

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

Public Health, B.S.

Submission Year

2022-2023

Assessment Coordinator Name

Holisa Wharton

Enter Assessment Coordinator Email

hwharton@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

2021- 2022

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)

15.5

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

3

Comments/Narrative

Public Health (PUBH) formally known as Health Promotion and Wellness were introduced in SP 20 and met the enrollment goal with 30 students enrolled in Fall 2021 and a 5 year average of 15.5. Interest in the major continue to show promise.

Resources Needed to Meet/Sustain Results

\$113,000

Explanation of How Resources Will Be Used

The PUBH program is a market-driven program and has an opportunity to grow with the right amount of advertising. As a new program, the program needs an operational budget of \$ 20,000 for programing and 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.

The University administration recently approved replacement of the only full-time faculty member that resigned May 2022 and anticipate salary of approximately \$60,000 + fringe and program coordinator stipend.

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

2021-2022

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)

7

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

2

Comments/Narrative

Public Health formally known as Health Promotion and Wellness is a new program. Seven students completed the program in May 2022 and we anticipate 7 graduating in the December 2022 and 12 students scheduled to graduate in May 2023.

Resources Needed to Meet/Sustain Results

\$113,000

Explanation of How Resources Will Be Used

The PUBH program is a market-driven program and has an opportunity to grow with the right amount of advertising. As a new program, the program needs an operational budget of \$ 20,000 for programing and 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.

The University administration recently approved replacement of the only full-time faculty member that resigned May 2022 and anticipate salary of approximately \$60,000 + fringe and program coordinator stipend.

Goal Summary

Goal Summary/Comments

PUBH is a market-driven program supported by the need for preventive health and growth in the job market. The PUBH program has a significant opportunity to grow in the near future. The PUBH 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 PUBH 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

The SON continues to evaluate and improve the PUBH curriculum. Fall 2022 there are 22 students enrolled in the major and approximately 19 students will complete the program during the 2022-2023 academic year.

SON looks forward to hiring a tenure track public health professional educator by fall 2022 and having this individual serve as coordinator of the PUBH program.

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

2021-2022

Performance Target for "Met"

Greater than 80% of students graduating from the PUBH 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 PUBH 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 PUBH program is in its second year and seven students have yet graduated in May 2022 and 7 are expected to graduate in December 2022.

Resources Needed to Meet/Sustain Results

\$93,000

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 and assist the Dean with administration of the program.

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

2021-2022

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 PUBH program is in its second year. Three students attempted the CHES and all three were unsuccessful.

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.

The SON is searching for a CHES consultant to review our curriculum and make recommendations on how to help our graduates be successful of the CHES exam.

Explanation of How Resources Will Be Used

The guidebook and CHES practice test will be included in the PUBH 499 to help students to prepare for the exam. Funds may also be used for consultant fees.

Goal Summary

Goal Summary/Comments

Overall PUBH 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

The name of the HPW program was approved and changed in fall 2022. The Public Health name and refocused curriculum is expected to help graduates with career and graduate education placement. The SON will continue to evaluate recruitment, enrollment and retention efforts.

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 2021-2022

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 will be 79-71%.

Performance Target for "Not Met"

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

Assessment Measure Used

The average final score for HPW 165.

Frequency of Assessment

Each semester

Data Collected for this Timeframe (Results)

HPW 165 (FA20): 65.89% scored 80% or higher
HPW 165 (SP21): 73.27%
HPW 165 OL (SP21):88.43%

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

3

HPW 165 OL (SP22) 90.81%
HPW 165 OLA(SP22): 82.88%

Comments/Narrative

The data represents the average of final grades for each course for different sections and semesters as reported in Blackboard on the assignment of interest. The goal for this outcome was met for HPW 165.

Resources Needed to Meet/Sustain Results

\$93,000

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 and assist the Dean with administration of the program.

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 79-71%.

Performance Target for "Not Met"

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

Assessment Measure Used

The final score for HPW 325.

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)

Comments/Narrative

The data represents the average of final grades for each course for different sections and semesters as reported in Blackboard. 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

NA

Explanation of How Resources Will Be Used

NA

Outcome 3

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

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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?

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 2021-2022

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 is 79-71%.

Performance Target for "Not Met"

The average final score for HPW 425 will be below 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%

HPW 425 (F21) =

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 425. This course is currently being taught online by vacating faculty.

Resources Needed to Meet/Sustain Results

May need additional adjuncts to teach face-to-face sections of this course.

Explanation of How Resources Will Be Used

NA

Outcome 4

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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?

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 2021-2022

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 79-71%.

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
HPW 240 (F21) not offered
HPW 240 (S22) 91.07%

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 semesters. The goal for

this outcome was met for HPW 240.

Resources Needed to Meet/Sustain Results

NA

Explanation of How Resources Will Be Used

NA

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 2021-2022

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 79-71%.

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%
HPW 435 (F21) =80.59%
HPW 435 (S22) = 83.96%

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

Need adjunct to teach course face-to-face

Explanation of How Resources Will Be Used

NA

Outcome 6

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

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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?

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 2021-2022

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 79-71%.

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)

Spring 2022- 90.78%

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

Need adjunct to teach course face-to-face

Explanation of How Resources Will Be Used

NA

Outcome 7

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

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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?

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 2021-2022

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)

3

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

NA

Explanation of How Resources Will Be Used

NA

Outcome 8

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

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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?

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 2021-2022

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)

Spring 2022- 89.65% scored an 80 or higher.

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. Spring 2022 was the first time the course was offered.

Resources Needed to Meet/Sustain Results

Need adjunct to teach course face-to face

Explanation of How Resources Will Be Used

Goal Summary

Goal Summary/Comments

The HPW program is transitioning to PUBH. Using final grades for each respective course for seven

areas of responsibilities may be more holistic than ideal. As the program matures 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

Will continue to search for full-time public health professional educator and to hire qualified adjuncts.

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.