Undergraduate Certification Program Webinar
2021 Cycle
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Agenda

- What is Certification?
- The Process
- The Criteria
- The Self-Study
- Working with the Review Team
- Questions and Answers
AUPHA Undergraduate Certification

- Programs seeking certification must submit an extensive self-study detailing the program's structure, educational processes, and assessment mechanisms in response to criteria established by AUPHA and the Undergraduate Program Committee (UPC).
- Criteria first adopted in 1989 and revised in 2017
- Programs are assessed based on 28 criteria during the review process
- Certified programs must be reviewed every six years;
  - Three for first-time programs
- Programs must address those criteria that were partially or not met within 2 years
- Certification must be re-established every three to six years
- 46 AUPHA programs are currently certified
Review Process

- Runs from May 2020 to October 2021
- Overseen by the AUPHA Undergraduate Program Committee (UPC), facilitated by AUPHA staff
- Anywhere from 6-12 reviews per cycle
  - 10 during 2021 cycle
- Two-part process:
  - electronic self-study
  - peer evaluation
- Program must demonstrate how its curriculum meets the review elements of each of the 28 criteria
- Four-person review team (Chair, two reviewers, one first-year “observer”)
# 2021 Certification Process

Key Milestones (Full schedule on the AUPHA site)

<table>
<thead>
<tr>
<th>Activity</th>
<th>Time Period</th>
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<tbody>
<tr>
<td>Programs establish eligibility (DONE!)</td>
<td>May 2020 - July 2020</td>
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<tr>
<td>Programs write self-study</td>
<td>July 2020 - November 2020</td>
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<tr>
<td>AUPHA/UPC form review teams</td>
<td>Circa Late October 2020</td>
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<tr>
<td>Review team analyzes self-study</td>
<td>January - May 2021</td>
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<tr>
<td>In-Person Panel Review</td>
<td>June 2021 (at Annual Meeting)</td>
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<tr>
<td>Review team writes final report w/ recommendation to board</td>
<td>June 2021 - October 2021</td>
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<tr>
<td>Board votes on recommendation</td>
<td>Circa October 2021</td>
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After the Review

- In final report, review teams draw conclusions on each of the 28 criteria.
- Possible conclusions include:
  - Criterion is fully met
  - Criterion is partially met
  - Criterion is not met
- At the end of the report, review teams recommend a final outcome:
  - Full re-certification, six years
  - Partial re-certification, three years
  - No certification
- Programs certifying for the first time can only receive a maximum three-year recertification period.
- Programs must demonstrate improvement in any partially or not met criteria within 2 years.
Certification Criteria

- Available on the [AUPHA website](#)
- Example:

<table>
<thead>
<tr>
<th>Criteria</th>
<th>Review Elements</th>
</tr>
</thead>
</table>
| 1. The program will have statements of mission, vision, and values that  | • Are there statements of mission, vision and values for the program?  
| are reflected in the program’s focus, structure, curriculum, faculty, and student composition. | • Do these statements align with the program’s focus and structure?  
|                                                                          | • Are the mission, vision and values reflected in the curriculum as well as the faculty and student composition?  
|                                                                          | • Where graduate and undergraduate programs exist in the same unit, the undergraduate program must have its own mission statement.                                                                                           |

- Review teams base their recommendations on how each of the review element questions were demonstrated in the study
Criteria Categories

- Program Structure, Faculty, and Resources (1 - 11)
- Student Support Systems (12 – 15)
- Professional and Alumni Linkages (16 – 18)
- Curriculum and Teaching (19 – 22)
- Experiential and Applied Learning (23 – 25)
- Program Evaluation and Improvement (26 – 28)
Temporary Criteria Updates

Because of COVID-19’s detrimental effect on the internship market, AUPHA temporarily modified three certification criteria pertaining to internship requirements:

- Eligibility Criterion F
- Criterion 23
- Criterion 24
Eligibility Criterion F

- **Standard Eligibility Criterion F**: The program must require each student to complete a faculty-supervised internship of not less than 120 hours.

