

## Assurance of Student Learning Report 2023-2024

College of Health and Human Services

Department of Public Health

Health Education & Promotion Certificate 1741

Grace Lartey

**Is this an online program?** ☐ Yes ☒ No

Please make sure the Program Learning Outcomes listed match those in CourseLeaf . Indicate verification here  
☒ Yes, they match! (If they don't match, explain on this page under **Assessment Cycle**)

**\*\*\* Please include Curriculum Map as part of this document (at the end), NOT as a separate file.**

*Use this page to list learning outcomes, measurements, and summarize results for your program. Detailed information must be completed in the subsequent pages. Add more Outcomes as needed.*

**Program Student Learning Outcome 1: Assess individual and community needs for effective programming.**

**Instrument 1** Direct Measure: PH 485 Public Health Planning Project

**Instrument 2**

**Instrument 3**

Based on your results, check whether the program met the goal Student Learning Outcome 1.

☒ Met

☐ Not Met

**Program Student Learning Outcome 2: Design and implement effective programs, strategies and interventions to elicit behavior change.**

**Instrument 1** Direct Measure: PH 485 Public Health Planning Project Presentation

**Instrument 2**

**Instrument 3**

Based on your results, check whether the program met the goal Student Learning Outcome 2.

☒ Met

☐ Not Met

**Program Student Learning Outcome 3:**

**Instrument 1**

**Instrument 2**

**Instrument 3**

Based on your results, check whether the program met the goal Student Learning Outcome 3.

☐ Met

☐ Not Met

**Assessment Cycle Plan:**

The recent addition of the health education and promotion focus in the Food, Nutrition and Wellness concentration of the BS in Hospitality Management and Dietetics is a step that may lead to future growth in the program. Program monitoring will continue.

Program Student Learning Outcome 1			
<b>Program Student Learning Outcome</b>	Students will assess individual and community needs for effective programming.		
<b>Measurement Instrument 1</b>	<b>PH 485 Public Health Planning Project</b> <b>Direct Measure:</b> Students will review strategies in identifying community/population health needs.		
<b>Criteria for Student Success</b>	Students will identify the health needs of their target population and provide a rationale for addressing the need. 80% of students will score 80 or higher on the project.		
<b>Program Success Target for this Measurement</b>	80% of students will score 80 or higher on the project.	<b>Percent of Program Achieving Target</b>	There was one student enrolled in the certificate program during the year under review. This student scored 80% on the Public Health Planning project.
<b>Methods</b>	Data from the one student enrolled in the course was used for the assessment. Course instructor will provide data annually.		
<b>Measurement Instrument 2</b>	Do you have other measures of assessment for SLO 1? If so, please add those here along with all the information below. If not, you may delete this section and move on to “... whether the program met the goal Student Learning Outcome 1.”		
<b>Criteria for Student Success</b>			
<b>Program Success Target for this Measurement</b>		<b>Percent of Program Achieving Target</b>	
<b>Methods</b>			
<b>Measurement Instrument 3</b>	Do you have other measures of assessment for SLO 1? If so, please add those here along with all the information below. If not, you may delete this section and move on to “... whether the program met the goal Student Learning Outcome 1.”		
<b>Criteria for Student Success</b>			
<b>Program Success Target for this Measurement</b>		<b>Percent of Program Achieving Target</b>	
<b>Methods</b>			

Based on your results, highlight whether the program met the goal Student Learning Outcome 1.	<input checked="" type="checkbox"/> Met <input type="checkbox"/> Not Met
<b>Results, Conclusion, and Plans for Next Assessment Cycle (Describe what worked, what didn't, and plan going forward)</b>	
<b>Results:</b> The results follows the enrollment trend from the previous year, which is not surprising.  <b>Conclusions:</b> Enrollement in certificate program is expected to increase within the next few years. Monitoring will continue.  <b>**IMPORTANT - Plans for Next Assessment Cycle:</b> The recent addition of the health education and promotion focus in the Food, Nutrition and Wellness concentration of the BS in Hospitality Management and Dietetics is a step that may lead to future growth in the program. Program monitoring will continue.	

