

Assurance of Student Learning 2018-2019	
College of Health and Human Services	Public Health
Health Education & Promotion Certificate 1741	

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

Student Learning Outcome 1: Students will review strategies in identifying community/population health needs.

Instrument 1	Direct: PH 485 project
Instrument 2	Direct: PH 402 project
Instrument 3	Direct: PH 484 project

Based on your results, circle or highlight whether the program met the goal Student Learning Outcome 1.	Met	Not Met
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Student Learning Outcome 2: Students will design interventions in preventing and or reducing health issues.

Instrument 1	Direct: PH 485 project presentation
Instrument 2	
Instrument 3	

Based on your results, circle or highlight whether the program met the goal Student Learning Outcome 2.	Met	Not Met
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Student Learning Outcome 3:

Instrument 1	
Instrument 2	
Instrument 3	

Based on your results, circle or highlight whether the program met the goal Student Learning Outcome 3.	Met	Not Met
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Program Summary (Briefly summarize the action and follow up items from your detailed responses on subsequent pages.)

Certificate program was created in 2017/18 after the revision of the BSPH program to offer students another pathway to increase their marketability. Certificate program is under observation for additional revisions if necessary. Students' scores are expected to increase by about 10% during the next academic year.

Student Learning Outcome 1

Student Learning Outcome	Students will review strategies in identifying community/population health needs.		
Measurement Instrument 1	Direct Measure: PH 485 Methods of Community Health Education Project		
Criteria for Student Success	Students will identify the health needs of their target population and justify why they need to be addressed (as part of the project). 80% of students will score 80 or higher on the project. See Rubric. PH 485 Proposed Program Grading Rubric		
Program Success Target for this Measurement	80% of students will score 80 or higher for their proposed program.	Percent of Program Achieving Target	86% of students scored 80% or higher on the project.
Methods	Ten students were enrolled in the certificate program during the review period. The instructor for the course provided students' scores on the assignment. Seven out of the 10 students enrolled in the PH 485 course during Fall 2018. Eighty-six percent of the enrolled students scored 80% or higher on the assignment. Course instructor will submit assignment grade annually.		
Measurement Instrument 2	Direct Measure: PH 402 Workplace Health Promotion Project Students will review techniques used in identifying workplace health issues.		
Criteria for Student Success	Students will identify the health needs at targeted workplaces. 80% of students will score 80 or higher on the project. See Rubric. PH 402 WHP Project Guidelines and Rubric		
Program Success Target for this Measurement	80% of students will score 80 or higher on their project.	Percent of Program Achieving Target	89% of students scored 80 or higher on the assignment.
Methods	Ten students were enrolled in the certificate program during the review period. Nine out of the 10 students enrolled in the PH 402 course during Spring 2019. Eighty-nine percent of the enrolled students scored 80% or higher on the assignment. Course instructor will submit assignment grade annually.		
Measurement Instrument 3	Direct: PH 484 Community Organization Project Students will identify a health-related bill in the Kentucky legislature and provide a complete and detailed overview of the bill regarding their support or concerns.		
Criteria for Student Success	Students will identify a health-related bill in Kentucky and indicate their personal perspective including support or opposition to the bill. 80% of students will score 80 or higher on the project. See Rubric. PH 484 Policy Analysis Guidelines and Rubric		
Program Success Target for this Measurement	80% of students will score 80 or higher on their project.	Percent of Program Achieving Target	89% of students scored 80 or higher on the assignment.
Methods	Ten students were enrolled in the certificate program during the review period. The instructor for the course provided students' scores on the assignment. Nine out of the 10 students enrolled in the PH 402 course during Spring 2019. Eighty-nine percent of the enrolled students		

	scored 80% or higher on the assignment. Course instructor will submit assignment grade annually.	
Based on your results, circle or highlight whether the program met the goal Student Learning Outcome 1.	Met	Not Met
Actions (Describe the decision-making process and actions planned for program improvement. The actions should include a timeline.)		
The Health Education & Promotion Certificate started during the 2017/18 academic year. More data need to be collected to make any meaningful changes.		
Follow-Up (Provide your timeline for follow-up. If follow-up has occurred, describe how the actions above have resulted in program improvement.)		
Data will be collected during the next year to facilitate with the review and necessary actions. The program will be reviewed during the 2019/20 academic year for any needed changes to be made.		