- **Modified Eligibility Criterion F**: (short-term: for spring, summer, and fall 2020 only): The program must require each student to complete a faculty-supervised internship of not less than 120 hours, or an alternative applied learning experience that is equivalent to the 120 hours of faculty-supervised internship, in any field across health and social services. A non-exhaustive list of formal internship alternatives has been made available by AUPHA.
**Standard Review Elements for Eligibility Criterion F:**

Is the internship stated as a requirement of the program in all marketing and recruitment materials?

Are all students required to complete the internship?

If not, what criteria does the program use to excuse students from the internship requirement?

Faculty-supervised means that, at a minimum, the program has an organized reporting system in place for students to report back to a faculty member.

**Modified Review Elements for Eligibility Criterion F (short-term: for spring, summer, and fall 2020 only):**

Is the internship or the applied learning experience stated as a requirement of the program in all marketing and recruitment materials?

Are all students required to complete the internship or the applied learning experience?

If not, what criteria does the program use to waive the internship or the applied learning experience requirement and excuse the student?

Faculty-supervised means that, at a minimum, the program has an organized reporting system in place for students to report back to a faculty member.
Criterion 23

- **Standard Criterion 23**: The program must ensure that the internship experience meets the stated goals and objectives of the program.

- **Modified Criterion 23 short-term (for spring, summer, and fall 2020 only)**: The program must ensure that the internship/applied learning experience meets the stated goals and objectives of the program.
Standard Review Elements for Criterion 23:
Is the internship experience consistent with the stated goals and objectives of the program?

The program may waive the internship based on the healthcare management accomplishments related to the expressed competency expectations associated with this requirement and the stated goals and objectives of the program.

Review Elements for modified Criterion 23 (short-term: for spring, summer, and fall 2020 only):
Is the internship/applied learning experience consistent with the stated goals and objectives of the program?

Does the program have established exclusion criteria to waive the internship/applied learning experience requirement based on the healthcare management accomplishments related to the expressed competency expectations associated with this requirement and the stated goals and objectives of the program?
Criterion 24

- **Standard Criterion 24:** The program must have established procedures for selection, orientation, and evaluation of practicum/internship sites and preceptors.

- **Modified Criterion 24 (short-term: for spring, summer, and fall 2020 only):** The program must have established procedures for selection, orientation, and evaluation of internship/applied learning experience sites and preceptors.
Standard Review Elements for Criterion 24:

Is the internship appropriately sequenced and integrated into the curriculum?

Is there an effective process for monitoring and evaluating the internship experience?

The program must demonstrate that an appropriate evaluation process is used to make determination of waiver or reduction of this requirement if a student presents a compelling case for not completely participating in the internship.

Modified (short-term: for Spring, Summer, Fall 2020 only) Review Elements for Criterion 24:

Is the internship or applied learning experience appropriately sequenced and integrated into the curriculum?

Is there an effective process for monitoring and evaluating the internship or applied learning experience?

The program must demonstrate that an appropriate evaluation process is used to make determination of waiver or reduction of the internship/applied learning experience requirement if a student presents a compelling case.
**Criteria Results Analysis, 2015-2019**

Top 6 “Toughest”

<table>
<thead>
<tr>
<th>Criterion #</th>
<th>Criterion Content</th>
<th>% that partially or did not meet</th>
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</thead>
<tbody>
<tr>
<td>Criterion 28</td>
<td>Program Evaluation and Improvement</td>
<td>38%</td>
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<tr>
<td>Criterion 26</td>
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<td>33%</td>
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<tr>
<td>Criterion 27</td>
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<td>28%</td>
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<tr>
<td>Criterion 21</td>
<td>Adequate Syllabi</td>
<td>25%</td>
</tr>
<tr>
<td>Criterion 22</td>
<td>Content Area Coverage</td>
<td>20%</td>
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<tr>
<td>Criterion 3</td>
<td>Program Leadership</td>
<td>18%</td>
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Completing the Self Study