Program Student Learning Outcome 2			
Program Student Learning Outcome	Students will design and implement effective programs, strategies and interventions to elicit behavior change.		
Measurement Instrument 1	PH 485 Public Health Planning Project Presentation <b>Direct Measure: Students will present (using PowerPoint slides) their proposed project addressing a health issue for a target population. The presentation will justify the need for the program.</b>		
Criteria for Student Success	Students will provide a rationale for their proposed program, outline their goal, objectives, scope and intervention strategies, implementation and evaluation plans in their presentation. 80% of students will score 80% or higher on the project.		
Program Success Target for this Measurement	80% of students will score 80% or higher on the project presentation.	Percent of Program Achieving Target	The one student enrolled in the course scored higher than 80% on the project presentation.
Methods			
Measurement Instrument 2			
Criteria for Student Success			
Program Success Target for this Measurement		Percent of Program Achieving Target	
Methods			
Measurement Instrument 3			
Criteria for Student Success			
Program Success Target for this Measurement		Percent of Program Achieving Target	
Methods			

Based on your results, circle or highlight whether the program met the goal Student Learning Outcome 2.	<input checked="" type="checkbox"/> Met	<input type="checkbox"/> Not Met
<b>Results, Conclusion, and Plans for Next Assessment Cycle (Describe what worked, what didn't, and plan going forward)</b>		
<p><b><u>Results:</u></b> The results follows the enrollment trend from the previous year, which is not surprising.</p> <p><b><u>Conclusions:</u></b> Enrollement in certificate program is expected to increase within the next few years. Monitoring will continue.</p> <p><b><u>**IMPORTANT - Plans for Next Assessment Cycle:</u></b> The recent addition of the health education and promotion focus in the Food, Nutrition and Wellness concentration of the BS in Hospitality Management and Dietetics is a step that may lead to future growth in the program. Program monitoring will continue.</p>		

## CURRICULUM MAP TEMPLATE

<b>Program name:</b>	Health Education and Promotion Certificate
<b>Department:</b>	Public Health
<b>College:</b>	College of Health and Human Services
<b>Contact person:</b>	Grace Lartey
<b>Email:</b>	<a href="mailto:grace.lartey@wku.edu">grace.lartey@wku.edu</a>

### KEY:

**I = Introduced**

**R = Reinforced/Developed**

**M = Mastered**

**A = Assessed**

			<b>Learning Outcomes</b>	
			<b>LO1:</b>	<b>LO2:</b>
			Student will assess individual and community needs for effective programming.	Students will design and implement effective programs, strategies and interventions to elicit behavior change.
<b>Course Subject</b>	<b>Number</b>	<b>Course Title</b>		
PH	485		M/A	M/A
PH	485		M/A	M/A

**PH 485 – Proposed Program Grading Rubric**

Design a health program for a target population to address a health issue. Provide a justification for the program; develop a program goal with two to three measurable objectives (SMART). Describe what is currently being done in the area. Provide the scope and sequence of strategies/activities to be used and why they seem appropriate. Finally, identify a theory to use to guide program development and specific areas being targeted and outline your implementation and evaluation plans.

Criteria	Points	Full Credit	Partial Credit	No Credit
Is there a need for this program?	6	Detailed justification for the proposed health program with good statistics	Partial justification for the proposed health program with minimum statistics	Not addressed
What is your Goal	2	Well-constructed goal (who + what)	Incomplete goal with no direction (missing who or what or both)	Not addressed
SMART Objectives	6	Clearly defined objectives (who + what + when + how much change)	Objectives not meeting the criteria (who + what + when + how much change; not SMART)	Not addressed
What is currently being done in the area to solve the problem? Are there any existing programs?	5	Detailed description of what is currently being done in the area including 3 existing programs	Not enough detail about what is currently being done in the area; less than 3 existing programs	Not addressed
What theory did you use to guide your program?	3	Detailed explanation of Theory used to guide program development and specific areas targeted (attitude, knowledge, skills ...)	Inadequate explanation on Theory used to guide program development and specific areas targeted (attitude, knowledge, skills ...)	Not addressed
Describe scope of program including sequence of strategies/activities. Implementation plan and timeline of activities included	15	Detailed description of proposed program including the scope and sequence of strategies/activities to be used and why they seem appropriate. Clear timeline included	Insufficient description of proposed program including the scope and sequence of strategies/activities to be used and why they seem appropriate. Clear timeline included	Not addressed
Who will lead the program delivery and how will money be allocated?	5	Detailed staffing plan of human resource and their responsibilities	Staffing plan not detailed enough	Not addressed
What is your evaluation plan?	5	Evaluation plan include process, impact and outcome strategies and linked back to stated objectives	Evaluation plan does not include enough process, impact and outcome strategies. Not linked to stated objectives	Not addressed
Resources	3	Good use of resources	Resources used not adequate	Not addressed