Student Learning Outcome 2

Student Learning Outcome	Students will design interventions in preventing and or reducing health issues.		
Measurement Instrument 1	Direct: PH 485 Methods of Community Health Education Project Presentation 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.		
Criteria for Student Success	Students will justify the need for their proposed program and 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 presentation. PH 485 Presentation Grading Rubric		
Program Success Target for this Measurement	80% of students will score 80 or higher on the program presentation.	Percent of Program Achieving Target	86% of students scored 80 or higher on the assignment.
Methods	Ten students were enrolled in the certificate program during the review period. The instructor for the course provided students' scores on the assignment. Seven out of the 10 students enrolled in the PH 485 course during Fall 2018. Eighty-six percent of the enrolled students scored 80% or higher on the assignment. Course instructor will submit assignment grade annually.		
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.			Met
Actions (Describe the decision-making process and actions planned for program improvement. The actions should include a timeline.)			
The Health Education & Promotion Certificate started during the 2017/18 academic year. More data need to be collected during the 2019/20 academic year to make any meaningful changes.			
Follow-Up (Provide your timeline for follow-up. If follow-up has occurred, describe how the actions above have resulted in program improvement.)			
Data will be collected during the next year to facilitate with the review and necessary actions. The program will be reviewed during the 2019/20 academic year for any needed changes to be made.			

GUIDELINES and GRADING CRITERIA

PH 402

Workplace Health Promotion Program Project

Description of Assignment:

Students will select a company and design a workplace health promotion program which will focus on needed health issues within that workplace. A workplace profile will be required as well as a detailed program including assessment, design, implementation and evaluation. **Please reference all borrowed information: APA style.** The final report will be **a minimum of five pages. (100 points).** **A ten minute presentation using PowerPoint is also required.**

Criteria	Points awarded	Full Credit	Partial Credit	No credit
Company Profile	10			
		<p>Company profile is complete</p> <ul style="list-style-type: none"> -name -location -type of industry / business (what does the company produce or services provided) -company mission (how can it be linked to wellness?) -CEO/management (also does management support wellness?) -workforce demographics <ul style="list-style-type: none"> number of employees gender makeup ethnic makeup average age union or nonunion -built environment -work rotation -major work activities -profit trends (last 5-10 years) -types of health promotion programs already available 	Company profile does not clearly discuss the company's details	Not addressed
Assessment	20			
		<p>Assessment is complete</p> <p><u>-identification</u></p> <ul style="list-style-type: none"> -identifies health-related problems (ex: obesity, tobacco use, high blood pressure, joint injury, low-back pain, etc....) -list the identification strategies used, and why (ex: workforce demographic data, employee health records, health care claims and costs, workers' compensation claims and cost data, worksite environment and health risk appraisal data) <p><u>-Assessment</u></p> <ul style="list-style-type: none"> -assesses employee's interest survey -feasibility study <p>5 questions for a feasibility study:</p>	Provides minimal details of the assessment process. Does not explain the company's health issue and how that issue was chosen in a comprehensive manner.	Not addressed.

		<p>1) What are the organization's motives for considering the development of a program? (Ex. absenteeism, aging workforce, image, productivity, etc.....) and what are the organization's goals for considering the development of a program? (Ex. lower health cost, more productive employees, etc.....)</p> <p>2) Is this program cost effective for the organization? Yes or no and why.</p> <p>3) What is the level of support, need, and interest among employees, middle managers and top managers?</p> <p>4) Does organization have access to resources needed?</p> <p>5) What are the key factors to be considered during the design of the program?</p>		
Design/Planning	20	<p>Review collected data in previous section to answer the following four questions:</p> <p>1) How prevalent is the problem?</p> <p>2) What are the consequences of the problem?</p> <p>3) What are the causes of the problem?</p> <p>4) Which workers in the company are at greatest risk?</p> <p>-Develop vision and mission statement</p> <p>-Develop goals and objectives (these should be specific and measurable) and activities.</p> <p>-Budget clearly established with justifications.</p>	<p>Minimally addresses how the health issue will affect the company and the employees. Improper vision and mission. Poor development of goals, objectives not SMART and/or activities do not tie in with goals and objectives.</p> <p>Budget not clearly established with justifications.</p>	Not addressed
Implementation	20	<p>-Develop a marketing strategy using the 4 Ps of marketing</p> <p>-Develop a promotion poster or newsletter</p> <p>-Describe methods to promote program adherence and recruitment of employees that do not participate and high risk employees:</p> <p>-verbal support</p> <p>-written feedback</p> <p>-discuss incentives</p> <p>-discuss how to identify employee's values, interests and readiness to participate (surveys, incentives, rewards)</p> <p>-Discuss how these influencing factors might affect implementation:</p> <p>-management support</p> <p>-employee support</p> <p>-wellness committee member's responsibility</p> <p>-knowledge and experience of wellness director</p>	<p>Minimal marketing strategy. Newsletter poorly designed with no information and/or poor visuals as well as no links for additional resources and no social media opportunities.</p> <p>Minimal discussion of methods to support implementation of program.</p>	Not addressed

