



**Online Bachelor of Radiation Science Technology**  
**UC Blue Ash College**

BrandDNA

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# Table of Contents

## Background Information

The Big Picture: Radiation Science Technology	3
Program Description	4

## Messaging and Outcomes

Positioning and Messaging	5
Benefits and Outcomes Detail	6

## Marketing Support Information

University of Cincinnati	8
UC Blue Ash College	8
Accreditation	8
Rankings	8
Military Friendly School	9
Resources and Organizations	9
UC Blue Ash College on Social Media	9
Faculty Highlights	9

## Brand and Visual Expression

University Essence and Brand Character	10
Visual Criteria	11
Verbal Expression	13

## Student Profile

Student Occupational Details	14
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## Appendix

Admissions Requirements	17
Program Structure Notes	17
Courses	18
Course Descriptions	19
UC Blue Ash Brand Guidelines	21

# The Big Picture: Radiation Science Technology

Health care is the largest and fastest-growing industry in the United States. According to *U.S. News & World Report*, the demand for skilled medical imaging and radiation therapy professionals is already among the top 15 for health care occupations, and it will continue to grow as medical technology advances, health care facilities expand and the population continues to age<sup>1</sup>. Radiation science technology, inclusive of X-rays, computed tomography (CT), magnetic resonance imaging (MRI), radiation therapy and other imaging methods, plays an important role in the health care field by creating images of the body's internal structure, organs and tissues. It is often the first step in diagnosing diseases, administering therapeutic treatments and conducting wellness screenings and preventatives. There is a need for medical imaging and radiation therapy professionals with leadership skills to provide expertise within educational and clinical management settings.

The journal *Health Affairs* estimates the combined spending on health care in 2013 by households, businesses and the government to be \$2.9 trillion. Spending will continue to rise as access to comprehensive, quality health care services including the prevention and detection of disease, disability, treatments and health conditions increases. The health care industry will see this rising demand for services and innovation in response to current regulations, new technology and practices and an ever-growing aging population. As a vital part of the health care community, medical imaging and radiologic sciences is projected to grow 26 percent from 2012 to 2022, resulting in more than 84,000 new jobs, according to the U.S. Bureau of Labor Statistics. This includes radiologic, MRI and nuclear medicine technologists, radiation therapists and diagnostic medical sonographers.

Given the increased access to care and the need to control costs and increase efficiency without compromising patient care, health systems are discovering the importance of leadership within each health discipline. Professionals with a Bachelor of Radiation Science Technology can learn concepts needed to work with and manage a culturally diverse workforce, study economic aspects and delivery systems within health care and discover the importance of teambuilding and communication skills. Not only that, but professionals can gain a thorough understanding of ethics and legalities associated with the field, creating actionable knowledge to achieve the role of an industry advocate.

1. <http://money.usnews.com/careers/best-jobs/rankings/best-healthcare-jobs> - Diagnostic Medical Sonographer **#8**, Radiologic Technologist **#15**

# Program Description

The University of Cincinnati Blue Ash online Bachelor of Radiation Science Technology (BRST) program was created in response to changing needs within the health care industry. The program focuses on workforce development and the preparation of competent educational and management professionals from the fields of medical imaging and radiologic sciences. Delivered online and designed to be convenient and flexible for working professionals, the program seeks to develop proficient leaders who can manage, innovate and lead change within the evolving health care environment.

Our students benefit from a curriculum that takes a multidisciplinary approach, combining clinical professional practice with a focus on the leadership skills that improve teamwork, decision-making and communication in the workplace. Courses focus on supervisory, instructional and advanced practice skills. These skills are designed to enhance careers in areas such as shift supervisors, chief technologists, clinical supervisors, clinical instructors, classroom instructors and computed tomography technologists. Led by a world-class faculty of industry-recognized leaders in the field, the program facilitates a deep understanding of the current practices and procedures that are shaping the field of radiation science and technology today.

# Positioning and Messaging

## Positioning

For certified medical imaging or radiologic science professionals, the UC Blue Ash online Bachelor of Radiation Science Technology aims to be an immersive and transformative educational experience that delivers a distinctive balance of advanced clinical practice and leadership within its curriculum. The result is a program designed to help working professionals progress into educational, supervisory and administrative careers. A blend of practical knowledge and leadership theory can empower graduates to broaden their careers in the diverse world of radiation science and technology. Led by a team of educators who are actively shaping the industry at the highest levels, the program brings experience directly into the classroom to prepare students with the advanced knowledge base and skill set they'll need to define their career and the future of the industry itself.

