Division: Kinesiology, Health, and Sport Studies
Program Area: Health
Course #: HE 6530
Course Title: Principles and Practices of Health Education and Health Promotion
(3 credit hours)
Section #: Section # 27053

Term/Year: Winter 2013
Course Location: 235 State Hall
Day & Time: Thursdays, 5:30pm – 8:15pm

Instructor: Noel Kulik
Graduate Assistant: Agata Zalewska (dx0438@wayne.edu)
Office: Room 262 Matthaei, 5101 Lodge Service Drive
Office Hours: Mondays from 10:00am – 4:00pm
Tuesdays from Noon – 3:30pm
Fridays from Noon - 4:30pm

I am often available before class and other times by appointment. It is wise to make an appointment to see me. Although I love having students drop by during office hours, if you are making a special trip you may be disappointed if I have a scheduled meeting or an appointment with another student.

Contact: Office Phone: 313-577-0023
Email: nkulik@wayne.edu or ab7564@wayne.edu
(Note: email is the best way to reach me; also, make sure you include HE 6530 in the subject line of your email to ensure a prompt response.)

College of Education
Facebook page: www.facebook.com/WayneStateEducation
Course address: http://blackboard.wayne.edu

Course Description: Principles and application of health education programs in the community or health care setting. Consultation skills, marketing, and motivational strategies within the role of the health educator (catalogue description).
Course Outcomes and Objectives

At the conclusion of the course, students will be able to:

1. describe and apply current definitions utilized in the health education profession
2. cite key persons and events influential in the development of health education and discuss the impact of those key persons and events
3. list and describe the significant conferences and policies that have led to the Role Delineation Model
4. establish a personal philosophy of health and health education
5. discuss ethical issues associated with health education
6. identify major health education professional organizations, journals & indices
7. identify competencies required of the graduate prepared health educator
8. evaluate your own abilities and skills in relation to the responsibilities and competencies
9. examine the NCHE credentialing process
10. make a commitment to health education, professionally and personally

CHES competencies covered in this course:

1. Employ ethical standards when collecting data.
2. Identify valid information resources.
3. Critique resource materials for accuracy, relevance, and timeliness.
4. Convey health-related information to priority populations.
5. Convey health-related information to key stakeholders.
6. Apply ethical principles in consultative relationships.
7. Develop a personal plan for professional growth and service.
9. Explain the major responsibilities of the health education specialist in the practice of health education.
10. Explain the role of health education associations in advancing the professions.
11. Explain the benefits of participating in professional organizations.
12. Facilitate professional growth of self and others.
14. Explain the role of credentialing in the promotion of the health education profession.
15. Engage in professional development activities.

Required Reading Material

Readings for each class session are listed by date on the syllabus and will be accessible on the Blackboard Website for the course (http://blackboard.wayne.edu). Your WSU AccessID will provide you with access to the course website on Blackboard. The website includes course announcements, the most up-to-date syllabus, handouts, lecture slides, assignments and external links. The Blackboard site will be an evolving course product and resource.
Note: Lecture slides will be posted on Blackboard by noon on the day of the class. If they are not posted by noon, I will bring a copy of them for all students in the class.

There is one required textbook, which will be supplemented by selected journal articles and chapters from textbooks, all of which will be discussed in class.


The textbook is available at the WSU Student Bookstore.

**Additional Required and Suggested Readings:** Required readings are listed first and will be available via the course website on Blackboard. Click on “Course Documents” and then click on the folder of the date for which the readings are assigned. Suggested readings are listed below required readings on the syllabus and can also be found in the Course Documents folder on Blackboard.

IMPORTANT: There will be some additions and/or changes to the readings during the semester.

**Course Assignments and Student Assessment**

Student assessments are designed to help meet the learning objectives. Your grade will consist of the total points that you earn on the assignments listed in the following pages. Do not throw assignments away until your final grade is posted; if there is an error in your grade, you will need to show proof of the actual grade received.

College graduates, especially educators, should be able to communicate both orally and in written form. Once you enter the workforce you are representing Wayne State University and this department/program. Therefore, all assignments must be properly written. Wayne State University has a writing center that will assist you.

