



**Docket Item:**

University Program Approval: Southern Oregon University, Bachelor of Arts/Bachelor of Science in Healthcare Administration. (B.A./B.S.).

**Summary:**

Southern Oregon University proposes a new degree program leading to a B.A./B.S. in Healthcare Administration. Higher Education Coordinating Commission (HECC) staff completed a review of the proposed program. After analysis, HECC staff recommends approval of the program as proposed.

**Staff Recommendation:**

The HECC recommends the adoption of the following resolution:

RESOLVED, that the Higher Education Coordinating Commission approve the following program: Bachelor of Arts/Bachelor of Science in Healthcare Administration. (B.A./B.S.) at Southern Oregon University.



**Southern Oregon University seeks the Oregon Higher Education Coordinating Commission’s approval to offer an instructional program leading to a B.A./B.S. degree in Healthcare Administration.**

1. *Describe the purpose and relationship of the proposed program to the institution’s mission and strategic plan.*

The mission of Southern Oregon University (SOU) is to be an inclusive campus community dedicated to student success, intellectual growth, and responsible global citizenship. The B.A./B.S. in Healthcare Administration will contribute to student success and intellectual growth by providing meaningful and effective experiences for students, connecting disciplinary knowledge to students’ interests and aspirations, and by providing opportunities for students to explore, apply and refine their learning in authentic settings. Having emerged out of extensive consultation with regional healthcare employers, who have consistently expressed the need for graduates with the knowledge, skills, and dispositions reflected in the designated program outcomes, this program also addresses the University’s commitment to “academic programs, partnerships, public service, outreach, sustainable practices, and economic development activities that address regional needs such as health and human services, business, and education.”

2. *What evidence of need does the institution have for the program?*

Data compiled by the Oregon Employment Department (OED) and by the Rogue Valley Healthcare Workforce Steering Committee indicate that healthcare is the fastest growing industry in the state of Oregon, and has been the leading growth sector for Southern Oregon for more than two decades. In response to this growing demand, the region’s high schools are investing considerable effort and resources in developing an articulated Healthcare Pathway leading to entry-level industry certifications. Rogue Community College and Oregon Tech, meanwhile, are expanding their Allied Health programs to meet growing industry needs in technical fields. These combined efforts leave an open niche in fields requiring a bachelor’s or advanced degree, which will be filled by SOU’s degree program. Among the positions requiring a bachelor degree or higher, OED projects 1,470 openings for Medical and Health Services Manager positions in the next five years in Southern Oregon. This is the fourth-largest need identified by OED’s analysis of workforce need for the region. By providing a means for current healthcare workers from entry-level employment to transition into management sectors, SOU is meeting a growing regional need for healthcare managers.

3. *Are there similar programs in the state? If so, how does the proposed program supplement, complement, or collaborate with those programs?*

Chemeketa Community College (CCC) offers an Associate of Applied Science in Health Services Management; Oregon Health Science University (OHSU) offers a Master of Science in Healthcare Management; Oregon Institute of Technology (OIT) offers a Master of Science in Allied Health; and Oregon State University (OSU) offers a Bachelor of Science in Public Health, a Master of Public Health and a Ph.D. in Public Health. This program has been developed to complement Rogue Community College's Allied Health programs. These programs are part of an integrated continuum of educational opportunities for students seeking preparation for healthcare professions, which was developed in consultation with regional employers. Students who complete SOU's Healthcare Administration program and want to continue their education may funnel into OHSU's, OIT's, and OSU's masters and Ph.D. programs.

SOU acknowledges that the Oregon Tech B.S. in Health Care Management program serves students from both Eastern and Southern Oregon. With students from the Rogue Valley comprising approximately 2% of current enrollment in that program, the proposed face-to-face program at SOU is intended to provide increased access to this important field, particularly for students who are first generation, from underrepresented populations, place-bound or currently employed and seeking advancement within the healthcare sector.

In light of continuing robust growth in the market demand for health care administrators and the need to provide increased access to the field for students, both SOU and the regional health care community affirm strong confidence in the capacity of the region to sustain both programs.

All appropriate University committees and the Statewide Provosts Council have unanimously approved the proposed program. The Southern Oregon University's Board of Trustees approved the proposed program on April 20, 2017.

***Recommendation to the Commission***

The Statewide Provosts Council recommends that the Oregon Higher Education Coordinating Commission authorize Southern Oregon University to establish an instructional program leading to a B.A./B.S. degree in Healthcare Administration, effective Fall 2017.

**Institution:** Southern Oregon University  
**Program:** B.A./B.S. in Healthcare Administration

Action: At the June 7, 2017 meeting, the Statewide Provosts Council approved a new program for Southern Oregon University, B.A./B.S. in Healthcare Administration, to move forward to the Oregon Higher Education Coordinating Commission for its review and approval. The SOU Board of Trustees approved it at their April 20, 2017 meeting.

---

**Eastern Oregon University**

Sarah Witte, provost

Approved  
 Opposed  
 Abstained



**Oregon Health & Science University**

Elena Andresen, interim provost

Approved  
 Opposed  
 Abstained

*No vote – absent from meeting*

**Oregon State University**

Ed Feser, provost

Approved  
 Opposed  
 Abstained



**Oregon Tech**

LeAnn Maupin, acting provost

Approved  
 Opposed  
 Abstained



**Portland State University**

Sona Andrews, provost

Approved  
 Opposed  
 Abstained



**Southern Oregon University**

Susan Walsh, provost

Approved  
 Opposed  
 Abstained



**University of Oregon**

Scott Coltrane, provost

Approved  
 Opposed  
 Abstained



**Western Oregon University**

Steve Scheck, provost

Approved  
 Opposed  
 Abstained