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## Tagline

**Program: Be the image of leadership.**

**UC Blue Ash College: We make it possible. You make it happen.**

**The University of Cincinnati Blue Ash College  
Online Bachelor of Radiation Science Technology**

## Messaging

Create new opportunities to excel as a manager and educator in the technology-driven world of health care. Earn your Bachelor of Radiation Science Technology degree online from UC Blue Ash College and build the leadership proficiencies to help you develop as a leader and decision-maker at the forefront of radiologic science and technology. Directly interact with and learn from our faculty of recognized professional leaders who share the knowledge and insight that is actively shaping and redefining the standards for practice around the world. Gain practical knowledge that you can use to enhance your career and take on supervisory and educational roles in your organization and beyond.

# Benefits and Outcomes Detail

This section highlights the most critical outcomes of the UC Blue Ash online Radiation Science Technology program. These are the key factors that help the program stand out to prospective students and can uniquely position it within the world of health care. The support statements itemized below articulate how we deliver on these outcomes throughout the learning experience.

## Outcomes Summary

- **Gain the leadership skills to manage and educate in the health care environment.**
- **Learn from professionals who are actively defining the industry**
- **Gain experience and create visibility for your career**

### **Gain the leadership skills to manage and educate in the health care environment.**

Unlock the knowledge and professional traits that define leadership in every organization. The UC Blue Ash online Bachelor of Radiation Science Technology program is designed to help you develop the advanced skills to help you become a supervisor, clinical or academic educator, or enter into a management role. Develop your technical competencies by focusing on imaging modalities, pathophysiology, CT science and the current topics that are shaping the industry. Become a better communicator. Gain perspective on the bigger picture of health care. Focus on ethics, diversity, social responsibility, workplace education, interpersonal connections, research, writing and leadership strategies. Whether you're looking to advance in your current organization or seeking new opportunities elsewhere, this is a degree designed to help you gain autonomy and take the next step in your professional development.

- Build leadership perspective as you develop both the technical radiological skills and leadership competencies to help you advance or create new opportunities.
- Discover what it takes to make an impact as a manager and educator within your department or a health care organization by focusing on communication, ethics, social responsibility and diversity in medical imaging and radiation sciences.
- Develop your core competencies to become a well-rounded professional who can excel as a critical thinker, problem solver and source of knowledge in a wide variety of organizations within the health care world.

### **Gain insight from professionals who are actively defining the industry.**

When you participate in the UC Blue Ash online Bachelor of Radiation Science Technology program, you're learning from and interacting with faculty members who are shaping the industry. Many of our faculty members are influential leaders in some of the largest and most important organizations in radiologic science and technology today. These include: the American Society of Radiologic Technologists (ASRT), the Association of Educators in Imaging and Radiologic Sciences (AEIRS), the Ohio Society of Radiologic Technologists (OSRT) and the International Society for Magnetic Resonance in Medicine (ISMRM). Our diverse faculty features award-winning technologists and educators. Many have received national and international exposure serving as elected officers, board members and delegates. In these roles they have helped to shape the curriculum that defines radiologic science and technology across the world today. *(See faculty highlights for more detailed bios.)*

- Engage with UC Blue Ash faculty members who are thought leaders in the field, actively helping to shape the future of radiologic science and technology across the world.
- Experience the benefits of high-quality teaching from UC Blue Ash faculty who are specifically trained to be experts in delivering education online and embody a continued dedication to excellence in online learning.

# Benefits and Outcomes Detail

## **Gain experience and create visibility for your future.**

The UC Blue Ash online Bachelor of Radiation Science Technology curriculum focuses on developing both educational and management leadership competencies and advancing theoretical knowledge in computed tomography. At its core, the program provides practical knowledge that is immediately applicable in the high-tech health care workplace. This direct application in conjunction with an internship and group projects promotes on-the-job visibility with existing organizational leaders and managers. In addition, the program structure helps to develop professional connections and career discovery opportunities through in-program networking and workplace skills application. It's an approach that challenges students to think bigger about their role and radiologic science and technology within the larger health care context. By examining its role in health care, students are empowered to advocate for the field, for safety and innovation. It's a unique experience that illustrates the importance of social responsibility for future leaders in the profession.

- Demonstrate the knowledge you learn during the program to create new opportunities and gain visibility with leadership.
- Gain practical knowledge and professional leadership skills that you can put to use in your career while you're still in school.
- Network with working professional students and the faculty at UC Blue Ash to develop your professional connections and gain perspective that can help change the profession.
- Get involved and participate in an advanced analysis of radiologic science and technology to gain information that can help you get ahead of the curve, advocate and prepare for the future.

