



The University of Arizona College of Medicine – Phoenix Bioethics Graduate Programs Student Survey

University of Arizona Health Sciences Global and Online is advancing University of Arizona Health Sciences offerings into the global and online domains and bringing the world closer together by defining the future of health care education, research and practice by expanding academic programs, clinical expertise, and research in innovative and dynamic ways. Health Sciences Global and Online supports Health Sciences' five colleges as they create and expand their global and online academic offerings to meet the needs of the next generation of health care professionals—at home and abroad.

OVERVIEW

This report summarizes student opinions and key takeaways from the Health Sciences Global and Online Bioethics Graduate Programs Student Survey conducted in collaboration with the [Office of Assessment and Research](#). The survey was sent to all students who were enrolled during Spring 2021, Summer 2021, and Fall 2021 as of June 16 (N=12,072). Eligible students included prospective degree programs that have alignment to Bioethics degree programs¹.

Students received an email inviting them to participate in the survey with the option of entering a drawing to win one of ten \$25 gift cards upon completion. Students were asked to answer questions about proposed online graduate programs from the University of Arizona College of Medicine – Phoenix in the area of Bioethics, including the relevance of formal degree programs in Bioethics, their interest in said programs, and their perspectives on important aspects of these programs, including fair tuition rate. 75% of survey respondents were women, resulting in women being overrepresented in the survey respondents compared to the student population.

A total of 1,380 students participated in the survey, for a 11.4% response rate. The margin of error for the survey is 2.5% based on a 95% confidence level. Survey findings can be used to develop valuable programs and positive student experiences in future Bioethics programs, as well as effective marketing and recruitment strategies.

PROGRAM SUPPORT & INTEREST

The strong majority (89%) of students surveyed agree that Bioethics is a critical area of study for future healthcare professionals. 43% of students expressed some level of interest (indicating “Very Interested” or “Somewhat Interested” when asked to rate their potential interest) in a graduate certificate or master's program in Bioethics, primarily to become a more competitive applicant for future career/research opportunities, and to be better positioned for healthcare leadership opportunities.

¹ Campus: Academic Program Campus is equal to / is in Arizona Online; Distance; Phoenix; University of Arizona – Main; College: College of Nursing; College of Pharmacy; College of Public Health; College of Medicine - Phoenix; College of Medicine - Tucson; James E Rogers College of Law; College of Science; College of Social & Behavioral Sciences; Academic Level - Beginning of Term is equal to / is in Doctoral; Graduate; Junior; Masters; Professional Year 1; Professional Year 2; Professional Year 3; Professional Year 4; Senior; Junior

Interest by College

	College of Medicine – Phoenix	College of Medicine – Tucson	College of Nursing	College of Pharmacy	Mel & Enid Zuckerman College of Public Health	College of Science	College of Social & Behavioral Sciences	James E Rogers College of Law
Very Interested	5.40%	14.40%	9.40%	13.90%	13.80%	11.70%	3.80%	7.50%
Somewhat Interested	27.00%	35.30%	32.20%	36.70%	44.00%	30.40%	17.30%	33.30%

Respondents from Mel & Enid Zuckerman College of Public health showed the most potential interest in a graduate certificate or master’s program in Bioethics, with 58% of respondents indicating they are “Very Interested” or “Somewhat Interested,” followed by the College of Medicine – Tucson (50%).

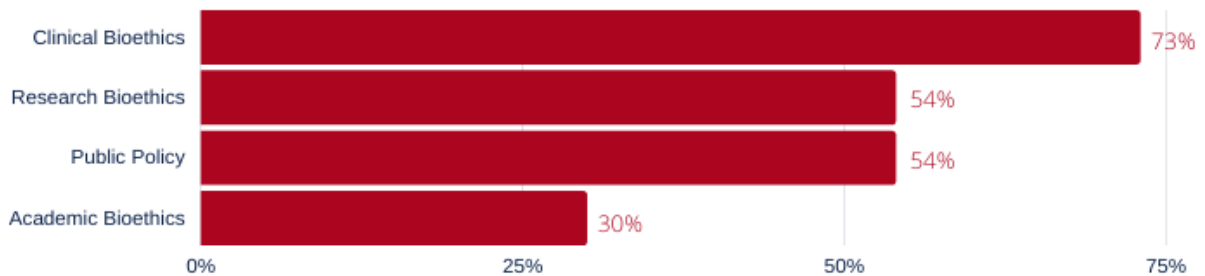


I think this is an important step for the future of medicine. We need more ethically sound medicine and emotionally intelligent doctors.

