



**The George Washington University  
School of Public Health and Health Services  
Department of Prevention and Community Health**

**Graduate Certificate  
Public Health Community-Based  
Program Management  
2012-2013**

**Program Director**

Blaine Parrish, PhD  
Assistant Professor  
Department of Prevention and Community Health  
2021 K Street NW, Suite 800  
Washington, DC 2005  
202-994-4112 (p)  
202-994-1860 (f)  
Email: [blainep@gwu.edu](mailto:blainep@gwu.edu)

**Mission**

This graduate certificate provides new and mid-career public health professionals training to manage a variety of nonprofit public health programs and services in a community-based setting.

**Admissions Requirements**

The Graduate Certificate Program is tailored to meet the needs of the professional public health practitioner. Individuals with 3-5 years experience as a manager based in a community-based public health program or current federal/state/local project officers who oversee funding for community-based programs that provide public health services are eligible. Current SPHHS students who are earning a MS or MPH degree are also eligible.

Applicants without a master's degree may be eligible, provided that they hold a bachelor's degree and dependent upon their professional experience in public health. Admissions requirements and application procedures for the Graduate Certificate programs are identical to those of the Master's degree programs. Please see this website: <http://sphhs.gwumc.edu/admissions/graduateadmissions>

**Program Goals**

Graduates of this program will be expected to have:

- ◆ Managerial skills appropriate to a variety of public health programs and services in the nonprofit sector (e.g., organization planning, organizing, leading/motivating, controlling, marketing/fundraising development, quality improvement, decision making/problem solving, and ethical analysis);
- ◆ An understanding of nonprofit program/service planning, design, marketing, and evaluation for purposes of developing business plans and grant proposals;
- ◆ Practical management experience gained through a special project conducted under a preceptor or mentor.

### **Program-Specific Competencies**


Upon completion of the Certificate in Public Health Community-Based Management Program, students should possess the following functional competencies:

- Understand the impact of global social, economic and political trends on the role and function of voluntary action, civil society, the nonprofit sector and philanthropy [HSML 6203; PubH 6590; PAd 6031].
- Demonstrate knowledge of human resource issues within both formal and informal nonprofit organizations and how human resource issues in nonprofit organizations are different from the experience in public and for-profit organizations [HSML 6216; PubH 6590].
- Understand marketing theory, principles and techniques, in general, and as applied in a philanthropic and nonprofit environment (including the dynamics and principles of marketing “missions” in a nonprofit context) [PubH 6590].
- Apply decision-making models and methods in nonprofit organizational settings and to use and apply both quantitative and qualitative data for purposes of strengthening nonprofit organizations, the nonprofit sector and the larger society [PubH 6008; PubH 6501].
- Evaluate the various roles of nonprofit organizations and voluntary action in effecting social change and influencing the public policy process in both national and international contexts as well as the role of board members, staff and volunteers as agents of and for social change, grounded in particular mission-driven efforts [PubH 6305 PAd 6031; HSML 6216].
- Demonstrate the ability to work with community clients in order to strengthen understanding and application of nonprofit challenges in securing funding, developing programs, recruiting qualified personnel, satisfying grant and foundation expectations, engaging community partners, and working with consumers of public health programs [PubH 6008].
- Apply the theory of nonprofit finance, including knowledge of the various types of revenues pursued by nonprofit organizations, the strategic choices and issues associated with each type of revenue, and the methods used to generate these revenues [PubH 6590; PubH 6499].
- Demonstrate knowledge of the general principles, methods, and applications of epidemiology, the basic science of public health [PubH 6003].


**Additional Certificate Information is available via the SPHHS website:**

**<http://sphhs.gwumc.edu/academics/graduateprograms/graduatecertificates/graduatecertificateincommunitybasedprogrammanagement>**

**Please see the curriculum sheets that follow.**

		<b>School of Public Health and Health Services</b>  <b>Public Health Community-Based Program Management</b>  <b>Program-at-a-Glance</b>	
<b>Required Courses 5 Credits</b>			
<b>Course</b>	<b>Title</b>	<b>Credits</b>	<b>Semester Offered</b>
PubH 6003	Principles and Practice of Epidemiology	3	Fall, Spring, Summer
PubH 6008	Management Approaches to Public Health	2	Summer 10-week
<b>Total Core Credits</b>		<b>5</b>	
<b>Required Program-Specific Courses 8 credits</b>			
<b>Course</b>	<b>Title</b>	<b>Credits</b>	<b>Semester Offered</b>
PAd 6031	Governing and Managing Nonprofit Organizations	3	Fall, Spring
PubH 6501	Evaluation of Health Promotion /Disease Prevention Programs	3	Fall, Spring
PubH 6590	Introduction to Social Entrepreneurship	2	Fall
<b>Total Program- Specific Courses</b>		<b>8</b>	
<b>Elective Courses 5 Credits</b>			
<b>Course</b>	<b>Title</b>	<b>Credits</b>	<b>Semester Offered</b>
PubH 6007	Social & Behavioral Approaches to Public Health	2	Fall, Spring, Summer
PubH 6305	Fundamentals for Health Policy	2	Fall, Spring, Summer
PubH 6499	Topics in Global Social Entrepreneurship	1	Spring
PubH 6599	Board Development and Advocacy in	1	Fall