The Writing Center (2nd floor, UGL) provides individual tutoring consultations free of charge for graduate and undergraduate students at Wayne State University. The Writing Center serves as a resource for writers, providing tutoring sessions on the range of activities in the writing process – considering the audience, analyzing the assignment or genre, brainstorming, researching, writing drafts, revising, editing, and preparing documentation. The Writing Center is not an editing or proofreading service; rather, students are guided as they engage collaboratively in the process of academic writing, from developing an idea to correctly citing sources. To make an appointment, consult the Writing Center website: [http://www.clas.wayne.edu/writing/](http://www.clas.wayne.edu/writing/). To submit material for online tutoring, consult the Writing Center HOOT website (Hypertext One-on-One Tutoring) - [http://www.clas.wayne.edu/unit-inner.asp?WebPageID=1330](http://www.clas.wayne.edu/unit-inner.asp?WebPageID=1330).

COE Resource page: [http://coe.wayne.edu/writing-resources.php](http://coe.wayne.edu/writing-resources.php)

If you know from previous classes that writing is a problem for you, please complete your assignment in time to get to the writing center and have it checked.
It would also be helpful (read: STRONGLY SUGGESTED) for you to watch the FREE College of Education Writing Workshops that have been archived online. They are 1) Writing a Literature Review and 2) Moving from a Literature Review to Developing an Argument (both available at http://coe.wayne.edu/writingresources/writing-resources2.php).

ALL assignments (except for the Advanced Level Health Education Competency Self-Assessment) must be posted to Blackboard under the Assignments menu by 5pm on the day they are due. You must also being a paper copy (including your self-assessment) to class to turn in on the day it is due. For each assignment uploaded to Blackboard, please use the following naming convention:

LASTNAMEINCAPS_name of assignment

Example: KULIK_Quiz1

NOTE: I often use student work as examples in other classes. If you do NOT want me to use your work (with your name removed, of course), please let me know at the BEGINNING of the semester. This is important.

Grades will be based on the following nine activities which are explained on a separate handout:

Table 1. Points for course assignments

<table>
<thead>
<tr>
<th>Assignment</th>
<th>Number of Points</th>
<th>Percentage of Grade (≈ %)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Is Health Education a Profession? Paper</td>
<td>10 points</td>
<td>5.5</td>
</tr>
<tr>
<td>2. Credentialing Paper</td>
<td>10 points</td>
<td>5.5</td>
</tr>
<tr>
<td>3. Interview, Questions, Reflection and Presentation – Health Education Professional</td>
<td>20 points</td>
<td>11</td>
</tr>
<tr>
<td>4. Ethics Case Studies and Class Discussion</td>
<td>10 points</td>
<td>5.5</td>
</tr>
<tr>
<td>5. Health Education Competency Self-Assessment</td>
<td>45 points</td>
<td>24</td>
</tr>
<tr>
<td>6. Interview, Written Report &amp; Presentation – Health Education Leader/Scholar</td>
<td>20 points</td>
<td>11</td>
</tr>
<tr>
<td>7. Written Philosophy</td>
<td>20 points</td>
<td>11</td>
</tr>
<tr>
<td>8. Health Education Agency/Org and Journal Presentation &amp; Fact Sheet</td>
<td>15 points</td>
<td>8</td>
</tr>
<tr>
<td>9. Final Exam</td>
<td>35 points</td>
<td>19</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>185</strong></td>
<td><strong>100%</strong></td>
</tr>
</tbody>
</table>

Grades will be computed based on your total points earned on assignments converted to a percentage.
Table 2. Grading scale

<table>
<thead>
<tr>
<th>Grade</th>
<th>Percentage</th>
<th>Total Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>A (Excellent)</td>
<td>100-95.0</td>
<td>176-185</td>
</tr>
<tr>
<td>A-</td>
<td>94.9-90.0</td>
<td>167-175</td>
</tr>
<tr>
<td>B+</td>
<td>89.9 – 87.0</td>
<td>161-166</td>
</tr>
<tr>
<td>B (Good)</td>
<td>86.9 – 83.0</td>
<td>154-160</td>
</tr>
<tr>
<td>B-</td>
<td>82.9 – 80.0</td>
<td>148-153</td>
</tr>
<tr>
<td>C+</td>
<td>79.9 – 77.0</td>
<td>143-147</td>
</tr>
<tr>
<td>C (Below graduate standards)</td>
<td>76.9 – 73.0</td>
<td>135-142</td>
</tr>
<tr>
<td>F</td>
<td>72.9 or Less</td>
<td>141 or below</td>
</tr>
</tbody>
</table>