- Undergraduate Senior, Physiology

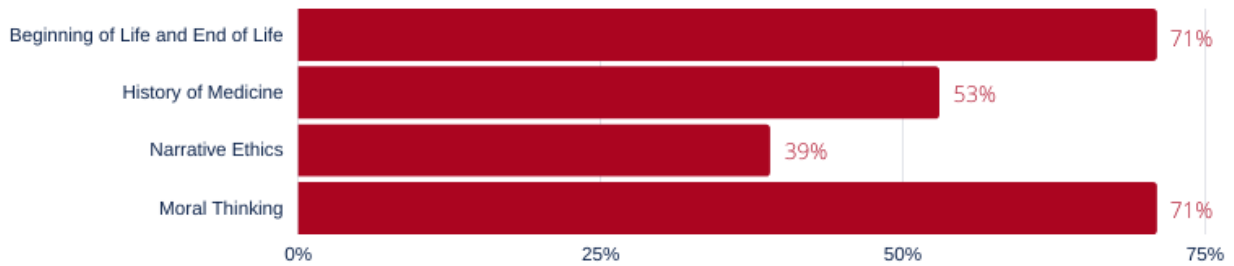
Of interested students, Clinical Bioethics is the master's track that appeals to the most (cited by 73% of respondents), followed by Research Bioethics (54%) and Public Policy (54%). Academic Bioethics was cited least often as a track of potential interest.

Program Track Interest



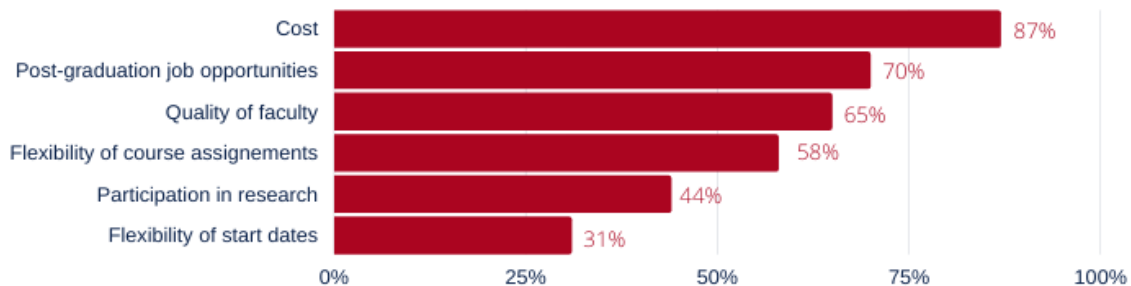
When presented with a list of the proposed courses for the online Bioethics graduate programs, the courses students would be most interested in enrolling in as electives (if made available to them in their current program) are Beginning of Life and End of Life and Moral Thinking. History of Medicine and Narrative ethics were less popular choices.

Course Interest



Students most commonly cited cost (87% of respondents) as an important decision-making factor when considering enrolling in an online Bioethics program, followed by post-graduation job opportunities, quality of faculty and flexibility of course assignments. Participation in research and flexibility of start dates were the least-cited factors.

Most Important Decision-Making Factors



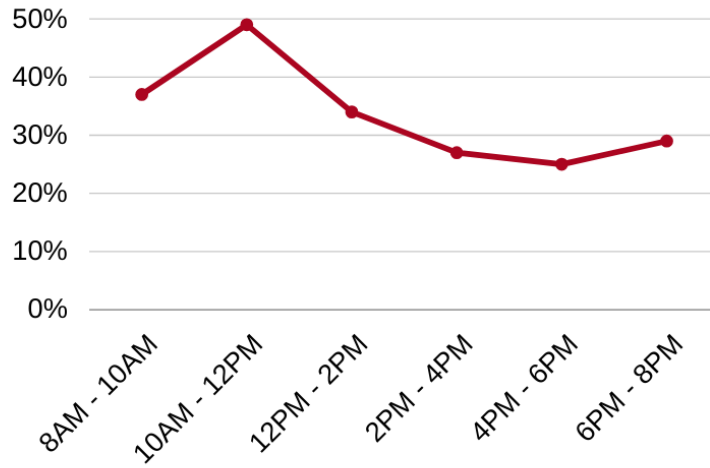
I would be worried about what job opportunities this degree would provide.