# Marketing Support Information

This section is organized to showcase the features that support the legitimacy and credibility of the University of Cincinnati online Bachelor of Radiation Science Technology program. The content that follows explains qualifications, history, accreditation, rankings and any details that can support our marketing.

## University of Cincinnati (UC)

The University of Cincinnati traces its origins to 1819, when both Cincinnati College and the Medical College of Ohio were chartered. The University of Cincinnati offers students a balance of educational excellence and real-world experience. UC is a public research university with 372 programs of study and an enrollment of more than 43,000 students.

UC is the largest employer in the Cincinnati region, with an economic impact of more than \$3 billion.

## UC Blue Ash College

"We make it possible. You make it happen."

The University of Cincinnati Blue Ash College (UCBA) provides a student-centered approach to teaching, and comprehensive services engage students so that they can acquire the knowledge and skills needed to succeed academically, personally and professionally. UCBA promotes innovative scholarship and creative works, free inquiry, lifelong learning and service beyond the classroom.

UCBA opened in 1967 and is the third-largest college (by enrollment) in the University of Cincinnati. Opened in 1967, the college is on 135 wooded acres in northeastern Cincinnati. The college offers non-degree, one-year certificate, professional certificate, associate degree and bachelor's degree programs.

## Accreditation

The University of Cincinnati Blue Ash College is accredited by the Higher Learning Commission of the North Central Association of Colleges and Schools - <http://www.ncahlc.org/>

## Rankings

U.S. News & World Report (2014 - 2015)

- National Universities - #129
- Top Public Schools - #63
- Best Online Bachelor's Programs - #180
- Best Global Universities - #200

UC among 'Nation's Best' — UC has been named as one of the nation's best institutions for undergraduate education for the seventh straight year, according to The Princeton Review's 2015 edition of "The Best 379 Colleges." (2008-15)

No. 1 — PolicyMic, a millennial generation news site, ranked UC as top in the nation for giving students the "Best Bang for Their Buck." (2013 study still current)

# Marketing Support Information

## **A Military Friendly® School**

Victory Media designated UC as a Military Friendly School for the sixth straight year. This list recognizes the top 20 percent of colleges, universities and trade schools that are doing the most to assist U.S. military service members and veterans as students. UC had approximately 1,500 student veterans enrolled in 2014, the year the ranking took place.

## **Resources and Organizations**

- American Society of Radiologic Technologists - <http://www.asrt.org/>
- Association of Educators in Imaging and Radiologic Sciences - <http://www.aeirs.org>
- Association for Medical Imaging Management - <http://www.ahraonline.org/>
- International Society for Magnetic Resonance in Medicine - <http://ismrm.org>
- Ohio Society of Radiologic Technologists - <http://www.osrt.org/>
- The American Registry of Radiologic Technologists - <https://www.arrt.org/>
- The American Registry for Diagnostic Medical Sonography - <http://www.ardms.org/>
- Nuclear Medicine Technology Certification Board - <https://www.nmtcb.org/>

## **UC Blue Ash College on Social Media**

Facebook: <https://www.facebook.com/ucblueash>

YouTube: <https://www.youtube.com/user/ucblueash>

Twitter: <https://twitter.com/ucblueash>

Flickr: <https://www.flickr.com/photos/ucblueash>

LinkedIn: <https://www.linkedin.com/groups/UC-Blue-Ash-College-Alumni-5137983> (Alumni Group only)

Pinterest: <https://www.pinterest.com/ucblueash/>

## **Faculty Highlights**

### **Julie Gill, Ph.D., R.T.(R)(QM) – 2014 – 2015 (Until June 2015)**

Chairman, Board of Directors for the American Society of Radiologic Technologists

<http://www.asrt.org/main/about-asrt/asrt-governance/board-of-directors/board-of-directors---julie-gill>

### **Tracy Herrmann, M.Ed., R.T. (R) (Until July 2015, then will be Chairman, Board of Directors)**

President, the Association of Educators in Imaging and Radiologic Sciences

[http://www.aeirs.org/au\\_contacts.html#board](http://www.aeirs.org/au_contacts.html#board)

### **Barry Southers, M.Ed., R.T.(R)(MR)**

President, International Society for Magnetic Resonance in Medicine

[http://ismrm.org/smrt/E-Signals/2014FEBRUARY/Bios\\_Southers.pdf](http://ismrm.org/smrt/E-Signals/2014FEBRUARY/Bios_Southers.pdf)

