



THE HERBERT H. AND GRACE A. DOW COLLEGE OF HEALTH PROFESSIONS

The Herbert H. and Grace A. Dow College of Health Professions is an emerging leader in the education and preparation of students for entry into the health professions. The college offers a blend of nationally reputable academic and clinical programs that are responsive to societal needs.

The Herbert H. and Grace A. Dow College of Health Professions is only the fourth named college among the 110-member institutions comprising the Association of Schools of Allied Health Professions. Historically, the naming of a college brings special distinction and honor and holds the college to higher expectations and standards. Many of the college's programs require some form of state licensure or national certification for practice within the health care industry. These programs are held to a high level of public accountability to ensure public safety and to prepare graduates who are skilled and competent to practice. The Herbert H. and Grace A. Dow College of Health Professions is particularly focused on the positive influence alumni, faculty, and students can have on the health of Michigan residents living in rural and underserved communities.

Graduate programs

- Audiology
- Health Administration
- Physical Education – Teaching
- Physical Education – Exercise Science
- Physical Education – Athletic Administration
- Physical Education – Coaching
- Physical Therapy
- Physician Assistant
- Speech-Language Pathology
- Sport Administration

Undergraduate majors

- Communication Disorders
- Health Administration
- Health Fitness
- Physical Education
- Public Health Education and Health Promotion
- School Health Education
- Sport Studies
- Sports Medicine/Athletic Training

Pioneering new ideas. Innovative programs. Exacting best methods.

The College of Education and Human Services at Central Michigan University is a leader on the state and national scene in the fields of teacher preparation, education administration, recreation, and human environmental studies. Its mission is to provide the highest quality undergraduate and graduate educational experiences that develop effective professionals, critical thinkers, and lifelong learners. Students will expand their understanding of themselves and their roles in a diverse and global society. Through a broad range of technological and human services, the College and its graduates, in collaboration with the constituencies they serve, will be proactive forces for improving the quality of life in the twenty-first century.

New learning environment to enhance college missions

In 2003, The Herbert H. and Grace A. Dow College of Health Professions brought several health professions related programs together under the roof of the new \$50 million Health Professions Building providing new and pioneering opportunities for research, education and service that will better meet the health care needs of society. With a strong multidisciplinary focus, the college continues to emphasize three innovative missions that have guided its activities since its inception: quality programs, applied learning, and collaborative community outreach.

Quality programs: Many health professions college graduates perform at the top of the class on national certifying exams. Physician assistant graduates, for example, have had 100 percent pass rates and scores in the top 5 to 15 percent nationwide. Athletic training graduates who pass their certification exam on the first attempt consistently score 30 points higher than the national average, which includes results of students attending approximately 180 accredited institutions across the country. The college also leads in the design and implementation of online programs. It was among the first in the United States to deliver a Doctor of Audiology (Au.D.) degree for current practitioners via the Internet. The college also recently introduced the first online Doctor of Health Administration degree in the nation.

Applied learning: College programs incorporate experiential learning components that maximize student learning. A few examples:

- For more than 60 years, audiology and speech-language pathology students have learned highly specialized skills in CMU's Speech and Hearing Clinic. The clinic provides training, among other things, in cochlear implants and auditory rehabilitation for deaf and hard-of-hearing individuals. The cochlear implant program is unique to this region of the state and serves a broad population of central and northern Michigan residents.
- Clinical internship rotations take health professions students to more than 65 of Michigan's 83 counties, across America, and even abroad, where they apply, refine, and expand their skills in workplace environments. Students leave these programs ready to make meaningful contributions to their future patients and clients.

- The Living, Learning, and Wellness Residential College provides more than 130 CMU freshman and sophomore health professions program students opportunities to pursue their career interests, attend classes, and participate in special activities in an environment that is supportive of academic success.
- For more than 50 years, the Summer Speech Language Specialty Clinics have offered an intensive five-week camp for children with communicative impairments. More than 100 children, ages 3 to 17, participate in the camp each year.

Collaborative community outreach: Founded on a commitment to advance knowledge, learning, and excellence in practice, the college has built a broad base of community support through more than 500 partnerships that connect undergraduate and graduate programs with relevant community-based learning experiences. These applied-learning experiences deepen student understanding of current health issues confronting society.

