UNIVERSITY: UNIVERSITY OF ARIZONA

DIFFERENTIAL TUITION REQUEST

College/School: Mel and Enid Zuckerman College of Public Health

Program: Bachelor of Science in Public Health

Is this for the graduate level, undergraduate level or all levels?
GRADUATE LEVEL ☐ UNDERGRADUATE LEVEL ☑ ALL LEVELS ☐

Is this a new differential tuition fee or an increase to an existing differential tuition fee?
NEW DIFFERENTIAL TUITION FEE ☑ Amount requested: $30/unit
EXISTING DIFFERENTIAL TUITION FEE ☐

Current Fee: $___________ Requested Fee: $___________

BACKGROUND:

The Mel and Enid Zuckerman College of Public Health (MEZCOPH) is in the process of implementing a new Bachelor of Science Major in Public Health. This new major will replace its current undergraduate program in health education. The Health Education program was initially established at the UA in the 1950s in the Health, Physical Education, and Recreation Department. It moved to the College of Medicine in 1994 and moved into the College of Public Health in 2000. A moratorium on admissions was established in 2007. The Public Health major will utilize and modify many of the same courses offered for the health education major in addition to creating 3 new courses.

MEZCOPH is requesting that a $30/unit differential tuition be placed on its upper level undergraduate courses (CPH 300 and above) for students in the undergraduate public health program. Revenue generated from the differential tuition will allow MEZCOPH to provide better oversight and feedback to the students regarding their required internships and portfolios that all students in the program are required to complete.

During the past 5 years, there has been an increased recognition of the need to advance undergraduate education in the area of public health. This interest developed from the growing acknowledgement that the issues being addressed by public health professionals are changing rapidly and the public itself does not understand or appreciate its role in society. In response to these growing concerns, the Institute of Medicine, the Council of Colleges of Arts and Sciences and the Association of Schools of Public Health developed documents that set out a strategy to improve academic public health education. In fact, the Institute of Medicine has recommended that “all undergraduates have access to undergraduate public health education.” In response to this work we have planned a new major in Public Health which will replace its current health education major.

The curriculum is based on the recommendations of the Association of Schools of Public Health taskforce on undergraduate education. It includes, at a minimum, instruction in three courses: epidemiology, global health and general public health principles. The major in Public Health is designed to allow students to gain a broad range of knowledge regarding the field of public health, to obtain a concentrated area of knowledge in one or two specific and to obtain field experience for future employment.

UA 2010-11 Diff Tuition College of Public Health BS
DISCUSSION:

According the ABOR policy number: 4-104 “Procedure for Setting and Distributing Tuition and Fees” all proposals should address several criteria, though not all of the criteria must be met in every single proposal. The following section provides MEZCOPH’s evaluation of meeting the criteria to support our request for a college-wide differential tuition for upper level undergraduate level courses.

(1) The quality of the student experience:

The public health major will provide students with the necessary academic and applied courses that will allow them to move into entry level public health positions. The academic rigor and applied aspects of this program will enrich the future public health workforce. The courses that students take for this professional program includes academic lectures, discussions and applied courses including field based courses and required internships.

The differential tuition will allow MEZCOPH to continue its enhancement of its applied curriculum and MEZCOPH will be able to provide the student support services necessary to incorporate the experiential learning courses needed for these degrees. MEZCOPH will be able to expand its use of distance learning technologies and allow the program to become more accessible to Arizonans.

(2) Access and affordability:

These fees will provide set aside funds for need based aid at a rate of 17%. We anticipate that these funds will generate $7,650 in 2010-11, $15,300 in 2011-12, and $22,950 in 2012-13 for student support.

A tuition advisory council will be set up to review modifications to this plan. This advisory council will consist of 3 undergraduate students from MEZCOPH chosen the Public Health Student Association. The advisory council will also consist of 2 students who are obtaining double majors and the members of the MEZCOPH’s Dean’s Council. Each year, the advisory council will review the income generated from the differential tuition and how the funds were used to support educational activities. After this review, a recommendation will be made to the Dean on future rates for a differential tuition.

(3) Cost of delivering the college/school instructional program:

As a professional school within the Arizona Health Sciences Center (AHSC), MEZCOPH’s operational costs are greater than normal academic programs for the following 3 reasons: required field experiences, faculty salaries, and its mission to provide outreach to Arizonans.

