

# Academic Program Assessment Report

**Assessment** is a term commonly used to encompass the process of gathering and using evidence to guide improvements.

SACSCOC requires that an institution "identifies expected outcomes, assesses the extent to which it achieves these outcomes, and provides evidence of seeking improvement based on analysis of the results".

## Be sure to **SAVE** your progress as you work!

### Academic Program

Health Promotion and Wellness, B.S.

### Submission Year

2021-2022

### Assessment Coordinator Name

Amir Bhochhibhoya

### Enter Assessment Coordinator Email

abhochhibhoya@lander.edu

## Program Goal

### Goal

#### Goal 1

**Program Goals** are broad and overarching statements about the skills, knowledge, and dispositions students are expected to gain by the end of their course of study (big picture). They support the Institution's Mission/Goals.

#### Program Goal

To comply with Program Productivity standards as defined by the South Carolina Commission on higher Education.

#### Pillar of Success Supported

High-Demand, Market-Driven Programs

## Outcomes

### Outcome 1

**Outcomes** are specific, **measurable** statements that reflect the broader goals.

Academic Programs are required to develop **Student Learning Outcomes**, which describe knowledge, skills, and values that students are expected to gain as a result of their educational experiences.

Academic Programs may also develop **Operational Outcomes**, which describe the level of performance of an operational aspect of a program or office (ex. graduation rates, retention, employment data).

**Most goals have at least two outcomes measured.**

**What type of Outcome would you like to add?**

Operational Outcome

**Enter Outcome**

Major Enrollment

**Timeframe for this Outcome**

2020-2021

**Performance Target for "Met"**

Using a five-year rolling average, the number of students enrolled in the major for a Baccalaureate program is greater than or equal to 12.5.

**Performance Target for "Partially Met"**

Not Applicable

**Performance Target for "Not Met"**

Using a five-year rolling average, the number of students enrolled in the major for a Baccalaureate program is less than 12.5.

**Assessment Measure Used**

Enrollment and graduation data extracted from Banner

**Frequency of Assessment**

Annually

**Data Collected for this Timeframe (Results)**

1

**Score (Met=3, Partially Met=2, Not Met=1)**

1

**Comments/Narrative**

Health Promotion and Wellness were introduced in SP 20. HPW is a brand new program so meeting goals for enrollment may take some time. The currently registered student for FA 21 is 13. This shows the program is growing and will meet the enrollment goal in the future.

**Resources Needed to Meet/Sustain Results**

\$ 80,000

**Explanation of How Resources Will Be Used**

The HPW program is a market-driven program and has a huge opportunity to grow with the right amount of advertising. As a new program, the HPW program will allocate \$ 20,000 for extensive marketing. The marketing mix for the recruitment may include advertising in different avenues such as social media, Lander sponsored open house, reaching out to high school students in career days around Lander University, increase community awareness, participate in various career fairs, and promotional activities, etc.

Also, with growth, the HPW program will need additional faculty dedicated to this program within the next year to grow and sustain this program. The HPW program will allocate \$ 60,000 to recruit dedicated full-time faculty.

**Outcome 2**

**Outcomes** are specific, **measurable** statements that reflect the broader goals.

Academic Programs are required to develop **Student Learning Outcomes**, which describe knowledge, skills, and values that students are expected to gain as a result of their educational experiences.

Academic Programs may also develop **Operational Outcomes**, which describe the level of

performance of an operational aspect of a program or office (ex. graduation rates, retention, employment data).

**Most goals have at least two outcomes measured.**

**What type of Outcome would you like to add?**

Operational Outcome

**Enter Outcome**

Completion (Degrees Awarded)

**Timeframe for this Outcome**

2020-2021

**Performance Target for "Met"**

Using a five-year rolling average, the number of degrees awarded for Baccalaureate programs is greater than or equal to 8.

**Performance Target for "Partially Met"**

Not Applicable

**Performance Target for "Not Met"**

Using a five-year rolling average, the number of degrees awarded for Baccalaureate programs is less than 8.