### **Tiffany Roman**

Board of Directors, Ohio Society of Radiologic Technologists

<http://www.osrt.org/>

# Brand and Visual Expression

## The University's Essence

The essence of UC is the heart of the university; it's what drives the university's unique actions and communications every day. The essence of the UC is:

### Discovering

- Seeking knowledge
- Creative exploration
- Self-realization

### Transforming

- Eliciting change
- Real-life application of knowledge
- Direct result of discovery

## The Brand Character

The UC brand character is the personality conveyed in all communications, visual or verbal. It is the embodiment of how UC wants to be perceived. The university's brand character statement further illustrates the essence of discovering and transforming:

*The University of Cincinnati is a passionate explorer and a dedicated partner with an approachable nature and an affinity for positive change. Use this brand character to guide the creation of all university materials.*

### Brand attributes

- Real-world, can-do
- Transforming, life-changing
- Potential, stored energy
- Diverse, multifaceted, unlimited opportunity
- Passionate
- Innovative
- Teamwork
- Accomplished

### Positioning statement

"The University of Cincinnati offers many pathways for success by providing a balance of educational excellence and real-world experience. Within a dynamic community, the university nurtures rich cultural experiences and the intellectual exchange of ideas."

### UC Blue Ash College Brand Guidelines

See the 2014 Brand Guideline PDF provided by UC Blue Ash College as well as sample advertisements on pages 21 and 22.

# Brand and Visual Expression

## Visual and Brand Guidelines

All creative will adhere to the published University of Cincinnati Branding Standards:  
<http://www.uc.edu/content/dam/uc/ucomm/docs/UCBrandingStandards.pdf>

## UC Blue Ash Logo

# UC Blue Ash College

## UC Blue Ash College Tagline

We make it possible. You make it happen.

## UC Blue Ash College Brand Guidelines

Please see the document – UCBlueAsh\_BrandGuidelines\_2014.pdf for further details.

## UC Blue Ash College Key Messaging

### → We make it possible.

We combine the affordability, flexibility, support and academic reputation of a University of Cincinnati education to provide one of the best values in higher education. With nearly 50 degrees and certificates, we make it possible for students to pursue their dreams.

### → We provide a caring, supportive environment.

The high-quality academics and real world experiences you expect from UC are all here at UC Blue Ash. But at our college it's all a little closer, making the education our students receive more personal.

### → We are student-centered.

We are here for our students. We pride ourselves on the exceptional teaching and dedicated support that sets us apart from other institutions. Our professors teach here because they want small classes and a larger role in the lives of their students.

### → We're expanding opportunities for personal growth.

Through our internships, study abroad programs, and service learning projects, we inspire personal growth that helps our students earn a well-rounded education.

# Brand and Visual Expression

## University of Cincinnati Logo



## Alternate Logos

Horizontal/alternate logo occasionally approved as an exception for very small specialty items (i.e. pens). Vertical/alternate logo is occasionally approved for large banners and displays.



The UC logo can appear only in black and red, white and red, all black or all white. UC colors are red and black and must be the primary colors on all university publications.

## Colors

	<p><b>PMS 186</b>            CMYK 0:100:81:4            RGB 224:1:34            E00122</p>
	<p><b>Black</b>            CMYK 0:0:0:100            RGB 0:0:0            000000</p>
	<p><b>White</b>            CMYK 0:0:0:0            RGB 255:255:255            FFFFFFFF</p>

## Fonts

Minion Regular	<i>Minion Italic</i>
Minion Semibold	<i>Minion Semibold Italic</i>
Minion Bold	<i>Minion Bold Italic</i>
	<b>Minion Black</b>
Myriad Regular Condensed	<i>Myriad Regular Italic Condensed</i>
Myriad Regular	<i>Myriad Regular Italic</i>
Myriad Bold Condensed	<i>Myriad Bold Italic Condensed</i>
Myriad Bold	<i>Myriad Bold Italic</i>
Myriad Black	<i>Myriad Black Italic</i>

# Brand and Visual Expression

## Visual Devices

In addition to branding architecture, visual devices that suggest the brand essence—discovery and transformation are encouraged. These devices include gradations, enhanced perspective, certain *photographs*, vignettes and insets.

