

**COLLEGE OF ALLIED HEALTH SCIENCES
HEALTH MANAGEMENT DEPARTMENT**

October 28, 2004

TO: Dr. Jack Buss, Chair-Academic Program Review Council

FROM: Ellen Haneline, Department Head-Health Management *Ellen Haneline*

RE: Environmental Health and Safety Management and Environmental Health and Safety Technology Programs

The following information is presented to the Academic Program Review Council (APRC) at the request of the Vice President for Academic Affairs. In his note to the APRC dated September 15, 2004, he asked that the following areas be addressed: changes in the program since the Fall, 2003 review, history of student enrollment in the program since their inception, and student recruitment and program marketing initiatives that were conducted and their effectiveness. He has also asked for a recommendation from both me and the dean. The following is presented in answer to Dr. Harris's request for information.

CHANGES IN THE PROGRAM: In Winter semester, 2004, the curriculum for the Environmental Health and Safety Management BS program was changed—the four options were eliminated with the result that there is a single curriculum that is completed by all students enrolled in the program. The changes in the curriculum were implemented in an effort to eliminate the confusion that was caused by the four options and make the curriculum more understandable for prospective and current students as well as their parents. There have been no significant changes in the associate degree program.

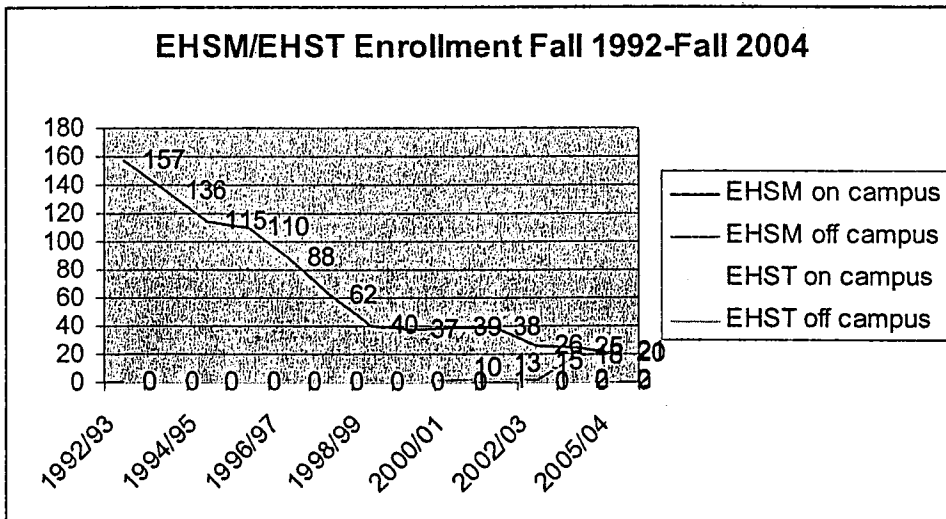
Currently, there are two full-time faculty members who provide instruction in both programs, a reduction of one faculty member since the time of the previous review. With the retirement of the third faculty member at the end of the Winter, 2004 semester, the BS program is no longer able to meet accreditation standards because the remaining faculty do not have the appropriate credentials to serve as program coordinator. The Environmental Health and Safety Management program at Ferris is the only program in the state accredited by the National Environmental Health Science and Protection Accreditation Council. As the only accredited program in the state, the program was formerly able to attract a certain number of students that had aspirations to enter the National Health Service uniformed service corps. Loss of accreditation means that students will no longer be able to obtain internships with the COSTEP program of the National Health Service. There have been 1-2 students per year who sought COSTEP internships in the past several years.

HISTORY OF PROGRAM ENROLLMENT: Currently, there are 22 students enrolled in the programs on campus, 20 in the four-year Environmental Health and Safety Management, and two in the two-year Environmental Health and Safety Technology program. An additional 21 students are enrolled in the off-campus Environmental Health and Safety Management Program. Currently students enrolled in the program on campus are distributed as follows:

Program	Year 1	Year 2	Year 3	Year 4
BS	0	6	6	8
AAS	1	1	0	0

There are 10 students in their fourth year and 11 students in their third year of the off campus cohort.

Enrollment in the on-campus Environmental Health and Safety program has varied from its high in 1971 of 196 students to its current low of 20 in the four-year program and an additional 2 students enrolled in the two-year program. Enrollment at the off-campus site has varied from a low of 16 to a high of 23 students. Unlike enrollment in the on-campus program which is non-lock step, enrollment in the off campus program is conducted in a cohort fashion and continuation of the program is dependent upon a minimum enrollment of 16 students. Enrollment in the two-year program has been low and generally limited to the participants in the off site program. The following graph shows the decline in enrollment (official count for Fall Semester) over the past 12 years.



Throughout its history, enrollment has fluctuated and most recently, enrollment has continued to decline despite extensive recruiting efforts on the part of the faculty and administration for the program. The program's first experience with declining enrollment occurred in 1980 when there were fewer than 50 students enrolled in both the associate and baccalaureate degrees. At that time, concerted efforts were made to raise enrollment resulting in the steady increases until the enrollment was 150 in 1988. When the program lost 44% of its enrollment between 1995-96 and 1997-98 (decrease from 110 to 62

students enrolled), the faculty and administration developed a recruiting plan to attract additional students to the program.

STUDENT RECRUITMENT AND PROGRAM MARKETING INITIATIVES:

The programmatic marketing plan, developed in 1997-1998 included the following efforts:

- the development of a five-minute recruiting video
- development and acquisition of promotional materials
- faculty participation in on-campus recruiting activities
- hosting career night for interested on-campus students
- faculty serving as guest lecturers in area high school science courses
- faculty speaking in on-campus Biology and Chemistry classes
- publishing information about the program in professional organization's newsletter
- increased contacts with alumni to involve them in recruiting

To support these activities, the university granted a programmatic marketing grant. Despite these efforts, the enrollment remained stable but did not increase.

Recruiting has continued to be a major focus of the faculty in the program:

- In the spring, 2000, an Environmental Health Camp was developed and marketed, however, there was only one individual who enrolled and the camp was cancelled.
- In 2001, in an effort to enhance enrollment in the program, the associate degree in Environmental Health and Safety Technology was reinstated, after having been closed in 1985 . However, it has not been successful—enrollment has ranged from a low of one student in Fall, 2001 to a high of 15 in Winter Semester 2002. The majority of the students in the associate degree program are participants in the UAW training sessions and typically only enroll in 1 class each time the training session is held in Detroit--at least once annually.
- During the Winter 2003, semester, an off-campus cohort for the bachelor's degree was implemented on the campus of Delta College. Since its inception in the Winter semester, 2003, a second cohort was admitted in 04F. Seven students with extensive experience in the environmental health and safety field were admitted in an advanced standing status to the first cohort during the Fall 03 semester. The off campus program has been successful in increasing enrollment in the program—enrollments have been: 16 in Winter, 2003; 18 in both Summer and Fall, 2003; 23 in Winter 2004 and 21 in Fall, 2004. However, economic conditions and changes in the hiring patterns of major employers in the Saginaw/Bay City/Midland area are expected to negatively impact the enrollment at the Delta site. It is doubtful that the minimum enrollment of 16 will be met to start another cohort next fall. Unlike the previous two years when a cohort was started and students began submitting applications for admission during the fall semester before the start of the program. To date, no new students have initiated action to enroll in the program next year.
- Also in the Winter, 2003, semester a revised curriculum was implemented for the baccalaureate program. In an effort to make the curriculum more

understandable for prospective students, the four options were removed creating a single set of requirements for graduation from the program rather than the previous four sets of graduation requirements. Despite the curriculum revision, no new students enrolled in the program this fall.

During the 2003-2004 academic year, the program was again the recipient of a programmatic marketing grant from the office of the VPAA. Working with University Advancement and Marketing several initiatives were begun:

- A postcard was developed and mailed to 1000 students who indicated an interest, on the ACT, in an environmental health related field. A corresponding web-page was developed to enable students to electronically inquire and receive information about the programs. Although the site received over 1600 hits there were no new enrollments in the baccalaureate program.
- The College of Allied Health Sciences (CAHS) recruiter placed special emphasis on the program during his visits to high schools and community colleges.
- During the Winter and Summer semesters, 2004, the dean and department head in cooperation with the University Center for Extended Learning (UCEL) worked with representatives of Northern Michigan College to develop a 1+1 program in Environmental Health Technology in Traverse City and the surrounding area. During the summer semester, an information session was held, with only three individuals in attendance.
- In April, a large ad was placed in the Torch to advertise an open house that the faculty sponsored for on-campus and local high school students. Four individuals attended.
- Faculty participated in the CAHS summer camp as well as the summer camp sponsored by the Office of Minority Affairs
- Visits to high schools and community colleges by the faculty continued.

As a result of the extensive recruiting efforts there are 20 students enrolled in the bachelor's degree program and 2 in the associate degree program. No new students enrolled in the BS program for the Fall, 2004 semester on campus. Throughout its existence, the associate degree program has had 1-2 on-campus student enrolled in addition to the UAW participants that took one class per year.

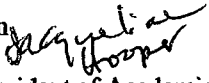
After review of the enrollment trends over the past 12 years, analysis of the results of recruiting efforts compared to expenditure of both time and funds over the past 5 years, and review of the numbers of incoming students in the Fall Semester 2004, I recommend that both the Bachelor's of Science degree in Environmental Health and Safety Management and the Associate's degree in Environmental Health and Safety Technology programs be closed at the conclusion of the winter semester 2006. My decision is not made lightly but I am no longer able to justify the utilization of university funds to support programs that are obviously, despite extensive recruiting efforts, no longer able to sustain themselves with sufficient enrollment. Closing the program at the conclusion of the 2006 semester, will allow the students that enrolled fall 2004 or sooner to complete program requirements.

