

# Master of Health Administration



APPALACHIAN STATE UNIVERSITY®

## Strategic Direction and Program Goals Spring 2022 - 2027

### MISSION

The **mission** of the Master of Health Administration (MHA) program is to prepare early and mid-careerists in advanced health care management principles, concepts and applications in an online-learning environment.

Our theory-to-practice model provides foundational knowledge, while building skills and abilities through application and simulation. A focus on competency development, professional growth and career advancement promotes life-long learning for students and faculty.

Graduates of the program will have the knowledge and competencies enabling them to demonstrate leadership in health care organizations throughout the region, state, and nation.

The **vision** of the MHA program is to be the preeminent online Master's program in health management and administration in the United States, recognized for the skills, knowledge and competencies of our graduates, and for the excellent online teaching and scholarly contributions of our faculty.

### VALUES

In fulfilling our mission and pursuing our vision, the MHA Program will:

1. Support a commitment to honesty, integrity, and professional and ethical behavior;
2. Seek quality, innovation, and excellence in our program, faculty and student efforts;
3. Cultivate meaningful online student-faculty relationships so that each can learn, grow, and be fulfilled in their work;
4. Maintain a supportive, collegial learning environment that respects individuals and their uniqueness, preserves academic freedom, promotes lifelong learning, and values the experience, knowledge, and skill-sets that working adults bring to the program;
5. Foster a culture of leadership excellence through modeling, mentoring, and by providing opportunities for students to apply theories, concepts and principles.

## **Program Goals & Objectives**

**GOAL 1:** The MHA program and/or its faculty will demonstrate effective teaching resulting in student competency.

**Objectives:**

- A. Students will demonstrate knowledge and abilities necessary to lead and manage health care organizations.
- B. MHA Program faculty will demonstrate teaching excellence using online modalities.

**GOAL 2:** The MHA program and/or its faculty will promote scholarship by maintaining an active and current research agenda on topics of interest related to the organization, financing, and delivery of health care services and products.

**Objective:**

- A. The MHA program faculty will conduct and disseminate original research.

**GOAL 3:** The MHA program and/or its faculty will solicit input from alumni, stakeholders and other interested parties toward the improvement of educational content and professional socialization of MHA students.

**Objectives:**

- A. The MHA Program will seek and obtain active engagement of health care professionals through the MHA Board of Advisors.
- B. The MHA Program will maintain program involvement with community-at-large (recruitment; feedback; professional organizations [ACHE, AUPHA, CAHME, HIMSS, MGMA]; and consultancies)

**GOAL 4:** The MHA Program will recruit and enroll students who are working professionals from across the continuum of care, and professional discipline with diverse backgrounds into the program.

**Objectives:**

- A. The MHA student body will represent diverse academic backgrounds and work experiences
- B. The MHA student body will represent a diverse demographic profile