

**BOARD OF TRUSTEES OF THE NEBRASKA STATE COLLEGES**  
**ITEMS FOR DISCUSSION AND ACTION\ACADEMIC AND PERSONNEL**

---

---

*ACTION:* **Approve Addition of Healthcare Management and Digital Marketing Certificates for Chadron State College**

---

Per Board Policy 4200, which requires all new academic programs to be submitted to the Board for approval, Chadron State seeks approval to add two (2) graduate level certificates, beginning Fall 2022:

- Healthcare Management Certificate
- Digital Marketing Certificate

The System Office and Chadron State College recommend approval of the Addition of Healthcare Management and Digital Marketing Certificates for Chadron.

**ATTACHMENTS:**

- CSC Healthcare Management and Digital Marketing Certificates Proposal (PDF)

**Chadron State College**  
**Proposal to Add Two Graduate Certificates**  
**in Healthcare Management and Digital Marketing**

**1. Descriptive Information**

- A. Name of Institution:  
Chadron State College
- B. Name of Program:  
Healthcare Management and Digital Marketing
- C. Degrees/credentials to be awarded graduates of the program:  
Graduate Certificate in Healthcare Management  
Graduate Certificate in Digital Marketing
- D. Other programs offered in this field by the institution:  
None
- E. CIP code:  
52.0201 – Business Administration and Management, General
- F. Administrative units for the program:  
School of Business, Mathematics, & Science  
Business Academy (aka Department of Business)
- G. Proposed delivery site(s) and type(s) of delivery, if applicable:  
Fully Online
- H. Proposed date (term/year) the program will be initiated:  
Fall 2022
- I. Description of Program:

The purpose for creating the graduate certificates is to better prepare students for growing areas of business; including digital marketing, and health care management. Each certificate is composed of 12 hours and are identical to the courses required for the MBA focus areas of the same name. Students will be required to have a Bachelor’s degree in order to enroll in the graduate certificates. Students can earn these certificates either before or after a master’s degree, or as stand-alone certificates.

**Graduate Certificate in Healthcare Management**

<u>Course #</u>	<u>Course Title</u>	<u>Credits</u>
MGMT 640	US Healthcare System	3
MGMT 641	Health Law & Ethics	3
MGMT 642	Healthcare Management	3
CA 560	Health Communications	3
	Total	12

### Graduate Certificate in Digital Marketing

<u>Course #</u>	<u>Course Title</u>	<u>Credits</u>
MKTG 634	Mobile Media Marketing	3
MKTG 643	Social Media Strategy	3
MKTG 625	Digital Media Analytics	3
MKTG 652	Digital Media Marketing Capstone	3
	Total	12

## 2. Centrality to Role and Mission

The addition of these two certificates at the graduate level addresses both the “Purpose” and “People” parts of Chadron State College’s Master Academic Plan. These two academic offerings will increase recruitment by offering unique and in-demand courses of study (People) and will enhance student learning and growth through updated pedagogy and content (Purpose).

Further, the graduate certificates address two points of the NSCS Strategic Plan. First, **Institutional & Academic Quality**, which seeks to “*deliver an array of high-quality academic programs and curricular activities that successfully prepares students for the range of careers they will experience after graduation*”. Second, the **Workforce & Economic Impact**, which seeks to “*expand capacity for colleges to produce graduates who meet the workforce needs of Nebraska and to strengthen their role as change agents for rural communities they serve*”.

## 3. Evidence of Need and Demand

### A. Need for the program:

According to the Bureau of Labor Statistics the job outlook for the next decade, 2019-2029, is promising in both of these certificate areas. Jobs for Advertising, Promotions, and Marketing Managers are expected to grow 10% (<https://www.bls.gov/ooh/management/advertising-promotions-and-marketing-managers.htm>); and Healthcare Management is expected to grow 32% (<https://www.bls.gov/ooh/management/medical-and-health-services-managers.htm>). Additionally, there is a need for healthcare professionals in rural communities; and further, there is much value in understanding how to utilize digital marketing to reach beyond rural areas to expand market potential.

### B. Demand for the Program:

Enrollments in the CSC MBA program have been declining since 2017; this is in line with national trends in MBA enrollments. However, CSC’s MBA program is high quality, with students consistently out performing national averages on the Peregrine exam. As such, the Business Department developed the curriculum for these two certificates as MBA focus areas last academic year. In line with the aforementioned curriculum changes, the graduate certificates will enhance enrollments in graduate business classes.

## 4. Adequacy of Resources

### A. Faculty and Staff Resources:

The current staffing in the department can sufficiently cover the courses, as they are already being offered and have the capacity to enroll more students.

B. Physical Facilities:

These certificates will be fully online programs; therefore, no physical facilities are needed.

C. Instructional Equipment and Informational Resources:

No additional instructional equipment or information resources are required.

D. Budget Projections for the first five years of program:

The graduate certificates build upon an existing program (MBA focus areas) with no addition resources requested. A nominal cost would be incurred to update marketing pieces and promotion to include the two certificates.

Estimated revenue for adding these certificates lies primarily in the additional tuition that would be collected due to more students enrolling in these courses. With a modest estimate of three (3) students per year, per certificate, the tuition generated by completion of the four required courses equates to **\$27,360 per year** (6 students multiplied by 12 credits at current cost of \$380.00 per credit).

**5. Avoidance of Unnecessary Duplication.**

UNL offers two (2) graduate certificates in marketing: marketing analytics & strategical marketing. However, while elective coursework can be selected that address digital marketing, neither focus predominantly on digital marketing. Creighton offers a graduate certificate in Healthcare Management. UNO offers a graduate certificate in Business in Health Administration. Midland offers graduate certificates in Marketing Management & Healthcare Management.

While these existing certificates overlap in content somewhat with the graduate certificates being proposed by Chadron State, the fact that these courses are already being offered as part of the MBA program at CSC and have the capacity to increase enrollment makes these certificates a logical addition to the curriculum.

**6. Consistency with the Comprehensive Statewide Plan for Postsecondary Education**

These graduate certificates address the Coordinating Commission's goals for meeting the needs of the students and meeting the needs of the state. Students will benefit from being able to focus their study in areas with employment growth predicated to exceed normal in the next decade. Further, graduates in all of these certificate areas would be poised to add value to rural communities, and Chadron State faculty are uniquely qualified to highlight rural topics in teaching these courses.