Closing the program will result in the reduction of 2 FTE faculty positions with a resultant savings of more than \$206,587 (the figure for 2004-2005) plus increases in subsequent years due to contractual salary increases for faculty. Additionally, approximately, \$14, 161 in S&E funding will become available. A third benefit to be realized by closing the program will be the availability of two large laboratory spaces that could be converted to classrooms to accommodate the need in the building for additional classroom space to accommodate the significant enrollment growth realized by other programs within the college.



Ferris State University
College of Allied Health Sciences

To: Dr. Jack Buss, Chair, Annual Program Review Council (APRC)

From: Dr. Jacqueline Hooper, Dean 

Cc: Dr. Michael Harris, Vice President of Academic Affairs; Ellen Haneline, Department Head, Health Management

Date: November 1, 2004

RE: Recommendation on the continuance of the Environmental Health and Safety Management and Environmental Health and Safety Technology degree programs

In a memo dated September 15, 2004, Vice President Harris asked that I provide input regarding the feasibility of continuing to offer the B.S. in Environmental Health and Safety Management (EHSM) and the A.A.S in Environmental Health and Safety Technology (EHST) degree programs.

When rendering a recommendation, Dr. Harris asked that student enrollment trends, changes in the status of the programs since the last Annual Program Review (APR) that might affect the viability of the program, and the effectiveness of student recruitment and programmatic marketing activities conducted to date be addressed.

Enrollment trends in the College

Fall-to-fall total enrollment across the College has increased a total of 53.1% since 2001 (17.6% in 01F, 7.8% in 02F, 20.9% in 03F, and 6.8% in 04F). The demand for allied health degree programs is so great that all of the quota programs (programs with maximum enrollment capacity) were full in 04F (dental hygiene, diagnostic medical sonography, nuclear medicine, nursing, radiography, respiratory care), the majority are full through 05F (dental hygiene, diagnostic medical sonography, nuclear medicine, nursing, radiography), and two are full through 06F (diagnostic medical sonography, nursing).

As a result of the quota programs being full, the primary areas of growth on-campus from 02F through 04F were seen in non-quota and pre-professional sequence programs. The greatest gains were seen in pre-radiography (from 14 to 40 students = 1.9X increase), medical record administration (from 19 to 33 students = 73.7%), health care systems administration (from 74 to 124 students = 67.7%), and pre-nuclear medicine (from 32 to 51 students = 59.4%). The primary areas of growth off-campus were in the medical record technology (from 37 to 66 students = 78.4% increase) and medical records administration (from 3 to 15 students = 4X increase) programs.

The sustained increase in enrollment since 01F can be attributed largely to the high visibility of health-related careers in the media due to severe workforce shortages being experienced in the health care industry and targeted student recruitment being done by the college recruiter.

Although student enrollment increased dramatically over the last four years, because of a decrease in funding received from the state, the College did not receive concomitant increases in budgetary support to fund growth. As a result, funds were reallocated from areas of low to areas of high enrollment growth and a significant percentage of roll-forward funding had to be liquidated to cover expenses associated with the increase in student enrollment.

Enrollment trends in the Environmental Health and Safety programs

B.S. in EHSM

Counter to the total increase in student enrollment seen in the College, total student enrollment in the EHSM program has declined since 2001 and in fact, has declined significantly over the last 12 years. Total student enrollment on-campus has dropped 87.3 % from a high of 157 students in 92F to a low of 20 students in 04F.

Because zero new students enrolled in the on-campus EHSM program this fall (04F), enrollment will decline further as students graduate.

In effort to stem the decrease in student enrollment on campus, the program solicited interest from community colleges to start off-campus baccalaureate completion programs. As is the policy for all off-campus programs, a program is started only if a cohort, consisting of a minimum of 16 students, is enrolled. If the enrollment minimum of 16 is met, courses are offered in a lock-step fashion so that the cohort of students take courses and graduate at the same time.

In 03F, an articulation agreement was established with Delta Community College to offer a 3 + 1 baccalaureate completion program to allow credit earned in environmental health and safety courses at Delta to transfer seamlessly into Ferris' EHSM degree program. Environmental health and safety faculty at Ferris teach courses at Delta as part of their workload and travel from Ferris to Delta to deliver instruction. The program at Delta is tailored to meet the needs of adult learners with two courses offered per semester in a compressed format. Offering the courses in a compressed format allows working adults to complete one course before the other is begun.

Since inception of the articulation agreement two cohorts of 16 and 23 students were started in 03W and 04F, respectively. Because students in the first cohort have graduated, and due to attrition in the second cohort, as of this fall (04F), there are 21 students enrolled in the off-campus EHSM program. Of the 21 students enrolled, 11 are in their third year and 10 are in their fourth year of the baccalaureate completion program.

Due to an impending down sizing at Dow Chemical in Midland, and a general economic downturn in the Saginaw Bay/Bay City/Midland area, it is anticipated that a minimum enrollment of 16 to start another cohort in 05F will not occur. Unlike the previous two years when a cohort was started, students began submitting applications for admission during the fall semester before the start of the program the following fall. To date, zero new students have contacted the UCEL office in Flint to enroll in the program for 05F.

A.A.S. in EHST

The history of student enrollment in the EHST program is even grimmer than that seen in the EHSM program. Although a rendition of the EHST program (environmental sanitarian assistant A.A.S.) was one of two of the first allied health education programs to be offered at Ferris, the program was closed in 1985 due to a combination of factors including low enrollment and fiscal constraints that the University was facing at that time. Following closure of the program, the EH faculty subcontracted with a proprietary company that contracted with UAW to provide at least one environmental health and safety training seminar per year to UAW employees. In 01F, the EHST program was reopened with the primary intent of providing a credit-bearing option to UAW employees so that they could apply credit earned toward completion of an associate degree as they complete training once yearly. Since 01F, a high of 15 and a low of one employee(s) have enrolled in one course per year.

On-campus enrollment in the EHST program since it was reopened in 01F has been almost negligible with no more than two students being enrolled at any one time. This fall (04F) one new student enrolled in the program.

Program capacity

The environmental health and safety programs are designed to provide students who graduate from the EHST associate degree program the opportunity to seamlessly apply credits earned toward completion of the EHSM baccalaureate degree. According to SIS, on-campus student enrollment capacity is at least 30 students per year for a total enrollment of 60 in the EHST associate degree program, and 30 students per year for a total of 120 students in the EHSM baccalaureate degree program. Review of the history of enrollment patterns shows that the combined enrollment of the environmental health and safety programs has not been at capacity for the last ten years.

Changes in the status of the programs since the last Annual Program Review (APR)

Launch of the revised curriculum in EHSM

In 03F, the B.S. in EHSM was revised from a four- to a single-option major. The revision was undertaken in response to the reduction in the number of tenure-track faculty that declined previous to that time from a high of five in 99F to three in 01F, a history of steady decline in enrollment, and the perception that enrollment might be lagging in part due to a lack of recognition and understanding of the different career tracks within the various options.

Despite significant promotion preceding the launch of the new curriculum in 04W, enrollment gains were not realized in 04W or 04F.

Pending loss of accreditation status

At the close of 04W, the number of tenure-track faculty dropped to two subsequent to a retirement. The position that was vacated was not replaced because of the long-standing history of declining enrollment. As a result of the loss of the tenure-track position, the program no longer has a registered sanitarian on faculty which is a requirement to retain accreditation status by the National Environmental Health Science and Protection Accreditation Council.

The EHSM program at Ferris was the only accredited program in the state. Although the benefit of accreditation status has been questionable due to the history of low enrollment, it is expected that loss of accreditation will diminish the reputation of the program among environmental health professionals who work in the public health department sector in the state, eliminate the niche market position that accreditation afforded for marketing purposes, and eliminate the opportunity for students to obtain an internship with the National Health Service uniformed service corps which is limited to graduates of an accredited program.

Effectiveness of student recruitment and programmatic marketing initiatives to date

In response to declining enrollments over the last 12 years, program faculty and the administration have continued to promote the program including launching two concentrated programmatic marketing and recruitment campaigns in AY 1997-1998 and AY 2003-2004.

1997-1998 marketing and student recruitment blitz

During the 1997-1998 marketing and student recruitment blitz, a variety of promotional materials were developed, a five-minute recruitment video was produced, an on-campus career night was hosted for high school students, faculty promoted the program in biology and chemistry courses on campus, faculty served as guest lecturers in science courses at various area high schools, articles about the program were published in professional association newsletters, and alumni were enlisted to assist in the marketing and recruitment efforts.

Despite the concerted efforts extended by faculty, administration, University Marketing and Advancement and alumni, enrollment dropped from 62 in 97F to 40 in 98F and then remained relatively flat through 01F (37 in 99F, 39 in 00F, and 38 in 01F). With a program capacity of 120, in essence, the marketing and recruitment strategies enabled the program to retain an average of 38.5 students over a three year period, or in essence operate at 32.1% of program capacity (38.5/120 students).

2003-2004 marketing and student recruitment campaign

In preparation for, and throughout the launch of the new curriculum in 04W, a marketing and student recruitment campaign was conducted. A programmatic marketing group was assembled consisting of representatives from University Marketing and Advancement and CAHS. Subsequent to formation of the marketing group, three major recruitment strategies were implemented. A post card designed to be of interest to high school graduates was created. One thousand post cards were mailed to students whose names were obtained from an ACT list that identified them as having potential interest in an education program that had an environmental or safety focus. The post card directed prospective students to a specially designed web site that provided detailed information about careers in environmental health and safety, outlined requirements for the BS degree, provided a mechanism for students to request information about the program, and provided a venue in which the college recruiter or admissions could follow-up on inquiries. To date, the web-site has had over 1600 hits.