HE 6530 – Winter 2013 At-A-Glance Calendar

<table>
<thead>
<tr>
<th>Wk</th>
<th>DATE</th>
<th>TOPIC</th>
<th>ASSIGNMENTS / NOTES</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>1-10</td>
<td>Characteristics of the Profession / What is a Leader?</td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>1-17</td>
<td>Health Terminology / History of Health Education</td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>1-24</td>
<td>Role Delineation Project</td>
<td>Is Health Education a Profession? paper DUE</td>
</tr>
<tr>
<td>4</td>
<td>1-31</td>
<td>Credentialing</td>
<td>Credentialing Paper DUE</td>
</tr>
<tr>
<td>5</td>
<td>2-7</td>
<td>CHES Exam / Competencies</td>
<td></td>
</tr>
<tr>
<td>6</td>
<td>2-14</td>
<td>Ethics within Health Education / Code of Ethics</td>
<td></td>
</tr>
<tr>
<td>7</td>
<td>2-21</td>
<td>Ethics Case Study Discussions</td>
<td>Ethics Case Studies Q &amp; A’s + Discussion DUE</td>
</tr>
<tr>
<td>8</td>
<td>2-28</td>
<td>Philosophy of Health Education</td>
<td></td>
</tr>
<tr>
<td>9</td>
<td>3-7</td>
<td>Health Ed/Promotion in Different Settings</td>
<td>Interview w/ Health Professional DUE</td>
</tr>
<tr>
<td>10</td>
<td>3-14</td>
<td>NO CLASS – SPRING BREAK</td>
<td></td>
</tr>
<tr>
<td>11</td>
<td>3-21</td>
<td>Professional Orgs and Journals / Keeping Current</td>
<td>Health Agency/Org &amp; Journal Pres. + Fact Sheet DUE</td>
</tr>
<tr>
<td>12</td>
<td>3-28</td>
<td>Future of Health Education</td>
<td>Self-Assessment DUE</td>
</tr>
<tr>
<td>13</td>
<td>4-4</td>
<td>Health Education Leader Presentations</td>
<td>Health Education Leader/Scholar DUE</td>
</tr>
<tr>
<td>14</td>
<td>4-11</td>
<td>Being a Professional – What is Your Responsibility?</td>
<td>Philosophy of Health Education Paper DUE</td>
</tr>
<tr>
<td>15</td>
<td>4-18</td>
<td>Final Exam (in class)</td>
<td></td>
</tr>
<tr>
<td>16</td>
<td>4-25</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
**TENTATIVE SCHEDULE** (Adjustments will be made during the semester as necessary)

**Please note:** Assigned readings are to be read **BEFORE** the class period for which they are identified. Class discussion will revolve around these readings.

**Jan 10**  
**Getting Started/Characteristics of A Profession**  
- Review syllabus  
- Review requirements and overview of assignments  
- Qualities of a leader/scholar (Prep for Health Education Leader/Scholar Interview)  
- Discuss the "Is Health Education a Profession?" Assignment

**Jan 17**  
**Health Terminology/History of Health Education**  
- Ten Greatest Public Health Achievements  
- History of Health Education  
- Shattuck Report

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**Required Chapter to be read by today’s class**  
Chapter 1: Pages 1-29
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**Articles to be read by today’s class**

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**Suggested articles to be read by today’s class**

- Shattuck Report (warning: this is 217 pages! – I will summarize in class).  
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**Jan 24**  
**Role Delineation Project**  
- Discuss Assignment “Is Health Education a Profession?”  
- Role Delineation Project  
- Handout Self-Assessment forms

