

WEST CHESTER UNIVERSITY OF PENNSYLVANIA

2015/2016 ACTION PLAN

Academic Programs of Distinction

Academic Programs of Distinction - Please identify your university's top 3 or 4 Program Areas of Distinction (An Academic Program of Distinction is defined as a two-digit CIP level which includes general groups of related programs such as Business and Education. You may also use related areas that cross CIP codes such as Visual and Performing Arts or Allied Health Professions. STEM as a Program of Distinction is too broad but Technology and Engineering or Engineering and Math would be a suitable Program of Distinction.) Please provide a brief rationale or narrative as to what makes these programs distinctive.

52.0X and 44.04 Management and Administration

52.0X Business, Management, Marketing, and Related Support Service

The School of Business within the College of Business and Public Affairs houses business programs that are all AACSB accredited. AACSB-accredited schools have the highest quality faculty, relevant and challenging curriculum, and provide educational and career opportunities that are not found at other business schools. AACSB accreditation represents the highest standard of achievement for business schools worldwide. Less than 5 percent of the world's 13,000 business programs have earned AACSB Accreditation. AACSB-accredited schools produce graduates that are highly skilled and more desirable to employers.

44.04 Public Administration Program

The Master of Public Administration is the only NASPAA accredited program in the State System. Further, the program is only one of five NASPAA accredited program in the Commonwealth, joining the ranks of Penn State, Carnegie Mellon, University of Pittsburgh and Villanova. NASPAA is the Network of Schools of Public Policy, Affairs and Administration. NASPAA is the gold standard accreditation for schools of public policy and administration. The accreditation evaluates faculty and the curriculum to ensure quality. In addition, the department just developed and has been approved to offer the first Doctor of Public Administration (DPA) in the State System.

13.0410 Youth Empowerment and Urban Studies

The Youth Empowerment program is unique in the country as a program which is open to all students in any major, deeply community engaged, focused on social change with and alongside urban youth, while learning the theory and practice of popular movements and education. The core of the YES program is experiential learning. Nine of the 18 credits in the program are community-based courses, focused on learning by reflecting on what students are doing, with others, in the field. Students interested in careers in public policy, social work, government, psychology, language and literacy, education/teaching, sociology, criminal justice will benefit from the connections, real-life experience, and additional skills and knowledge gained through the minor. This minor helps to provide school districts with teachers who are experienced and understand diversity and local context. It helps to provide non-profits with creative and critical thinkers who have had real-life leadership experience, and it helps to provide businesses, such as banks and real estate agencies, with employees who can work effectively with members of the community.

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Academic Programs of Distinction *(Continued)*

51. HEALTH PROFESSIONS AND RELATED PROGRAMS

51.3102 Clinical Nutrition/Nutritionist

WCU offers a thriving and nationally known major in nutrition. Campbell's Soup selects a junior or senior nutrition major to participate in its summer internship program. WCU interns work in the Global Nutrition and Regulatory team at Campbell's world headquarters in Camden, NJ. The internship involves working with regulatory affairs, and the product development department, as well as business trips to food shows. The goal is to expose students to all aspects of the food and nutrition industry, allowing them to explore different careers they can pursue with a nutrition degree from WCU. Campbell's also offers the V8 Protein Student Ambassador program, exclusive to WCU nutrition majors. Campbell's chooses 10 majors to be ambassadors with the task of promoting the V8 protein product via social media. Four students are selected as winners and are invited to the world headquarters for a tour of the facilities and networking opportunities with nutrition and industry professionals.

51.20. Pharmacy, Pharmaceutical Sciences, and Administration.

51.2006. Clinical and Industrial Drug Development.

The pre-medical program at WCU is not a baccalaureate program per se, rather it prepares students in a number of majors (pre- and post-baccalaureate) for application to the health professional schools of medicine (allopathic or osteopathic); dentistry; optometry; podiatry; veterinary medicine; physician and pathology assistant programs; and careers in biomedical research. The program includes a highly successful early assurance program. The placement rate for students who are recommended by the Pre-Medical Committee is approximately 95 percent. The Pharmaceutical Product Development program is one of only a few such programs in the nation. WCU is in the heart of the U.S. pharmaceutical industry hub. The curriculum for the PPD degree is interdisciplinary in nature; students acquire foundational training in biology, chemistry and pharmaceutical sciences, as well as experience in technical writing, statistics, economics, and biomedical ethics. This innovative curriculum is coupled with two summers of internship employment in the industry.

51.812.1 Respiratory Care

West Chester University, in conjunction with Bryn Mawr Hospital, offers a Bachelor of Science degree in respiratory care. Respiratory care professionals evaluate, treat, and care for patients with breathing disorders. Patients include premature infants, those with lung disease, and those requiring assistance from life support technology. The uniqueness of this relationship allows for immediate access to state-of-the-art medical equipment and to medical personnel, as well as clinical affiliate relationships (currently 14 clinical affiliates). During the past three years, students in the program have had a 100 percent pass rate on the National Board for Respiratory Care's Written Secured Self-Assessment Exam. The program has CoARC recognition for Distinguished Registered Respiratory Therapist Credentialing Success (2014).

51.0806 Adapted Physical Education Program

This program encompasses two minors, the adapted physical activity minor and the deaf studies minor. The adapted physical activity minor is one of approximately five adapted physical education minors in the United States and also includes non-educational aspects of this field such as disability sport, pre-physical therapy and pre-occupational therapy majors. Content from adapted physical activity may be useful for other majors to incorporate into their future practices. The program also consists of an on-campus service learning component, which adds greatly to the value of this program. Annually, students provide approximately 3,000 hours in service to the community, volunteering for such programs as an adapted physical education program; adapted lifetime fitness program; and Special Olympics teams. These programs are fully conducted by WCU students in accordance with the rules and regulations of Special Olympics International and local mandates. For each sport, eight to 10 practices are held and one to two tournaments.

The minor in deaf studies enables students to have a greater awareness of, understanding of, and expertise in the deaf community, including their culture and language. Practical applications of language use, cultural appreciation and understanding of deafness from a diversity viewpoint are stressed through three minor tracks. The minor prepares students from various majors to better understand the population in which they provide services (diversity track), the culture in which the deaf individual is a member (culture track), and develop proficiency in the cultural language of American Sign Language (language track). The Deaf Studies minor is open to any WCU student.