During the summer semester in 2003 (03S), conversation commenced about creating a 1 + 1 environmental health and safety associate degree in conjunction with Northwest Michigan College (NMC). In 03W a needs assessment was conducted that sampled local employer's need for, and interest in, acquiring environmental health and safety related employees. Simultaneously, the program was promoted widely by various entities with links to employers in the area such as the Chamber of Commerce and regional professional associations. In addition, environmental health and safety faculty made visits to science classes on the NMC campus to solicit interest in the creation of an on-site program. During the marketing and promotion of the program, employers were invited to attend one of two

information sessions to learn more about the degree. The response from employers was very disappointing. The survey yielded a return rate of 10% and a total of three employers attended the information sessions. After discussion with UCEL and NMC leadership, it was decided that the current level of interest in the community is too low to pursue efforts further to launch a program anytime in the near future.

During 04W, a large ad was run in the *Torch*, and an open house was hosted on campus, with the purpose of promoting the program to career-undecided students. The timing of the event was selected to coordinate with the mailing of denial letters to students who were not accepted in the pharmacy and optometry programs. Historically, the college has been able to attract students who were denied admission into pharmacy or optometry into one of the ten programs offered within CAHS, including EHSM. A total of four students came to the open house. None of the four students who attended the event enrolled in the program.

In the summer of 2004 (04S), the environmental health and safety programs were highlighted in an Allied Health Camp that was conducted during 04SUM in which 9th-12th graders from Western Michigan spent a week on-campus to learn about career opportunities in allied health. Additionally, EHSM and EHST were featured during two one-day summer camps that the faculty conducted that were sponsored by the Office of Minority Affairs.

Furthermore, as standard practice, faculty and the college recruiter have conducted recruiting events throughout the year that were targeted to students with interest in health and safety. During these events, the environmental health and safety programs were highlighted. In addition, visits by faculty, that involved hands-on exploration of environmental health and safety topics of interest, were routinely made to various science-related classes on-campus, and at area high schools and community colleges.

Despite extensive efforts extended by faculty, the college recruiter, administration, and University Marketing and Advancement, zero new students enrolled in the on-campus EHSM program and one student enrolled in the on-campus EHST program in 04F. Furthermore, total on-campus enrollment dropped from 25 students in 03F to 20 students in 04F in EHSM and remained at two students in the EHST program following the marketing and student recruitment campaign. With the current combined enrollment of 22 students on-campus (20 students in EHSM and 2 students in EHST), the program is now operating at 18.3% of capacity (22/120). With inclusion of off-campus enrollment (21 students), which may not be an ongoing count because enrollment could cease at the completion of a cohort, the program has a total of 43 students and is at 35.8% of capacity.

Conclusions and recommendation

Despite on-going and concentrated marketing and student recruitment efforts conducted over the last 12 years, the combined enrollment in the on-campus EHSM and EHST programs is currently at 22, which is 18.3% of the program capacity of 120 students. In addition, although two cohorts of students have been enrolled in AY 2003-2004 and AY 2004-2005 in the off-campus program at Delta Community College, the start of a third cohort on 05F is doubtful due to weakened economic conditions in Saginaw Bay/Bay City/Midland and zero inquiries for new admissions having been received to date from prospective students.

Consequently, it is my recommendation that prior to the start of 05W that new student enrollment be terminated for the EHSM and EHST programs (on- and off-campus) and that both programs be discontinued at the close of winter semester in 2006 (06W). Because no new students enrolled in the EHSM program and only one student enrolled in EHST this fall (04F), and the majority of continuing students in both the on- and off-campus programs will have completed their third year of the program at the close of AY 2004-2005, courses could be scheduled to allow all students in EHST and EHSM to graduate by the close of the 06W semester. In the event that a student has not completed requirements to graduate by 06W, administration will work with the individual on a one-on-one basis to complete graduation requirements through an independent study or by assisting with transfer to another institution.

Closure of the programs will allow \$220,748 in funding (\$206,587 in salary and \$14,161 in S & E) and over 2000 square feet of space within VFS (two large laboratory spaces that seat a total of 36 students, a laboratory prep room, and storage space) to be internally reallocated to support programs within the College that are in need of additional resources to support enrollment growth.

**FERRIS STATE UNIVERSITY
COLLEGE OF ALLIED HEALTH SCIENCES**

November 11, 2004

TO: Members of the Academic Review Council

FROM: Dr. Jacqueline Hooper, Dean-College of Allied Health Sciences
Ellen Haneline, Department Head-Health Management *Ellen Haneline*

CC: Dr. Michael Harris-Vice President for Academic Affairs

RE: Response to Environmental Health and Safety faculty document

Thank you for the opportunity for us to respond to the document regarding the Environmental Health and Safety Management (EHSM) and Environmental Health and Safety Technology (EHST) programs submitted by Dr. Gary Rodabaugh and Mr. Brad McCormick.

On page 1, the faculty document asserts that there has been a lack of administrative support for recruitment activities and that faculty members have been forced to assume that responsibility. In fact, the program has received a great deal of support, both from the college and from the university, for recruitment. The program has been the recipient of two programmatic marketing grants—one in 1997-1998 and the second during the 2003-2004 academic year. In addition, the program coordinator and one faculty member was given release time for recruiting purposes. At the college level, recruiting has been supported by the college recruiter who has placed special emphasis on the programs. Furthermore efforts were expended by the dean and department head to solicit additional articulation agreements with community colleges in hopes of increasing off campus enrollment.

On page 2, the faculty state that their workload has not been properly reflected on the 105 screen. The meaning of this statement is questioned—the 105 screen on SIS does show the enrollment in all courses, including those offered for off-campus students. There appears to be confusion regarding the data available on the 105 screen. Enrollment numbers for the 4th day count include both on and off campus students.

The enrollment data included under enrollment history on p. 3 is incorrect for the AAS off campus program. In fact, according to official university documents, there were no students enrolled in the AAS program in either of the Summer or Fall 2004 semesters.

This means, that the overall enrollment in the on and off campus EHSM and EHST programs for each of those 2 semesters was 38 and 43 respectively.

The assertion on page 4 that there is potential for expansion at the Delta site is not accurate in our view. To date, there have been no applicants for the Fall, 05. Usually by this time of the semester, students who wish to enter the next cohort have made application. Additionally, at the end of the Winter semester, 10 of the 21 students enrolled at the Delta site will graduate from the program. Furthermore, no contact has been received from Lansing Community College, the efforts to begin a program at Northern Michigan Community College in Traverse City have been unsuccessful, and recruiting activities held during the Summer, 04 were not able to attract students into the program. Lastly, the proposal to offer coursework online with laboratory sessions held on weekends may be viable, however, it would require large amounts of resources to develop the courses for on-line delivery.

Program productivity discussed on page 4 is somewhat misleading. It is true that the program continues to increase its SCH/FTE. This is due, in part, to the fact that the number of faculty in the program is decreasing. When one looks at the reason for that growth in SCH, it is because of the epidemiology and statistics course (EHSM 315). The SCH generated by that course in 2000-2001 was 159; in 2001-2002 it was 447; in 2002-2003 it was 375 and in 2003-2004 SCH generation was 426. EHSM 315 is a core course that is required for all baccalaureate students in the College of Allied Health Science.

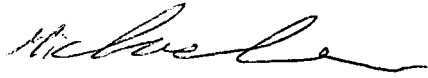
The discussion, on page 5, of the faculty interaction with CCHS 102 is somewhat misleading. It is true that the course was developed by Brad McCormick, an EHSM faculty member, however, teaching that course is not the sole responsibility of EHSM faculty members. The entire faculty in the college have the ability to teach that course. In fact, the majority of the sections are assigned to other than EHSM faculty during the 2004-2005 academic year.

Finally, regarding the opportunities listed on pages 8-9: it is questionable if such initiatives would be a good use of resources, would be cost effective or would increase student enrollment to capacity.



FERRIS STATE UNIVERSITY

To: Brad McCormick, Dr. Gary Rodabaugh, Environmental Health and Safety program faculty

From: Michael Harris, Ph.D., Vice President for Academic Affairs 

Date: September 15, 2004

RE: Review of the Environmental Health and Safety degree programs due November 1, 2004

Review of student enrollment records of the Environmental Health and Safety degree programs for the last ten years indicates a history of declining and low enrollments. According to information archived on Screen 105 in the Student Information System (SIS), current on-campus program capacity is at least 30 students per year for a total combined enrollment of 120 students in the A.A.S. Environmental Health and Safety Technology (EHST) and B.S. Environmental Health and Safety Management (EHSM) programs. On campus four-day count student enrollment records for Fall semester 2004 indicate 17 continuing students in EHSM, two continuing students in EHST, and zero new enrollments in either of the degree programs.

As part of the five-year Academic Program Review process, the EHSM program was reviewed last year. The Academic Program Review Council (APRC) rendered a recommendation, which was subsequently approved by Academic Senate, that the program be continued with monitoring and that the faculty in Environmental Health and Safety submit a report on November 1, 2006 detailing progress made toward increasing student enrollments.

Because there is only a total of 19 students enrolled in the on-campus Environmental Health and Safety program, and zero new students have enrolled in either the A.A.S. or B.S. programs this fall, I am requesting that the APRC review the feasibility of continuing to offer the EHST and EHSM degree programs. As done with the five-year APR process, I am asking that the APRC solicit and consider the recommendations of the Dean and Department Head as well.

To this end, I am requesting that you submit a report that notes any significant changes in the Environmental Health and Safety program and details the history of student enrollments in the EHST and EHSM degree programs since their inception, all student recruitment and program marketing initiatives that have been conducted to date including providing data that would indicate how successful the initiatives were. The report should be submitted to Dr. Jack Buss, the Chair of the APRC, by November 1, 2004.

