quality of life.

Meet the Educational Needs of the Students: The UNK MAEd in Health Education program meets the needs of Nebraska students by providing enhanced knowledge and skills in health pedagogy. By being online, this program does not restrict students by any factors such as location, economic status, age, disability, gender identity, or ethnicity. It will help students advance not only their career in the field, but also improve the health status of Nebraskans through information dissemination. The faculty teaching in the program are well established and have exceptional experience in the field. This program leads to an additional teaching endorsement in 7-12 Health Education for those seeking certification in this area.

Meet the Needs of the State: According to the U.S. Bureau of Labor Statistics, employment in health education careers is expected to grow by 12% from 2021 to 2031, much faster than the national average for all occupations (5%).¹ In order to get a 10-year professional certificate in Nebraska, you must have completed a master's degree within ten years, so teachers looking to obtain this certificate will be drawn to a master degree program in education. The support letters from the SHAPE Nebraska organization and Lincoln Public Schools curriculum directors help demonstrate the need for a health education program in Nebraska.

¹ Bureau of Labor Statistics, U.S. Department of Labor, *Occupational Outlook Handbook*, Health Education Specialists and Community Health Workers, at <https://www.bls.gov/ooh/community-and-social-service/health-educators.htm> (visited June 06, 2023).

Meeting Educational Needs through Partnerships and Collaborations: This program is a collaboration with the University of Nebraska Omaha. The school of Health and Kinesiology welcomes the collaboration, and we look forward to working together on this inter-campus degree program. Additionally, the Health and Physical Education faculty work with Nebraska School Districts such as Kearney Public Schools and Lincoln Public Schools; as well as the state organization SHAPE Nebraska. These partnerships will provide numerous opportunities for collaborations that will benefit students of the program and the state of Nebraska.

Statewide Facilities Plan: The program is offered entirely online, so it will require no additional facilities. Additionally, no new faculty are needed.

Off-Campus and Graduate Program Plans: Given that this degree is provided solely online, it fits within the Nebraska statewide plan. This program is a need within the state of Nebraska and due to the limited programs throughout the US, it would meet the need of students throughout the country.

D. Evidence of Need and Demand

The need for qualified health educators across the state of Nebraska and throughout the US is significant. According to the U.S. Bureau of Labor Statistics, employment in health education careers is expected to grow by 12% from 2021 to 2031, much faster than the national average for all occupations (5%). In order to get a 10-year professional certificate in Nebraska, you must have completed a master's degree within ten years, so teachers looking to obtain this certificate will be drawn to a master's degree program in education.

The need for effective health education is vital to Nebraska, as there are many unhealthy behaviors that youth in the state are demonstrating. Over 50% of high school students don't always wear a seatbelt, more than a 3rd of Nebraska youth reported feeling sad or hopeless almost every day, there is an increase in young people who have seriously considered suicide, and sexual dating violence has doubled. In order to combat these behaviors, we need individuals trained in effective health education pedagogy to provide Nebraska youth the knowledge and skills to lead a healthy lifestyle. A MAEd in Health Education will better prepare individuals in Nebraska and the US to tackle these health issues. A survey given to current health and physical education teachers in Nebraska who did not have a master's degree yet resulted in 31% of respondents stating they were interested in getting more information about a health education master's program.

Given the inter-campus nature of this program, it will be attractive to students from different areas. Any person who works with youth and wants to help education and promote health among young people will be attracted to this degree program. Current teachers, school nurses, school counselors, and community health professionals will benefit from learning effective health education pedagogy practices. Currently, many different disciplines are asked to teach health education within PK-12 schools. For example, school nurses are brought into elementary and middle school classrooms to discuss puberty; and family and consumer science teachers are often asked to teach health concepts, though neither of these disciplines were professionally trained in health education. The online accessibility of this program enables students to complete this degree from any part of Nebraska, or the US, without having to relocate.

E. Avoidance of Unnecessary Duplication

There are no other MAEd in Health Education programs in Nebraska, whether on campus or online. While there is a Master of Health Professions Teaching and Technology program at UNMC, this program only prepares individuals to teach medical profession courses. The MAEd in Health Education will focus on individuals who want to teach or communicate about health to any population, with a focus on the K-12 population.