## Verbal Expression

For writing guidelines and the UC Style book see: <http://www.uc.edu/ucomm/resources/stylebook.html>

- Associated Press Style Guide and Libel Manual (primary)
- Merriam-Webster Dictionary (secondary)

## Editorial Guidelines

- Refer to the college as the ***University of Cincinnati Blue Ash College*** or ***UC Blue Ash College***. ***UC Blue Ash*** is also acceptable on a second reference.
- ***UCBA should be used for internal reference only***. Do not assume that the public knows what this means.
- Do not use the following language in reference to UC Blue Ash:
  - Formerly Raymond Walters College.
  - We take anyone with a GED.
  - It's a great place to start.
- Use health care rather than healthcare.
  - Website content says health care. Courses and descriptions say healthcare because ALH prefer the single word. We've been instructed to use university guidelines (two-word variation), "health care".
- **Serial Comma** — Do not use a comma before the word *and* in a series, unless the sentence structure is so complex that a comma keeps its meaning clear.
  - **Examples:** *Red, white and blue Popsicles are my favorites. The list of evidence includes a knife with fingerprints on it, cigarette butts and ashes and a matchbook.*
  - **Exceptions:** *College of Design, Architecture, Art and Planning; College of Education, Criminal Justice and Human Services*
- **Academic Degrees Titles (per UC style guide)**
  - Two-year undergraduate degrees are associate degrees (not a possessive word).
  - When referring to generic bachelor's or master's degrees, make them lowercase and possessive.
  - When referring to a specific degree by its full name, write Bachelor of Science, Master of Arts, etc.

# Student Profile

## Overview

This program is designed as a bachelor's completion program for any potential student who already has national certification and an associate degree in medical imaging or radiation therapy. Our student targets will come from the wide spectrum of medical imaging and radiologic science professions and include sonographers, nuclear medicine technologists, radiation therapists, magnetic resonance imaging technologists and radiographers.

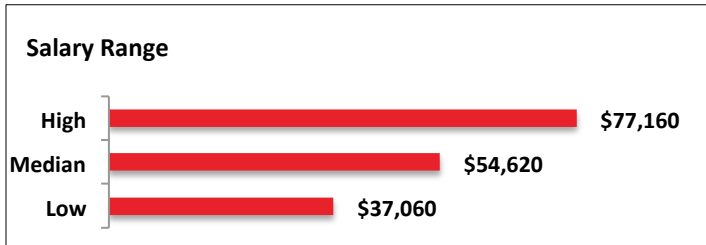
## Student Occupational Details

This section provides detail on target occupations identified under Radiation Science Technology. Sources: U.S. Department of Labor, Bureau of Labor Statistics, <http://www.bls.gov> and O\*NET OnLine (sponsored by the U.S. Department of Labor, Employment & Training Administration) <http://www.onetonline.org/>

### Radiologic Technologists

Radiologic technologists perform diagnostic imaging examinations on patients. They specialize in X-ray and computed tomography (CT) imaging. Radiologic technologists may be certified in multiple specialties.

- **Workforce size:** 199,200 (2012)
- **Projected job growth 2012 to 2022:** 21% (faster than the national average of 11%)
- **Projected job openings 2012 to 2022:** 41,500



#### Top industries, by volume of employees

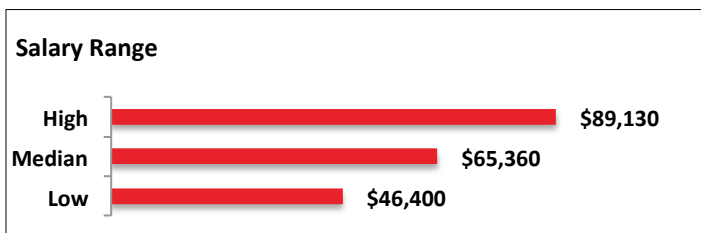
- General medical and surgical hospitals
- Physicians' offices
- Medical and diagnostic laboratories
- Outpatient imaging centers

More information: <http://www.bls.gov/ooh/healthcare/radiologic-technologists.htm>

### Magnetic Resonance Imaging (MRI) Technologists

MRI technologists specialize in sectional imaging of the patient. MRI scanners use magnetic fields in combination with radio waves to produce images that a physician can use to diagnose medical problems.

- **Workforce size:** 30,100 (2012)
- **Projected job growth 2012 to 2022:** 24% (faster than the national average of 11%)
- **Projected job openings 2012 to 2022:** 7,100



#### Top industries, by volume of employees

- General medical and surgical hospitals
- Medical and diagnostic laboratories
- Physicians' offices
- Specialty hospitals

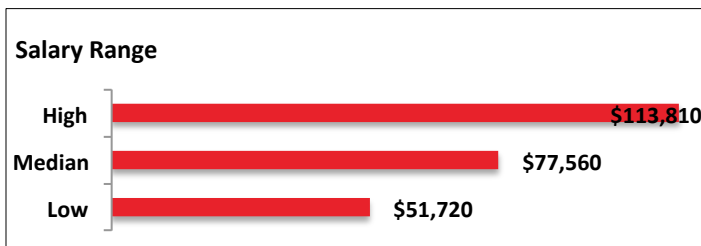
More information: <http://www.bls.gov/ooh/healthcare/radiologic-technologists.htm>

# Student Profile

## Radiation Therapists

Radiation therapists treat cancer and other diseases in patients by administering radiation treatments. Machines called linear accelerators are used to deliver radiation therapy. These machines direct high-energy X-rays at specific cancer cells in a patient's body to shrink or destroy them. Radiation therapists are part of the oncology team that treats patients with cancer.