Evaluation	20			
		<p>-Review your program’s goals and objectives. establish a time frame, measurement intervals design.(questionnaires, health risk appraisals, health care claims data report, absenteeism logs, productivity reports, etc....)</p> <p>-Perform measurement <u>process evaluation:</u> Questionnaires designed for feedback from employees about the program to determine if changes are needed to be more effective <u>outcome evaluation:</u> Data which will determine if the program actually improves the health/lifestyles/productivity of employees. This can be obtained by health risks appraisals, healthcare claims data report, absenteeism logs, productivity reports or specific results such as fitness level, weight, etc....</p> <p>-Discuss how you will provide feedback to employee and management</p>	Evaluation strategies presented are not feasible or lack clarity	Not addressed
References APA Format & Presentation Style	10	Provides reference for the materials being reviewed. Presentation was presented with knowledge of content.	Provides link only for the materials reviewed. Presentation was presented with some reading and hesitation of knowledge.	No citation or link Read most of presentation. Did not know content.
Possible	100			
TOTAL				

GUIDELINES and GRADING CRITERIA

PH 484

Policy Analysis Project

Description of Assignment:

I: Each student must identify a health-related bill in the Kentucky legislature about which they have some interest and/or concern and provide a complete and detailed overview of the bill. In addition, students should answer the following questions: What is your personal and professional (public health) perspective on this bill? Do you favor or oppose the bill? Explain why or why not. What might be some of the opposing viewpoints (to your own) regarding the bill?

II: Identify a legislator (senator or representative) from your district and prepare and mail a letter telling him/her that you think they should or should not support the bill and why. Documents to be turned in will be: 1) A copy of the bill, 2) A summary of the bill and answers to the above question (including the legislator you chose and why), 3) A letter written to the legislator.

Criteria	Points awarded	Full Credit	Partial Credit	No credit
Bill				
A brief and complete description of your chosen Kentucky health-related bill:	15	Briefly and clearly summarizes the bill.	Summary does not clearly and completely address the details of the bill.	Not addressed
Question 1				
What is your personal and professional (public health) perspective on this bill?	20	Provides brief and clear description of personal and professional perspective of the bill.	Provides minimal insight into the bill.	Not addressed
Question 2				
Do you favor or oppose the bill? Explain why or why not.	20	Addresses in detail the reasons you favor or oppose the bill.	Provided minimal insight into the reasons you favor or oppose the bill.	Not addressed
Question 3				
What might be some of the opposing viewpoints (to your own) regarding the bill, and how might that affect the potential success or failure of the bill?	20	Clearly outlines plausible potential opposition to the bill and its influence on success or failure of the bill.	Opposition presented are not feasible or lack clarity.	Not addressed
Legislator & Letter				
Identify a senator or representative from a KY district, prepare and mail a letter explaining to him/her why you think they should or should not support the bill.	20	Clearly describes the legislator and why your chose this individual (e.g. district represented, committees served on).The letter is detailed and professional as to why they should vote for or against the bill.	Does not clearly discuss the legislator. Letter is vague and lacks direction of support for or against the bill.	Not addressed
References	5	Provides reference for the materials being reviewed.	Provides link for the materials reviewed.	No citation or link
Possible	100			
TOTAL				

Proposed Program Presentation Rubric

Criteria	Full Credit	Partial Credit	No Credit
Justification for the proposed health program (1)	Detailed justification for the proposed health program with good statistics	Partial justification for the proposed health program with minimum statistics	Not addressed
Goal (1)	Well-constructed goal (who + what)	Incomplete goal with no direction (missing who or what or both)	Not addressed
SMART Objectives (2)	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 show that they are knowledgeable about the field including at least 3 existing programs (1)	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
Theory used to guide program development and specific areas being targeted (1)	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
Proposed program including scope and sequence of strategies/activities. Implementation plan and timeline of activities included (1)	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
Staffing plan and budget (1)	Detailed staffing plan of human resource and their responsibilities	Staffing plan not detailed enough	Not addressed
Evaluation plan (1)	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 and preparedness (1)	Good use of resources; presenters look very prepared	Resources used not adequate; presenters not fully prepared	Not addressed

PH 485 – Proposed Program Grading Rubric

Criteria	Points	Full Credit	Partial Credit	No Credit
Justification for the proposed health program	6	Detailed justification for the proposed health program with good statistics	Partial justification for the proposed health program with minimum statistics	Not addressed
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 show that they are knowledgeable about the field including at least 3 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
Theory used to guide program development and specific areas being targeted	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
Proposed program including scope and 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
Staffing plan and budget	5	Detailed staffing plan of human resource and their responsibilities	Staffing plan not detailed enough	Not addressed
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