The college takes great pride in the partnerships it has established with community organizations, health care organizations, and county, state, and federal agencies. These partners are critical to the college's efforts to keep well-established programs current and to address the needs and concerns of society at large, as well as the employers who will hire CMU graduates. A few examples:

- **Programs:** In developing new programs such as the Doctorate in Audiology and the Doctorate of Health Administration, partners were engaged to ensure that all aspects of the programs, from content to method of delivery, yield results that are responsive to the needs of students, employers, and other stakeholders.
- **Community Service.** Faculty and students alike are involved and committed to performing community service. Examples of employee volunteerism abound in community organizations such as the United Way, Special Olympics, and Boy Scouts. For example, Special Olympics honored Jim Hornak, chair of the Department of Physical Education and Sport, for 30 years of volunteer service to their organization. Students also are active in volunteering in the community. In 2002, for example, residential college students donated almost 750 hours of their time to hospitals, soup kitchens, and animal shelters. For their efforts, this group was recognized with the Meijer Community Volunteer Recognition Award.
- **Cardiovascular Health Intervention Program.** The Cardiovascular Health Intervention Program identifies cardiovascular risk factors in children and strives to build awareness about healthy lifestyles and choices through interactive educational experiences. This project, initiated by several School of Health Sciences faculty members, involves students, faculty, and other volunteers providing cardiovascular health risk assessments to school-age children in four counties. The directors of this project desire to collaborate with other college and university departments in an attempt to further educate children about other areas of health and fitness, such as diabetes, preventing injury, and back health.

**FUNDING PRIORITIES AND OPPORTUNITIES:
FALL AND BALANCE CENTER FOR ASSESSMENT AND REHABILITATION**

More than one-third of healthy adults over age 65 fall every year. Falling accounts for 80 to 90 percent of hip fractures and is the leading cause of injury deaths in older adults. Nearly 20 percent of those who fall sustain a moderate to severe injury such as a head injury. The Fall and Balance Center for Assessment and Rehabilitation aims to reduce the rate of fatal injuries and non-fatal fall injury hospitalizations by offering a comprehensive program to assess and identify patients with balance, mobility and dizziness disorders.

The Center offers full evaluations and rehabilitation services, which includes individualized vestibular rehabilitation services to patients with histories of falling that are related to disorders in strength, range of motion, cardiovascular health, behavior, or nutrition. The Center also is established to provide state of the art, evidence-based clinical education and service learning opportunities to Doctor of Audiology and Doctor of Physical Therapy and other related disciplines at Central Michigan University. The Center provides educational opportunities in Fall Prevention and Balance Assessment and Treatment through symposiums, workshops, and conferences that elevate health care workforce skills in Central and Northern Michigan.

CMU has provided the initial investment needed to open the Center, including operating funds and specialized equipment, which includes a NeuroCom Unit, the only such equipment north of Ann Arbor. As a non-profit Center, donations are needed to provide services to all regardless of a person's ability to pay. Support also will further the Center's mission to be a clearinghouse for resources and best practice methods for balance assessment and rehabilitation. Resources will be used to continually enhance the skills and training of faculty and students.

Funding Goal: \$50,000

**FUNDING PRIORITIES AND OPPORTUNITIES:
SUPPORT FOR INTERNATIONAL STUDY**

Recognizing the increasingly global nature of health care in our society, The Herbert H. and Grace A. Dow College of Health Professions is engaging as never before in an effort to expand international partnerships and to adopt curricula that incorporates a global perspective. Students are encouraged to participate in study abroad programs as a way to provide an international preparedness to their programs and to enhance their overall educational experience. The College considers such programs an indispensable educational experience for the 21st century.

For many students and faculty, a growing international emphasis presents a dilemma. Students who desire a study abroad experience and faculty who desire to internationalize their courses would often benefit from a period abroad, but institutional resources for such an activity are often severely limited. In line with CMU's 2010 Vision to provide educational experiences and programs that enhance diversity and global perspectives, the College strives to make study abroad experiences available to all faculty and students. It

is imperative that the College be able to provide some support to those who otherwise would not have the opportunity.

Funding Goal: \$100,000

**FUNDING PRIORITIES AND OPPORTUNITIES:
ENDOWED FACULTY SUPPORT**

An endowed chair is the highest honor that a university can bestow on a faculty member who has had a distinguished career in a particular field of study. The chair represents reward, recognition, opportunity, and incentive to the honoree by providing dedicated resources in order to continue his/her research and teaching. The College's success rests largely on the strength of its faculty, whose teaching helps define the undergraduate and graduate experience and whose research fosters student learning and contributes to the betterment of society. The Herbert H. and Grace A. Dow College of Health Professions strives to bring the very best faculty to CMU's campus.

Teaching and research endowment support is a very effective means of attracting and retaining top faculty members to lead in this area of innovative and growing programs. By establishing named chairs and professorships and supporting funds for faculty members' professional development, donors can make a lasting contribution to the College's continued growth.

Funding Goal: \$500,000

**FUNDING PRIORITIES AND OPPORTUNITIES:
STUDENT SCHOLARSHIPS**

The Herbert H. and Grace A. Dow College of Health Professions has made it a priority to become more competitive in recruiting and providing support for top students from Michigan and elsewhere. Named awards, scholarships and graduate fellowships will support students raising standards in our highly competitive programs. By expanding the college's undergraduate and graduate scholarship programs, more students will have access to a CMU education and will bring their energy and leadership to campus.