- **Workforce size:** 19,100 (2012)
- **Projected job growth 2012 to 2022:** 24% (faster than the national average of 11%)
- **Projected job openings 2012 to 2022:** 4,500



### Top industries, by volume of employees

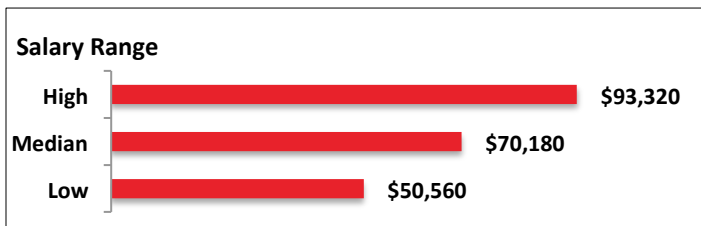
- General medical and surgical hospitals
- Physicians' offices
- Outpatient care centers

More information: <http://www.bls.gov/ooh/healthcare/radiation-therapists.htm#tab-1>

## Nuclear Medicine Technologists

Nuclear medicine technologists use a scanner to create images of various areas of a patient's body. They prepare radioactive drugs and administer them to patients undergoing scans. The radioactive drugs cause abnormal areas of the body to appear different from normal areas in the images.

- **Workforce size:** 20,900 (2012)
- **Projected job growth 2012 to 2022:** 20% (faster than the national average of 11%)
- **Projected job openings 2012 to 2022:** 4,200



### Top industries, by volume of employees

- General medical and surgical hospitals
- Physicians' offices
- Medical and diagnostic laboratories
- Outpatient care centers

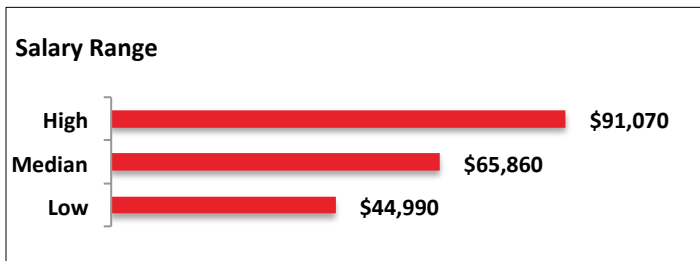
More information: <http://www.bls.gov/ooh/healthcare/nuclear-medicine-technologists.htm>

# Student Profile

## Diagnostic Medical Sonographers

Diagnostic medical sonographers specialize in creating images of the body's organs and tissues by using sound wave echoes. The images are known as sonograms (or ultrasounds). Sonograms are often the first imaging test performed when disease is suspected. Diagnostic medical sonographers may work closely with physicians or surgeons before, during and after procedures.

- **Workforce size:** 58,800 (2012)
- **Projected job growth 2012 to 2022:** 46% (faster than the national average of 11%)
- **Projected job openings 2012 to 2022:** 27,000



### Top industries, by volume of employees

- General medical and surgical hospitals
- Physicians' offices
- Medical and diagnostic laboratories

More information: <http://www.bls.gov/ooh/healthcare/diagnostic-medical-sonographers.htm#tab-1>

# Appendix

## Admissions Requirements\*

<b>Minimum Degree Required</b>	Associate Degree
<b>Restrictions on Degree Field of Study</b>	Associate degree in an imaging-related field and certification in the field. This program would be open to all of imaging sciences — radiography, radiation therapy, ultrasound, CT, MRI, nuclear medicine, etc.
<b>Additional Prerequisites Needed (if applicable)</b>	Only courses in which the applicant earned a C- or better and which were completed will be considered for transfer credit. Students must have a 2.5 cumulative GPA to be admitted to the BRST program.
<b>Certificates or Licensure Required</b>	Applicants must hold current certification in: <ul style="list-style-type: none"> <li>• Radiologic Technologist — RT(R),</li> <li>• Nuclear Medicine Technologist — RT(N),</li> <li>• Certified Nuclear Medicine Technologist — CNMT,</li> <li>• Magnetic Resonance Imaging Technologist — RT(MR)</li> <li>• Radiation Therapy Technologist — RT(T),</li> <li>• Diagnostic Medical Sonographer — RDMS or RT(S)</li> <li>• Diagnostic Cardiac Sonographer — RDCS, or</li> <li>• Vascular Technologist — RVT.</li> </ul>
<b>Work Experience Requirements</b>	No work experience requirement.
<b>Admissions Tests and Score Requirements</b>	None