	Community-based Organizations		
PubH 6599	Budgeting and Grants Administration in Community-based Organizations	3	Fall, Spring
HSML 6203	Introduction to Health Management	2	Fall
HSML 6216	Human Resources Management & Organizational Behavior	2	Fall
	<b>Total Elective Credits</b>	<b>5</b>	
	<b>TOTAL CERTIFICATE CREDITS</b>	<b>18</b>	

	<p><b>School of Public Health and Health Services</b></p> <p><b>Public Health Community-Based Program Management</b></p>		
<p><b>Graduation Requirements</b></p> <ul style="list-style-type: none"> <li>• <b>Graduate Credit Requirement:</b> 18 credits required.</li> <li>• <b>Graduate Credit Requirement for Students enrolled concurrently in a SPHHS master’s degree program:</b> 12 additional credits are required, while 6 credits may be cross-credited from the concurrent master’s program.</li> <li>• <b>Course Requirements:</b> Program Director/advisor must pre-approve all course selections and sequencing by developing a “program of study” with the student prior to initial registration. Graduate Certificate students must meet with their advisor each semester before registration, and all changes to the program of study must be approved.</li> <li>• <b>Grade Point Requirements:</b> An overall GPA of 3.0 (B average) or better.</li> <li>• <b>Time Limit Requirement:</b> The certificate must be completed within 2 years</li> <li>• <b>Transfer Credit Policy:</b> Up to 4 relevant credits that have not been applied to a previous graduate degree may be transferred into this graduate certificate program. Course(s) must be relevant to the graduate certificate; credit must have been earned from an accredited institution within the last 3 years with a grade of B (3.0) or better.</li> </ul>			
<p><b>Course</b></p>	<p><b>Title</b></p>	<p><b>Credits</b></p>	<p><b>Course Description</b></p>

PubH 6003	Principles and Practice of Epidemiology	3	General principles, methods, and applications of epidemiology. Outbreak investigations, measures of disease frequency, standardization of disease rates, study design, measures of association, hypothesis testing, bias, effect modification, causal inference, disease screening, and surveillance. Case studies apply these concepts to a variety of infectious, acute, and chronic health conditions affecting the population. Summer, Fall, Spring
PubH 6008	Management Approaches to Public Health	2	An advanced multidisciplinary course examining global public health and health delivery issues through use of a case study approach. Prerequisites: PubH 6001, 6002, 6003, 6004, 6005, 6007. Summer, Fall, Spring
PAd 6031	Governing and Managing Nonprofit Organizations	3	Historical, legal, and social foundations of the nonprofit sector. Developing organizational strategy and capacity, managing staff, boards, and volunteers; financial management; fund raising, marketing, public advocacy, and other external relations; partnerships and entrepreneurial activities; measuring performance; and policy issues. <i>Trachtenberg School</i>
PubH 6501	Evaluation of Health Promotion /Disease Prevention Programs	3	Provides students with the knowledge, competencies and skills to plan and implement an evaluation of health promotion-disease prevention programs for a defined population at risk. Prerequisites: PubH 6002, 6003, 6007, 6500. Fall, Spring
PubH 6590	Introduction to Social Entrepreneurship	2	Examine innovative organizations created to improve people's lives and contribute to improved social and economic conditions. Course emphasis on how such organizations are started, how they are sustained, and the various business models that are adopted to achieve an organizational mission. Summer
PubH 6007	Social & Behavioral Approaches to Public Health	2	This course emphasizes selected social and behavioral science theories, models, and concepts that can be applied to the analysis of problems encountered in health promotion practice and/or generation of strategies to address those problems, inform or underlie health education/promotion interventions. Fall, Spring, Summer I
PubH 6305	Fundamentals for Health Policy	2	Provides an overview of public health and health care in the United States as an introduction to the study and analysis of health policy. It covers the governmental framework, institutions, financing streams, workforce, constituencies, and interest groups engaged in the health sector to ensure that students begin their analytic policy training with grounding in the political, economic and social realities of public health and health care. Fall, Spring, Summer I
PubH 6499	Topics in Global Social Entrepreneurship	1	Investment in NGOs around the globe have inspired a new generation of social entrepreneurs. This topics course provides current and future public health practitioners an opportunity to study successful NGOs and successful social entrepreneurs, who are making an impact in public health hot spots across the globe.

PubH 6599	Board Development and Advocacy in Community-based Organizations	1	Success or failure of nonprofit organizations rest squarely on management and leadership. Developing a strong board of directors who can advocate for the community and the organization is critical. This course is designed to provide students with strategies for board development and real world advocacy skills to improve nonprofit organization success. Fall, Spring
PubH 6599	Budgeting and Grants Administration in Community-based Organizations	3	Nonprofit organizations, especially those providing public health programs, rely heavily on federal, state, local and foundation grants to sustain community programs. This course is designed to teach students how to write, evaluate, justify, and monitor grants through successful budgeting and costing of public health programs. Fall, Spring
HSML 6203	Introduction to Health Management	2	Introduction to management theory essential for those seeking mid- and senior-level management positions in organizations providing healthcare or public health services. Application of the problem-solving methods, extensive use of cases. Fall
HSML 6216	Human Resources Management & Organizational Behavior	2	Theory and application of human behavior, human resource management, and labor relations policies, concepts and practices as they affect health services organizations. Primary focus is on managing people at work and developing management skills. Prerequisites: HSML 6202 and 6203