First, field based courses are part of the curriculum for all undergraduate students. Every student is required to complete an intensive internship course that involves oversight by a program coordinator. Initially there will be approximately 50 internships in year one and this will increase to approximately 100 by year 3. Additional applied courses that are either field-based or are computer intensive require small faculty to student ratios. In all of the applied courses, students interact directly with public and private agencies providing community based public health services, and research.

Second, public health faculty salaries are higher than main campus salaries and must remain competitive with other accredited schools of public health. Although state support for faculty salaries is set at 0.51FTE and they average less than the 50th percentile among accredited schools of public health, our existing state resources must be prioritized to faculty in order to remain competitive. Differential tuition
will allow funds to be directed to providing the same level of outstanding student support to accompany
the teaching, research and outreach that is provided by the College.

Third, MEZCOPH, as an applied professional program within a land grant university, must continually
reach out to communities within Arizona. This outreach is essential for opening doors to the public health
programs in the state so students can continually interact with public health professionals during their
undergraduate training.

(4) Market pricing:

As illustrated in the following tables, the tuition and fees paid for undergraduate training vary greatly
across the state funded schools that offer public health education with the highest tuition and fees being
double the amount of the lowest tuition and fees

Please note that there are no schools of public health in the following peer institutions: Pennsylvania State
University, Michigan State University, University of California at Davis, University of Wisconsin at
Madison, and the University of Florida. Many schools of public health now publish “Bundled Tuition”
rates which combine the tuition and program fees/differential tuition. This process has made it impossible
to identify the program fee within each school. For this reason, a comparison of the total tuition and fees
for residents and nonresidents of each school of public health is provided on table at the end of this
request.

Without the differential tuition, MEZCOPH has the 6th lowest resident tuition and fees out of the
12 state funded schools of public health that offer undergraduate programs. With the differential
tuition it has the 7th lowest tuition. However, it is only $63 greater than the University of
Washington which would become 6th. In terms of recruitment, the additional revenue for set aside
funds for financially disadvantaged students will also allow MEZCOPH to remain competitive for the
most outstanding students from under-represented groups.

(5) Benefits to the entire university:

This major will allow many undergraduate students to obtain a second major that will complement their
Bachelor of Science degree in either a biological or social science major. The undergraduate program will
also help the University meet its land grant mission by supporting the oversight of students during their
internships. For example, in the past several years, the health education program has had students work
with more than 80 community based programs in Arizona.

The comparison of tuition and fee data with other universities was provided in the previous section.
However, it is noteworthy that we anticipate that the set aside for the University will be about $25,000 by
the third year of the program in addition to the financial assistance for need based students.

(6) Student consultation and support:

The request for this differential tuition is for a new program. We currently have no students in this
program. As soon as the program is established we will convene our tuition advisory committee. This
committee with student input will review the differential tuition, its revenue and its uses. However,
student consultation has occurred in formal and non-formal settings with regards to having a public health
minor. The public health major was approved by MEZCOPH’s Education Committee that includes 3
student representatives, an undergraduate, master and doctoral student. These students were very
supportive of the program.
Students entering public health are able to get jobs. The Association of Schools of Public Health has determined that there will be a 23% turnover in the public health workforce within the next four years and 250,000 new jobs in public health by the year 2020.

An assessment by 12 leading public health employers in Arizona including the Arizona Department of Health Services, Tribal Health Departments and county health departments was conducted to determine the needs of upper and middle level managers within these organizations. Results from this assessment indicated that 100% believed that it would be an asset to have an employee with a general public health undergraduate degree and they would hire a generalist public health worker with an undergraduate degree. A selection of job titles that would be available to the graduates are: Health Program Manager, Program Coordinator, Health Educator, Health Planner, Environmental Specialist, Senior Program Coordinator, Senior Health Educator, Senior Health Planner, Public Health Director, Health Program Coordinator, Health Officer, Liaison, Program Specialist, Sanitarian, Community Organizer, Program Specialist, Intervention Specialist, and Disease Control/Prevention Specialist.

This assessment also verified that the curriculum being proposed will meet the needs of these Arizona employers. When asked to provide the top five areas of knowledge their employees would need for their positions more than 50% identified the following topics: knowledge of the public health system, epidemiology, program planning, program evaluation, cultural competence, and data analysis. The managers also identified that other areas of knowledge needed were in environmental and occupational health, maternal and child health, behavioral interventions, and to a lesser extent management skills for the newly graduated students.

