

# LEADERSHIP IN HEALTH AND WELLNESS GRADUATE CERTIFICATE

This certificate will prepare individuals to become wellness leaders at all levels by giving them the knowledge and tools needed to effectively plan, implement and evaluate well-being initiatives. Students in this program will learn critically important skills for engaging and leading a team of stakeholders and promoting a culture of well-being in a variety of settings.

## Target Audience:

- Health and wellness professionals looking to advance to a leadership role
- Human Resources or other professionals who are operating wellness programming as an added responsibility

## Program Learning Outcomes

1. Utilize strategic planning approaches to advance a culture of well-being.
2. Build and lead a team of internal and external stakeholders to develop and promote a culture of well-being.
3. Forecast expenses, revenues, and trends to create and manage program budgets.
4. Justify the value of a culture of well-being as part of an organization or community.
5. Collect and analyze data to make informed decisions.
6. Apply principles of project management to lead initiatives.
7. Evaluate potential providers and the documents necessary to contract their services.
8. Apply principles of ethics and social responsibility in wellness management decisions.

## Students seeking admission to the Leadership in Health and Wellness Certificate require:

- A bachelor's degree from a regionally or nationally accredited university (in any discipline).

Code	Title	Credits
<b>Required Courses</b>		
HWM 705	Strategic Management For Wellness Managers	3
HWM 750	Planning and Evaluation for Wellness Managers	3
HWM 770	Human and Group Behavior	3
<b>Total Credits</b>		<b>9</b>

## University Requirements for Graduate Certificates

Graduate certificates are designed for students at one of the following levels:

- Students who have completed a baccalaureate or higher degree from a regionally accredited institution and are enrolled for graduate credit
- Students who are enrolled simultaneously in a graduate degree program

Students must meet the admission requirements of a degree seeking or non-degree seeking graduate student to be eligible to earn a graduate certificate. At least 75% of the credits must be earned after completion of a baccalaureate or higher degree and students must attain a GPA of 3.00 within the certificate courses.

Certificate programs are designed to develop a particular expertise or set of skills. Graduate certificate programs will require a minimum of 8 graduate-level credits. For graduate certificates, at least 50% of the credits must be at the 700 level. At least 60% of the credits for the graduate certificates must be earned at UW-Parkside for program residency. Individual departments and programs may require more than 60% of the credits to be taken at UW Parkside.

Certificate programs should not be confused with certification or licensure programs which lead to certification by an outside agency.