There are only 31 institutions in the United States that offer a master's degree in health education, and many of these institutions are located in the Northeast US or Texas. Other universities throughout the Midwest and US may have physical education master programs, which usually only offer one health course as an elective. This program will focus specifically on health education for individuals who want to gain more knowledge in this area or become an expert in the field.

F. Adequacy of Resources:

1. Faculty/Staff

This graduate program is comprised entirely of existing online coursework. UNK Online has online training and tutorials available for new online students seeking guidance for success in online education and help navigating all the software used at UNK. UNK also provides 24-hour assistance with technical issues. The Calvin T. Ryan Library has training services for online students, a huge number of electronic resources, and dedicated library staff for digital databases which are utilized by both campus and online students. All these resources have been created specifically to support online education at UNK.

The current UNK Physical Education GPC will assist with recruitment and retention. The current GPC has a PhD in Health Education, so will be the main contact person for the MAEd in Health Education program. The HPE program just recently hired a lecturer who also has a background/PhD in health promotion, so they can contribute to this program as well as the physical education program in the department.

UNK's Office of Graduate Studies and Academic Innovation also provides resources to graduate students. There are academic coaches and online coordinators to assist faculty and student needs for online programs, which would include this program.

2. Library/Information Resources

The Calvin T. Ryan Library has training services for online students, a huge number of electronic resources, and dedicated library staff for digital databases which are utilized by both campus and online students.

3. Physical Facilities and Equipment

a. Physical Facilities

This program will be housed within existing facilities. All coursework will be offered online, there is no need for additional facilities for this program.

b. Instructional Equipment and Informational Resources

No new instructional equipment or informational resources is needed for this program. UNK Online provides training and designers for any faculty and courses as needed.

4. Budget Projections [include Table 1 and Table 2]

Table 1: Projected Expenses

Table 2: Revenue Sources for Projected Expenses

The MAEd in Health Education is comprised of existing coursework. UNK's Graduate Program Chair (GPC) of the Master's in Physical Education program will also oversee the Master's in Health Education program. Any expenses will be covered by existing resources.

IV. Appendices

A. Catalog Copy

The Master's in Health Education is offered fully online only. This program requires 30 credit hours for completion. This program is a collaboration between UNK and UNO campuses.

All students are required to complete an exit survey during the semester of graduation or program completion.

Course List

Code	Title	Credit Hours
Requirements		
KSS 840	Essentials of Sports Nutrition	3
KSS 855P	Promoting Healthy Youth Behaviors	3
KSS 861	Applied Physiology of Exercise	3
KSS 864P	School Health Methods	3
KSS 874	Seminar and Practicum in Health or Physical Education	3
KSS 875	Advocacy and Leadership in Health and Physical Education	3
KSS 850	Research Method in Kinesiology & Sport Sciences ¹	3
All Health Education MAE students must take 9 credits of approved coursework at UNO. Please see advisor for exact coursework.		9
Culminating Project		0-6
Select one of the following:		
Comprehensive Portfolio		
Students who select the Comprehensive Portfolio track will collect artifacts showcasing their best work throughout their time in the program. Students will complete their portfolio following the National Board certification process.		
Thesis		
Take 6 credits of the following:		
KSS 896	Thesis	
Total Credit Hours		30-36

1

Alternate coursework is available through UNO. Please consult your advisor for a list of approved UNO courses.

B. Market Analysis

[If conducted, insert market analysis.]

C. Letters of Support



September 20, 2024

To: Erin N Sweeney, PhD, MEd, MCHES®
Assistant Professor
University of Nebraska at Kearney
Kinesiology & Sport Sciences Department
Health and Physical Education Program

Dear Dr. Sweeney ,

This is a letter to represent our UNO College of Education, Health, and Human Sciences (CEHHS) enthusiastic support for your proposed Health Education Master of Arts in PK-12 Health and Physical Education degree, which will also use several of our CEHHS courses here in our School of Health and Kinesiology (H&K). We believe that this is an excellent collaboration across NU, and where our partner Nebraska P12 school districts are fully the beneficiary, as an intent of your program is for current physical education teachers to be able to complete the requirements for a health endorsement while earning graduate credit. It is also a GREAT example of how when two of our NU campuses work together closely, we can truly achieve some excellent opportunities for our Nebraska students. We have navigated internally your approach with various offices here at UNO, and we collectively see no problems and only mutual benefits, when you tap our existing courses in your efforts. Your initiative/program has also been very well embraced by our faculty here in H&K and CEHHS. Thanks for being so very collaborative with us.

