

Curricular Affairs Committee of the Faculty Senate

To: The UVM Faculty Senate

From: Curricular Affairs Committee of the Faculty Senate, Laura Almstead, Chair

Date: January 3, 2019

Re: Approval of proposals for 1) a new Undergraduate Certificate in Integrative Health and Wellness Coaching and 2) a new Continuing Education Academic Certificate in Integrative Health and Wellness Coaching submitted by the College of Nursing and Health Sciences

At its meeting on January 3, 2019, the Curricular Affairs Committee approved the actions recommended in the following memo.

The Curricular Affairs Committee approved proposals for 1) a new Undergraduate Certificate in Integrative Health and Wellness Coaching and 2) a new Continuing Education Academic Certificate in Integrative Health and Wellness Coaching submitted by the College of Nursing and Health Sciences (CNHS), Department of Rehabilitation and Movement Sciences. Karen Westervelt will serve as the director for both proposed certificates. If approved by the Faculty Senate and Board of Trustees, the programs will be offered beginning fall 2019.

The proposed Undergraduate Certificate in Integrative Health and Wellness Coaching (IHWC) and Continuing Education (CE) Academic Certificate in IHWC share the same primary goal and learning objectives, and have nearly identical curricula. Therefore, they were considered together by the CAC. The two certificates differ in their admission criteria and process, number of credits, and advising. Specific differences will be indicated in the relevant sections of this report.

Rationale, Program Description, and Evidence for Demand

The field of Health and Wellness has grown in recent years in response to changes in the healthcare system. In 2017, the International Consortium for Health and Wellness Coaches (ICHWC) initiated a nationally recognized certification exam for Health and Wellness Coaches. Currently, there are only fourteen academic programs that lead to eligibility in the US, only six of which are designed to serve undergraduates. If inaugurated, the proposed certificates would be the first offered in Vermont.

A market analysis for Integrative Health Coaching conducted by UVM's Continuing and Distance Education in conjunction with the Education Advisory Board indicated a 39% increase in regional demand for Integrative Health Coaches between 2013 and 2016. The Bureau of Labor Statistics (BLS) also projects high employment growth for Integrative Health Coaches between 2014 and 2024. Additionally, multiple organizations in Vermont (e.g. UVM Medical Center Employee Wellness, UVM Medical Center Community Health Improvement Program, UVM Medical Center Nurse Navigators, Rise Vermont, the Vermont Center for Children Youth and Families) employ Wellness Coaches and support the effort to provide quality training in health coaching leading to a recognized credential. Thus, these certificates would provide UVM students credentials in a field with a growing demand for qualified individuals.

The primary goal of both proposed certificates is to prepare students to become certified integrative health and wellness coaches to meet an emerging need in health care related to preventative health behaviors across the lifespan. Students completing either certificate will be qualified to sit for the International Consortium for Health & Wellness Coaching (ICHWC) Certification Exam to become an Integrative Health and Wellness coach (<https://ichwc.org/hwc-certifying-examination-application/>). Upon completion of the coursework, the proposers indicate students will be able to:

- Explain the fundamental components of the health and wellness coaching process
- Facilitate the development of client centered goals related to health behavioral change
- Support clients in the acquisition and understanding of knowledge related to health, health promotion, and disease prevention as defined by the ICHWC
- Evaluate and give feedback on client progress related to milestones to an individual’s health plans
- Act within the ethical and legal parameters of the Certified Health and Wellness Coach

In addition to the growing job market for Integrative Health Coaches, there is evidence of interest in integrative health programs offered by UVM. In August of 2018, CNHS launched Undergraduate and CE Certificates in Integrative Healthcare. These certificates are designed to introduce students to the practices and modalities involved in integrative healthcare. Enrollment has exceeded the initial expectations of fifteen students, and the proposers indicate there are currently twenty-five students pursuing the certificates.

Relationship to Existing Programs and Impact on Current Programs

Currently, there are no certificates or minors offered by UVM that lead to eligibility for national certification as a Health and Wellness Coach as defined by the ICHWC. While the curricula of the Larner College of Medicine’s Behavioral Change Health Studies (BCHS) Minor and the CNHS Integrative Healthcare Certificate offer courses that share content related to the current proposal, the proposed Certificates in IHWC differ in that they provide experiential and competency based curricular elements that are defined by the ICHWC, leading to eligibility for national certification as an Integrative Health and Wellness Coach. The proposers do not anticipate that inauguration of the certificates will impact these or other UVM programs. James Hudziak, director of the BCHS Minor fully supports the proposed certificates.

