

# Course Syllabus for HWM 496: Health and Wellness Capstone (6 Credits)

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Your Instructor: Liz Wiebe

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## Bio

Liz Wiebe, M.S., currently works at the University of Wisconsin Medical Foundation in Madison, WI as the Health Services Manager. Her background is in Health Education and Exercise Physiology, Most of her career has been in Worksite Wellness. She spent over 20 years at Lands' End in Dodgeville, WI in a variety of roles, the most recent being the Sr. Manager of Work Life Benefits., where she had oversight of the Comer Center, an 80,000 sq. ft. fitness facility, the on-site Lands' End Medical Clinic, and the Day Care Center. Other career experiences include the YMCA, Nicolet Instruments, and Duke University Cardiac Rehab. Her background is in Health Education and she earned both her B.S. and M.S. from the University of Wisconsin in Madison. She has 3 children and enjoys the outdoors, especially spending time at their family cabin in Minocqua, sporting events, reading, and traveling. New to the academic setting, she is looking forward to helping to develop new Wellness Professionals in a career where your vocation can truly be your vacation!



## Course Description and Objectives

Using a case study, students will create the essential components of a strategic plan for a comprehensive corporate wellness program. Students will present their strategic plan and also engage in fieldwork placement (minimum 100 hours) in their communities to gain experience in health and wellness management.

By the end of this course, you will be able to:

- Write a needs assessment survey.
- Interpret needs assessment data.
- Provide sustainable programming recommendations to the corporation to address identified needs.
- Create a one year budget.
- Develop a comprehensive marketing and communication plan.
- Evaluate the pros and cons of incentive use.
- Create a program evaluation plan.
- Describe the importance of establishing a culture of wellness across diverse constituencies at the workplace.
- Develop, organize and present all components of a comprehensive strategic plan for a workplace wellness program.
- Engage in professional networking.
- Through the fieldwork experience, apply health and wellness management skills and knowledge at the workplace.

**Prerequisite(s):** Senior status, completion of HWM 460 Leadership and Change Management in Health, HWM 470 Assessment and Evaluation for Wellness Managers, HWM 475 Employee Health and Well Being and HWM 480 Employee Benefits for Wellness Managers, and consent of the instructor.

## Resources

**Buying Textbooks:** You are free to purchase textbooks and other materials from any vendor you choose. For more information on textbook ordering and the online bookstore, please visit Health and Wellness Management Website (<https://hwm.wisconsin.edu/current-students/textbooks/>).

## Required Textbook

There is no textbook required for this course. Resource or review information is provided for each unit in the Content section of D2L.

## Writing Resources

College level writing skills and proper formatting and citation are required in this course. The following resources are helpful for APA format and technical writing skills.

- **HIGHLY RECOMMENDED** WISC Online Writing Lab (<https://owl.wisconsin.edu>)-You can use the online writing lab to submit a draft of your work for review by a writing coach. The coach will provide suggestions, point out ways to improve mechanics and clarity, and will usually respond within 24 to 48 hours.
- APA Style Website (<http://www.apastyle.org/apa-style-help.aspx>)
- Online Writing Lab (OWL) at Purdue University (<https://owl.english.purdue.edu/owl/>)-This site is very extensive and reliable. Note that this is more of a reference website. The WISC Online Writing Lab (above) is where you can submit a draft of your writing to a writing coach.

## Course Activities

### Readings

There is no textbook required for this course. Resources, review information, the case study, and videos are provided for each unit in the Content section of D2L.

### Discussions

For optimal learning to occur in this course, you need to participate in each Discussion as described in the corresponding lessons in D2L. Please be prepared to submit thoughtful, insightful responses to the Discussion questions/items and reply to your classmate's posts. Participate with an open mind and challenge yourself to really engage in the Discussion. Refer to the document Guidelines for Discussion Assignments in D2L for details on active participation in Discussion and grading of Discussion items.

**Discussion Due Dates:** See the course calendar for due dates for each Discussion posting. Recognizing that work schedules and family obligations vary, and that some may be able to get online sooner and more often than others, your initial post must be submitted by Wednesday of each week so an engaging discussion can follow by the designated due date.


**Late Policy for Discussion Postings:** Late work will not be accepted unless extenuating circumstances prevent you from being able to participate in the discussion and you communicate this with the instructor on or prior to the due date.

### Assignments

Each lesson in the Content section of D2L has a correlating assignment that is submitted to the Dropbox. Assignment descriptions and requirements are posted in the Content module in D2L for this course.

**Assignment Due Dates:** See the course calendar for assignment due dates.

**Late Policy for Assignments** - 3 points will be deducted for each day that an assignment is turned in past the due date.

Through the WISC Online Writing Lab (<http://owl.wisconsin.edu/>)  you can submit a draft of your work for review by a writing coach. The coach doesn't tell you how to rewrite your work, but provides suggestions and points out ways to improve mechanics and clarity. You can expect to get feedback within three days.

## Fieldwork

You will secure fieldwork placement in HWM 475 the semester before taking HWM 496. The site supervisor will sign an agreement with you indicating the agreed upon expectations of this experience. You will submit weekly log sheets to the instructor that include weekly and cumulative hours worked as well as tasks, responsibilities, and activities in progress and completed. Mid-term and final evaluations will be completed by both the you and your site supervisor. You must submit a final reflection paper and include a summary of their fieldwork experience in their Powerpoint presentation.

## Final Presentation

The final project is a PowerPoint presentation of a comprehensive strategic plan that students will present live (virtually) to a defined target audience. Along with the strategic plan, you must include a summary of your fieldwork experience in your PowerPoint presentation.

## Grading

<b>Grading Items</b>	<b>Points</b>
Discussion Postings: 9 @ 5 pts. each	45 points
Assignment: Cover Letter and Resume	15 points
Assignment: Mock Interview for GHI Position	10 points
Assignment: Intro to GHI Case Study	5 points
Assignment: Needs Assessment Survey	15 points
Assignment: Programming Mix Report	15 points
Assignment: GHI Year One Budget	15 points
Assignment: Communication Strategy	15 points
Assignment: Marketing Plan	15 points
Assignment: Incentive Use	10 points
Assignment: Strategies for Culture Change	15 points
Assignment: Evaluation Plan	15 points
Assignment: Wellness Team Member Job Description	10 points
Assignment: Mock Interview	10 points
Assignment: LinkedIn Connections	10 points
Powerpoint Presentation	100 points
Fieldwork Experience	270 points
Reflection Paper on Fieldwork Experience	10 points

**NOTE** 5 points will be deducted for each missing log sheet. Submit a log sheet even if you did zero hours of work that week. 10 points will be deducted for each missing midterm and final evaluation (self and supervisor).

**TOTAL:** 600 points

**Grading Scale:**

<b>Scale</b>	<b>Grade</b>
90-100% =	A
80-89% =	B
70-79% =	C
60-69% =	D
< 60% =	F