**Assessment Measure Used**

Enrollment and Graduated data extracted from Banner

**Frequency of Assessment**

annually

**Data Collected for this Timeframe (Results)**

0

**Score (Met=3, Partially Met=2, Not Met=1)**

1

**Comments/Narrative**

Health Promotion and Wellness is a brand new program. The students with an HPW major will start to graduate from the program in FA 21.

**Resources Needed to Meet/Sustain Results**

\$ 5,000

**Explanation of How Resources Will Be Used**

The HPW program was designed to meet the mission and vision of Lander University. This includes helping students to find the right career or join the competitive graduate program. Towards this goal, the HPW program already includes some initiatives such as providing the option of Genetic Counselling Assistant certification, exposed various community-based projects,

The proposed amount of \$ 5,000 further helps to provide additional initiatives. The fund will be used for students to help with networking people from the industry, participate in various national and local health conferences, inviting guests in the program or specific class lectures, and help students to gain Certified Health Educator Specialist certification (CHES).

## Goal Summary

**Goal Summary/Comments**

HPW is a market-driven program supported by the need for preventive health and growth in the job market. The HPW program has a significant opportunity to grow in the near future. The HPW program also provides additional options for Lander students who are interested in the health sector. Students from nursing and PEES have shown their interest in the HPW program. In the future, as future students become aware of this new program, we expect it to grow in terms of enrollment and graduation.

#### **Changes Made/Proposed Related to Goal**

This is not applicable as this is the first assessment report being submitted.

#### **Upload Rubrics/Other Files**

## **Goal 2**

**Program Goals** are broad and overarching statements about the skills, knowledge, and dispositions students are expected to gain by the end of their course of study (big picture). They support the Institution's Mission/Goals.

#### **Program Goal**

Prepare healthcare practitioners to provide health education, promote healthy lifestyles, prevent diseases, and enhance the quality of life of individuals and communities.

#### **Pillar of Success Supported**

Graduates Who Are Gainfully Employed or Admitted to Graduate School

## **Outcomes**

### **Outcome 1**

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Academic Programs may also develop **Operational Outcomes**, which describe the level of performance of an operational aspect of a program or office (ex. graduation rates, retention, employment data).

**Most goals have at least two outcomes measured.**

#### **What type of Outcome would you like to add?**

Operational Outcome

#### **Enter Outcome**

Graduation Percentage

#### **Timeframe for this Outcome**

2020-2021

#### **Performance Target for "Met"**

Greater than 80% of students graduating from the HPW program will have completed the program within 10 semesters.

#### **Performance Target for "Partially Met"**

Not Applicable

**Performance Target for "Not Met"**

Less than 80% of students graduating from the HPW program will have completed the program within 10 semesters.

**Assessment Measure Used**

HPW program academic year retention report

**Frequency of Assessment**

Annually

**Data Collected for this Timeframe (Results)**

Not applicable

**Score (Met=3, Partially Met=2, Not Met=1)**

1

**Comments/Narrative**

The HPW program is in its first year and no students have yet graduated from the program. Few students who plan to graduate next year will meet the criteria of 10 semesters.

**Resources Needed to Meet/Sustain Results**

\$ 60,000

**Explanation of How Resources Will Be Used**

Additional full-time faculty will be needed to help students to graduate within 10 semesters. Currently, those needs are being met by faculty shared from the nursing program, business college, and adjunct faculties. Having a full-time faculty dedicated to the program will help to meet the need of students to graduate on time.

## Outcome 2

**Outcomes** are specific, **measurable** statements that reflect the broader goals.

Academic Programs are required to develop **Student Learning Outcomes**, which describe knowledge, skills, and values that students are expected to gain as a result of their educational experiences.

Academic Programs may also develop **Operational Outcomes**, which describe the level of performance of an operational aspect of a program or office (ex. graduation rates, retention, employment data).

**Most goals have at least two outcomes measured.**

**What type of Outcome would you like to add?**

Operational Outcome

**Enter Outcome**

First-time Certified Health Educator Specialist (CHES) exam pass rate.

