

**Assurance of Student Learning Report  
2022-2023**

College of Health and Human Sciences

Department of Public Health

Bachelor of Science in Healthcare Administration - 559

Nadia Houchens

**Is this an online program?**  Yes  No  
The program is offered both online and face-to-face.

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:** Comprehensive knowledge of the Healthcare system of the United States.

**Instrument 1** Direct: Comprehensive Exam

**Instrument 2**

**Instrument 3**

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

Met

Not Met

**Program Student Learning Outcome 2:** The ability of students to effectively interact with other health care professionals (such as clinicians, technicians, patients) in addressing managerial issues stemming from their experiences within their health care settings.

**Instrument 1** Direct: HCA 340 Organization Structure Assignment

**Instrument 2**

**Instrument 3**

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

Met

Not Met

**Program Student Learning Outcome 3:** [Add the Program Student Learning Outcome from CourseLeaf here]

**Instrument 1**

**Instrument 2**

**Instrument 3**

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

Met

Not Met

**Assessment Cycle Plan:**

The program is considering revisions to student learning outcomes. Upon clarification, the outcomes will be added to Courseleaf.

## Program Student Learning Outcome 1

<b>Program Student Learning Outcome</b>	Add the Program Student Learning Outcome from CourseLeaf HERE		
<b>Measurement Instrument 1</b>	<p><b>NOTE: Each student learning outcome should have <u>at least one direct measure of student learning</u>. Indirect measures are not required.</b></p> <p>Direct: Students in HCA 448 (Health Care &amp; Analysis) course are required to complete a comprehensive exam. The exam consists of work in all HCA courses required for degree completion. The exam consists of closed-ended (multiple choice, true/false) and open-ended questions. The HCA faculty are required to submit several questions (and answers) from their subject area to be used in the exam.</p> <p>Exams measure (objective closed response), which consists of true/false and multiple choice Exams also encompasses a short answer component.</p> <p>HCA faculty are requested to submit questions in their subject area</p>		
<b>Criteria for Student Success</b>	At least 50% of the students will score 75% or higher on the comprehensive exam, which measures their understanding of health care delivery system. No student will make lower than 70% on the comprehensive exam.		
<b>Program Success Target for this Measurement</b>	At least 50% of the students will score 75% or higher on the comprehensive exam.	<b>Percent of Program Achieving Target</b>	(23/59) or 39% of the HCA students who took the exam scored 75% or higher on the comprehensive exam.
<b>Methods</b>	Based on the subject area, HCA faculty submit review sheets and questions for the exam. The HCA course instructor sets up the exam which is administered through Blackboard. The exam is administered during finals during the specified testing period. Students are allowed 120 minutes to complete the exam		
<b>Measurement Instrument 2</b>	Do you have other measures of assessment for SLO 1? If so, please add those here along with all the information below. If not, you may delete this section and move on to “... whether the program met the goal Student Learning Outcome 1.”		
<b>Criteria for Student Success</b>			
<b>Program Success Target for this Measurement</b>		<b>Percent of Program Achieving Target</b>	
<b>Methods</b>			
<b>Measurement Instrument 3</b>	Do you have other measures of assessment for SLO 1? If so, please add those here along with all the information below. If not, you may delete this section and move on to “... whether the program met the goal Student Learning Outcome 1.”		
<b>Criteria for Student Success</b>			

