

6-2019

Multi-campus DPT Programmatic Development in a Public University: Leadership Considerations

Betsy J. Becker

University of Nebraska Medical Center, betsyj.becker@unmc.edu

Teresa Cochran

University of Nebraska Medical Center, teresa.cochran@unmc.edu

Joseph Norman

University of Nebraska Medical Center, jfnorman@unmc.edu

Kyle Meyer

University of Nebraska Medical Center, kpmeyer@unmc.edu

Follow this and additional works at: https://digitalcommons.unmc.edu/cahp_pt_pres



Part of the **Physical Therapy Commons**

Recommended Citation

Becker, Betsy J.; Cochran, Teresa; Norman, Joseph; and Meyer, Kyle, "Multi-campus DPT Programmatic Development in a Public University: Leadership Considerations" (2019). *Posters and Presentations: Physical Therapy*. 15.

https://digitalcommons.unmc.edu/cahp_pt_pres/15

This Conference Proceeding is brought to you for free and open access by the Physical Therapy at DigitalCommons@UNMC. It has been accepted for inclusion in Posters and Presentations: Physical Therapy by an authorized administrator of DigitalCommons@UNMC. For more information, please contact digitalcommons@unmc.edu.

Multi-Campus DPT Program Development in a Public University: Leadership Considerations

Betsy J. Becker PT, DPT, PhD, CLT-LANA¹, Teresa M. Cochran PT, DPT, MA, GCS, FNAP², Joseph F. Norman, PhD, PT, CCS, FAACVPR¹, Kyle P. Meyer, PhD, MS, PT, FASAHP¹

Division of Physical Therapy Education, College of Allied Health Professions

¹University of Nebraska Medical Center, Omaha, NE 68198, ²Health Science Education Complex, Kearney, NE 68849

Background/ Introduction

- Increasing workforce development demands in the face of decreased state funding, have created the opportunity for the development of creative models of programmatic expansion.
- Successful programmatic expansion requires deliberate planning and resource acquisition.



Campus locations in Nebraska

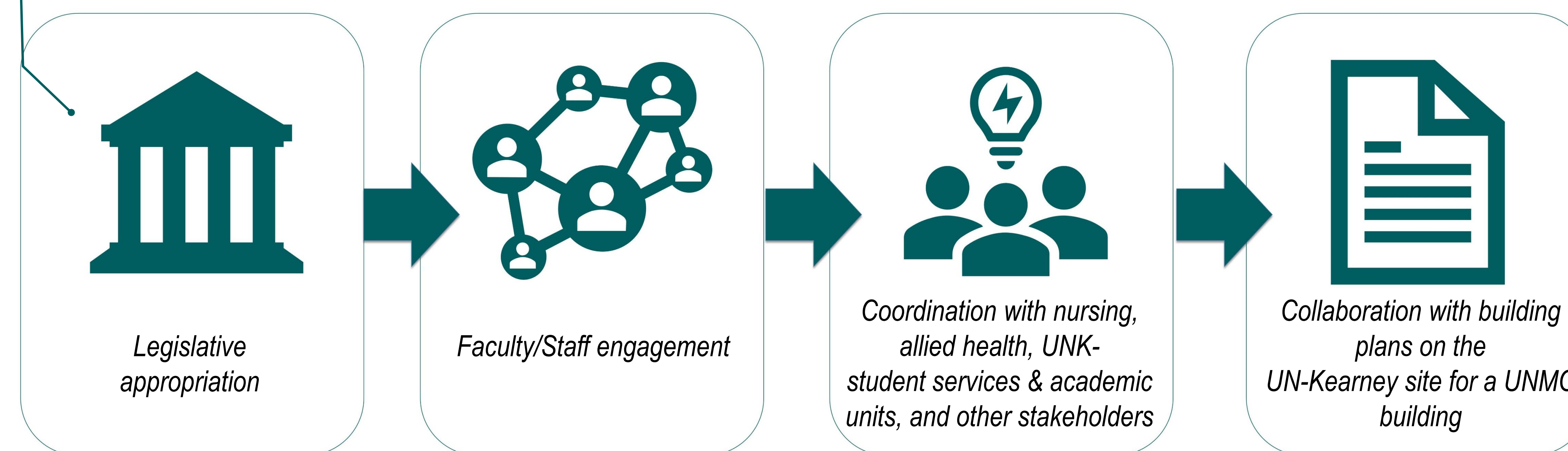
- Programmatic expansion of Physical Therapy, Physician Assistant (PA), Medical Imaging & Therapeutic Sciences (MITS) and Medical Lab Science (MLS).
- Synchronous learning with faculty engaged on both campuses

