INSTITUTIONAL PROFILE SURVEY

The data collection period for ASAHP’s 2015 iteration of the Institutional Profile Survey opened on September 8. The deadline for submitting data was November 30, but an extension has been made to December 14. As of November 30, the following 46 institutions have participated:

- American International College
- Arkansas State University
- Armstrong Atlantic State University
- Central Michigan University
- Drexel University
- Duquesne University
- East Tennessee State University
- Eastern Kentucky University
- Ferris State University
- Governors State University
- Grand Valley State University
- Hofstra University
- Idaho State University
- Indiana University
- Ithaca College
- Long Island University
- Long Island University - Brooklyn
- Louisiana State University Health Sciences Center-New Orleans
- Mayo Clinic College of Medicine
- MCPHS University
- Nazareth College of Rochester
- Nova Southeastern University
- Ohio University
- Pacific University
- Rosalind Franklin University
- Sacred Heart University
- Saint Louis University
- Springfield College
- SUNY Upstate Medical University
- Texas State University
- Texas Tech University Health Sciences Center
- Towson University
- University of Kentucky
- University of Mississippi Medical Center
- University of Missouri, Columbia
- University of New England
- University of North Carolina Greensboro
- University of North Florida
- University of Tennessee Health Science Center
- University of Texas Medical Branch at Galveston
- University of the Sciences in Philadelphia
- University of Toledo
- University of Wisconsin-Milwaukee
- Virginia Commonwealth University
- Weber State University
- Winston Salem State University

Technical assistance regarding how to interpret survey questions and enter data can be obtained by contacting Associate Dean Brenda Coppard at Creighton University where the study is being administered. She may be contacted at bcoppard@creighton.edu.

Each school has an ID Code, which can be furnished by contacting Jacoby Lawrence of the ASAHP staff at jacoby@asahp.org. Deans and Directors are requested to have their respective institutions included in this year’s survey.

Over the past few decades, administrators at member institutions consistently have cited the high value of this undertaking by the Association. The more institutions that furnish data, the richer the findings will be that result from the survey. Each year, the salary data component that is generated proves to be of immense value. Student application and enrollment data also are deemed important and are cited sometimes by U.S. government agencies. There were 89 participants last year and a major objective this year is to surpass that amount.
ASAHP BOARD OF DIRECTORS

The Association’s Board of Directors had a conference call on November 19. The following actions were among those taken:

- Approved the Minutes of the Board Meeting on October 27 in Scottsdale, AZ.
- Treasurer Kevin Rudeen provided a report of the financial state of the Association.
- President Linda Petrosino reviewed the revised ASAHP Strategic Plan. Strategic Priorities and Tactical Objectives were discussed. Individuals assigned to the Strategic Priorities were identified. Chairpersons will be requested to develop charges for the working groups.
- Secretary Ruth Welborn reviewed the 2016 Spring Meeting agenda and stated that the theme is “View from the Corner Officer: Future for Allied Health Education, Practice, and Diversity.”
- Executive Director John Colbert described what is expected to occur in Congress in December and discussed follow-up plans regarding state authorization and reauthorization of the Higher Education Act.

ANNUAL CONFERENCE EVALUATION

A total of 84 participants (42%) responded to an evaluation survey of the 2016 ASAHP Annual Conference that was held in Scottsdale, AZ on October 28-30. Among the respondents, 94% reported being satisfied with the event itself, 91% expressed satisfaction with the conference registration process, and 90% were satisfied with the amount of information made available prior to the meeting.

SOCIAL MEDIA AND ADVANCEMENT

In 2015, 57% of college and university leaders reported using social media to raise money from donors. Institutions continue to refine their use of social channels while learning how to engage constituents, communicate goals, and ultimately, raise money more effectively. Measuring overall success poses a struggle.

A report conducted for the Council of Advancement and Support of Education by Huron Consulting Group and mStoner contains key findings. With appendices on giving days and crowdfunding, the report is considered highly useful for educational advancement professionals who use social media. It can be accessed at http://offers.mstoner.com/refining-prioritizing-expanding-social-media-advancement-download-free-white-paper.

SDS STUDENT SCHOLARSHIPS

Applications are being solicited for the FY 2016 Bureau of Health Workforce (BHW) Scholarships for Disadvantaged Students (SDS) Program. The program promotes diversity among the health professions workforce by providing awards to eligible health professions schools for use in awarding scholarships to students from disadvantaged backgrounds who have a demonstrated financial need and are enrolled full-time in health professions programs.

Participating schools are responsible for selecting scholarship recipients, making reasonable determinations of need, and providing scholarships that do not exceed the allowable costs (i.e., tuition, reasonable educational expenses, and reasonable living expenses with a cap for the total scholarship award of $30,000).

Eligible applicants include allied health institutions. The deadline for applying is January 24, 2016. Additional information can be obtained from Denise Sorrell at Tel: 301-443-2909 or by email at DSorrell@hrsa.gov and by accessing http://bhpr.hrsa.gov/scholarshipsloans/programs/sds.html.

AHRQ REDUX

The June 30, 2015 issue of the ASAHP UPDATE reported on an effort by the House Appropriations Committee to eliminate funding in FY 2016 for the Agency for Healthcare Research and Quality (AHRQ), an entity with a budget of $440 million in fiscal year 2015 that ended last September 30. The rationale for doing so was that the Agency’s functions are perceived as being duplicative of work performed by both the Centers for Disease Control and Prevention (CDC) and the National Institutes of Health (NIH).

Previous defunding attempts occurred in 2010 and also in 2012, with the most seriously aimed deathblow furnished by Congress in 1995 when opposition was generated by the production of agency guidelines on drugs and medical procedures (e.g., back surgery). Once again, however, AHRQ appears that it will survive.

Another obstacle that drew attention is that budget legislation in the Senate would have led to a 30% reduction in funding. It currently seems, however, that passage of the Bipartisan Budget Act will enable some, if not all, of the agency's funding to be restored. A campaign by a group consisting of a coalition of hospitals, researchers, and providers called "Friends of AHRQ" went into action to generate support for the agency shortly after the U.S. House of Representatives approved a budget that would have eliminated AHRQ.