I have asked that the APRC review the report and render their recommendations to the Academic Senate by December 1, 2004 so that the recommendations can be presented to the Senate at the December 7, 2004 meeting. It is my hope that the Academic Senate will consider and take action on the APRC recommendation at their December 7, 2004 meeting to enable me to take their recommendation under consideration before rendering a decision by the last day of classes (December 10th) in the Fall semester.

cc: Dr. David Eisler, President
Dr. Jacqueline Hooper, Dean, College of Allied Health Sciences
Ellen Haneline, Department Head, Health Management
Dr. Adnan Dakuri, President, Academic Senate
✓ Dr. Jack Buss, Chair, Annual Program Review Council

OFFICE OF THE VICE PRESIDENT
FOR ACADEMIC AFFAIRS

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CONFIDENTIAL

To: Annual Program Review Council

From: Dr. Gary Rodabaugh, Program Coordinator, Environmental Health and Safety Management Program

Date: October 24, 2004

RE: Response to VPAA Request for Information (Letter dated September 15, 2004)

This document is in response to your letter dated September 15, 2004, titled "Review of the Environmental Health and Safety degree programs due December 1, 2004".

The faculty of the Environmental Health and Safety Management (EHSM) Program would like to respond to the items in the letter and present additional information in support of the EHSM Program. The response to the letter will address the following issues;

- Information and assertions in the September 15, 2004 letter
- History of enrollment and current enrollment
- Opportunities
- Summary
- Contingency Proposal

Information and assertions in the September 15, 2004 letter

The first paragraph discusses enrollment issues in the EHSM program. It is indeed a concern that EHSM numbers have declined over the years. Much of this is a direct result of the change in administrative focus since the early 1980's. At that time, departmental administrators spent a great deal of time "handholding" students at community colleges to ensure their easy transition into the EHSM program. Throughout this time period, up to 75% of our students transferred from Community Colleges. CAHS has less than one quarter of the administrators it used to have and Community College transfers have fallen to very low levels.

Unfortunately, the job of providing students to programs has shifted away from an administrative duty and now falls almost exclusively on faculty. This means that these activities are now the responsibility of a group that are not skilled or trained recruiters. With minimal support from the University in the area of recruiting, materials development, budget or scheduling, it is virtually impossible for faculty to conduct more than haphazard recruiting efforts. We must stumble through a "shotgun" approach to try to find what works, an ineffective use of time, effort and materials, but it is the best we can do while trying to figure out what works. When coupled with "5-day" schedules, it is difficult to maintain our presence at the Community Colleges, much less the high schools.

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As part of our success in increasing our student numbers via the Delta program, we must now travel extensively to maintain our services. We generally spend 8-12 hours traveling each week to service the Delta program.

The EHSM program has never been adequately represented nor our workload properly reflected in the 105 Screen. We have never received programmatic "head count" credit for teaching our former external degree or service courses. Although the 4th day student count now included Delta courses, these numbers were not apparently included in the "19 students" the VPAA refers to in his letter.

EHSM faculty have been directed for the past four years to increase enrollment. We have been specifically told that if we cannot draw students to FSU, then we should go to them – which we have done. As a result, we now offer a Bachelor of Science Degree at Delta Community College that has significant enrollment numbers which are reflected in the 4th day student count, but are not readily visible on Screen 105. Rather than the exclusive use of Screen 105, we would ask the Academic Senate and the VPAA to consider the "real" numbers shown under "History of Enrollment" that are not generally reflected on the 105 screen.

The EHSM program has also undergone extensive changes over the past year. These include:

- The retirement of Mr. Ells, resulting in a program with two full-time faculty positions.
- Curriculum change to eliminate academic options and place all students on the same curriculum track.
- Enrollment of new cohort of students at Delta Community College.

As a result of these changes we have maintained our overall student numbers in the 40-55 range for most of the past six years (excluding summers when we have minimal course offerings).

**COLLEGE OF ALLIED HEALTH SCIENCES
HEALTH MANAGEMENT DEPARTMENT**

October 28, 2004

TO: Dr. Jack Buss, Chair-Academic Program Review Council

FROM: Ellen Haneline, Department Head-Health Management *(Ellen Haneline)*

RE: Environmental Health and Safety Management and Environmental Health and Safety Technology Programs

The following information is presented to the Academic Program Review Council (APRC) at the request of the Vice President for Academic Affairs. In his note to the APRC dated September 15, 2004, he asked that the following areas be addressed: changes in the program since the Fall, 2003 review, history of student enrollment in the program since their inception, and student recruitment and program marketing initiatives that were conducted and their effectiveness. He has also asked for a recommendation from both me and the dean. The following is presented in answer to Dr. Harris's request for information.

CHANGES IN THE PROGRAM: In Winter semester, 2004, the curriculum for the Environmental Health and Safety Management BS program was changed—the four options were eliminated with the result that there is a single curriculum that is completed by all students enrolled in the program. The changes in the curriculum were implemented in an effort to eliminate the confusion that was caused by the four options and make the curriculum more understandable for prospective and current students as well as their parents. There have been no significant changes in the associate degree program.

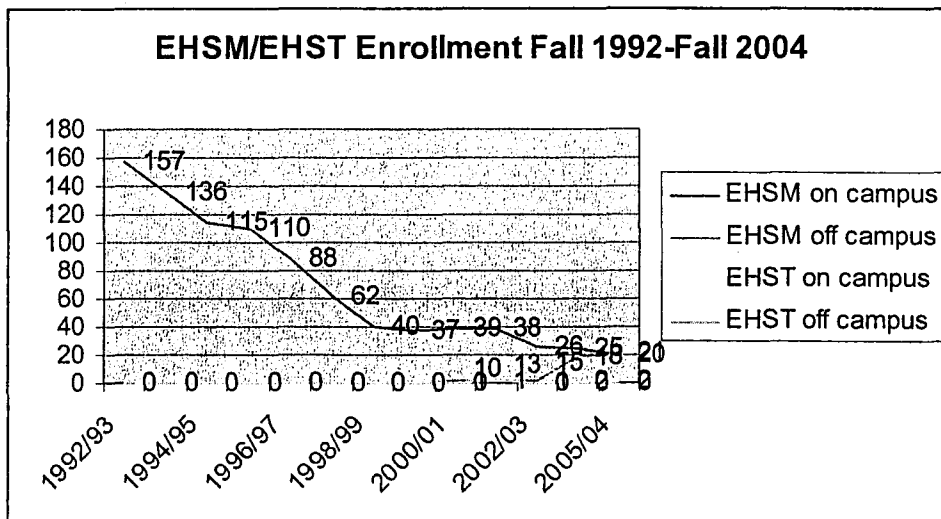
Currently, there are two full-time faculty members who provide instruction in both programs, a reduction of one faculty member since the time of the previous review. With the retirement of the third faculty member at the end of the Winter, 2004 semester, the BS program is no longer able to meet accreditation standards because the remaining faculty do not have the appropriate credentials to serve as program coordinator. The Environmental Health and Safety Management program at Ferris is the only program in the state accredited by the National Environmental Health Science and Protection Accreditation Council. As the only accredited program in the state, the program was formerly able to attract a certain number of students that had aspirations to enter the National Health Service uniformed service corps. Loss of accreditation means that students will no longer be able to obtain internships with the COSTEP program of the National Health Service. There have been 1-2 students per year who sought COSTEP internships in the past several years.

HISTORY OF PROGRAM ENROLLMENT: Currently, there are 22 students enrolled in the programs on campus, 20 in the four-year Environmental Health and Safety Management, and two in the two-year Environmental Health and Safety Technology program. An additional 21 students are enrolled in the off-campus Environmental Health and Safety Management Program. Currently students enrolled in the program on campus are distributed as follows:

Program	Year 1	Year 2	Year 3	Year 4
BS	0	6	6	8
AAS	1	1	0	0

There are 10 students in their fourth year and 11 students in their third year of the off campus cohort.

Enrollment in the on-campus Environmental Health and Safety program has varied from its high in 1971 of 196 students to its current low of 20 in the four-year program and an additional 2 students enrolled in the two-year program. Enrollment at the off-campus site has varied from a low of 16 to a high of 23 students. Unlike enrollment in the on-campus program which is non-lock step, enrollment in the off campus program is conducted in a cohort fashion and continuation of the program is dependent upon a minimum enrollment of 16 students. Enrollment in the two-year program has been low and generally limited to the participants in the off site program. The following graph shows the decline in enrollment (official count for Fall Semester) over the past 12 years.



Throughout its history, enrollment has fluctuated and most recently, enrollment has continued to decline despite extensive recruiting efforts on the part of the faculty and administration for the program. The program's first experience with declining enrollment occurred in 1980 when there were fewer than 50 students enrolled in both the associate and baccalaureate degrees. At that time, concerted efforts were made to raise enrollment resulting in the steady increases until the enrollment was 150 in 1988. When the program lost 44% of its enrollment between 1995-96 and 1997-98 (decrease from 110 to 62

students enrolled), the faculty and administration developed a recruiting plan to attract additional students to the program.

STUDENT RECRUITMENT AND PROGRAM MARKETING INITIATIVES:

The programmatic marketing plan, developed in 1997-1998 included the following efforts:

- the development of a five-minute recruiting video
- development and acquisition of promotional materials
- faculty participation in on-campus recruiting activities
- hosting career night for interested on-campus students
- faculty serving as guest lecturers in area high school science courses
- faculty speaking in on-campus Biology and Chemistry classes
- publishing information about the program in professional organization's newsletter
- increased contacts with alumni to involve them in recruiting

To support these activities, the university granted a programmatic marketing grant.

Despite these efforts, the enrollment remained stable but did not increase.