Purpose

This administrative case report describes critical areas for faculty and administrators to consider when expanding DPT programs to additional campuses. Strategies associated with successful implementation are addressed.

Case Description/ Process

Nebraska Legislature's "Building a Healthier Nebraska Initiative" allocated \$15M, expanding the collaborative infrastructure to another campus site (UN-Kearney).



Key Considerations

Essential Infrastructure: Administrative & leadership support; Qualified personnel; Space; Equipment and basic technology; Local and regional community engagement and partnerships

Essential Functions: Admission process and messaging; Curriculum modifications; Instructional design assistance; Reformulated interprofessional experiences; Faculty development and scholarship; the serious need to empanel a bi-campus "response team" for vigilance in pragmatic detail and parity of learning experiences

Challenges (and Opportunities): IT connectivity/infrastructure; Campus-specific policy incongruence; Culture: Co-location with established Nursing presence and integration with UNK/ Local community

Successful Strategy Examples: Theme of one program on two campuses (not two programs), Deployment of "STAT" (student technology assistant team) & faculty KOR Committee (Kearney Omaha Response); Faculty travel to sites; Communication vigilance & consistency; Deployment of a senior CAHP administrator and eventual naming of a CAHP-level administrator located at the additional site; Conducting "joint" ceremonies (e.g. professionalism, convocation, graduation)

Essential Outcomes

- Delicate balance of protecting a historically derived singular program concept while promoting the unique and value-added role of a new second campus
- Description of assessment strategies at various levels within the institution