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**Required Chapter to be read by today’s class**
```
### Articles to be read by today’s class

**Due today**
Is Health Education A Profession? Paper - Be prepared to discuss your paper

<table>
<thead>
<tr>
<th>Jan 31</th>
<th>Credentialing</th>
</tr>
</thead>
<tbody>
<tr>
<td>• NCHEC Website</td>
<td></td>
</tr>
<tr>
<td>• Discuss the self-assessment/competency assignment and hand out forms</td>
<td></td>
</tr>
<tr>
<td>o THIS ASSIGNMENT IS TIME CONSUMING - START NOW</td>
<td></td>
</tr>
</tbody>
</table>

**Articles to be read by today’s class**
- Read the 7 articles listed on the Credentialing Paper assignment page and go to the National Commission for Health Education Credentialing website ([http://www.nchec.org](http://www.nchec.org)) and read through it.

**Due today**
Typed answers to the 5 questions from the Credentialing Paper assignment. Be prepared to discuss your responses in class.

<table>
<thead>
<tr>
<th>Feb 7</th>
<th>CHES Exam/Maintaining CHES Certification/ Entry-Level And Graduate Level Competencies</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Answer questions about the Self-Assessment Assignment</td>
<td></td>
</tr>
</tbody>
</table>

**Required Chapter to read by today’s class**
Chapter 6: Pages 178 - 206

**Advanced Credentialing Resources to be reviewed by today’s class:**


- Responsibilities and Competencies
Feb 14

Ethics within Health Education / Code of Ethics

- Should we have a code of ethics? Discussion
- Ethics in Practice

Required Chapter to read by today’s class
Chapter 5: Pages 146-167

Articles to be read by today’s class


Feb 21

Ethics Case Studies

- Case Study Discussions

Articles to be read by today’s class

Case Studies on health education ethics

Due today

Assigned Case Study – Please be ready to lead the discussion for your particular case study.
### Feb 28

**Philosophy of Health Education**
- Case Studies continued (if needed)
- What are the different philosophies in health education and which one best represents your views?

**Required Chapter to read by today’s class**
Chapter 3: Pages 78-95

**Article to be read by today’s class**

### Mar 7

**Health Education / Health Promotion in Different Settings**
- Collaboration among health professionals

**Required Chapter to read by today’s class**
Chapter 7: Pages 211-252

**Article to be read by today’s class**

**Due today**
Interview with a health professional class presentation and assignment

### Mar 14

**NO CLASS – SPRING BREAK**

### Mar 21

**Professional Organizations / Professional Journals / Indices / Keeping Current in Health Education**

**Required Chapter to read by today’s class**
Chapter 8: Read Pages 258-263 and Page 281-284 / Skim pages 264-280
Chapter 9: As needed by you personally

**Articles to be read by today’s class**

**Suggested articles to be read by today’s class**


**Mar 28**

**Future of Health Education**

*Required Chapter to read by today’s class*

Chapter 10: Pages 322-343

**Due today**

Health Agency/Organization and Journal Presentation & Fact Sheet

**Apr 4**

**Oral Reports - Health Education Leader**

**Due today**

Paper and Oral Report – Interview with a Health Education Leader/Scholar and class presentation

**Apr 11**

**Being A Professional - What Is Your Responsibility?**

- Course Evaluations
- Discuss Final Exam
- Share Personal Philosophies

**Due today**

Philosophy of Health Education Paper - be prepared to share your philosophy with the class

**Apr 18**

**Final Exam – 5:30 – 8:15 P.M.**

**COMPUTER SKILLS REQUIRED**

1. **Back up your work:** After class today please create a folder for this class. Call this new folder **HE 6530. Save a copy of every assignment that you give to me in this folder.** It is a good idea to backup your computer files by saving them to an external drive or by periodically emailing yourself important files.

2. **Ability to Access a Website and Send / Download Documents:** This course is a web assisted course. You will need to be able to access the course home page via Blackboard and use various functions within Blackboard. Blackboard will be our channel of communication between classes. All correspondence, course materials and additional reading, assignments,
and grades will be available through Blackboard. Make sure you know how to send and receive email messages, attach files, and open files.

CLASS POLICIES AND PROCEDURES

1. **Accommodations for Students:** In accordance with university policy, if you have a documented disability and require accommodations to obtain equal access in this course, or are a student athlete and need accommodations, please contact the instructor at the beginning of the semester or when given an assignment for which an accommodation is required.

Attention Students with Disabilities:
- Wayne State University is committed to providing students with disabilities an equal opportunity to benefit from its programs, services, and activities. If you have a disability that limits your participation in class in any way, please inform the professor and alterations in the course will be made. All printed materials are available in alternative formats.