**Timeframe for this Outcome**

2020-2021

**Performance Target for "Met"**

Greater than 80% of the students who attempt the Certified Health Educator Specialist (CHES) certification exam will gain CHES certification within their first attempt.

**Performance Target for "Partially Met"**

N/A

**Performance Target for "Not Met"**

Less than 80% of the students who attempt the Certified Health Educator Specialist (CHES) certification exam will gain CHES certification within their first attempt.

**Assessment Measure Used**

National Commission for Health Education  
Credentialing (NCHEC) reporting on CHES exam

**Frequency of Assessment**

Bi-annual

**Data Collected for this Timeframe (Results)**

Not applicable

**Score (Met=3, Partially Met=2, Not Met=1)**

1

**Comments/Narrative**

The HPW program is in its first year and no students have yet attempted the CHES exam.

**Resources Needed to Meet/Sustain Results**

Funds to support guide books, CHES practice tests may help to encourage students to take the CHES exam and also improve the CHES pass rate.

**Explanation of How Resources Will Be Used**

The guidebook and CHES practice test will be included in the HPW 499 to help students to prepare for the exam.

## Goal Summary

**Goal Summary/Comments**

Overall HPW program will build a strong foundation to help students to graduate on time, start their career, as well as help interested ones to start graduate school. The effort will include helping students for internships, provide support to gain CHES certification, work closely with local and state organizations for jobs for graduate students, build a relationship with graduate schools to help HPW graduates to transit seamlessly.

**Changes Made/Proposed Related to Goal**

We are proposing to change the name of the program from HPW to public health. The new name is expected to help HPW graduates to market for both career and graduate programs.

**Upload Rubrics/Other Files**

### Goal 3

**Program Goals** are broad and overarching statements about the skills, knowledge, and dispositions students are expected to gain by the end of their course of study (big picture). They support the Institution's Mission/Goals.

**Program Goal**

Students will have a strong foundation on health promotion and basic understanding on seven areas of responsibility for health education specialists.

**Pillar of Success Supported**

High-Demand, Market-Driven Programs

## Outcomes

## Outcome 1

**Outcomes** are specific, **measurable** statements that reflect the broader goals.

Academic Programs are required to develop **Student Learning Outcomes**, which describe knowledge, skills, and values that students are expected to gain as a result of their educational experiences.

Academic Programs may also develop **Operational Outcomes**, which describe the level of performance of an operational aspect of a program or office (ex. graduation rates, retention, employment data).

**Most goals have at least two outcomes measured.**

**What type of Outcome would you like to add?**

Student Learning Outcome

### Enter Outcome

Students will demonstrate an understanding on foundation of health promotion and seven areas of responsibility for health education specialists listed by NCHEC.

### Timeframe for this Outcome

Academic Year 2020-2021

### Performance Target for "Met"

The average final score for HPW 165 will be 80% or higher.

### Performance Target for "Partially Met"

The average final score for HPW 165 will be 70% or higher.

### Performance Target for "Not Met"

The average final score for HPW 165 will be lower than 70%.

### Assessment Measure Used

The average score for HPW 165 finals.

### Frequency of Assessment

Each semester

### Data Collected for this Timeframe (Results)

HPW 165 (FA20): 65.89%  
HPW 165 (SP21): 73.27%  
HPW 165 OL (SP21):88.43%

### Score (Met=3, Partially Met=2, Not Met=1)

2

### Comments/Narrative

The data represents the average of final grades for each course for different sections and semesters. The goal for this outcome was met for HPW 165 SP21 (online section), partially met for HPW 165 SP21, and not met for HPW 165 FA21. Due to COVID-19, HPW 165 (FA20) class was divided into two sections and taught face to face alternatively. This might have impacted the student learning. The changes were made for SP21 to ensure student learning be improved.