Recruiting has continued to be a major focus of the faculty in the program:

- In the spring, 2000, an Environmental Health Camp was developed and marketed, however, there was only one individual who enrolled and the camp was cancelled.
- In 2001, in an effort to enhance enrollment in the program, the associate degree in Environmental Health and Safety Technology was reinstated, after having been closed in 1985 . However, it has not been successful—enrollment has ranged from a low of one student in Fall, 2001 to a high of 15 in Winter Semester 2002. The majority of the students in the associate degree program are participants in the UAW training sessions and typically only enroll in 1 class each time the training session is held in Detroit--at least once annually.
- During the Winter 2003, semester, an off-campus cohort for the bachelor's degree was implemented on the campus of Delta College. Since its inception in the Winter semester, 2003, a second cohort was admitted in 04F. Seven students with extensive experience in the environmental health and safety field were admitted in an advanced standing status to the first cohort during the Fall 03 semester. The off campus program has been successful in increasing enrollment in the program—enrollments have been: 16 in Winter, 2003; 18 in both Summer and Fall, 2003; 23 in Winter 2004 and 21 in Fall, 2004. However, economic conditions and changes in the hiring patterns of major employers in the Saginaw/Bay City/Midland area are expected to negatively impact the enrollment at the Delta site. It is doubtful that the minimum enrollment of 16 will be met to start another cohort next fall. Unlike the previous two years when a cohort was started and students began submitting applications for admission during the fall semester before the start of the program. To date, no new students have initiated action to enroll in the program next year.
- Also in the Winter, 2003, semester a revised curriculum was implemented for the baccalaureate program. In an effort to make the curriculum more

understandable for prospective students, the four options were removed creating a single set of requirements for graduation from the program rather than the previous four sets of graduation requirements. Despite the curriculum revision, no new students enrolled in the program this fall.

During the 2003-2004 academic year, the program was again the recipient of a programmatic marketing grant from the office of the VPAA. Working with University Advancement and Marketing several initiatives were begun:

- A postcard was developed and mailed to 1000 students who indicated an interest, on the ACT, in an environmental health related field. A corresponding web-page was developed to enable students to electronically inquire and receive information about the programs. Although the site received over 1600 hits there were no new enrollments in the baccalaureate program.
- The College of Allied Health Sciences (CAHS) recruiter placed special emphasis on the program during his visits to high schools and community colleges.
- During the Winter and Summer semesters, 2004, the dean and department head in cooperation with the University Center for Extended Learning (UCEL) worked with representatives of Northern Michigan College to develop a 1+1 program in Environmental Health Technology in Traverse City and the surrounding area. During the summer semester, an information session was held, with only three individuals in attendance.
- In April, a large ad was placed in the Torch to advertise an open house that the faculty sponsored for on-campus and local high school students. Four individuals attended.
- Faculty participated in the CAHS summer camp as well as the summer camp sponsored by the Office of Minority Affairs
- Visits to high schools and community colleges by the faculty continued.

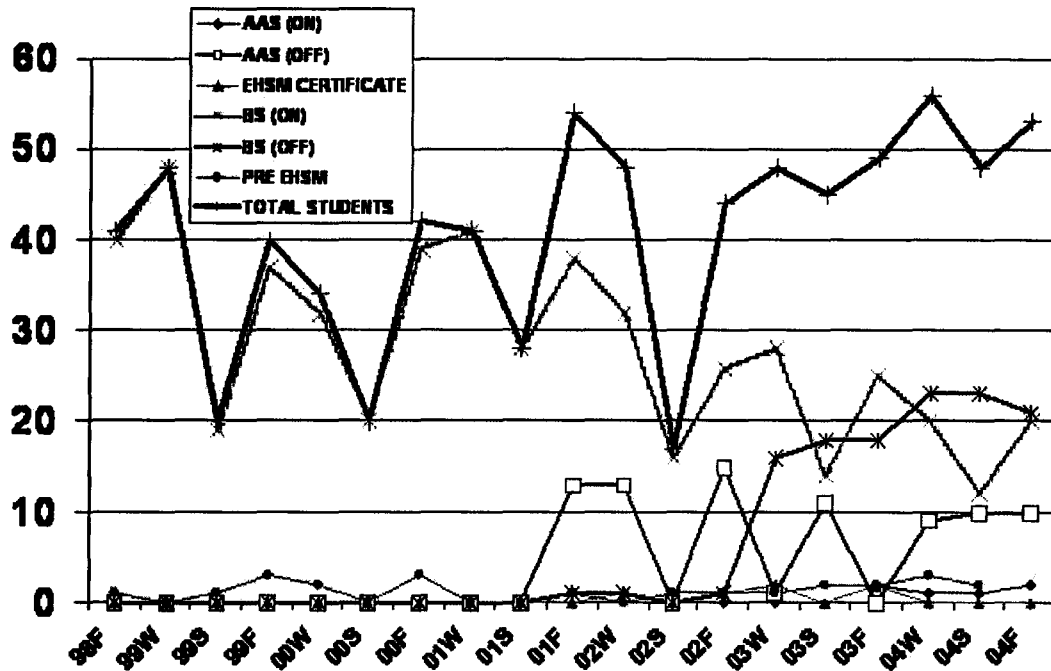
As a result of the extensive recruiting efforts there are 20 students enrolled in the bachelor's degree program and 2 in the associate degree program. No new students enrolled in the BS program for the Fall, 2004 semester on campus. Throughout its existence, the associate degree program has had 1-2 on-campus student enrolled in addition to the UAW participants that took one class per year.

After review of the enrollment trends over the past 12 years, analysis of the results of recruiting efforts compared to expenditure of both time and funds over the past 5 years, and review of the numbers of incoming students in the Fall Semester 2004, I recommend that both the Bachelor's of Science degree in Environmental Health and Safety Management and the Associate's degree in Environmental Health and Safety Technology programs be closed at the conclusion of the winter semester 2006. My decision is not made lightly but I am no longer able to justify the utilization of university funds to support programs that are obviously, despite extensive recruiting efforts, no longer able to sustain themselves with sufficient enrollment. Closing the program at the conclusion of the 2006 semester, will allow the students that enrolled fall 2004 or sooner to complete program requirements.

Closing the program will result in the reduction of 2 FTE faculty positions with a resultant savings of more than \$206,587 (the figure for 2004-2005) plus increases in subsequent years due to contractual salary increases for faculty. Additionally, approximately, \$14, 161 in S&E funding will become available. A third benefit to be realized by closing the program will be the availability of two large laboratory spaces that could be converted to classrooms to accommodate the need in the building for additional classroom space to accommodate the significant enrollment growth realized by other programs within the college.

History of Enrollment

EHSM Student Count (by Semester)



EHSM Enrollment

While on-campus enrollment in the EHSM program has declined, faculty recognize the need to maintain students in the program. As a result of administrative encouragement and commitment to increasing students, faculty have recruited off-campus students to increase student numbers. As can be seen in the graph above and table below, student enrollment in the EHSM program has remained steady since 1998 and is expected to grow as newer recruiting efforts are undertaken.

Enrollment History¹

	98F	99W	99S	99F	00W	00S	00F	01W	01S	01F	02W	02S	02F	03W	03S	03F	04W	04S	04F
AAS (ON)	0	0	0	0	0	0	0	0	0	1	1	0	0	0	0	2	1	1	2
AAS (OFF)	0	0	0	0	0	0	0	0	0	13	13	0	15	1	11	0	9	10	10
EHSM CERTIFICATE	0	0	0	0	0	0	0	0	0	0	1	0	1	2	0	2	0	0	0
BS (ON)	40	48	19	37	32	20	39	41	28	38	32	16	26	29	14	25	20	12	20
BS (OFF)	0	0	0	0	0	0	0	0	0	1	1	0	1	16	18	18	23	23	21
PRE EHSM	1	0	1	3	2	0	3	0	0	1	0	1	1	1	2	2	3	2	
TOTAL STUDENTS	41	48	20	40	34	20	42	41	28	54	48	17	44	48	45	49	56	48	53
	98F	99W	99S	99F	00W	00S	00F	01W	01S	01F	02W	02S	02F	03W	03S	03F	04W	04S	04F

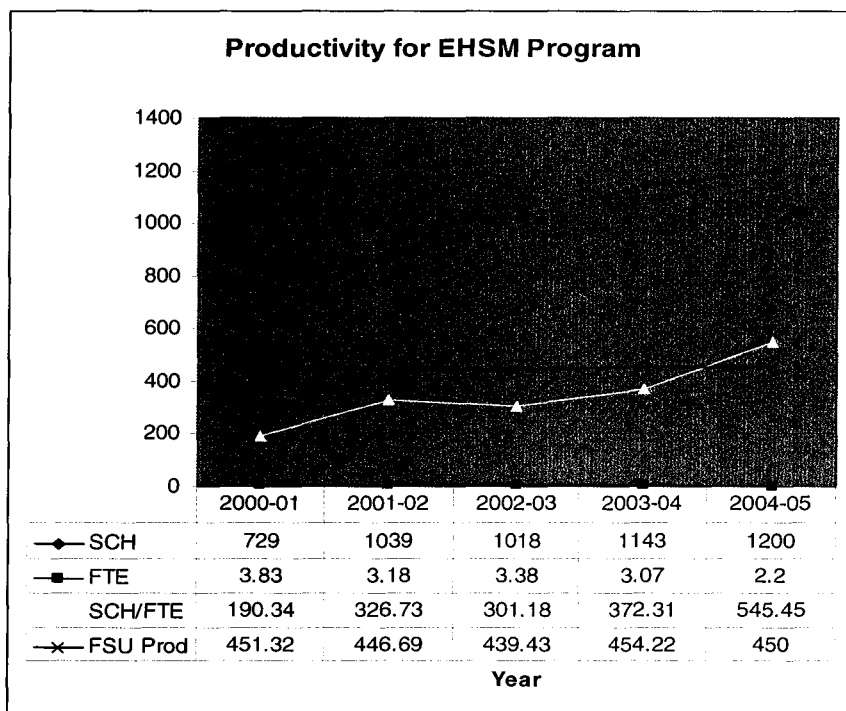
As shown in the graph above, overall enrollment in the EHSM program has not decreased over the past six years. Although it has not grown, it has certainly maintained its level of

¹ Information from CAHS Recruiter based on annual student count reports

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student enrollment and now functions with only 2 faculty members. Faculty members have committed tremendous amounts of time and effort in developing and nurturing off campus students to increase enrollment. When our off campus students at Delta are added to our on campus students, the EHSM program has maintained a steady number of students over the past six years. Unfortunately, our efforts with two different groups of students at separate locations do not show up as total programmatic student numbers on the 105 Screen, but can be found on the 4th day student count document shown in the Appendix.