- If you feel that the limitations imposed by your disability will interfere with your ability to successfully fulfill the requirements of this course, you are strongly encouraged to contact Educational Accessibility Services (EAS) in room 583 Student Center Building to request an accommodation. Phone number: (313) 577-1851.
- The EAS Student Handbook, found online at the link below, includes departmental procedures and policies, in addition to the many forms that may be used to request the services and accommodations that you desire.
  - [http://www.eas.wayne.edu](http://www.eas.wayne.edu)

2. **University Policies and Student Handbook:** As a student at Wayne State University, you are required to know the policies described in the Student Bulletin. The policies in this course are guided by the policies described in the student handbook. You may access the WSU Graduate Student Bulletin at: [http://www.bulletins.wayne.edu/gbk-output/index.html](http://www.bulletins.wayne.edu/gbk-output/index.html)

3. **Enrollment:** It is the student’s responsibility to ensure proper enrollment in classes. You are advised to review your official class schedule during the first two weeks of the semester. Should you identify an error in your class schedule, you have until Tuesday January 25, 2011 to correct it with the registrar. If registration errors are not corrected by that date and you continue to attend and participate in classes for which you are not officially enrolled, you are advised now that you will not receive a grade at the end of the semester.

4. **Withdrawal Policy:** Students who withdraw from a course after the end of the 4th week of class will receive a grade of WP, WF, or WN.
   - WP will be awarded if the student is passing the course (based on work due to date) at the time the withdrawal is requested
   - WF will be awarded if the student is failing the course (based on work due to date) at the time the withdrawal is requested
   - WN will be awarded if no materials have been submitted, and so there is no basis for a grade
   - Students must submit their withdrawal request on-line through Pipeline. The faculty member must approve the withdrawal request before it becomes final, and students should continue to attend class until they receive notification via email
that the withdrawal has been approved. Withdrawals can be requested at any point from the fifth week of class through the 10th week (Saturday, March 23rd).

5. **Academic Dishonesty:** Academic dishonesty of any type will not be tolerated. (See WSU Student Code of Conduct). Students are responsible for knowing what constitutes academic dishonesty. If there is any question, it is better to ask me for an opinion in advance. Examples of academic dishonesty include, but are not limited to, giving or receiving aid during an exam (i.e. cheating), giving or receiving unauthorized information prior to an exam regarding the content of that exam, stealing a copy of the exam, having another student assist you during an on-line or take-home exam, deceiving the professor by representing the work of another as your own, plagiarizing the words or ideas of another person, submitting the same written work to fulfill the requirements of more than one course. Should cases of academic dishonesty be found, I reserve the right to impose the following sanctions:

- Assign the student an “F” for the assignment, project, paper, or exam in question.
- Assign the student an “F” for the entire course.
- Recommend the student be placed on probation or suspended for a period of time.
- Recommend that the student be expelled from the university (repeated offenses.)

Anyone with specific questions regarding academic misbehavior should consult the source documents at [http://www.otl.wayne.edu/wsu_integrity.php](http://www.otl.wayne.edu/wsu_integrity.php)

6. **Plagiarism:** The definition of plagiarism is "to use/steal the language, ideas, or thoughts from another and to represent them as your own original work." If you use another person's words, ideas, or thoughts in your papers, you must cite the author(s) in your paper using APA style. I can check for plagiarism by running your papers through a software application that instantly detects papers with unoriginal material. In addition, if you can Google it, so can I. For your own sake, please avoid the temptation to use someone else's words as your own. Any cases of detected plagiarism will result in an "F" on the assignment. A second offense will result in an "F" for the course.

7. **Professionalism/Attendance:** It is my expectation that you will act, perform, and conduct yourself as a true professional. This includes the content and style of your in class communications, online communications and the nature of communication with me. As a future professional, I expect you to exhibit professionalism in all areas including honesty, integrity, industry, and reliability. I view class attendance as an outward sign of how much you value your education and personal growth. If you do not attend class, I will assume that you do not care about your development as a professional. True professionals in any field are prompt, reliable, and report to work when scheduled. Therefore, it is my expectation that you will be prompt, reliable, and faithful to attend class. If you must be absent from class, I expect the professional courtesy of a telephone call or email notifying me in advance. Your attendance and participation will be logged and recorded.

