

## CEPH Goals and Objectives

As of 3/20/2015

Goal 1: <i>Instruction: Implement and continue to refine an interdisciplinary, evidence-based curriculum that confers public health values, knowledge, and skills through coursework, service practice and field experience.</i>	
Outcome Measure	Target
<b>1a. An expanded curriculum for employed and geographically remote students including distance-mediated and accessible course offerings.</b>	Target 1: 75% of online MPH students will report professional experience in the field of public health prior to matriculation.
	Target 2: 25% of core residential courses will be held in at 3:00 PM or later.
	Target 3: Expand online elements of residential courses, including hybrid courses, flipped classrooms, distance-mediated contact. <sup>1</sup>
<b>1b. A high-quality education in public health communication by drawing on MU's curricular strengths in those areas.</b>	Target 1: A year-by-year increase of student publications in popular media, and presentations in public forums, including community and legislative hearings.
	Target 2: The MPH Program will collaborate with campus partners to offer a minimum of 2 electives in writing and communication in public health per academic year.
	Target 3: 90% of required courses offered through the MPH Program will have obtained average scores of <i>satisfactory</i> or better (at least 3.0 on a 5.0 scale) on student evaluations of "the course as a whole".
	Target 4: 80% of annual student survey respondents will award an average score of <i>good</i> or above when rating the quality of the MPH curriculum.
	Target 5: Maintain a student-faculty ratio of less than 10:1 by 2018.
	Target 6: Increases in dedicated MPH office /conference/teaching space to accommodate growing enrollment and faculty.
<b>1c. MPH students completing required and elective coursework with the highest standards of excellence and professionalism.</b>	Target 1: Less than 5% of grades earned in the MPH Program will be Cs or lower.
	Target 2: Increase the number of professional training and networking opportunities.
<b>1d. Field placements for MPH students that provide graduate level opportunities in both content and crosscutting competencies.</b>	Target 1: Increasing percentage of field placements in underserved rural areas of Missouri.
	Target 2: Increasing number of students completing field placements abroad.
	Target 3: Student self-assessment of competency achievement will increase by at least 25% in all competency domains following field placement.
<b>1e. Students completing the Graduate Certificate in Public Health with sufficient mastery of new content areas to promote their work and/or to succeed in ongoing public health study.</b>	Target 1: More than 90% of Graduate Certificate students will complete the program.
	Target 2: 80% of Graduate Certificate completers who enter the MPH Program will graduate from the program within three years.
<b>1f. MPH graduates with the skills and competencies that enable them to contribute meaningfully to the health and well-being of the public.</b>	Target 1: 100% of graduates will report having the skills and competencies necessary to contribute to public health.
	Target 2: 90% of MPH student interns will receive an average Preceptor Final Internship Evaluation score of 4 or above (on a scale of 1-5) upon completing an internship.
	Target 3: 65% of Alumni will report having found public health employment not longer than 6 months after graduating (of those not pursuing additional education).
<b>1g. An online program of equal quality to the residential program with regard to instruction, career advising,</b>	Target 1: 90% of required courses offered through the MPH Program will have obtained average scores of <i>satisfactory</i> or better (at least 3.0 on a 5.0 scale) on student evaluations of "the course as a whole.