The continuing partnership with Delta College has great potential for expansion. Lansing Community College and Northwestern Community College have expressed interest in similar “3+1” programs. Although Northwestern Community College has been unable to interest enough students in a “1+1” Associate of Science degree, faculty believe that offering a “3+1” degree similar to the one at Delta Community College may be very marketable to other Community Colleges. It may also be advantageous to offer the degree with the majority of the coursework online and laboratory sessions held on weekends at FSU.



As noted in the Academic Program Review Council report of November 19, 2003, the EHSM program has undergone major modifications to the point where it is not the same program it was several years ago. The program has been streamlined, has been reduced from five faculty to two and has greatly expanded its' off-campus presence.

Continued success with program recruitment is now being undertaken by Dr. Rodabaugh as Program Coordinator.

Productivity of EHSM Program²

Based on information available in the Ferris State University Productivity Report, Fall 1999-Winter 2004, it is clear that the EHSM Program continues to increase productivity in an exceptional manner. As shown in the graph above, EHSM faculty, staff and administrators have made remarkable progress in increasing productivity through service

² 2004-05 numbers are based on estimates of stable student numbers already enrolled in the EHSM program, the recent increases in enrollment and the recent reduction of faculty to 2 full time positions.

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courses, stable student numbers, retirement of one faculty member and exceptional efforts to maintain the quality of the program.

In fact, the reduction to two full time faculty positions has resulted in a productivity (as measured by SCH/FTE) level of approximately 545. As evidence of the increasing productivity of EHSM faculty, this number can be directly compared to the 2003-04 overall average FSU productivity rating of 454.22.

With productivity ratings that significantly exceed the University average³, the EHSM Program should rank approximately 8th in the productivity ranking for 2004-05, ahead of 30 other FSU Departments. **This ranking and the productivity numbers illustrated here do not include the CCHS 102 courses which are designated as having EHSM faculty as lead faculty. CCHS 102 has been developed by EHSM faculty and EHSM faculty act as facilitators for all adjunct/ other faculty assigned to teach this course.**

Service courses taught by EHSM Faculty⁴

EHSM faculty have primary responsibility for teaching a number of service courses. The table presented here reflects the number of students in service courses taught by EHSM faculty over the past 4 years.⁵

	CCHS 102	EHSM 315	EHSM 330	RFIM (food service)
F00	121	53		18
W01	182	40	13	
S01	30			
F01	186	40		
W02	193	109	39	
S02	19	35	10	
F02	249	60		
W03	184	62	39	
S03	55			
F03	247	99	25	
W04	199	44	36	
S04	57	28	17	
F04		73		
Total Students	1722	643	179	18

³ Source document in Appendix

⁴ Source document in Appendix

⁵ Note: All courses listed are designated as having EHSM faculty as lead instructors with first preference of instruction. Approximately eight sections of CCHS 102 are offered each semester with approximately 30-40 students per section. Alternate faculty are used when EHSM faculty are not available due to load. If EHSM faculty take all sections in the future, it would account for approximately 8 credits with 240-320 students per semester.

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Recruitment Efforts

The most common comment we hear from students, faculty, administrators and visitors is that they didn't know that programs like EHSM existed. This lack of visibility has been detrimental to recruitment efforts for years. The EHSM program remains hidden in the College of Allied Health and is not presented to the technologically-oriented students in past recruiting efforts.

Past recruiting efforts by the former Program Coordinator were marginal at best. This was partially due to a lack of funding for recruiting materials, but mostly due to his impending retirement. Although release time had been awarded to the former Program Coordinator, the efforts could have been more effective.

Some funding has been available in the past for recruiting, but the cost of adequate recruiting often exceeds available budget lines. In lieu of significant funding commitment from the University, and under the new Program Coordinator, the EHSM program has elected to utilize funding generated by EHSM faculty in conjunction with the UAW/DaimlerChrysler project to undertake a major recruiting blitz. Advertising in print, posters, incentives, public demonstrations and student contact activities have been initiated. It is the intent of the EHSM program to saturate the FSU campus with information about the program, the 100% placement, good salaries and advancement in the field.

It is well recognized that the majority of pre-pharmacy and pre-optometry students do not gain access to their respective programs and may leave the University when they cannot enter their chosen program. These students, along with applied biology students, are exceptionally well qualified to enter the EHSM program and will be entering a highly respected, well paying profession. Informational brochures are under development with the goal to inform all pre-pharmacy, pre-optometry and all science students about the advantages of enrolling in the EHSM program. The initial stage of the advertising program is scheduled to begin at Homecoming and continue through Fall 05. After successfully increasing program enrollment by retaining pre-pharmacy and pre-optometry students who might normally leave FSU when they fail to gain entrance into their chosen program, efforts will be undertaken to significantly increase the movement of community college students into the program via transfer agreements.

All faculty have worked extensively over the past 4 years to make public appearances, speeches and professional presentations that highlight the program and the success of its graduates.

We have conducted the following activities over the past several years, above any recruiting being done by the prior program coordinator;

1. Annual
 - Safety conference booth and display
 - Coldwater career days for Career Center Career Days

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- Kellogg Community College presentation
 - Professional Presentation at Michigan Safety Conference
 - Summer camp for Allied Health
 - Dawg days several times per year
 - Delta College Advisory Board
2. Other
- Natural Science on campus 4-6 times per year
 - Open houses in CAHS for teachers and administrators 2-4 times per year
 - EHSM open house in 2004
 - Working agreement with Michigan Department of Career Development
 - Su 04 summer camps for Minority Affairs and CAHS
 - Open lab days several times per month
 - Summer camp for Minority Affairs
 - Professional Presentation at MDEQ conferences
 - Professional Presentations at Michigan Court Reporters conferences
 - Professional International presentations in Antigua, West Indies and Ontario, Canada
 - Professional presentation in Pittsburg
 - Working with the Math Science Center in Big Rapids
 - Recruiting efforts to biology and chemistry courses at FSU
 - Recruiting at local high schools
 - Programmatic mailing efforts based on ACT scores and interest cards

The recruiting that has occurred over the past six years has been effective in maintaining consistent student numbers over that period of time. New recruiting methods, additional programmatic funding for recruiting materials and increasing visibility are expected to maintain and increase enrollment over the next several years.

Additional Funding and Awards

Faculty have actively sought outside funding to support the program recruiting and equipment needs. These funds have been used to purchase equipment, faculty computers, software, textbooks, supplies and other items that would have normally been requested from other general accounts.

Some of the funding efforts successfully undertaken by faculty include, but are not limited to;

Students in the EHSM-AS project with UAW/DaimlerChrysler

- 2-3 sessions per year, 3 days per session
- Students in the UAW system: 10 degree seeking, 150-215 per session. These sessions are occasionally used as part of load.

Funds brought into the university by the UAW project 01-04:

- \$56,915.48 (after expenses) (over 3.5 years or about \$20,000/year over the past 9 years, total \$180,000)

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Additional Funding Awards

- Mr. McCormick received a \$40,000 grant from the Michigan Department of Consumer and Industry Services to write a Core Safety Curriculum for the Michigan Department of Career Development. This curriculum is now mandatory in secondary allied health career education.

Opportunities

The EHSM program also holds exceptional promise as an external degree program with intense internet usage. The program already has 8 credit hours of available online courses and could have as much as 20 credit hours available by Fall 05. However, online courses will require commitment by the University to market the EHSM program and courses to the wider audience of the Industrial Hygiene, Industrial Safety, Hazardous Waste, Hazardous Materials and Environmental Health professions. These types of marketing efforts are expensive and the EHSM program is currently unable to fund this type of major advertising campaign.

Other opportunities include;

- Consider moving the program to College of Technology so it is not hidden in the medical fields within College of Allied Health Sciences. The vast majority of students attending any recruiting events at CAHS are only interested in Nursing and Dental Hygiene. The technology-intensive EHSM program is not under consideration by this group and therefore in-house recruiting generally fails the EHSM program.
- The 3-course Regulatory Compliance Certificate (EHSM 208, 330, 440) was developed and could still be marketed. Some modifications will be required because this coursework has been combined into a single 4-credit course. Additional courses in Toxicology and Management could be added to update the Certificate. EHSM 330 remains as an Internet course as a service to other FSU departments.
- Large and mid-sized industrial businesses often have professionals who require CEUs which could be supplied by EHSM Internet courses. College courses normally have automatic CEUs attached to them rather than seminar courses which must apply to the professional organization for CEUs. Delivery in a standalone CD format is self contained, very portable & minimizes impact of servers being down. EHSM funding for travel and booths at professional meetings would serve to market the EHSM program to professionals who desire online training to complete there CEU and academic educational requirements.
- World Trade Center disaster brings EH&S activities to the forefront and into the public eye.

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- Cost of FSU tuition for a 3-credit course (45 hours) is equivalent or less than the average 1-week (30-40 hours) professional seminar. One of the few areas where FSU may be more cost effective.
- All EH&S professionals (CHMM, CIH, CSP, CHCM, PE, etc.) require CEUs as part of their professional certification. Worldwide potential for delivery of non-lab courses.
- Combine EHSM courses with those of other Universities to produce an EHSM online degree. I have searched the FSU website information completely, but access to information about online courses is absolutely minimal. It is unclear whether there are enough Arts & Science courses available online at FSU to allow for an online degree format. An online EHSM degree may require that students take these at other online Universities.
- Market as a "technical elective" to other departments at FSU and at other Universities & community colleges.
- Community Colleges: "Finish up to 1 year of courses in EHSM before you come to FSU!". Additional EHSM online courses are under development for EHS Regulations in Industry, Toxicology and Ambient Air Quality. Combining any available Arts and Sciences online courses may let us put together a 1-year program for delivery. (EHSM 330, 213, 215, 315, 421 and CCHS 102 now available, others are under development)
- Professional seminars, like NREP, charge about the same for courses, but you must travel to them. This means we can deliver courses at less than half the cost of other educational opportunities.