## Program Structure Notes

- This program offers both 7- and 14-week courses.
- The internship is designed to provide students hands-on experience with a manager or educator.
  - Students will need to find a preceptor who UC Blue Ash will approve.
  - Internship tracks are available in Management or Education.
    - Management – Students meet with direct supervisor, work on projects. Timelines and outcomes are approved by faculty. Students are evaluated throughout the course in relation to progress on the project; their personal attributes such as creativity, dependability and cooperation; their professional attributes such as respecting the ideas of other and displaying critical thinking and problem solving skills. This track promotes teamwork and business-minded skills.
    - Education – Students are paired with a faculty member. They are required to develop and deliver a teaching plan and write student learning outcomes and student evaluation items. This immerses them in the educational institution environment. This track promotes presentation and faculty-minded skills.

# Appendix

## Courses\*

Semester	Course Name	Course #	Crdt Hrs	Weeks	College
<b>Fall</b>					
	Pathophysiology for Health Professions	ALH2071	3	14	UCBA
	Leadership Strategies in Healthcare	ALH4024	3	7	UCBA
	Foundations of Imaging Modalities	RDSC4030	3	7	CAHS
	Legal and Economic Aspects of Healthcare	ALH4022	3	7	UCBA
	Research and Writing in Health Professions	ALH4040	3	14	CAHS
	CT Science and Procedures	RDSC4011	3	7	UCBA
	OR				
	Interpersonal Connections in the Workplace	AIS4032	3	14	UCBA
	Free Electives		6		
<b>Summer</b>					
	General Education Electives*		9		
	Free Elective		3		
<b>Spring</b>					
	Healthcare Delivery Systems	ALH4021	3	7	UCBA
	Ethics in Radiation Science Technology	RDSC4098	3	14	CAHS
	Diversity in Medical Imaging	RDSC4013	3	7	CAHS
	Internship in Radiation Science	RDSC4017	2	14	UCBA
	Current Topics in Healthcare	ALH4050	3	7	CAHS
	Radiation Science Capstone	RDSC4095	3	14	UCBA
	Free Electives		6		
	General Education Elective*		3		

\*General education electives – Student must choose 2 courses from FA, HP, HU or SS; student must also choose 2 courses from SE, DC or TI.

# Appendix

## Course Descriptions

AIS4032 – **Interpersonal Connections in the Workplace** – This course examines and builds on major interpersonal theories and principles related to businesses, and helps students apply their theoretical knowledge to practical experiences in the workplace.

ALH2071 – **Pathophysiology for Health Professions** – A survey of pathology and pathophysiological processes with emphasis on applications for patient care.

ALH4021 – **Healthcare Delivery Systems** – Includes history of and orientation to the health care delivery system, health care planning, dynamics of the health care team and future implications.

ALH4022 – **Legal and Economic Aspects of Healthcare** – Provides an overview of the health care economy and legal environment. Topics include general influencing factors, reimbursement models, financial analysis and market development, quality improvement processes, legal implications and ramifications of the daily operation of a health care organization. Risk management and legislative issues affecting the delivery of health care are emphasized.

ALH4024 – **Leadership Strategies in Healthcare** – A survey of theoretical concepts and practical skills for use in health care leadership positions. The student will develop professional leadership and supervisory skills to include presentation strategies, educational methods, and communication and assessment techniques.

ALH4040 – **Research and Writing in the Health Professions** – Students are introduced to qualitative and quantitative research methods, basic statistical analysis and interpretation and institutional research policies. This course will have a significant writing component in which the students' grasp of course materials will be evaluated.

ALH4050 – **Current Topics in Healthcare** – This course will emphasize the social, financial, legal, economic, educational, ethical and political issues currently affecting the health care system.

RDSC4011 – **Computed Tomography Science and Procedures** – Covers patient care, CT instrumentation and application concepts including patient assessment, preparation and positioning; imaging system components; procedure protocols; radiation protection; image quality; and image post-processing and archival.