### Resources Needed to Meet/Sustain Results

### Explanation of How Resources Will Be Used

## Outcome 2

**Outcomes** are specific, **measurable** statements that reflect the broader goals.

Academic Programs are required to develop **Student Learning Outcomes**, which describe knowledge, skills, and values that students are expected to gain as a result of their educational experiences.

Academic Programs may also develop **Operational Outcomes**, which describe the level of performance of an operational aspect of a program or office (ex. graduation rates, retention, employment data).

**Most goals have at least two outcomes measured.**

**What type of Outcome would you like to add?**

Student Learning Outcome

**Enter Outcome**

Students will demonstrate competencies for Responsibility 1 (Assess needs, resources, and capacity for health education/promotion) as listed for CHES competencies by NCHEC.

**Timeframe for this Outcome**

Academic Year 2020-2021

**Performance Target for "Met"**

The average final score for HPW 325 will be 80% or higher.

**Performance Target for "Partially Met"**

The average final score for HPW 325 will be 70% or higher.

**Performance Target for "Not Met"**

The average final score for HPW 325 will be lower than 70%.

**Assessment Measure Used**

The average score for HPW 325 finals.

**Frequency of Assessment**

Each semester

**Data Collected for this Timeframe (Results)**

HPW 325 (SP21): 86.5%

**Score (Met=3, Partially Met=2, Not Met=1)**

3

**Comments/Narrative**

The data represents the average of final grades for each course for different sections and semesters. The goal for this outcome was met for HPW 325. This course is taught by a full-time faculty from the LU College of Business.

**Resources Needed to Meet/Sustain Results**

**Explanation of How Resources Will Be Used**

## Outcome 3



**Outcomes** are specific, **measurable** statements that reflect the broader goals.

Academic Programs are required to develop **Student Learning Outcomes**, which describe knowledge, skills, and values that students are expected to gain as a result of their educational experiences.

Academic Programs may also develop **Operational Outcomes**, which describe the level of performance of an operational aspect of a program or office (ex. graduation rates, retention, employment data).

**Most goals have at least two outcomes measured.**

**What type of Outcome would you like to add?**

Student Learning Outcome

**Enter Outcome**

Students will demonstrate competencies for Responsibility 2 (Plan health education/promotion) as listed for CHES competencies by NCHEC.

**Timeframe for this Outcome**

Academic Year 2020-2021

**Performance Target for "Met"**

The average final score for HPW 425 will be 80% or higher.

**Performance Target for "Partially Met"**

The average final score for HPW 425 will be 70% or higher.

**Performance Target for "Not Met"**

The average final score for HPW 425 will be lower than 70%.

**Assessment Measure Used**

The average score for HPW 425 finals.

**Frequency of Assessment**

Each semester.

**Data Collected for this Timeframe (Results)**

HPW 425 (SP21)=98.15%

**Score (Met=3, Partially Met=2, Not Met=1)**

1

**Comments/Narrative**

The data represents the average of final grades for each course for different sections and semesters. The goal for this outcome was met for HPW 425.

**Resources Needed to Meet/Sustain Results**

**Explanation of How Resources Will Be Used**

## Outcome 4

**Outcomes** are specific, **measurable** statements that reflect the broader goals.

Academic Programs are required to develop **Student Learning Outcomes**, which describe knowledge,

skills, and values that students are expected to gain as a result of their educational experiences.

Academic Programs may also develop **Operational Outcomes**, which describe the level of performance of an operational aspect of a program or office (ex. graduation rates, retention, employment data).

**Most goals have at least two outcomes measured.**

**What type of Outcome would you like to add?**

Student Learning Outcome

**Enter Outcome**

Students will demonstrate competencies for Responsibility 3 (Implement health education promotion) as listed for CHES competencies by NCHEC.

**Timeframe for this Outcome**

Academic Year 2020-2021

**Performance Target for "Met"**

The average final score for HPW 240 will be 80% or higher.

**Performance Target for "Partially Met"**

The average final score for HPW 240 will be 70% or higher.

**Performance Target for "Not Met"**

The average final score for HPW 240 will be lower than 70%.