Summary

Although faculty have generally done their best when trying to recruit the past few years, impending retirement of the past Program Coordinator resulted in less than optimal recruiting activities. As a technological field hidden in the College of Allied Health, it has been difficult to interest visitors who only want to be nurses or dental hygienists.

The EHSM Program has initiated a self-funded advertising blitz concentrating on students who may leave FSU when they are unable to enter their chosen professional program.

Part of the self-funded initiative involves not only a major on-campus informational campaign, but also a program of purchasing EHSM textbooks in a lending library for EHSM students. Students would have no EHSM textbook costs for their entire degree program. This should serve as a major incentive for students interested in the EHSM degree programs.

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Contingency Proposal


EHSM faculty are totally committed to the survival of the EHSM program. We have had significant success in developing off-campus programs and can continue to expand these efforts. Increased efforts to market internet courses and expand offerings to community colleges have the potential, with University support, to greatly expand the program.


A movement of the EHSM program to the College of Technology may be an opportunity that has been long overlooked. Students interested in the College of Technology are the type of technologically-oriented individuals who would have an interest in protecting human health and the environment.

If the EHSM program is unable to increase enrollment and in the event that the Academic Senate and the VPAA agree that the Environmental Health and Safety Program does not warrant continuation, EHSM faculty would ask that the following Contingency Proposal be considered.

1. If enrollment has not increased adequately by the end of Fall 05, discontinue accepting new students at the beginning of Winter 06.
2. Continue the program for the next 24 months, until December 2007, while students are completing their degrees at Delta and FSU.
3. Mr. McCormick will be eligible for retirement at the end of that time period.
4. Dr. Rodabaugh is eligible to apply for a Sabbatical in Fall 05, beginning a Sabbatical in Fall 06. This could be used as a retraining Sabbatical for Dr. Rodabaugh to move to the Biology department where his Ph.D. in Fisheries and Wildlife from Michigan State University could be of best use.
5. There will also be enough service courses available in the CAHS to maintain a full load for Dr. Rodabaugh if the EHSM Program is discontinued. These courses would include CCHS 102, EHSM 330, EHSM 213, EHSM 215, EHSM 315 and others.

Respectfully submitted


Dr. Gary Rodabaugh, CHMM, Professor


Mr. Bradley McCormick, CHCM, Associate

Addendum

In late discussions with Ellen Haneline, Department Head, we believe that it would be very effective to offer the majority of the EHSM courses on a biennial basis with EHSM faculty teaching many of the courses currently outsourced to adjunct or alternate faculty. This would increase productivity by minimizing class cancellations and increasing class sizes with offerings every two years.

October 24, 2004

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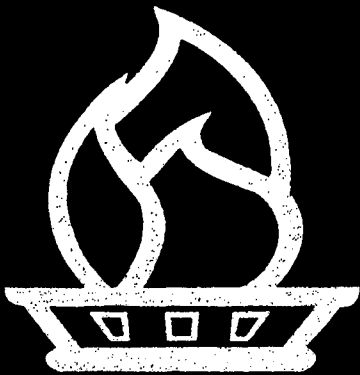
Appendices

- Excerpts from Ferris State University Productivity Report, Fall 1999-Winter 2004
- 4th day student counts
- Information from 105 Screen

FERRIS STATE UNIVERSITY

PRODUCTIVITY REPORT

FALL 1999 - WINTER 2004



FERRIS STATE UNIVERSITY

Student Credit Hours (SCH), Full Time Equated Faculty (FTEF) and SCH/FTEF Aggregated by University

University	Year	<u>Student Credit Hours</u>				<u>Full Time Equated Faculty</u>				<u>SCH/FTEF</u>			
		Summer	Fall	Winter	F + W (a)	Summer	Fall	Winter	Avg F + W (b)	Summer	Fall	Winter	F + W (a / b)
Ferris State University	1999-00	26,156.00	119,891.50	109,385.00	229,276.50	153.99	510.08	498.78	504.43	169.86	235.05	219.31	454.53
Ferris State University	2000-01	25,887.00	123,380.00	119,805.00	243,185.00	152.73	520.47	557.18	538.82	169.49	237.06	215.02	451.32
Ferris State University	2001-02	26,150.00	135,372.00	125,149.00	260,521.00	177.28	599.14	567.32	583.23	147.51	225.95	220.60	446.69
Ferris State University	2002-03	27,325.00	139,258.00	129,334.00	268,592.00	191.30	612.78	609.68	611.23	142.84	227.26	212.14	439.43
Ferris State University	2003-04	25,926.00	147,557.00	136,598.00	284,155.00	178.09	636.11	615.08	625.59	145.57	231.97	222.08	454.22

FERRIS STATE UNIVERSITY

Student Credit Hours (SCH), Full Time Equated Faculty (FTEF) and SCH/FTEF Aggregated by Course Prefix within College and Department

Prefix	Year	<u>Student Credit Hours</u>				<u>Full Time Equated Faculty</u>				<u>SCH/FTEF</u>			
		Summer	Fall	Winter	F + W (a)	Summer	Fall	Winter	Avg F + W (b)	Summer	Fall	Winter	F + W (a / b)
<u>College of Allied Health Sciences</u>													
<u>Health Management</u>													
EHSM	2000-01	0.00	354.00	375.00	729.00	0.00	4.37	3.30	3.83		81.07	113.65	190.18
EHSM	2001-02	104.00	459.00	580.00	1,039.00	0.82	3.28	3.08	3.18	126.24	139.85	188.18	326.52
EHSM	2002-03	232.00	453.00	565.00	1,018.00	1.84	2.55	4.22	3.38	126.09	177.70	134.00	300.93
EHSM	2003-04	181.00	684.00	459.00	1,143.00	0.99	2.92	3.23	3.07	182.21	234.01	142.31	371.81
HCSA	1999-00	330.00	402.00	474.00	876.00	2.26	2.74	3.63	3.18	146.22	146.76	130.67	275.19
HCSA	2000-01	326.00	359.00	400.00	759.00	1.79	2.52	2.05	2.29	182.50	142.25	194.82	331.66
HCSA	2001-02	276.00	265.00	327.00	592.00	2.08	1.80	2.03	1.92	132.61	146.91	161.10	308.85
HCSA	2002-03	160.00	327.00	490.00	817.00	1.22	1.66	2.32	1.99	130.84	196.59	211.49	410.53
HCSA	2003-04	176.00	524.00	585.00	1,109.00	1.67	2.04	2.79	2.41	105.32	256.93	209.90	459.55
IEHM	2000-01	204.00	0.00	0.00	0.00	1.92	0.00	0.00	0.00	106.42			
MRIS	1999-00	317.00	439.00	556.00	995.00	1.70	4.82	4.64	4.73	186.35	91.11	119.72	210.31
MRIS	2000-01	284.00	452.00	664.00	1,116.00	2.54	4.04	4.29	4.17	111.96	111.80	154.87	267.94
MRIS	2001-02	366.00	727.00	873.00	1,600.00	2.38	4.12	4.08	4.10	154.04	176.50	213.97	390.29
MRIS	2002-03	452.00	870.00	1,003.00	1,873.00	2.57	2.64	3.40	3.02	175.60	329.03	295.20	620.01
MRIS	2003-04	496.00	1,161.00	1,280.00	2,441.00	2.84	4.30	5.47	4.88	174.85	270.18	233.94	499.76
<u>Health Related Programs</u>													
CLLS	2000-01	201.00	210.00	327.00	537.00	2.50	3.00	3.00	3.00	80.49	70.00	109.00	179.00
CLLS	2001-02	231.00	190.00	306.00	496.00	2.65	3.00	3.00	3.00	87.17	63.33	102.00	165.33
CLLS	2002-03	200.00	284.00	268.00	552.00	1.45	2.90	2.61	2.75	137.93	97.93	102.68	200.36
CLLS	2003-04	93.00	289.00	406.00	695.00	0.93	2.33	2.65	2.49	100.00	124.03	153.21	279.12

FERRIS STATE UNIVERSITY

Ranked Listing of Student Credit Hours (SCH) / Full Time Equated Faculty (FTEF) Aggregated by Course Prefix Fall + Winter Semesters 2003-2004

Course Description	Course Prefix	Student Credit Hours/ Full Time Equated Faculty (SCH/FTEF)
Restaurant and Food Industry Management	RFIM	434.61
Building Construction	BCTM	424.38
Hospitality Management	HOMT	421.38
Computer Science	CPSC	414.08
Manufacturing Engineering Technology	MFGE	412.38
Kendall College Science	KCSC	406.05
Recreation Management and Leisure Studies	RMLS	401.26
Education	EDUC	399.17
Civil Engineering Technology	CETM	399.04
Education Reading Language Arts	ERLA	390.00
Journalism	JRNL	387.00
Kendall College Humanities	KCHU	384.69
International Business	INTB	372.26
Environmental Health and Safety Management	EHSM	371.81

FERRIS STATE UNIVERSITY

Student Credit Hours (SCH), Full Time Equated Faculty (FTEF) and SCH/FTEF Aggregated by University

University	Year	<u>Student Credit Hours</u>				<u>Full Time Equated Faculty</u>				<u>SCH/FTEF</u>			
		Summer	Fall	Winter	F + W (a)	Summer	Fall	Winter	Avg F + W (b)	Summer	Fall	Winter	F + W (a / b)
Ferris State University	1999-00	26,156.00	119,891.50	109,385.00	229,276.50	153.99	510.08	498.78	504.43	169.86	235.05	219.31	454.53
Ferris State University	2000-01	25,887.00	123,380.00	119,805.00	243,185.00	152.73	520.47	557.18	538.82	169.49	237.06	215.02	451.32
Ferris State University	2001-02	26,150.00	135,372.00	125,149.00	260,521.00	177.28	599.14	567.32	583.23	147.51	225.95	220.60	446.69
Ferris State University	2002-03	27,325.00	139,258.00	129,334.00	268,592.00	191.30	612.78	609.68	611.23	142.84	227.26	212.14	439.43
Ferris State University	2003-04	25,926.00	147,557.00	136,598.00	284,155.00	178.09	636.11	615.08	625.59	145.57	231.97	222.08	454.22