Congrats on your efforts to work across campuses, and we wish you the very best, as we continue to partner with you!

Sincerely,

A handwritten signature in black ink, appearing to read 'Neal Grandgenett', with a long horizontal flourish extending to the right.

Neal Grandgenett, Ph.D.
Lois G. Roskens Dean

cc: Juan Casas, Dean of UNO Graduate Studies



College of Education, Health, and Human Sciences | Office of the Dean
6005 University Drive North, RH 211 | Omaha, NE 68182 | 402.554.2719 | cehhs.unomaha.edu
unomaha.edu



To whom it may concern:

This letter is in response to the proposal of a graduate level master's in health education program at the University of Nebraska at Kearney. The Society of Health and Physical Educators of Nebraska (SHAPE Nebraska), we support this proposed degree program. Health Education is an important aspect of the Whole School, Whole Community, Whole Child approach, which results in well-rounded, healthy students. With the addition of this program individuals' will have the opportunity to further their knowledge of health pedagogy and will help the state of Nebraska in creating stronger health education programming in our schools.

Sincerely,

Wyatt Morse

Wyatt Morse
SHAPE Nebraska Executive Director
Info.shapenebraska@gmail.com



Lincoln Public Schools

Curriculum, Instruction, & Assessment • 5905 O Street • Lincoln, NE 68510 • (402) 436-1808

August 17th, 2023

Dr. Erin Sweeney
University of Nebraska-Kearney
Kinesiology & Sport Sciences Department
Health Education

Dr. Sweeney,

I am writing this letter in support of your newest proposal for the development and evaluation of a Comprehensive Graduate Degree Program in Health Education. I have enjoyed working together with the University of Nebraska-Kearney and your faculty to further assist our educators in the Lincoln Public Schools. As the Curriculum Specialist for K-12 Health & Physical Education, I can attest to the need for a program such as the proposed Graduate Degree Program in K-12 Health Education. With ongoing changes in Health Education and pedagogy, there is a need now more than ever for students to be prepared to develop instructional skills and increased knowledge in the field of Health Education to meet the needs of students. This pursuit is supported by a strong health literacy foundation. I am pleased that UNK faculty are focused on creating a curriculum that intends to further the knowledge and skills of our current and future Health Education professionals to develop students who will educate our community and youth within the framework of the National Health Education Standards. I see this program as something that will benefit teachers and ultimately students across the United States.

Throughout my time working with teachers in LPS, I continue to be encouraged by the comments I hear from them about providing meaningful and engaging professional learning in the field of Health Education and enhancing their instruction while they teach our curriculum. LPS wants to continue to support the University of Nebraska-Kearney in this pursuit because we believe it will only enhance the quality of teaching in our district if the teachers are able to participate in these educational opportunities and pursuits. LPS is the second largest district in the state of Nebraska with just under 43,000 students and over 165 full time faculty dedicated to teaching Health Education and Physical Education in 8 high schools and 12 middle schools where we currently offer programming in Health Education. In addition, all of our Elementary School buildings offer Health Education as a part of the instructional day.

I am hopeful that the University of Nebraska-Kearney will consider providing coursework in Health Education at the Graduate level. I'm happy to support this pursuit in any way I can.

Sincerely,

Matthew R. Avey, Ed.D Curriculum Specialist
Health and Physical Education Lincoln Public Schools

D. Professional Licensure and Certification

Licensing Board Full Name	Link to Licensing Board Website
Nebraska Department of Education	https://www.education.ne.gov/contact-us/
Accrediting Body Full Name	Link to Accrediting Body Website
CAEP	https://caepnet.org/
Itemized Cost of Licensure and/or Certification	

\$55 for added endorsement		
List states where this program fulfills educational requirements for licensure/certification	List states where this program does not fulfill educational requirements for licensure/certification	List states that do not require licensure or certification for this program
Nebraska		

**Note that getting the additional endorsement is optional and students must already be certified in either Pk-12 or 7-12 teaching in order to obtain the additional endorsement.