**Assessment Measure Used**

The average score for HPW 240 finals.

**Frequency of Assessment**

Each semester

**Data Collected for this Timeframe (Results)**

HPW 240 (FA20)=91

HPW 240 (SP21)=89

**Score (Met=3, Partially Met=2, Not Met=1)**

1

**Comments/Narrative**

The data represents the average of final grades for each course for different semesters. The goal for this outcome was met for HPW 240.

**Resources Needed to Meet/Sustain Results**

**Explanation of How Resources Will Be Used**

## Outcome 5

**Outcomes** are specific, **measurable** statements that reflect the broader goals.

Academic Programs are required to develop **Student Learning Outcomes**, which describe knowledge, skills, and values that students are expected to gain as a result of their educational experiences.

Academic Programs may also develop **Operational Outcomes**, which describe the level of

performance of an operational aspect of a program or office (ex. graduation rates, retention, employment data).

**Most goals have at least two outcomes measured.**

**What type of Outcome would you like to add?**

Student Learning Outcome

**Enter Outcome**

Students will demonstrate competencies for Responsibility 4 (Conduct evaluation and research related to health education/promotion) as listed for CHES competencies by NCHEC.

**Timeframe for this Outcome**

Academic Year 2020-2021

**Performance Target for "Met"**

The average final score for HPW 435 will be 80% or higher.

**Performance Target for "Partially Met"**

The average final score for HPW 435 will be 70% or higher.

**Performance Target for "Not Met"**

The average final score for HPW 435 will be lower than 70%.

**Assessment Measure Used**

The average score for HPW 435 finals.

**Frequency of Assessment**

Each Semester

**Data Collected for this Timeframe (Results)**

HPW 435 (FA20)=87.07%

HPW 435 (SP21)=90.75%

**Score (Met=3, Partially Met=2, Not Met=1)**

3

**Comments/Narrative**

The data represents the average of final grades for each course for different sections and semesters. The goal for this outcome was met for HPW 435.

**Resources Needed to Meet/Sustain Results**

**Explanation of How Resources Will Be Used**

## Outcome 6

**Outcomes** are specific, **measurable** statements that reflect the broader goals.

Academic Programs are required to develop **Student Learning Outcomes**, which describe knowledge, skills, and values that students are expected to gain as a result of their educational experiences.

Academic Programs may also develop **Operational Outcomes**, which describe the level of performance of an operational aspect of a program or office (ex. graduation rates, retention, employment data).

**Most goals have at least two outcomes measured.**

**What type of Outcome would you like to add?**

Student Learning Outcome

**Enter Outcome**

Students will demonstrate competencies for Responsibility 5 (Administer and manage health education/promotion) as listed for CHES competencies by NCHEC.

**Timeframe for this Outcome**

Academic Year 2020-2021

**Performance Target for "Met"**

The average final score for HPW 417 will be 80% or higher.

**Performance Target for "Partially Met"**

The average final score for HPW 417 will be 70% or higher.

**Performance Target for "Not Met"**

The average final score for HPW 417 will be lower than 70%.

**Assessment Measure Used**

The average score for HPW 417 finals.

**Frequency of Assessment**

Each semester

**Data Collected for this Timeframe (Results)**

Not reported

**Score (Met=3, Partially Met=2, Not Met=1)**

3

**Comments/Narrative**

The data represents the average of final grades for each course for different sections and semesters. However, for this goal, the data is not available as HPW 417 was not taught in the academic year 2020-2021.

**Resources Needed to Meet/Sustain Results**

**Explanation of How Resources Will Be Used**

## **Outcome 7**

**Outcomes** are specific, **measurable** statements that reflect the broader goals.

Academic Programs are required to develop **Student Learning Outcomes**, which describe knowledge, skills, and values that students are expected to gain as a result of their educational experiences.

Academic Programs may also develop **Operational Outcomes**, which describe the level of performance of an operational aspect of a program or office (ex. graduation rates, retention, employment data).

