



**SENATE RESOLUTION #2734**

**TITLE:** ASUW Support for the Implementation of a Concentration in Health Services Administration for the Bachelor of Applied Science

**DATE INTRODUCED:** February 16, 2021

**AUTHOR:** President Talamantes

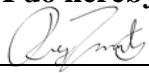
**SPONSORS:** Senator Hanks and Sanders

1. WHEREAS, the purpose of the Associated Students of the University of Wyoming (ASUW)
2. Student Government is to serve our fellow students in the best manner possible; and,
3. WHEREAS, the University of Wyoming (UW) strives to improve our land-grant and
4. flagship mission by offering top-tier programs that are comparable to our peer institutions;
5. and,
6. WHEREAS, the Board of Trustees voted in May of 2020 to move the administrative home
7. for the Bachelor of Applied Science (BAS) to UW-Casper; and,
8. WHEREAS, the Dean of UW-Casper formed a working group with the Dean of the School
9. of Pharmacy and the Director of the Master's in Health Sciences Administration in an effort
10. to explore potential areas of new concentration offerings for the BAS; and,
11. WHEREAS, the working group launched a feasibility study to investigate the feasibility of
12. creating a Concentration in Health Services Administration for the BAS; and,
13. WHEREAS, the new concentration would build off of the core elements in the current
14. Concentration in Organizational Leadership while integrating courses from UW's Master's in
15. Science in Health Services Administration; and,
16. WHEREAS, the student demand for this concentration is high, as shown in Addendum A;
17. and,
18. WHEREAS, students with an educational background in Health Services Administration are
19. highly sought after by employers; and,

20. WHEREAS, the Concentration in Health Services Administration meets UW's land-grant  
21. mission by promoting economic and community development; and,  
22. WHEREAS, no new faculty will be needed to support this new concentration; and,  
23. WHEREAS, start-up costs for this program include faculty stipends, the hiring of  
24. administrative staff, marketing, and new course developments; and,  
25. WHEREAS, according to the feasibility study, the program is projected to create revenue in  
26. its first four (4) years as shown in Addendum B.  
27. THEREFORE, be it resolved by the Associated Students of the University of  
28. Wyoming (ASUW) Student Government that we support the implementation of the  
29. Concentration in Health Services Administration for the Bachelor of Applied Science  
30. starting in the Academic Year 2021-2022.

**Referred to:** Advocacy, Diversity, and Policy; Program and Institutional Development

**Date of Passage:** February 23, 2021 **Signed:**   
(ASUW Chairperson)

**“Being enacted on** February 23, 2021**, I do hereby sign my name hereto and**  
**approve this Senate action.”**   
**ASUW President**

## **Addendum A**

### **Executive Summary of Demand Statistics**

Since the program is fully online and is designed for those already employed, the market area is literally nationwide. That said, the primary target market is Wyoming. The Casper area will be an initial focus, given the size of the medical community there. This will particularly be the case if the BOCES grant comes through, although that will also free up resources to better market across the state.

Gray Associates data (see Appendix B for the full report) shows strong student demand. For the 'online Laramie 360' analysis, their data shows student demand at a 19, which is a high score. The overall score in the market area is a 16. What is holding back the overall score is a competitive intensity score of -10. The University of Denver and the University of Northern Colorado have face-to-face programs. Over the last three years that Gray Associates has data for (16-17-18), those two programs graduated on average 177 students a year, combined. Given the focus on Wyoming, as far as program promotion, the 'online Wyoming' analysis may be more appropriate. In that slicing of the data, student demand drops to a 12 but the competitive intensity also decreases, so the overall score rises to an 18. The 'online Casper 60' analysis has the same scores as the overall state data. Western Governor's University started a similar program in recent years. In 2017 they had 23 graduates. In 2018 (the most recent year that data is available), the program had 170 graduates. The same year Colorado State University graduated 195 students from their bachelor's of healthcare administration program. While we do not anticipate similar growth or demand (in part due to competitors like CSU and WGU), we do expect more than adequate demand and program growth.

According to the Bureau of Labor Statistics (BLS), the 2019 median pay for healthcare administrators is approximately \$101,000 per year. The typical entry-level education is a bachelor's degree, in line with what is proposed here. Job growth over the next 10 years is forecast to be 32%, which the BLS characterizes as "much faster than average" across all fields.

**Addendum B*****Startup Costs of Concentration***

These are projected expenses and revenues predicted over the next four years, assuming UW's Board of Trustees current working policy is to raise tuition by 4% each year.

Projected Financial Results for New Program	FY 21-22	FY 22-23	FY 23-24	FY 24-25
Total Expenses	\$20,085	\$26,085	\$26,085	\$26,085
Total New Revenues Generated by NEW Program	\$95,821	\$155,969	\$224,118	\$321,936
New Program's Total Surplus or Deficit	\$75,736	\$129,884	\$198,034	\$295,851