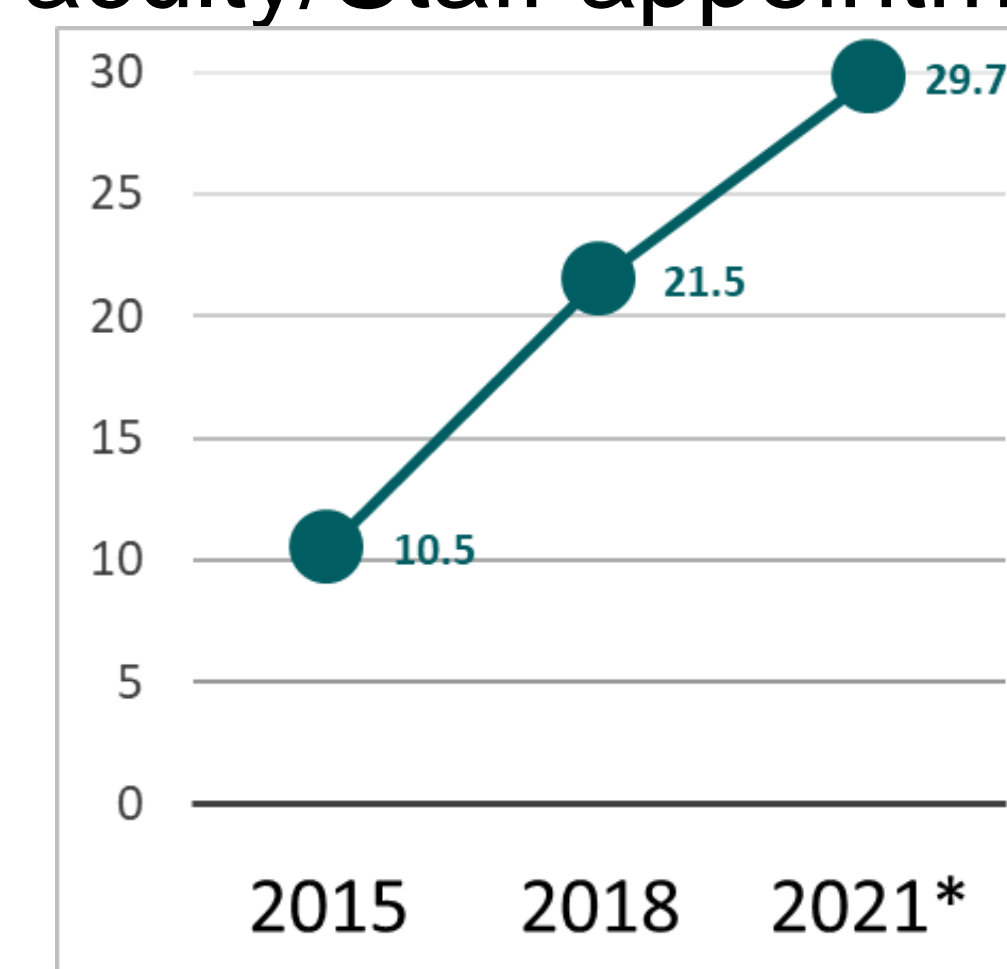
Discussion/ Conclusions

The quality brand reputation of a long-standing DPT program can be maintained with an expansion to a second campus, with effective planning and the implementation and monitoring of deliberate strategies. We are in year 4 of the transition and estimate the need to graduate at least two cohorts before achieving a fully integrated "new normal."

Preliminary Outcomes

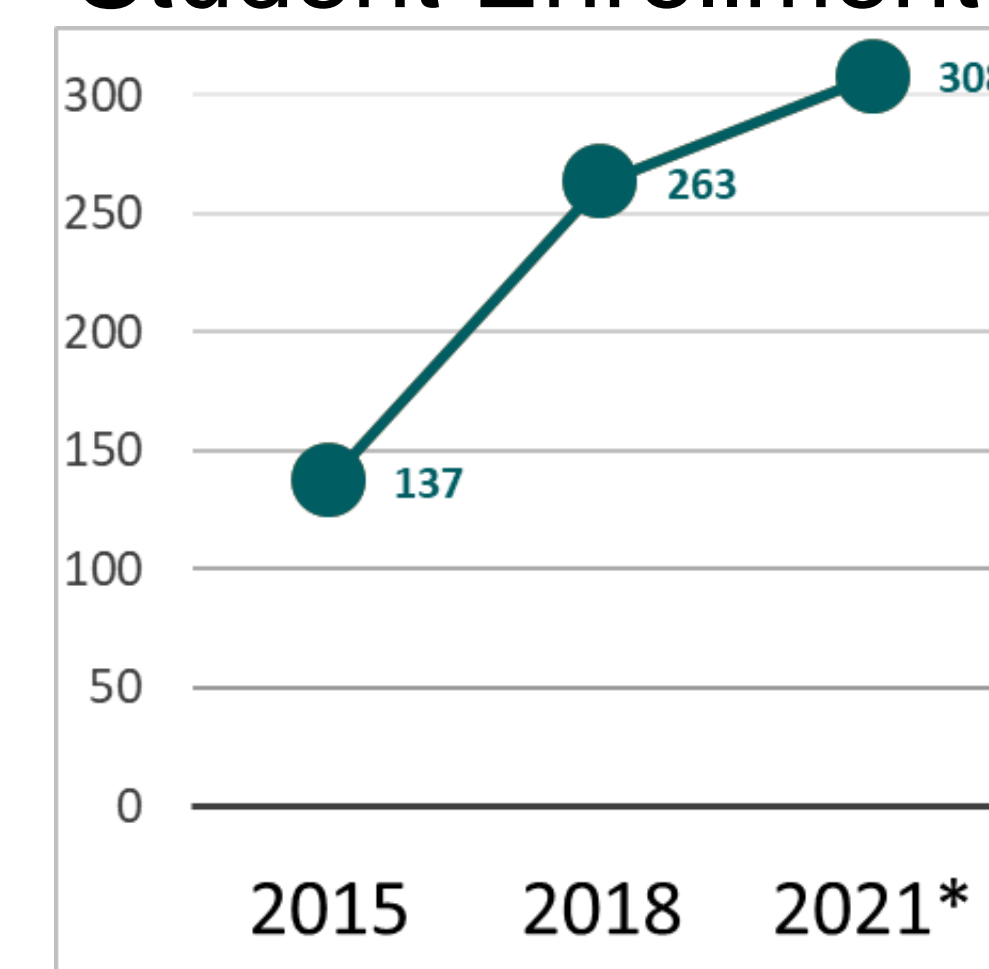
Combined College of Nursing and College of Allied Health Professions (PT, PA, MITS, MLS)