Excused absences constitute the following:

- Medical excuse with documentation
- Funeral of immediate family (parent, sibling, grandparent)
You are responsible for ALL work missed during your absence. Please write down the name and phone number of two classmates you can contact in case of your absence to get missed notes, handouts and/or assignments. I will not give private lectures for individuals who miss class. It is your responsibility to attend class and receive the information.

_______________________________
_______________________________
8. **Late Work:**

- For some assignments (Is Health Education a Profession paper, Credentialing paper, Health Scholar/Leader/Professional papers, Ethics case studies and Health Agency/Org and Journal Fact Sheet), late work will *not* be accepted, since there is a class presentation associated with the assignment.
- For the other assignments, each day that it is late, it will be reduced by one full grade. This includes non-class days so it is best to send the assignment to me as soon as possible. All assignments are to be turned in during the class period (or before) the scheduled due date.
- If there are going to be known extenuating circumstances that conflict with a due date, please contact me prior to the due date.
- If an emergency arises, please bring doctor’s note or some other appropriate form of verification. If the excuse is due to a family member passing away, please email me BEFORE the assignment is due or BEFORE the exam and inform me of the situation with the name of the person, your relation to them, and the location of the funeral or other service. Then when you are able to make up the exam or turn in the assignment, please make sure that you bring some sort of documentation.

9. **Feedback from the Instructor before Grading:** If you desire feedback on an assignment before I grade it, you must submit it to me at least one week prior to the due date. This feedback is not for grammatical corrections, please use the writing center available to students. This feedback is for content and organization of the assignment. This will allow me time to review the paper and you enough time to make revisions by the due date. I will not provide feedback on quizzes prior to their due date.

10. **Communication with instructor:** Communication between instructor and student is very important. If you are having problems in the course, with the group project, or personally that may affect your participation or grade in the course, please see me as soon as possible. DO NOT wait until the end of the semester or until you have missed classes or assignments to talk with me. I will attempt to respond to emails within 24 hours Monday – Friday. Friday after noon until Monday AM is not guaranteed.

11. **Final Grade Changes:** If you believe that I have made an error or misjudgment in grading, you may request that I review the grade and consider a grade change. All grade change requests must be put in writing and include a written rationale as to why the grade should be changed. *Verbal requests to change a grade will not be accepted.* I reserve the right to make all final decisions regarding grades. However, if you believe there is an error on an assignment, please see me as soon as possible so that the error can be corrected.
12. **Incomplete/Drops/Withdraws:** An “Incomplete” or “Drop” will only be given if there is some type of serious medical or personal problem that has been discussed in person with the instructor. Please make an appointment and see me about these issues. Instructors cannot withdraw students from a course. It is up to you as a student to withdraw yourself by the university deadlines. Students who disappear after the mid-point of the semester will be given an “F.”

13. **Bumping Borderline Grades:** At the end of the semester, I reserve the right to give an extra percentage point or two to students who have demonstrated excellent attendance and leadership within the class.

14. **Use of electronic devices:** Please turn off or set your cell phones or electronic devices to vibrate when you enter the classroom. It is a distraction for both the instructor and your fellow classmates. If there is a reason that you might have to answer your phone or check messages during a class (i.e., children or emergencies), please let me know at the beginning of the class. If you do have to answer it (only after informing me at the beginning of the class), please leave the classroom before answering the call. Refrain from texting, tweeting, ‘facebooking’, checking email, web browsing and other non-essential electronic activity during class.

15. **Religious Observance Policy:** Because of the extraordinary variety of religious affiliations represented in the University student body and staff, the Wayne State University calendar makes no provision for religious holidays. It is University policy, however, to respect the faith and religious obligations of the individual. Students who find that their classes or examinations involve conflicts with their religious observances are expected to notify their instructors well in advance so that alternative arrangements as suitable as possible may be worked out.

16. **Extra Credit:** No extra credit projects will be permitted unless the instructor offers it to all students.