E. Abstract of Proposal

The University of Nebraska Kearney (UNK) proposes a new Master of Arts in Education (MAE) in Health Education, designed to prepare individuals in health pedagogy, the practice of teaching health concepts. This 30-credit hour program, available entirely online, is aimed at professionals teaching health education in schools or the community, with a special focus on promoting healthy youth behaviors. It will be offered in collaboration with the University of Nebraska Omaha (UNO), combining coursework from Kinesiology and Sport Sciences, Health and Kinesiology, and Public Health. The program culminates in either a thesis or a comprehensive academic project.

This degree is particularly beneficial for individuals with a physical education degree who wish to earn an additional endorsement in health education, enabling them to teach health in grades 7-12. Additionally, it serves professionals in the health sector, such as school nurses and community health workers, who are involved in youth health programming. The MAE in Health Education stands out as one of fewer than 40 similar programs in the U.S., and it specifically addresses school health education, unlike the medical-focused programs at institutions like UNMC.

Graduates will be equipped to advocate for health literacy, evaluate health-promoting activities, and conduct health-related research. The program's flexibility and rigor make it an ideal choice for working professionals seeking advanced expertise in health education.

TABLE 2: REVENUE SOURCES FOR PROJECTED EXPENSES - UNK Master of Arts in Education in Health Education

	FY(2026)	(FY2027)	(FY2028)	(FY2029)	(FY2030)	
	Year 1	Year 2	Year 3	Year 4	Year 5	Total
Reallocation of Existing Funds	\$0	\$0	\$0	\$0	\$0	\$0
Required New Public Funds	\$0	\$0	\$0	\$0	\$0	\$0
1. State Funds						\$0
2. Local Tax Funds (community colleges)						\$0
Tuition and Fees * (# of students = 5, 10, 15, 20, 25)	\$ 33,412.50	\$ 66,825.00	\$ 100,237.50	\$ 133,650.00	\$ 167,062.50	\$501,188
Other Funding						\$0
1						\$0
2						\$0
3						\$0
Total Revenue	\$33,413	\$66,825	\$100,238	\$133,650	\$167,063	\$501,188
<p>*Indicates tuition and fees based on an average of 18 credit hours per academic year [\$371.25 (\$315.00 Online Graduate Tuition) + \$35.00 (Online Course Fee) + \$11.00 (Technology Fee) + \$6.25 (Library Fee) + \$4.00 (Student Records Fee)].</p>						
<p>Projection is for 5 new students every year.</p>						
<p>**Indicates a balance that does not include undergraduate FTE generation by program faculty.</p>						

TABLE 1: PROJECTED EXPENSES - UNK Master of Arts in Education in Health Education

	(FY_2026)		(FY__2027__)		(FY_2028____)		(FY__2029__)		(FY_2030____)		Total	
	Year 1		Year 2		Year 3		Year 4		Year 5		FTE	Cost
Personnel	FTE	Cost	FTE	Cost	FTE	Cost	FTE	Cost	FTE	Cost	FTE	Cost
Faculty											0	\$0
Professional											0	\$0
Graduate assistants											0	\$0
Support staff											0	\$0
Subtotal	0	\$0	0	\$0	0	\$0	0	\$0	0	\$0	0	\$0
Operating												
General Operating ¹	\$5,000		\$5,000		\$5,000		\$0		\$0		\$15,000	
Equipment											\$0	
New or renovated space											\$0	
Library/Information Resources											\$0	
Other ²											\$0	
Subtotal	\$5,000		\$5,000		\$5,000		\$0		\$0		\$15,000	
Total Expenses	0		0	5,000.00	0	5,000.00	0	0.00	0	0.00	0	15,000.00

Marketing Budget: \$5,000 for the first three years.