STU_NAME	STU_ID	ADDRESS	VET	CURS HRS	PASSED	CUMM HRS	XFR HRS		
TOTAL STUDENTS FOR AAS DIAGNOSTIC MEDICAL SONOGRAPHY : 33									
ALLES, STEVEN E	37202A124	10045 PIKE ST	RODNEY	MI	49342	18.00	69.00	2.816	.00
ARTI, MOHAMMAD	000257842	ART H	BIG RAPIDS	MI	49307	12.00	126.00	3.618	66.00
ASHOUR, DANAH FAISAL	000250208	APT C	BIG RAPIDS	MI	49307	18.00	137.00	2.908	85.00
BARRETT, TRINA A	387000483	875 ROBIN COURT	BIG RAPIDS	MI	49307	12.00	82.33	3.598	23.32
CORNELL, BRANDON K	370023750	14121 205TH AVE	BIG RAPIDS	MI	49307	13.00	31.00	3.826	.00
FERRELL, CARA N	386028141	3168 N GODY LAKE RD	BIG RAPIDS	MI	49322	18.00	145.00	5.132	.00
FOOD, RAIN N	386026200	1001 HOLLYWOOD	GRAND RAPIDS	MI	49505	13.00	90.00	2.053	.00
GAGNE, JACQUELINE	372040084	527 2ND ST	BIG RAPIDS	MI	49307	12.00	94.00	2.349	.00
CEGLIO, ERIN E	383043012	1805 MILTON ST.	BIG RAPIDS	MI	49307	16.00	79.00	3.288	46.00
GIOTTO, ANZEL R	386047803	230 BIRCHBANK HALL	BIG RAPIDS	MI	49307	17.00	129.00	3.156	2.00
HOPPE, JANIE L	367049885	2332 LONG RAPIDS RD	ALBENA	MI	49707	18.00	123.00	3.712	72.00
HOPPE, JANIE L	370007227	159 CARDINAL COURT	BIG RAPIDS	MI	49307	13.00	82.00	2.723	39.00
KEHOE, KELLY N	385023239	PO BOX 150	STANWOOD	MI	49346	13.00	55.00	2.661	.00
LAMBRE, MATTHEW JOHN	376086628	236 PICKET HALL	BIG RAPIDS	MI	49307	16.00	35.00	3.332	.00
OTTOBE, ELIZABETH A	376001272	331 FINCH COURT	BIG RAPIDS	MI	49307	13.00	124.00	2.681	.00
PERKINS, JAMES E	384926708	342 WINGBURN COURT	BIG RAPIDS	MI	49307	12.00	127.00	1.927	.00
STEVENS, JOHN CLARK	351387837	5664 W RICHMAN RD	SHELBY	MI	49455	10.00	.00	.000	.00
UNDERWOOD, LINDSEY I	348060255	1989A LINCOLN RR	STANWOOD	MI	49346	8.00	134.00	3.307	.00
WEBER, ROBERT	373923356	1124 ATLANTIC ST NW	GRAND RAPIDS	MI	49504	11.00	87.00	4.000	75.00
YARON, BRYAN J	376046980	3974 INDIAN LN	STANWOOD	MI	49346	12.00	24.00	3.783	.00

TOTAL STUDENTS FOR BS ENVIRONMENTAL HEALTH & SAFETY MANAGEMENT : 20

BOJIM, CHRISTINE L	374049189	2313 WEISS	SAGINAH	MI	48402	8.00	113.00	3.516	81.00
BRIDGMAN, JENNIFER	384928778	2353 N FLAJOLE RD	BIG RAPIDS	MI	49307	6.00	76.00	.000	76.00
CONDIS, CHRISTOPHER	370704896	400 N TRUMBULL	RAY CITY	MI	48708	8.00	102.00	3.894	70.00
DAVIS, DANIEL A	369088589	2620 E. LAPAN RD	BIRCHMONT	MI	48880	8.00	107.00	4.000	75.00
DEHT JOHN, FRANCIS	343525509	8245 COBURN DR	SAGINAH	MI	48900	11.00	92.30	3.788	67.30
DEHT JOHN, FRANCIS	370785448	8111 GERRARD ST	SAGINAH	MI	48888	8.00	137.40	3.244	105.00
ELIION, DAVID JAMES	386920505	339A N THOMAS RD	FREELAND	MI	48623	6.00	63.00	2.680	45.00
ELIINGER, TIMOTHY	382841310	4187 SHERRY COURT	SAGINAH	MI	48706	3.00	109.70	3.668	90.70
ELTZ, JOANN	366843873	2864 11 MILE RD	AUBURN	MI	49611	6.00	73.60	2.000	73.60
ELTZ, JOANN	380649182	236 N GERRARD	SAGINAH	MI	48888	12.00	139.00	2.330	123.00
HOLST, PATRICIA	374827267	626B W25	AKRON	MI	48701	6.00	50.00	.000	50.00
JACKSON, FRED	366726807	12 ALAMO CT	SAGINAH	MI	48601	8.00	131.00	3.138	99.00
KAUFMAN, JANET	362924349	020 SUTTON	SAGINAH	MI	48602	3.00	66.00	3.139	47.00
KAUFMAN, JANET	388623388	122 GSS WABERIN ST	SAGINAH	MI	48882	8.00	120.00	3.738	90.00
LUECKE, JASON BRICE	382925508	991 S. KNIGHT RD.	RAY CITY	MI	48708	6.00	51.00	.000	51.00
MASON, TRAVIS	376023650	3113 COLUMBINE	SAGINAH	MI	48603	6.00	48.00	.000	48.00
PENDLES, S M TNA M	386841252	4168 LAKE CREST CR	KALAMAZOO	MI	49048	6.00	121.00	2.125	23.00
PERKINS, JAMES E	369908489	818 VILLAGE TERR	SAGINAH	MI	48882	6.00	32.00	3.700	69.00
THAYER, JASON L	374047913	360A LAMDALE DR	MIDLAND	MI	48642	3.00	102.00	3.300	92.00
WELSH, RILEY	378834504	3773 LEAMAN CT	EDMUND	MI	48623	8.00	126.00	3.638	94.00
WITUCKI, STACEY	375882522	529 WEBB	RAY CITY	MI	48706	6.00	79.00	3.871	72.00

TOTAL STUDENTS FOR BS ENVIRONMENTAL HEALTH & SAFETY MANAGEMENT : 21

EUSEE, JEFF S	385924470	4865 BLUE RIDGE	RELMONT	MI	49306	17.00	90.00	2.989	57.00
KARG, ANDREW RYAN	380961786	304 CRAWER HALL	BIG RAPIDS	MI	49307	12.00	26.00	2.815	.00

TOTAL STUDENTS FOR AAS ENVIRONMENTAL HEALTH & SAFETY TECHNOLOGY : 2

AHMED, CHALTI	384175989	3165 CREEK DR. SE	KENTWOOD	MI	49512	12.00	75.00	2.585	49.00
AHRENS, TRACEY I	372806495	400 FILLER STREET	BIG RAPIDS	MI	49307	16.00	91.00	2.550	.00

W-Z0137 - SECURITY - YOU MAY NOT UPDATE ON THIS SCREEN

127 Summary Statistics

EHSM-315 EPIDEMIOLOGY & STATISTICS

Screen: ___ SID: Course EHSM315 Term: 01W

Term	Proj Enr.	Proj Sect	Act. Enr.	Act. Sect	Seats Avail	Total Demand	Total Drops	Total Adds	Mean Size	Median Size
04F			73							
04S			28	2	40	54	26		14	12
04W			44	2	43	62	18	2	22	20
03F			99	5	125	167	68	13	19	20
03W			62	4	83	80	18	1	15	14
02F			60	3	95	88	28		20	19
02S			35	2	30	75	40	8	17	
02W			109	4	125	129	20	9	27	26
01F			40	2	55	55	15	1	20	20
01W			40	2	55	53	15	1	20	10
00F			13	1	30	21	8	1	13	13

Next ID: _____

Date Last Maint: 08-11-2004

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W-Z0137 - SECURITY - YOU MAY NOT UPDATE ON THIS SCREEN

127 Summary Statistics

CCHS-102 SAFETY ISSUES-HEALTH CARE

Screen: ___ SID: _____ Course **CCHS102** Term: 01W

Term	Proj Enr.	Proj Sect	Act. Enr.	Act. Sect	Seats Avail	Total Demand	Total Drops	Total Adds	Mean Size	Median Size
04S			57	3	75	100	43		19	19
04W			199	6	180	268	69		33	35
03F			247	8	280	405	158	1	30	22
03S			55	3	80	85	30		18	19
03W			184	6	180	238	54		30	20
02F			249	8	235	341	92	10	31	36
02S			19	1	60	28	9		19	19
02W			193	5	175	269	76		38	38
01F			186	5	215	289	103		37	31
01S			30	1	35	46	16		30	30

Next ID: _____

Date Last Maint: 08-11-2004

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Program Name	Academic Year	Committee
Recreation Leadership and Management	2003-04	APR
Dental Hygiene	2003-04	APR
M.Ed. – Curriculum and Instruction	2003-04	APR
Applied Biology	2003-04	APR
Applied Mathematics	2003-04	APR
Public Relations	2003-04	APR
Environmental Health and Safety Management	2003-04	APR
CAD Drafting/Tool Design	2003-04	APR
BSN – Nursing	2003-04	APR
Secondary Vocational Education – BS	2003-04	APR
Advertising	2003-04	APR