- Programs have until **November 30, 2020** to submit the self-study
- Hosted on **SurveyGizmo**
- Progress can be saved, can be completed in multiple sittings
- Multiple individuals can work on the report simultaneously
- Model self-studies on the AUPHA certification site
  - Most recent – [East Carolina University (2019)](https://example.com)
Saving the report
An email has been sent to mryan@aupha.org

<table>
<thead>
<tr>
<th>Section</th>
<th>Status</th>
<th>Actions</th>
<th>Invite Colleague to Complete</th>
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<tbody>
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<td>Criterion 1</td>
<td>Not Started (sent to <a href="mailto:mryan@aupha.org">mryan@aupha.org</a>)</td>
<td>Answer</td>
<td>Email Address</td>
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<td>Criterion 2</td>
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<td>Criterion 3</td>
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<td>Criterion 7</td>
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Self-Study Worksheets

1. Criterion 6 – University Committee Participation
2. Criterion 7 – Faculty Scholarship
3. Criterion 7 – Faculty Service
4. Criterion 20 – Competency Mapping
5. Criterion 22 – Content Coverage

These can be downloaded directly from the Self-Study
Criterion 6. Full-time faculty must have primary roles in the governance and organization of the program including academic planning, curriculum development and review, advising, and program improvement.

6a. Describe the role of the faculty in the organization and governance of the program.

6b. Describe the role of the faculty in recruitment, evaluation and promotion decisions.

6c. Describe how the full-time faculty meets as a group to discuss program governance, organization and other administrative issues.

Complete the College/University Committee worksheet and then upload below.
## Criterion 20 – Competency Mapping

<table>
<thead>
<tr>
<th>Course Number</th>
<th>Course Name</th>
<th>When in curriculum</th>
<th>If Other, When?</th>
<th>Required or Elective?</th>
<th>Credits</th>
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<tr>
<th>Analytic/Assessment Skills</th>
<th>Policy Development/Program Planning Skills</th>
<th>Communication Skills</th>
<th>Cultural Competency Skills</th>
<th>Community Dimensions of Practice Skills</th>
<th>Basic Public Health Sciences Skills</th>
<th>Fiscal Planning and Management Skills</th>
<th>Leadership and Systems Thinking Skills</th>
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**Competencies Addressed in Course**
## Criterion 22 – Content Coverage

**Instructions:** Rate level of coverage for each course related to content area, using the following scale:
- **A** = Primary content of course
- **B** = Content addressed in more than 50% of course
- **C** = Content covered in-depth in at least one lecture
- **D** = Content mentioned; no substantive coverage
- **NA** = Content not mentioned

<table>
<thead>
<tr>
<th>Course Number</th>
<th>Course Name</th>
<th>When in curriculum</th>
<th>If Other, When?</th>
<th>Elective?</th>
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**CONTENT COVERED IN COURSE**

- Cultural competence/identity
- Ethics in business and clinical decision-making
- Healthcare economics
- Healthcare law
- Health care managing the organization
- Health policy
- Management of healthcare organizations
- Mental health and behavioral health
- Management of human resources/health policy
- Operations management, leadership, and innovation
- Organizational development and improvement
- Understanding community health needs
- Public health
- Quality assessment for adult learners
- Quantitative analysis and application to decision making
- Strategies for transforming health care systems
Working with the Review Team (prior to panel review)
January 2021-June 2021

- Programs are given an opportunity to review the composition of the review team prior to finalization
  - Conflicts of interest
- Review team chair will be main contact
- Structured as a back and forth, not an inquisition
At the Panel Review
June 2021

- Scheduled to take place at the 2021 Annual Meeting in Tampa, Florida
  - At least one program representative should travel to the meeting
  - 2020 Panel Reviews hosted on Zoom
- Lasts between one to two hours
- Content and flow is determined by the review team chair
- Used as an opportunity to discuss any areas of ambiguity and/or concern
  - Gives the program representative(s) a chance to give more information about the program itself