-1st Year Medical Student

PROGRAM MODALITY & TECHNOLOGY

When it comes to online learning, most students (58%) prefer a combination of both asynchronous and live online class sessions, and it is important to 84% of students that online programs incorporate educational technologies such as virtual patients and simulations to emulate real-world scenarios. Mornings are considered to be most available for students to join synchronous Zoom sessions, with 10am-12pm Arizona Time rated as the most preferred time (49%).

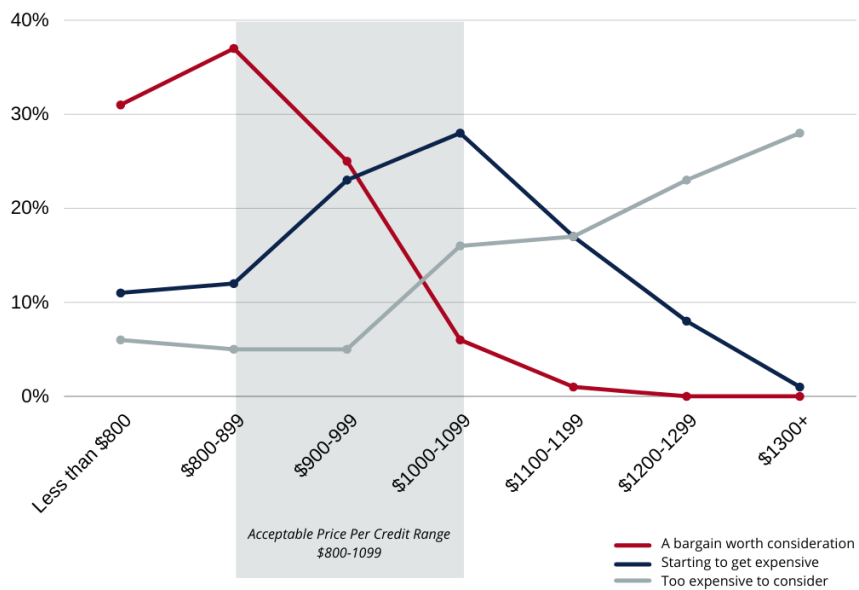
Zoom Session Availability



TUITION TOLERANCE

Students were presented with relative Arizona Online tuition information information, and were asked price sensitivity questions asking them to identify the price per credit ranges that they would consider an online Bioethics graduate program from UArizona to be 1) a bargain worth consideration, 2) starting to get expensive but still worth consideration, and 3) too expensive to consider.

Price Per Credit Tuition Sensitivity





I would only support this program if it were clear that it was not a cash grab for the university. The program must be high quality and serve the enrolled students' interests in the short and long term.

-Graduate Student, Sociology

SUMMARY

There is strong support for the College of Medicine – Phoenix’s development of online graduate programs in Bioethics. Special thought and consideration will need to be paid to pricing of the proposed program, as cost is the number one concern of students surveyed. The most critical feedback received from the survey was around the perception of higher education being too expensive, and the belief that the university may launch new programs such as this one primarily to generate more revenue as opposed to developing academic programs that adequately prepare students for viable careers. In the marketing of the proposed Bioethics programs, it will be important to clearly articulate the post-graduation career opportunities available to students who complete a graduate certificate or master’s degree program.

A combination of asynchronous and synchronous courses are preferred by students. Synchronous courses should be scheduled with students’ availability in mind. Scheduling classes at preferred times will help pull incremental enrollments into courses from students outside of the program wishing to learn more about Bioethics using elective credits.

Additionally, it is recommended that College of Medicine – Phoenix incorporates educational technologies such as virtual patients and simulations to emulate real-world scenarios in order to add value to the program and make it more sellable to students.



This would be a great area to receive a certificate in. As a grad student of Speech-Language Pathology at the UofA, we don’t discuss the issues of bioethics in great detail. This would be an excellent way to set me apart from other grad students while more importantly informing my clinical practice in a positive manner.

-Graduate Student, Speech, Language & Hearing Science