

Assurance of Student Learning Report 2023-2024

College of Health and Human Services

School of Kinesiology, Recreation & Sport

Nonprofit Administration #0463 (graduate certificate – 12 credit hours)

Dr. Raymond Poff

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**)

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: Students will demonstrate the ability to work successfully with nonprofit agencies.

Instrument 1 Direct: Combined assessment of the components of the Nonprofit Administration Practicum from RSA 585 Nonprofit Administration.

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

☒ **Met**

☐ **Not Met**

Program Student Learning Outcome 2: Students shall demonstrate the ability to research foundations and develop significant components required for an external funding proposal.

Instrument 1 Direct: Grant Writing Final Project from RSA 565 Nonprofit Grant Writing and Fundraising.

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

☒ **Met**

☐ **Not Met**

Program Student Learning Outcome 3: Students shall demonstrate the ability to make basic assessments re: the status/health of a nonprofit agency.

Instrument 1 Direct: IRS Form 990 assignment from RSA 570 Fiscal Administration in the Nonprofit Sector.

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

☐ **Met**

☒ **Not Met**

Assessment Cycle Plan:

The 100% online graduate certificate in Nonprofit Administration (started in Spring 2013) prepares students for careers in, and service to, the nonprofit sector. Guided by national curricular guidelines, the program was designed with the primary objective of providing students with specialized education and training relevant to current issues and skills in the nonprofit sector. The program includes four courses: RSA 560 Issues in Nonprofit Administration; RSA 565 Nonprofit Grant Writing and Fundraising; RSA 570 Fiscal Administration in the Nonprofit Sector; RSA 585 Nonprofit Practicum.

In response to the Assurance of Student Learning Outcomes process initiated Fall 2019, two student learning outcomes (SLO) were added to this program: SLO 2 effective Spring 2019 and SLO 3 effective summer 2019.

Data from the 2019-20, 2020-21, 2021-22, 2022-23. 2023-24 period continue to demonstrate strong student performance in two of the three learning outcomes. During the last three assessment cycles, student performance on the SLO 3's measurement instrument has been lower than previous performance (see the report which follows for details). Substantive changes to the instrument increased the quality of performance for 3 of the 4 students completing the assignment.

Program Student Learning Outcome 1			
Program Student Learning Outcome	Students will demonstrate the ability to work successfully with nonprofit agencies.		
Measurement Instrument 1	<p>Direct measure: The measurement instrument for this SLO includes the combined assessment of the components of the Nonprofit Administration Practicum from RSA 585 Nonprofit Administration. This multiple component assessment requires student progress toward the SLO throughout the course. Here are the primary elements included in the evaluation of the students.</p> <ul style="list-style-type: none"> • practicum workplan proposal/revision • progress reports x 3 • final report • agency supervisor evaluation 		
Criteria for Student Success	Upon completion of this course, students should score an overall score 80% or above on measurement instrument based upon the evaluation criteria noted above.		
Program Success Target for this Measurement	80% of the students completing these components will score 80% or higher on the overall assessment.	Percent of Program Achieving Target	100% (2/2) scored 80% or higher
Methods	All students who completed RSA 585 during Fall 2023 (N=1) and Spring 2024 (N=1) were included in the population. This course historically was only offered in the summer term, but it was also offered fall and spring to accommodate student needs. With the revised ASL reporting process (single submission) summer 2024 data will be provided in next year's (2024-25) report.		
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
Results, Conclusion, and Plans for Next Assessment Cycle (Describe what worked, what didn't, and plan going forward)			
<p>Results: The results are consistent over time with this student learning outcome. We find that our students are doing a great job during their practicum experiences as evidenced by the multiple components of our measurement. Especially important is that the agency supervisors are pleased with the student performance. Revisions were made to the pre-practicum proposal assignment to help students and agencies be more prepared for the practicum experience. Additionally, in spring 2024 an early-semester meeting with the instructor was added as a course requirement to further increase student likelihood of success.</p> <p>Conclusions: This SLO continues to show sustained student achievement and effectiveness. As this instrument contains multiple elements, our confidence in the data is strong.</p> <p>**IMPORTANT - Plans for Next Assessment Cycle: We are considering adding a mid-course check-in meeting for each student to create more 'connectedness' during the course. One student, in their final report feedback, suggested having more check-in points during the semester. Another student suggested wanting more opportunities to learn what other students were doing/experiencing in their practicums; thought is being given to add some sort of open-forum/discussion board to facilitate self-directed student interaction during the course.</p> <p>The outcome data from this course will be collected and then reviewed again in May 2025. The practicum components will be collected from all students in the course. Dr. Raymond Poff will be responsible for collecting and providing data and information.</p>			

