

Ball State University
School of Physical Education, Sport, and Exercise Science
Wellness Management Graduate Program
WELN 630: Wellness Programming for Health and Productivity Management
Spring 2015

Course Instructor:

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Course Description

This course pairs graduate students with a local business/organization to develop an employee wellness program, using tools and resources that support health and productivity management practice in a real-world setting.

To date, through this course we have helped eight local companies receive recognition as “Well Workplaces” by the Wellness Council of Indiana. These efforts support our goal of establishing our county as the first in Indiana to receive the “Healthy Community” designation.

The course format includes: Lectures and presentations by the course instructor, students, and invited speakers; small group discussions; and individual and group activities that take place in collaboration with the community partner organization.

Course Introduction

This course is designed to help you learn skills that will allow you to excel in your work as a wellness manager. At the same time, you will work to improve employee wellbeing in the local community and help some of our local community partners use new tools and learn new skills.

I have already spent time working with a local company, and they have agreed to contribute at least 120 employee hours to support this learning experience for you. They are committed to starting an employee wellness program and to helping you learn about their colleagues and culture. In return, they expect Business Plans that will make it easier for them to offer employee wellbeing initiatives in the future. Remember, the company employees will be responsible for deploying the plan you help them create; make sure everything fits within what they think is reasonable to add to their current work responsibilities.

We will spend time reflecting and debriefing about your experiences after each visit to the company. Take time to use teambuilding activities to become better acquainted with your community partners. Also, work with them to plan interactions with the general employee population so the voice of employees (or at least those who will be impacted by the activities/outputs you develop) is represented in your final Business Plan.

This is an opportunity to work in a real setting and gain real-world experience. I cannot begin to express how valuable this will be as you step into your first position as a wellness manager. Remember to practice professionalism at all times. Presenting your best during this experience can help you gain a valuable, non-academic reference to use during your

job-search. Also, you get to graduate and move on. However, the individuals you are working with will continue to be part of my circle of colleagues. Please do everything you can to confirm their current perception of the quality of students that are invited to be part of this program! Also, your final Business Plan will be delivered to the CEO of the company and uploaded to Cardinal Scholar.

Course Goals

The purpose of this course is to prepare students to effectively organize, implement, and evaluate consumer-centered wellness initiatives by exploring issues related to decision-making, understanding communication processes, engaging in strategic planning fundamentals, discussing budget management, and introducing value-based measurement concepts.

Course Objectives

After completing this course, students will be able to:

- Understand concepts related to management and social marketing practice.
- Conduct a situation analysis and understand the importance of the current context in the development of initiatives.
- Develop and use logic models for the planning and evaluation of projects and programs.
- Strategize, design, and provide leadership for effective projects and programs.
- Co-produce a business plan that can be implemented by the “wellness champion” at the partner organization.
- Support the personal and professional development of community partners.
- Reflect on and recognize the value of civic engagement in wellbeing practice.

Required Texts/Readings

- Change Agent Work Group. [Employer Health Asset Management: A Roadmap for Improving the Health of Your Employees and Your Organization.](#)
- [Via Strengths Characteristics Survey.](#)
- University of Wisconsin Extension. [Enhancing Program Performance with Logic Models.](#)
- Ball State University. [2012-2017 Strategic Plan.](#)
- Lee and Kotler (2011). *Social Marketing: Influencing Behaviors for Good.* Sage Publications (ISBN 978-1-4129-8149-1).
- [Marketing Profs](#) (My favorite “professional development” website).
- [Mind Tools](#) (Good free career resource).
- Rath and Harter (2010). *Well Being.* Gallup Organization.

Semester Schedule

Dates	Readings	Activities/Class work	Assignments due
Jan 6/8	Reading – <i>Employer Health Asset Management</i> Chapters 1-5 and related Case Studies (Appendix A), pages 3-29 and 40-44.	Tuesday – Introduction to class structure/expectations Last Mile (TED video) Humans as Tool Users (video) 5 Competencies (video) Thursday – Managing for Health and Productivity discussion	3-pt summary #1 (Thursday)
Jan 13/15	<i>Employer Health Asset Management</i> Chapters 6-8 and related Case Studies (Appendix A). Pages 30-39 and 45-47.	Tuesday – Discussion on readings. Introduction to SMART objective writing Thursday – Exploring Healthy People 2020 website and Indiana Strategic Plan – workplace focus Develop 5-8 goals/objectives: You are a wellness manager for a small business (82 employees) in Indiana. Establish a series of wellness goals/objectives for your business and your employees. Make sure that they fit with the Indiana Strategic Plan AND HP 2020!	3-pt summary #2 (Tuesday)
Jan 20/22	UWEX Logic Model Course Website: Sections 1, 2, 3, 4	Tuesday and Thursday – Building Logic Models	3-pt summary #3 (Tuesday)