practical experience, and staff/student interactions.	Target 2: 100% of core program components and 70% of optional campus-based activities will be distance-mediated and accessible to online students.
Goal 2: <b>Research:</b> <i>Create a focal point for public health discovery in the areas of policy development, veterinary public health, and health promotion by supporting a high-quality research agenda that encourages student involvement and enhances the skills, knowledge, and expertise of the existing public health workforce.</i>	
2a. Faculty members and graduate students involved in relevant public health research.	Target 1: Increase in faculty/student submissions of work to peer-reviewed journals and/or presented at state or national conferences. Target 2: Provide program funding to a minimum of 25% of students and 50% of core faculty to participate in professional development and research opportunities annually.
2b. Demonstrated excellence in research through publication in peer-reviewed journals and funding for research proposals.	Target 1: 75% of core faculty members with research appointments will have external or internal funding for public health research projects. Target 2: 90% of core faculty members with research appointments have at least one peer-reviewed publication each year. Target 3: An increase in core NTT <sup>2</sup> faculty research, as measured by: 1) Increase in number of MPH research group forums/activities. 2) Peer reviewed publications/abstracts by NTT faculty.
2c. Relevant research findings from MU faculty members and students are made accessible to state agencies and other community partners.	Target 1: Number of faculty and student presentations at conferences and professional meetings. Target 2: Number of research-focused presentations of faculty research to lay and professional audiences via grand rounds, health department in-services or other place-based programs.
Goal 3: <b>Service:</b> <i>Partner with public health agencies and local and state government to improve the health status of Missourians through direct public health service and workforce development.</i>	
3a. Recruitment policies that attract prospective students from underserved segments of the state's public health workforce.	Target 1: 20% of each entering class of MPH students will be comprised of racial or ethnic minorities. Target 2: 15% of each entering class (including both MPH and Grad Certificate students) will reside in underserved areas of the state as defined by counties with a population of 50,000 or less (campus and distance students listed separately). Target 3: 50% of each entering class (including both MPH and Certificate) will have had some professional experience in public health or will be currently employed in public health professions.
3b. A culture of service among faculty and students supported by a range of opportunities.	Target 1: 50% of students surveyed in the Annual Survey will report having participated in at least one extracurricular service activity during the academic year. Target 2: 80% of core faculty members will be contributing to public health through service at the local, state, regional, and/or national level through volunteer work, service on boards, translation of research into public health practice, and other service activities.
3c. Program support for and participation in continuing education and workforce development.	Target 1: Increase the number and scope of continuing education for targeted workforce populations.
Goal 4: <b>Collaboration:</b> <i>To foster an environment of collaboration in which the MPH program supports opportunities for faculty and students to work with local, national and international partners to improve public health outcomes through shared knowledge, non-duplication of efforts and best practices in research and practice.</i>	
4a. Establish and sustain a system of development program to increase	Target 1: Increase external contributions towards development funds.

<b>program funding.</b>	
<b>4b. Establish and sustain a fiscal operating infrastructure to promote long term sustainability of the program.</b>	Target 2: Allocate at least 10% of annual operating revenue as reserve funds as reflected in the main financial account ending balance per fiscal year.
<b>4c. Increased formal interdisciplinary initiatives with campus partners, including dual degrees, high impact symposiums and research collaborations.</b>	Target 1: The MPH Program will increase the number of Memoranda of Understanding with internal and external partners.
	Target 2: Increase in public health oriented faculty that have a formal affiliation with the MPH program as measured by membership in the core faculty, the public health research group or acceptance of a courtesy appointment with the program.
	Target 3: 60% of all faculty members will serve on at least one Faculty Subcommittee.
	Target 4: By 2018, increase to 8 the number of interdisciplinary proposals submitted for internal or external funding. <sup>3</sup>
<b>4d. Expanded global health collaborations on campus and with international organizations.<sup>4</sup></b>	Target 1: Increase participation in International organizations, and collaborative efforts with foreign institutions and local partners with international projects.
<b>4e. Opportunities for direct mentorship of students and engagement with the public health practice community through support of the Missouri Public Health Advocacy Coalition and the Master of Public Health Graduate Student Association.</b>	Target 1: MPH student involvement in at least 3 community forums on topical issues such as the Tobacco 21 initiative and Medicaid expansion per year.
<b>4f. Expanded dual degrees and/ or other formal educational opportunities with partner institutions.</b>	Target 1: Increase applications to MU-UMKC partnership program to 40 annually by 2018.
	Target 2: Increase applications for MU-based dual degrees to a minimum of 10 per program per year by 2018.
<b>4g. An empowered and engaged external stakeholder network to support the MPH program and mentor students.</b>	Target 1: Increase in percentage of interdisciplinary public health research group activities that include members of the public health practice community.
<b>4h. Programmatic goals that complement identified state-wide needs in public health infrastructure, research and advocacy.</b>	Target 1: By 2018, increase to 10 annually the number of formal meetings focused on integrating MPH Program efforts into the state workforce development plan.

<sup>1</sup> As measured by participation by instructors in distance technology training through distance education coordinator, use of distance-enabled classroom for course meetings, accessing recorded and remote lecture materials.

<sup>2</sup> NTT = Non-Tenure Track

<sup>3</sup> Such as digital storytelling and zoonotic disease prevention symposiums.

<sup>4</sup> These numbers include Lynelle's contributions, CUGH, Lise's South Africa activities, Patrick's Uganda trip, and global scholars.