Program Student Learning Outcome 2			
Program Student Learning Outcome	Students shall demonstrate the ability to research foundations and develop significant components required for an external funding proposal.		
Measurement Instrument 1	<p>Direct measure: The measurement instrument for this SLO is the Grant Writing Final Project from RSA 565 Nonprofit Grant Writing and Fundraising. This multiple component project requires student application of content learned throughout the semester. Here are the primary elements included in the evaluation of the students.</p> <ul style="list-style-type: none"> • Logic Model Template • National Common Grant Application format -or- grant format required by selected funder. • Executive Summary • Grant Cover Letter 		
Criteria for Student Success	Upon completion of this course project, students should score an overall score 80% or above based upon the evaluation criteria noted above.		
Program Success Target for this Measurement	80% of the students submitting the project will score 80% or higher.	Percent of Program Achieving Target	Fall 2023: 100% (3/3) scored 80% or higher Spring 2023: 83% (5/6) scored 80% or higher
Methods	All students enrolled in RSA 565 during Fall 2023 (N=4) and Spring 2024 (N=6) were included in the population. All students who submitted the measurement instrument were included in the analysis (n=9).		
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
Results, Conclusion, and Plans for Next Assessment Cycle (Describe what worked, what didn't, and plan going forward)			
<p>Results: We had 88.8% (8/9) of students submitting the measure instrument scored 80% or higher.</p> <p>Conclusions: The student, in this data, who did not meet the success target exhibited a general lack of desire (based on actions) to do well in this course and others in the program. The continuity of the course instructor teaching this course seems to have strengthened student performance over time.</p> <p>**IMPORTANT - Plans for Next Assessment Cycle: With the continued success of the students, we are going to maintain what we are doing and monitor next year's performance for any significant changes.</p> <p>The outcome data from this course will be collected and then reviewed again in May 2025 after the Fall 2024 and Spring 2025. The measurement instrument will be requested from all students in the course. Dr. Raymond Poff will be responsible for collecting and providing data and information.</p>			

Program Student Learning Outcome 3			
Program Student Learning Outcome	Students shall demonstrate the ability to review a nonprofit's IRS Form 990 and make basic assessments re: the status/health of the agency.		
Measurement Instrument 1	<p>Direct measure: The measurement instrument for this SLO is the IRS Form 990 assignment from RSA 570 Fiscal Administration in the Nonprofit Sector. This assignment requires student application of content learned throughout the semester. Here are the primary elements included in the evaluation of the students.</p> <ul style="list-style-type: none"> • Nonprofit organization's impact • Financial trends of the nonprofit • Assessment of the nonprofit's financial health • Other significant findings / attractiveness of organization for employment. 		
Criteria for Student Success	Upon completion of this course project, students should score an overall score 80% or above based upon the evaluation criteria noted above.		
Program Success Target for this Measurement	80% of students completing assignment will score 80% or higher on the assignment	Percent of Program Achieving Target	75% (3/4) scored 80% or higher 25% (1/4) scored less than 70%
Methods	All students completing RSA 570 during spring 2024 (N=4) were included in the population. All students who submitted the measurement instrument were included in the analysis (n=4). With the revised ASL reporting process (single submission) summer 2024 data will be provided in next year's (2024-25) report.		
Based on your results, circle or highlight whether the program met the goal Student Learning Outcome 3.		<input type="checkbox"/> Met	<input checked="" type="checkbox"/> Not Met
Results, Conclusion, and Plans for Next Assessment Cycle (Describe what worked, what didn't, and plan going forward)			
<p>Results: For the spring 2024 (and the upcoming summer 2024 offering) of RSA 570, the measurement instrument was revised to provide additional information to the students re: this assignment such as the importance of the assignment, the goal of the assignment, and being more specific in what kind of information to include when making and supporting their case re: the financial trends and financial health of the provided organization. Three of the four students did an excellent job in following the revised instructions and performed very well on the assignment. The fourth student did not follow the assignment instructions and performed poorly on the assignment.</p> <p>Conclusions: After seeing a decline in performance over the previous two cycles, revisions were made to help increase the odds of student success. Based on the fact that the three students who followed the new instructions did very well, it seems reasonable to posit that had the fourth student followed the instructions, they too would have been successful in meeting the success target.</p> <p>Plans for Next Assessment Cycle: For next year's assessment cycle, we are: 1) changing the success target to 75% of students completing assignment will score 80% or higher on the assignment and 2) re-examining the assignment guidelines to see if there are any additional revisions that would impact student performance.</p>			

