



University of Wisconsin Board of Regents Approves New 36-Credit, Online Master of Health and Wellness Management Program

New Graduate Program Aims to Address Increasing Competition in Health and Wellness Management Industry

MADISON, Wis.—April 7, 2016—The University of Wisconsin System Board of Regents has granted its approval to offer a 12-course, 36-credit [online master's degree](#) in the increasingly competitive field of health and wellness management. A collaborative partnership of the University of Wisconsin-Extension and five University of Wisconsin campuses—UW-Green Bay, UW-Parkside, UW-River Falls, UW-Stevens Point, and UW-Superior—the new master's program will build on a currently offered bachelor of science in health and wellness management.

Courses are planned to start in September pending approval from the Higher Learning Commission, one of six regional institutional accreditors in the United States.

“The health and wellness market is growing increasingly competitive,” said David Schejbal, dean of UW-Extension Division of Continuing Education, Outreach and E-Learning. “In Wisconsin and across the country, most employers recognize that healthy employees are more productive and more engaged. We are excited to offer an online degree program that will educate highly qualified health and wellness professionals.”

Designed with input from industry leaders, the UW Master of Science in Health and Wellness Management will offer a rigorous, multidisciplinary curriculum grounded in strategic planning, program budgeting, change management, and systems thinking. Students will learn how to build bridges between disciplines and develop the ability to assess systems and interrelationships within complex organizations. Admission to the program will require a bachelor's degree, but aptitude tests such as the GMAT and GRE will not be required.

“The online format is a great choice for busy adults,” said Schejbal. “All course content will be provided by distinguished University of Wisconsin faculty. Their expertise, combined with UW-Extension award-winning instructional and media design and excellent student support services, will ensure a rich, flexible, and engaging educational experience for students. Our goal is to prepare students for success in health and wellness management careers.”

Students in the program will enjoy affordable tuition that compares favorably to competing graduate programs from other institutions. Like other collaborative online University of Wisconsin programs, students will pay the same tuition whether they live in Wisconsin or out of state.

“Developing a graduate program that complements our Bachelor of Science in Health and Wellness Management and fulfills the skills gap inherent in the marketplace is a complex undertaking,” said Theresa Islo, program manager for the UW Health and Wellness Management program. “Our goal was to create a rigorous, multidisciplinary program that will ensure our graduates are highly sought after in the job market.”

The Master of Science in Health and Wellness Management program is intended for students with a bachelor’s degree in areas including (but not limited to) community health, health education, kinesiology, exercise science, nutrition, health promotion, recreation management, human resources, or social work; and who have limited education and training in the management field.

“We thank the Regents for taking an important step toward a valuable new program,” said Cathy Sandeen, chancellor of UW-Extension and UW Colleges. “This is a great example of how UW-Extension works with other UW institutions to identify and meet our state’s needs.”

About the planned UW Master of Science in Health and Wellness Management

The UW Master of Science in Health and Wellness Management joins a growing list of degree and certificate programs offered in collaboration by UW-Extension and UW System campus partners, including the existing bachelor’s degree in [Health and Wellness Management](#); bachelor’s, master’s, and certificate programs in [Sustainable Management](#); a master’s degree in [Data Science](#); a bachelor’s degree in [Health Information Management and Technology](#); a bachelor of professional studies degree in [Organizational Leadership and Communication](#); bachelor of science in Nursing (RN to BSN) programs for [Wisconsin](#) and [out-of-state residents](#); and nine additional degree and certificate programs offered in the self-paced, competency-based [UW Flexible Option](#) format.

Prospective students seeking more information about the planned University of Wisconsin Health and Wellness Management program are encouraged to visit hwm.wisconsin.edu/health-wellness-program/masters, call 1-877-895-3276, or email learn@uwex.edu.

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