Curriculum

Completion of the proposed Undergraduate Certificate in IHWC requires a total of twelve credits (9 credits of required courses plus one 3-credit elective course). Continuing education students pursuing the CE Academic Certificate in IHWC must complete fourteen credits of coursework – the same nine credits of required courses as students pursuing the undergraduate certificate plus BOTH courses offered as elective options for undergraduates. The proposers indicate this difference in credit number is necessary to meet the credit minimum specified for CE Academic Certificates and make the undergraduate certificate more accessible to undergraduates in programs with a limited number of electives (e.g. nursing). The practicum serves as the integrative learning component that distinguishes UVM undergraduate certificates from other undergraduate programs.

Required Courses

| Number | Name | Credits |
|----------|--|---------|
| HLTH 099 | Motivational Interviewing for the Integrative Health Coach | 3 |
| HLTH 098 | Restore, Rejuvenate, Energize | 1 |

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| HLTH 199 | Integrative Health Coaching Skills Lab | 3 |
| HLTH 299 | Integrative Health Coaching Practicum | 2 |

Additional Courses**

| Number | Name | Credits |
|----------|--|---------|
| CSD 299 | Autism Spectrum Disorders: Issues in Assessment & Intervention | 3 |
| COMU 122 | Family Wellness Coaching | 3 |

**Undergraduates must complete ONE of the two courses; CE students must complete BOTH courses.

The four HLTH courses are new courses; all four are currently in Courseleaf at the level of the Registrar and will be in the catalog next year.

Admission Requirements, Advising, and Anticipated Enrollment

The proposed Undergraduate Certificate in IHWC will be open to all UVM undergraduates who have at least sophomore standing and a minimum GPA of 2.0. To enroll in the proposed CE Academic Certificate in IHWC, individuals must have successfully completed an undergraduate degree with a minimum GPA of 2.5, have a clear background check prior to clinical placement, and demonstrate a commitment to advancement in the field of health and the ability to positively engage in and contribute to the UVM learning community. In order to be considered for acceptance into the CE Academic certificate, prospective students must submit a fully completed online application, as well as a personal statement, two letters of recommendation, and unofficial transcripts. Once all application materials have been received, the Director of the IHWC Certificate will review the materials submitted; Continuing and Distance Education (CDE) will notify applicants of the decision of admission. Admitted students are required to agree to and participate in a background check prior clinical placement.

Students pursuing the Undergraduate Certificate in IHWC will be advised by their home academic advisors. Curricular questions that cannot be addressed by their primary advisor will be directed to the IHWC Certificate Director. Students enrolled in the CE Academic Certificate will be directed to the IHWC Certificate if they have questions. CDE also offers personalized educational and professional support in a variety of ways to students and dedicated advisors are available to help students navigate UVM’s systems and guide students in gaining experiences that best fit their interests.

The proposers anticipate a combined enrollment in both certificates of fifteen students the first year. They predict this could increase to a cohort of twenty in the second year.

Resource Requirements

Existing faculty and new faculty will be involved in delivering instruction for the proposed certificates. The proposers anticipate needing to hire one part time certified Health and Wellness Coach with teaching experience to lead the lab course (3 credits once a year) and three Health and Wellness Coaches part time to be lab assistants in the skills lab course. The inclusion of Certified Health and Wellness Coaches in the teaching faculty is critical for the ICHWC Accreditation process. The proposers indicate they have identified a qualified Health and Wellness Coach who would serve as the lead instructor for the lab course and are in discussions with the individual. Workloads for several current faculty will have to be adjusted. Current

administrative staff support is adequate to support the proposed certificates. The Dean of CNHS, Patricia Prelock, secured a \$125,000 donation to support development and inauguration of the certificates. Dean Prelock's letter indicates that she fully endorses the proposed certificates and will provide both the fiscal and infrastructure needs to support the programs.

Evidence of Support

Letters of support were provided by CNHS Dean Patricia Prelock, the Chair of the Department of Rehabilitation and Movement Sciences, and James Hudziak, director of The Vermont Center for Children, Youth and Families. Bill Falls, Dean of the College of Arts and Sciences, also indicated his support. Additionally, the proposed certificates were reviewed and approved by the CNHS Curriculum Planning Committee.

Summary

The proposed Undergraduate and CE Academic Certificates in Integrative Health and Wellness Coaching will provide UVM undergraduate and non-matriculated students the knowledge and skills required to successfully complete the ICHWC Certification Exam to become an Integrative Health and Wellness coach. Data obtained through a market analysis indicates recent growth in regional demand for Integrative Health Coaches, and the multiple Vermont organizations employ wellness coaches. More broadly, the Bureau of Labor Statistics projects high employment growth for Integrative Health Coaches in the next five years. Higher than anticipated enrollments in the Integrative Health and Wellness Certificates inaugurated this year also indicate this is an area of interest for students. Nationally, there are few similar programs and none currently in Vermont. Therefore, the proposed certificates will be valuable additions to UVM's certificate offerings.