*** Please include Curriculum Map (below/next page) as part of this document

CURRICULUM MAP TEMPLATE					
Program name:	Nonprofit Administration (online graduate certificate program)				
Department:	School of Kinesiology, Recreation & Sport				
College:	Health and Human Services				
Contact person:	Dr. Raymond Poff				
Email:	raymond.poff@wku.edu				
KEY:					
I = Introduced					
R = Reinforced/Developed					
M = Mastered					
A = Assessed					
			Learning Outcomes		
			LO1:	LO2:	LO3:
As a 12 credit hour program (4 classes) most steps occur within a single course. The courses are mostly independent of one another in terms of content.			Students will demonstrate the ability to work successfully with nonprofit agencies.	Students shall demonstrate the ability to research foundations and develop significant components required for an external funding proposal.	Students shall demonstrate the ability to review a nonprofit's IRS Form 990 and make basic assessments re: the status/health of the
Course Subject	Number	Course Title			
RSA	560	Issues in Nonprofit Administration	I		
RSA	565	Nonprofit Grant Writing and Fundraising	R	I, R, M, A	
RSA	570	Fiscal Administration in the Nonprofit Sector	R		I, R, M, A
RSA	585	Nonprofit Practicum	M, A		

Nonprofit Administration Graduate Certificate Program #0463
Assurance of Student Learning – Rubrics/Grading Criteria

Student Learning Outcome #1: Students will demonstrate the ability to work successfully with nonprofit agencies.

The measurement instrument for this SLO includes the combined assessment of the components of the Nonprofit Administration Practicum from **RSA 585 Nonprofit Administration**. This multiple component assessment requires student progress toward the SLO throughout the course. Here are the primary elements included in the evaluation of the students.

Pre-Practicum proposal

- completion of a customized course schedule - tailored to each student.
- identify and discuss professional development areas
- identify a recreation/sport agency they want to work with during the practicum
- get permission to work with the agency
- submit a detailed proposal
- have the agency supervisor provide e-mail confirmation of their willingness to work with the student during the practicum with the approved proposal

Progress reports (two)

(Student achievement is assessed based on providing complete and relevant responses to the progress report questions. Each report is designed to monitor progress toward completion of the practicum goals. To an extent, the reports build upon each other.)

Progress Report #1

- At the top of the page, please include your first and last name + the name of the practicum agency + the dates covered by the report.
- Identify the progress made on the practicum through the end of this first period (which goals/tasks have been accomplished/met)
- Discuss any tasks that were not accomplished by this point that you think should have been according to your practicum proposal.
- Discuss why this might have occurred and how you plan to address these tasks.
- Explain what tasks/activities you will work on during the next time period (when the next progress report is due)
- Discuss any challenges encountered during this last reporting period
- How many hours did you work during this progress reporting period?
- How many hours total have you accumulated for your practicum?
- Lastly, discuss your progress in terms of being able to complete your practicum on time.

Progress Report #2

- At the top of the page, please include your first and last name + the name of the practicum agency + the dates covered by the report.

- Identify the progress made on the practicum since the first progress report (which goals/tasks have been accomplished/met)
- Discuss any tasks that were not accomplished by the end of this time period that you think should have been according to your practicum proposal.
- Discuss why this might have occurred and how you plan to address these unfinished tasks.
- Discuss any challenges encountered during this last reporting period
- How many hours did you work during this progress reporting period?
- How many hours total have you accumulated for your practicum?
- Lastly, discuss your progress in terms of being able to complete your practicum on time

Final report/Documentation:

1. At the top of the page, please include your first and last name + the name of the practicum agency.
2. (20 points) How the proposed project worked out according to the original plan, or how it turned out differently than the proposal?
3. (20 points) What were the outcomes (for the agency and their clients) from your contributions?
4. (20 points) How did you develop professionally from this experience?
5. (15 points) What do you wish had gone better (at the agency) during this experience?
6. (5 points) How many hours did you spend working for the organization during this practicum?
7. (20 points) What suggestions do you have for me to improve the practicum process. I am very interested in receiving your feedback.