Talented undergraduates benefit from the increased support of named awards and scholarships that are departmental in focus, promote diversity, and support student scholarship and research. Graduate fellowships will support students' study and research in highly competitive master's and doctoral programs.

Endowed scholarships provide a permanent resource for students because the principle to initiate the scholarships is never spent. Only the interest earned from investment is used to award the gift. Endowed scholarships also provide an opportunity to leave a meaningful legacy in the name of the donor or in recognition of an individual. Family members and others may continue to add to the fund, making additional awards possible. Endowed scholarships provide a permanent resource for generations of students.

Donors who establish endowed scholarships have a unique opportunity to meet and be thanked personally by the student recipients of their award each spring at the endowed scholarship luncheon.

Funding Goal: \$250,000

**FUNDING PRIORITIES AND OPPORTUNITIES:
ENDOWED RESEARCH FELLOW**

The Herbert H. and Grace A. Dow College of Health Professions has more students in professional programs than any other college on Central Michigan University's campus. Thus, there is great demand among Master's and Doctoral degree students for expertise and assistance in designing research projects and writing graduate theses and dissertations. Students would greatly benefit from the services of an in-house Research Fellow who could guide high quality, objective research that continues to illuminate new knowledge and create new pathways to better health and education. A research fellow could also assist faculty members through the phases of the research process to successfully obtain funding from federal sources and private foundations.

A Research Fellow dedicated full time to advancing research and other creative activity will strengthen the college infrastructure through increased external funding and faculty productivity. Long-term benefits include a strong, quality research program that maximizes faculty and technological resources.

Funding Goal: \$500,000

**FUNDING PRIORITIES AND OPPORTUNITIES:
CARDIOVASCULAR HEALTH IMPROVEMENT PROJECT (CHIP)**

The Chip Program seeks support to expand to offer education and intervention to children and their families. Resources would also expand research using the data collected over years of screening children.

The Cardiovascular Health Improvement Project (CHIP) screens 5th and 6th grade students for risk factors associated with the development of heart disease. The screenings are conducted by CMU graduate and undergraduate students. The day of the screenings, children arrive at CMU's Finch Fieldhouse where they participate in various stations, which include screening of resting blood pressure, fasting blood lipids/glucose, aerobic capacity, body composition, physical activity assessment, and surveys of family history, prevalence of diabetes and smoking. For many of these children, this is their first visit to a college campus. During their visit, children are taken on a tour of the CMU campus including classrooms, science laboratories, dormitory rooms, the library and athletic facilities.

Results of the screening are sent directly to parents/guardians of the students, along with explanations on how they can impact their child's risk factors for cardiovascular disease. Previous CHIP screening programs have concluded that a significant number of

Michigan children express multiple risk factors. In fact the results of 1,200 6th grade children showed that 38% expressed 3 or more CVD risk factors. This result is alarming because researchers have found that it is these children with multiple risk factors that begin to show blood vessel changes at a very early age. In addition, rising rates of obesity and type 2 diabetes among our children (two independent risk factors for cardiovascular disease) demonstrates a growing need to expand the CHIP Program.

Funding Goal: \$500,000

**FUNDING PRIORITIES AND OPPORTUNITIES:
THE DRIVING EVALUATION, EDUCATION AND RESEARCH CENTER**

The Driving Evaluation, Education and Research Center, an initiative of the College of Humanities and Social and Behavioral Sciences and The Herbert H. & Grace A. Dow College of Health Professions, will provide clinical services to evaluate cognitive fitness to drive, provide education to improve older driver safety, and to conduct research on older drivers and drivers with attention disorders. With the support of AAA of Michigan and other key organizations, the Driving Center will provide a new service to older adults and stroke or traumatic brain injury patients and those with debilitating illnesses such as multiple sclerosis, Parkinson's and Huntington's disease in central and northern Michigan.

Based upon evaluations, the Center staff will be able to prescribe remediation through education and/or training that may help to extend the safe driving window for older adults. Ultimately, the goal of the Driving Center is to make the roads safer with research that could ultimately aid car companies in developing better technology to minimize driver attention failures and design dashboard devices that require less attention to operate. Support for the Driving Center will provide equipment needed for evaluation and research, including a driving simulator and related devices which will allow researchers to track eye and body movements and assess the cognitive processes of a driver. Equipment also will help aid research on the driving of older adults and persons with attention disorders, MS, Alzheimer's, Parkinson's, and Huntington's diseases.