RDSC4013 – **Diversity in Medical Imaging** – This course presents the challenges encountered when imaging patients of diverse backgrounds. Topics include the role of race/ethnicity/culture, religion, lifestyle, socioeconomics, disability and age as related to the imaging of disease and pathology across the lifespan.

RDSC4017 – **Internship in Radiation Science I** – An experience in the performance of leadership activities relating to management or education at a health care, proprietary or educational institution.

# Appendix

## Course Descriptions

RDSC4030 – **Foundations of Imaging Modalities** — Various medical imaging modalities will be discussed with respect to anatomy, physiology and pathology. This course will emphasize the diagnostic and therapeutic uses of ionizing radiation, magnetic resonance imaging and ultrasonography. Distinctions between normal and abnormal with respect to anatomy and physiology will be determined.

RDSC4095 – **Radiation Science Capstone** – A course for students to research and deliver a project and associated presentation regarding the latest applications within radiation science professional practice.

RDSC4098 – **Ethics in Radiation Science Technology** – Explore the theoretical and practical aspects of medical ethics and law in the area of health care education and practice. This is an applied ethics course to the field or radiation sciences.

# UC Blue Ash College

We make it possible. You make it happen.



As we continue to develop our new brand, it is important that everyone understand the vital role each of you play in supporting and representing UC Blue Ash College.

Our brand is our promise to our students – it's what they can expect when they come to our college. It's also our image – how people feel when they think about UC Blue Ash. That is why every interaction you have with a student, guest, colleague, alumnus, donor, or community member helps shape our brand and the perception of our college.

**So, who are we?** Below are key messages that define our brand. We must consistently live our brand each day and keep our key messages in mind when talking about UC Blue Ash.

**We make it possible.**

We combine the affordability, flexibility, support and academic reputation of a University of Cincinnati education to provide one of the best values in higher education. With nearly 50 degrees and certificates, we make it possible for students to pursue their dreams.

**We provide a caring, supportive environment.**

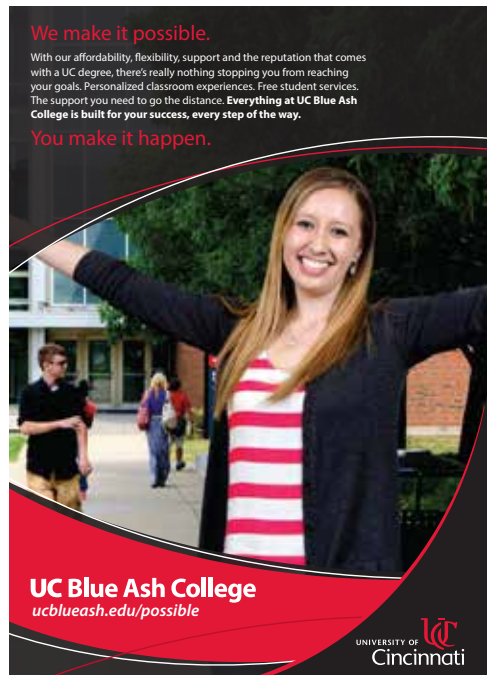
The high-quality academics and real world experiences you expect from UC are all here at UC Blue Ash. But at our college it's all a little closer, making the education our students receive more personal.

**We are student-centered.**

We are here for our students. We pride ourselves on the exceptional teaching and dedicated support that sets us apart from other institutions. Our professors teach here because they want small classes and a larger role in the lives of their students.

**We're expanding opportunities for personal growth.**

Through our internships, study abroad programs, and service learning projects, we inspire personal growth that helps our students earn a well-rounded education.



*Our annual advertising campaign supports our key messages through compelling vignettes of students, faculty, staff and alumni.*

*Our website is filled with examples of how we're making it possible for our students. And how they're making it happen. Visit [ucblueash.edu/possible](http://ucblueash.edu/possible) for stories, stats and videos that show just who we are!*

# We are UC Blue Ash College.

Part of our brand development is referring to our college the correct way as we build on our new identity.

## DO:

**Please follow these guidelines when referring to our college.**

- Refer to the college as the *University of Cincinnati Blue Ash College* or *UC Blue Ash College*. *UC Blue Ash* is also acceptable on a second reference.
- *UCBA* should be used for internal reference only. We should not assume that the general public knows what this means.
- When students matriculate from Blue Ash to Clifton, they are *transitioning* to the UC Main Campus, not transferring. It is important to emphasize that anyone who attends UC Blue Ash *is* a UC student.

## DON'T:

**This is the part of the story we are phasing out. Please do not use this language any longer in reference to our college.**

- Formerly Raymond Walters College
- We take anyone with a GED.
- It's a great place to start.