Agency supervisor evaluation:

(This portion of the assessment provides the nonprofit agency supervisor an opportunity to share formal feedback with WKU about the student's performance during the practicum. We utilize an online survey which allows us to collect the same data for each student who takes the course. This is very helpful when we want to look at our student performance over time. To administer the survey, and to help protect the integrity of the data, the faculty member sends the link directly to the nonprofit supervisor near the end of the course. The student would not have access to the survey unless the supervisor were to send the link to the student. This is a critical piece in determining whether or not a student has demonstrated the ability to work successfully with nonprofit agencies.)

Rubrics continue on next page...

Student Learning Outcome #2: Students shall demonstrate the ability to research foundations and develop significant components required for an external funding proposal.

Direct measure: The measurement instrument for this SLO is the Grant Writing Final Project from RSA 565 Nonprofit Grant Writing and Fundraising. This multiple component project requires student application of content learned throughout the semester. Here are the primary elements included in the evaluation of the students:

1. Logic model template – student demonstrates a thorough understanding of the template and its purpose in the grant process 10%
2. National Common Grant Application or applicable Foundation Grant Application – Understanding of grant language, thorough descriptions of project and all directions followed with minimum misspellings and grammatical errors. Budget must be thorough and add up in all areas with no discrepancies – 50%
3. Executive Summary Template- A good and appropriate description of your project with minimal misspellings and grammatical errors. – 30%
4. Grant Cover Letter – Appropriate inquiry to grant making organizations with minimal mistakes. – 10%

Student Learning Outcome #3: Students shall demonstrate the ability to review a nonprofit's IRS Form 990 and make basic assessments re: the status/health of the agency.

The measurement instrument for this SLO is the IRS Form 990 assignment from **RSA 570 Fiscal Administration in the Nonprofit Sector**. This assignment requires student application of content learned throughout the semester.

- Nonprofit organization's impact
- Financial trends of the nonprofit
- Assessment of the nonprofit's financial health
- Other significant findings / attractiveness of organization for employment.

Assignment Assessment – 50 points possible

Form 990 Review Assignment (updated Spring 2024)

As part of the university's on-going **program assessment process**, we have identified specific assignments in the Nonprofit Administration certificate program to measure/monitor student achievement. We collect, analyze, and report on this data each year in an annual program assessment report. This assignment is one of the key assignments we use in this process. A **primary purpose of this assignment** is to determine whether our students can appropriately apply the knowledge/tools obtained throughout the course to assess the financial health of an organization. As noted earlier in the class, the course is not designed to turn you into accountants, but to build some financial literacy and prepare you with some tools you can use. This is a chance to **demonstrate professional competency**. I hope you will invest the time needed to do so successfully.

Assignment Resources

In the "Form 990 & Assessing financial health" Blackboard folder, you will find the following documents: IRS Form 990 (blank), IRS Form 990 instructions, Completed Form 990 for a nonprofit organization: Nonprofit Connect, Nonprofit Connect's audit report for 2014, and the "**Financial Leadership**" presentation used previously* - *Note this presentation should be very helpful.*

Assignment Instructions

1. Carefully review the IRS Form 990 instructions - no reason to read it word-for-word, but it would be to your advantage to carefully review it. Carefully review the blank (*not completed*) IRS Form 990
2. Review the **completed Form 990** for "Nonprofit Connect"
3. Review the **audit report** for "Nonprofit Connect"
4. Use the completed Form 990, Audit Report, and what we have covered in this course to answer the questions below about Nonprofit Connect. Note: You must use this file and answer each of the following questions. Please type your answer next to/under the appropriate question.

Assignment Questions to Answer

General organizational information:

1. What is the name and location (city/state) of the nonprofit organization?
2. What are the major activities, tasks of the organization?
3. Who is the CEO/ED?
4. After reviewing the organization's activities/tasks, what can you say about nonprofit's impact?
5. If you lived in the Kansas City area, is this an organization you would work for? Why or Why not?
6. Share anything else significant you have learned about the nonprofit.

Financial assessment:

7. Based on the two years of information provided, what can you say about financial **trends** for the nonprofit? Please defend your position using the financial tools covered in this course.
 - a. Please use data from at least two financial statements. Note which statements you are using.
 - b. Please use and calculate at least two relevant ratios.
 - c. Please use/cite at least one online resource.
8. Does this nonprofit appear financially **healthy** and upon what do you base your assessment? Please defend your position using the financial tools learned about in this course.
 - a. Please use data from at least two financial statements. Note which statements you are using.
 - b. Please use and calculate at least two relevant ratios.
 - c. Please use/cite at least one online resource.