Funding Goal: \$500,000

**FUNDING PRIORITIES AND OPPORTUNITIES:
HEALTH INFORMATICS EVALUATION AND RESEARCH FUND**

The Health Informatics Evaluation and Research Fund is established to support lead scientific evaluation and assessment of targeted health information technologies. Health information technology is a growing ingredient for reducing cost and improving the quality of health care worldwide. Determining the effectiveness of new and emerging technologies will become increasingly important as they are readily employed in the effort to save lives, reduce medical errors, advance quality, and improve the efficiency of healthcare. Through this fund, Central Michigan University and The Herbert H. and Grace A. Dow College of Health Professions have begun evaluating new medical diagnosis software that its developer, Robertson Technologies, hopes will transform the

face of medicine in Third World countries. The research includes a three-month pilot study of the software at Nizam's Institute of Medical Sciences in Hyderabad, India. Support for this fund will aid future research projects.

Funding Goal: \$1,000,000

**FUNDING PRIORITIES AND OPPORTUNITIES:
HEALTH PROFESSIONS STUDENT FINANCIAL CRISIS FUND**

This Fund has been established within the College to assist students facing a financial crisis that could prevent them from staying in school to complete their degree. Students who have exhausted all other avenues of support as determined by the Office of Scholarship and Financial Aid, are eligible. The funds may be used for educational expenses including tuition, books, supplies, room, board, and transportation. Students are encouraged to give back to the fund when they are able to help other students.

Funding Goal: \$25,000

**FUNDING PRIORITIES AND OPPORTUNITIES:
BRINGING LIFE TO SCHOLARSHIP SYMPOSIA SPONSORSHIP**

These highly successful symposia provide a collegial forum in which The Herbert H. and Grace A. Dow College of Health Professions, Central Michigan University, and the greater professional health care community can share their research and creative endeavors in a manner that will support and enrich the scholarly efforts of faculty and students of the College. Sponsorship would provide resources to expand the number of CMU faculty, as well as scholars on the national and international level, who would participate in a premier scholarly venue with technological access throughout the world. Funding would provide equipment that would upgrade production and distribution capabilities for a larger audience; technology fees for a technology specialist to develop professional pieces such as video clips, video tile sequence, etc.; funds for scholar stipends, and travel funds for national scholars.

Lectures are streamed live over the Internet for viewers to watch at their desk top computers. They also may call in questions live to the presenter. Presentations are also recorded and archived on the Media Site web page, which allows an unlimited viewing audience any where in the world to access the presentation for up to 24 months.

Symposia sponsors receive significant recognition on all materials promoting a lecture or series of lectures and on the Media Site web site for as long as the lecture remains archived for viewing.

Funding Goal: \$100,000

FUNDING PRIORITIES AND OPPORTUNITIES: OTHER SPONSORSHIP OPPORTUNITIES

The Health Professions Building on the campus of CMU is a technology-rich environment that provides optimal spaces for bringing people together physically or via video conference to attend one-day lectures, seminars, or even week-long events. Sponsorship opportunities are provided to individuals and organizations who want to support the mission of The Herbert H. and Grace A. Dow College of Health Professions to enhance the educational experience of our students and faculty. Sponsorship will help us to provide:

- Guest Lecturer travel & honorarium
- Use of Global Tele-presence
 - Mediasite Recording of Day's Events
- Real-time streaming for up to 300 people accessing the presentation off-site from their desktop computers
- 12 Month online archive of sessions (optional password protected)
- Monthly usage and access reports

Sponsors will receive significant recognition on all event promotional materials, which includes recognition on the Media Site web site, which archives the recorded presentation for 24 months.

WAYS TO GIVE

Annual giving of both restricted and unrestricted dollars supports innovation in programming and gives the college flexibility to respond to the emerging needs of its students and faculty. Annual giving dollars may leverage other gifts by serving as matching gifts for technology and equipment purchases, scholarships, and virtually any other type of designated gift.

Gifts may be made to Central Michigan University or The Herbert H. and Grace A. Dow College of Health Professions in a variety of ways:

- Bequests
- Charitable gift annuities or remainder trusts
- Cash
- Life insurance
- Securities
- Real estate
- Retirement plans

NAMING OPPORTUNITIES

- Distinguished professor/dean's chair: \$2 million
- Building: \$1 million or 50 percent of private funding component
- Endowed faculty chair: \$1 million
- Classroom, meeting room, foyer, or auditorium: \$25,000 to \$1 million
- Endowed professorship: \$500,000
- Endowed fellowship: \$250,000
- Endowed young faculty award: \$250,000
- Endowed visiting professorship: \$250,000
- Endowed Centralis Scholar Award: \$150,000
- Endowed faculty development fund: \$100,000
- Endowed graduate scholarship: \$100,000
- Endowed lectureship: \$100,000
- Endowed national research: \$100,000
- Endowed scholarship: \$25,000 and up