Dates	Readings	Activities/Class work	Assignments due
	UWEX Logic Model Course Website: Sections 5, 6, 7		3-pt summary #4 (Thursday)
Jan 27/29	Review Logic Model information	Tuesday and Thursday – Brainstorming around wellness initiatives and developing an initiative-specific logic model	Logic Model 1 due (Tuesday)
Feb 3/5	Do individual Strengths Finder Assessment Review Ball State Strategic Plan	Tuesday – Developing Dream Teams – do your personal assessment BEFORE class! Thursday – Planning for work with our partner organization. Explore Mission and Vision statements, goals, objectives, and “tactics.”	3-pt summary #5: Comment on Ball State’s Strategic Plan (Tuesday) “Dream Team” Reflection (2/5)
Feb 10/12	Read SWOT Analysis Document	Tuesday – CEO, Open Door Health Services (community partner) Thursday – Group Work Day - Plan for Situation Analysis: Get Open Door Mission, Vision and Background on paper/discussion board - Why does Open Door want to have a workplace wellness initiative?	3-pt summary #6: Include questions to ask Open Door for your Situation Analysis (Tuesday)
Feb 17/19	Lee Chapter 1 and Appendix A	Tuesday – Situation Analysis and SWOT Thursday – Social Marketing Discussion and Activities	3-pt summary #7 (Tuesday)
Feb 24/26	Lee Chapters 2 and 3	Tuesday – Finishing up social marketing discussion and planning for Thursday’s meeting (Agenda, Team Building Activity, Group Assignments) Thursday – Full team meeting at Open Door	3-pt summary #8 (Tuesday) Situation Analysis (February 26)
Mar 3/5	Spring Break		
Mar 10/12	Lee Chapters 4 and 5	Tuesday – class/planning and debriefing (Additional Research Needs, Topic Specific Situation Analysis, and “Best Practices”). Thursday – work with your company partner	3-pt summary #9 (Tuesday)
Mar 17/19	Lee Chapters 6 and 7	Tuesday – class/planning and debriefing (Audience Analysis) Thursday – work with your company partner	3-pt summary #10 (Tuesday)
Mar 25/27	Lee Chapters 8 and 9	Tuesday – class/planning and debriefing (Goals, Objectives, and Positioning Statements) Thursday – work with your company partner	3-pt summary #11 (Tuesday)
April 1/3	Lee Chapters 10 and 11	Tuesday – class/planning and debriefing (Product, Price) Thursday – work with your company partner	3-pt summary #12 (Tuesday)
April 8/10	Lee Chapters 12 and 13	Tuesday – class/planning and debriefing (Place, Promotion) Thursday – work with your company partner	3-pt summary #13 (Tuesday)
April 15/17	Lee Chapters 14 and 15	Tuesday – class/planning and debriefing (Product, Price) Thursday – work with your company partner (Last formal Visit)	3-pt summary #14 (Tuesday)

Dates	Readings	Activities/Class work	Assignments due
April 22/24	Lee Chapters 16 and 17	Final Business Plan Preparation and Arranging for Final Presentation	3-pt summary #15 (Tuesday)
Finals Week			Presentation to company executives

Overview of Course Assignments/Service Learning Assignments

For this course, you will complete most activities twice. The first time will give you practice using the tools. These assignments will be graded as traditional academic assignments. The second time each tool will be used within the final Business Plan for your group. The grade you receive for these plans will include a section that is evaluated by your company teammates. I will ask them whether they feel their voice was represented in the final plan and if they feel confident in deploying the proposed plan in their workplace. Highlights for the specific assignments are listed here.

INDIVIDUAL ASSIGNMENTS

Logic Models: Develop and continuously update logic models for the wellbeing initiative. A copy of your final logic model is due with your Business Plan, but it will be graded separately rather than as part of your Business Plan grade.

VIA Character Strengths Report and Reflection: Take the Strengths Finder assessment. Reflecting on individual strengths needed for a work group, develop a 500-1000 word essay describing your “dream team” work group. Remember, you are a member of this team!

Situation (Context) Analysis/SWOT Analysis: Develop a report based on your assessment of the external situation, the internal situation, and an inventory of the desired results for the wellbeing initiative.

Participation and 3-Point Summaries: Develop a 3-point summary for each reading assignment. Copy and paste your information into a Blackboard discussion thread prior to coming to class. Bring a paper or electronic copy to class for your own reference during the discussion period.

TEAM ASSIGNMENTS

Audience Profile Activity: Identify 3 “population segments” from your company who will benefit from participating in your specific initiative. Develop a ½-page profile of an individual in each population segment. Include personal descriptions, demographics, and psychographics in your description. Some examples of profiles can be viewed here: <http://www.cdc.gov/nccdphp/dnpa/socialmarketing/training/pdf/audiencedescriptionsandprofiles.pdf>

Business Plan for Wellbeing Initiative: Work with your company wellness leaders to co-produce a written Business Plan for the area of the wellbeing initiative assigned to your team. This document should include (at a minimum):

- A logic model
- A summary description of the company, the company’s mission, and the employees (general)
- An explanation of why the program/project is needed and what it will strive to accomplish
- A description of the SPECIFIC target markets including “profiles” representing the individuals
- An in depth explanation of the initiative
- A management plan including information on key personnel who will be involved
- A sample budget and description of (potential) funding sources
- A description of any space and equipment needs
- An analysis of the major risks or challenges
- A timetable for completion

“Board Room” Presentation: Your team will make a 5 to10-minute presentation to a “board” that includes 2-5 slides and a “stand alone” poster. We will put information from each group together into a single presentation to be given to company executives during finals week. This is the equivalent of your final.

Overview of Grading Policy

Activity	Points
Initial Logic Model/Overall Initiative (Individual)	100
Initial Draft of topic specific Logic Model (Individual)	100
Second Draft topic specific Logic Model (Team)	50
Final Drafts of both Logic Models (Team) – 50 points each	100
Strengths-based Individual Report and Brief Reflection	50
Situation Analysis Report (SWOT)	100
Audience Profile Activity	50
Business Plan – Remember: your teammates from our partner company will be helping me determine your grade on this	150
3-point Summaries and Participation	150
Final presentation to Leadership and Engagement Team at the Company	150
Total	1000