Faculty/Staff appointments



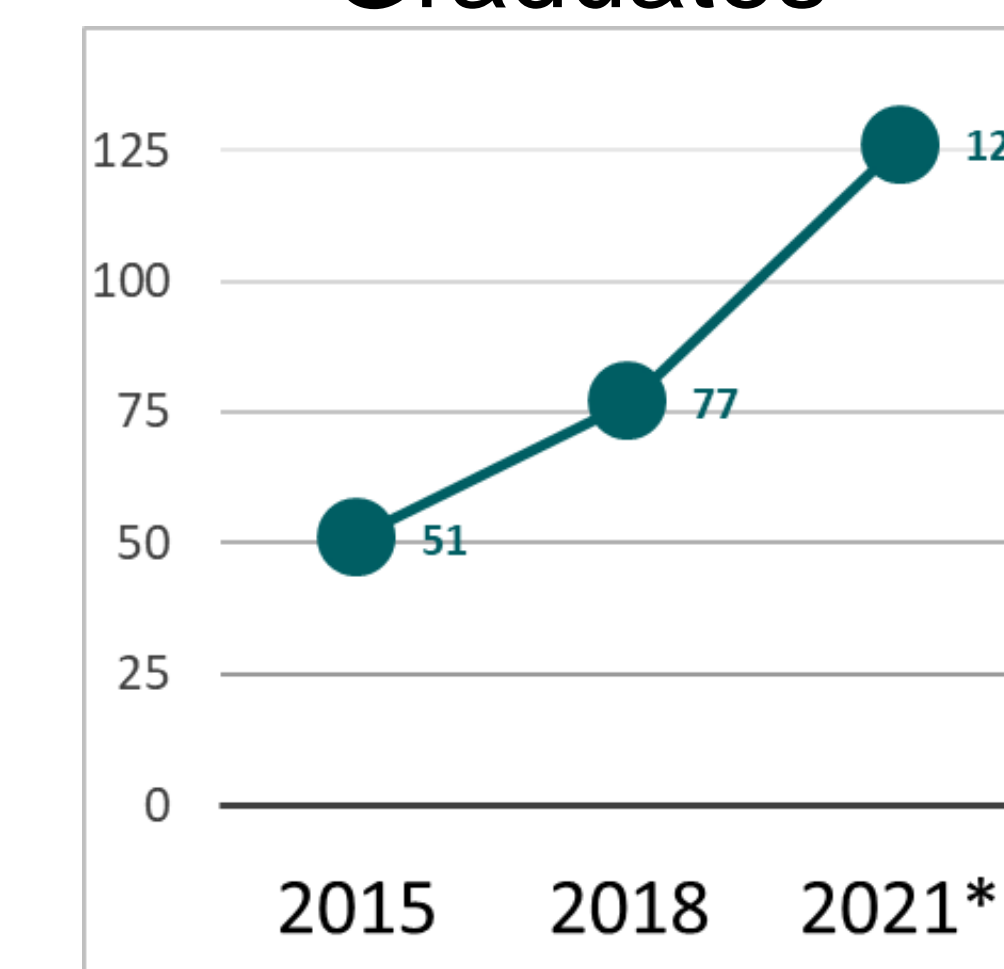
* projected

Student Enrollment



* projected

Graduates



* projected