It is anticipated that the number of students enrolling into the public health major will be about 50 the first two years and 100 the third year. Thus, over the first three years of the program there will be about 200 students who will have started the program and will be assessed the differential tuition. The fee will be assessed only to the upper level students in the program for the 300 and 400 level courses. Students are required to take at least 60 upper division CPH courses in the undergraduate public health program. The differential tuition will add an additional $1800 for the total cost of their education over 4 or 5 semesters of studies. The estimated financial impact of the differential tuition based only on the undergraduate majors is presented in the following table. This is a new program with a fee. The financial impact of the requested new fee on the revenues next year will be $45,000.

<table>
<thead>
<tr>
<th>Academic Year</th>
<th>Gross Revenue</th>
<th>Financial Aid set aside</th>
<th>Net Revenue</th>
</tr>
</thead>
<tbody>
<tr>
<td>2010-2011</td>
<td>$45,000</td>
<td>$7,650</td>
<td>$37,350</td>
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<tr>
<td>2011-2012</td>
<td>$90,000</td>
<td>$15,300</td>
<td>$74,700</td>
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<tr>
<td>2012-2013</td>
<td>$135,000</td>
<td>$22,950</td>
<td>$112,050</td>
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### Undergraduate Resident Tuition and Fees

<table>
<thead>
<tr>
<th>University with Undergraduate Public Health Program</th>
<th>Tuition</th>
<th>Fees &amp; Surcharge</th>
<th>Total Tuition and Fees</th>
</tr>
</thead>
<tbody>
<tr>
<td>U Mass Amherst</td>
<td>9,633</td>
<td>2,099</td>
<td>11,732</td>
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<tr>
<td>University of Michigan</td>
<td>11,208</td>
<td>450</td>
<td>11,658</td>
</tr>
<tr>
<td>UC Berkeley</td>
<td>7,473</td>
<td>2,860</td>
<td>10,333</td>
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<tr>
<td>Ohio St</td>
<td>7,983</td>
<td>723</td>
<td>8,706</td>
</tr>
<tr>
<td>UCLA</td>
<td>6,888</td>
<td>1,378</td>
<td>8,266</td>
</tr>
<tr>
<td><strong>UA MEZCOPH + $30/unit (30 units/year) - Proposed</strong></td>
<td>6,540</td>
<td><strong>1,202</strong></td>
<td><strong>7,742</strong></td>
</tr>
<tr>
<td>University of Washington</td>
<td>7,125</td>
<td>567</td>
<td>7,692</td>
</tr>
<tr>
<td>University of Iowa</td>
<td>5,782</td>
<td>1,042</td>
<td>6,824</td>
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<tr>
<td>SUNY, Albany</td>
<td>4,970</td>
<td>1,778</td>
<td>6,748</td>
</tr>
<tr>
<td>University of North Carolina-Chapel Hill</td>
<td>3,865</td>
<td>1,760</td>
<td>5,625</td>
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<tr>
<td>University of South Florida</td>
<td>4,580</td>
<td>42</td>
<td>4,622</td>
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<tr>
<td>Florida International</td>
<td>4,261</td>
<td>319</td>
<td>4,580</td>
</tr>
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### Undergraduate Non Resident Tuition and Fees

<table>
<thead>
<tr>
<th>University with Undergraduate Public Health Program</th>
<th>Total Tuition</th>
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<tr>
<td>UC Berkeley</td>
<td>19,179</td>
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<td>University of Michigan</td>
<td>31,486</td>
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<td>UCLA</td>
<td>29,557</td>
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<td>University of Washington</td>
<td>23,800</td>
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<td>University of North Carolina-Chapel Hill</td>
<td>21,753</td>
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<tr>
<td><strong>UA MEZCOPH + $30/unit (30 units/year)</strong></td>
<td>21,949</td>
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<tr>
<td>Ohio St</td>
<td>21,130</td>
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<tr>
<td>University of Iowa</td>
<td>21,156</td>
</tr>
<tr>
<td>Florida International</td>
<td>16,660</td>
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<tr>
<td>University of South Florida</td>
<td>15,390</td>
</tr>
<tr>
<td>SUNY, Albany</td>
<td>12,870</td>
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</tbody>
</table>

Italicization indicates an accredited school of public health in a state funded non-peer institution.

**RECOMMENDATION:**

We recommend that the Arizona Board of Regents approve this request for $30/unit differential tuition for upper level undergraduate students in the College of Public Health.