**Most goals have at least two outcomes measured.**

**What type of Outcome would you like to add?**

## Student Learning Outcome

### Enter Outcome

Students will demonstrate competencies for Responsibility 6 (Serve as a health education/promotion resource person) as listed for CHES competencies by NCHEC.

### Timeframe for this Outcome

Academic Year 2020-2021

### Performance Target for "Met"

The average final score for HPW 240 will be 80% or higher.

### Performance Target for "Partially Met"

The average final score for HPW 240 will be 70% or higher.

### Performance Target for "Not Met"

The average final score for HPW 240 will be less than 70%.

### Assessment Measure Used

The average score for HPW 240 finals.

### Frequency of Assessment

Each Semester

### Data Collected for this Timeframe (Results)

HPW 240 (FA20)=91

HPW 240 (SP21)=89

### Score (Met=3, Partially Met=2, Not Met=1)

1

### Comments/Narrative

The data represents the average of final grades for each course for different semesters. The goal for this outcome was met for HPW 240.

### Resources Needed to Meet/Sustain Results

### Explanation of How Resources Will Be Used

## Outcome 8

**Outcomes** are specific, **measurable** statements that reflect the broader goals.

Academic Programs are required to develop **Student Learning Outcomes**, which describe knowledge, skills, and values that students are expected to gain as a result of their educational experiences.

Academic Programs may also develop **Operational Outcomes**, which describe the level of performance of an operational aspect of a program or office (ex. graduation rates, retention, employment data).

**Most goals have at least two outcomes measured.**

### What type of Outcome would you like to add?

Student Learning Outcome

### Enter Outcome

Students will demonstrate competencies for Responsibility 7 (Communicate, promote, and advocate for

health, health education/promotion, and the profession) as listed for CHES competencies by NCHEC.

**Timeframe for this Outcome**

Academic Year 2020-2021

**Performance Target for "Met"**

The average final score for HPW 499 will be 80% or higher.

**Performance Target for "Partially Met"**

The average final score for HPW 499 will be 70% or higher.

**Performance Target for "Not Met"**

The average final score for HPW 499 will be lower than 70%.

**Assessment Measure Used**

The average score for HPW 499 finals.

**Frequency of Assessment**

Each Semester

**Data Collected for this Timeframe (Results)**

Not Reported

**Score (Met=3, Partially Met=2, Not Met=1)**

3

**Comments/Narrative**

The data represents the average of final grades for each course for different sections and semesters. However, for this goal, the data is not available as HPW 499 was not taught in the academic year 2020-2021.

**Resources Needed to Meet/Sustain Results****Explanation of How Resources Will Be Used**

## Goal Summary

**Goal Summary/Comments**

The seven Areas of Responsibility for a health educator are based on Health Education Specialist Practice Analysis (HESPA) I framework and promoted by the National Commission for Health Education Credentialing, Inc. (NCHEC). These are well-established essential elements for professional preparation (i.e. academic curriculum development), credentialing (i.e. to gain Certified Health Education Specialists (CHES) certification), and professional development. The HPW program curriculum is developed based on HESPA I framework. Thus, the students learning goals are also developed to keep them consistent with NCHEC seven responsibilities.

The HPW program is in starting phase. Using final grades for each respective course for seven areas of responsibilities may be more holistic than ideal. As the program mature more specific assessments with detailed rubrics will be implemented allowing for a more granular assessment of the student learning goals.

**Changes Made/Proposed Related to Goal**

This is the first assessment report thus no change has been proposed. We are currently in the process to change the name of the program from Health Promotion and Wellness (HPW) to Public Health. Once the program is approved to change its name, the assessment criteria will be revisited and revised to meet the program's needs.

### **Upload Rubrics/Other Files**

**Thank you for completing your assessment report. Your report will be sent to your College Dean for their review and approval after you hit "Submit" below. Please enter their email address below.**

#### **Dean's Email Address**

hwharton@lander.edu

**Thank you for reviewing and approving this report. The approval and a copy of the report will be emailed to you and the Assessment Coordinator.**