<b>Program Success Target for this Measurement</b>		<b>Percent of Program Achieving Target</b>	
<b>Methods</b>			
<b>Based on your results, highlight whether the program met the goal Student Learning Outcome 1.</b>		<input type="checkbox"/> <b>Met</b>	<input checked="" type="checkbox"/> <b>Not Met</b>
<b>Results, Conclusion, and Plans for Next Assessment Cycle (Describe what worked, what didn't, and plan going forward)</b>			
<p>Results are not what was expected.</p> <p>Previous action plan: After analysis of the individual questions, students had the most problem with the health finance questions. This trend was apparent in the AY 2018-2019 results. There are plans to enhance the health finance materials. However, due to the disruptions associated with the pandemic, these changes are taking longer than expected. Update for AY 2021-2022 and after: Finance questions were reviewed and decided as a team to keep the questions the same. We need to continuously test the student to maintain standards. Course materials have been improved to further train/teach students the topics of concern.</p> <p>The course will continue to be updated, to keep up with changes in the industry.</p> <p>Assessments will take place every Fall and Spring.</p> <p>Update for AY 2023-24: current program director will work closed with faculty to assess and modify the exam as needed to ensure student success.</p>			

<b>Program Student Learning Outcome 2</b>	
<b>Program Student Learning Outcome</b>	The ability of students to effectively interact with other health care professionals (such as clinicians, technicians, patients) in addressing managerial issues stemming from their daily experiences within their health care settings.
<b>Measurement Instrument 1</b>	<p><b>HCA 340 Organization Structure Assignment.</b></p> <p><b>Instructions</b></p> <ul style="list-style-type: none"> <li>• Pick any healthcare organization within the Bowling Green area.</li> <li>• Provide an overview of the organization, including its history.</li> <li>• Define mission, vision, values. (Please don't just list them, identify one or two services/activities/policies that support mission, vision and values)</li> <li>• Identify and describe the organization structure, hierarchy, leadership approach. Look for organogram.</li> <li>• Identify partners and describe their relationship (Insurance agencies, pharmaceutical groups, suppliers, vendors, etc).</li> <li>• Identify consumers and define demographics (SEC, gender, education, income, locality/community status, etc).</li> <li>• Identify competitors and state their position in the market (Who is their biggest competitor, who is their upcoming threat, what are they doing to stay in competition, etc).</li> <li>• Identify market position and describe market activities and plans (which market, how big is the market, what are their rankings, how do they compare to others, what plans are there in place to beat/stay in competition, etc.).</li> </ul>

<b>Criteria for Student Success</b>		80% of students would score 80% or above on the Organizational Structure Assignment.	
<b>Program Success Target for this Measurement</b>	80% of students would score 80% or above on the project	<b>Percent of Program Achieving Target</b>	AY 22-23 (73/77 or 95% achieved target)
<b>Methods</b>			
<b>Measurement Instrument 2</b>			
<b>Criteria for Student Success</b>			
<b>Program Success Target for this Measurement</b>		<b>Percent of Program Achieving Target</b>	
<b>Methods</b>			
<b>Measurement Instrument 3</b>			
<b>Criteria for Student Success</b>			
<b>Program Success Target for this Measurement</b>		<b>Percent of Program Achieving Target</b>	
<b>Methods</b>			
Based on your results, circle or highlight whether the program met the goal Student Learning Outcome 2.			<input checked="" type="checkbox"/> Met <input type="checkbox"/> Not Met
<b>Results, Conclusion, and Plans for Next Assessment Cycle (Describe what worked, what didn't, and plan going forward)</b>			
<p>Previously the following requirements were added to assignment. This approach appears to have been helpful.</p> <p>Interview your contact in the industry and collect the information:</p> <ul style="list-style-type: none"> <li>• Job title, responsibilities, and duties, years of experience, years with this organization</li> <li>• Do they enjoy what they do? Why, or why not?</li> <li>• What plans do they have for their career in healthcare administration?</li> <li>• What advice would they give you, a college student, who is looking forward to a career in healthcare administration?</li> </ul> <p>Imagine that you are one of the health care administrators at your chosen facility above. You are managing several people of differing ages and cultural backgrounds who have varied professional experiences and interests. You know everything there is to know about the organization, and you have identified an issue that may be demotivating your staff. How would you motivate each person to prepare for and contribute to the future of health care delivery? What information would you share with your staff? How would you convey it?</p>			

Current Update: AY 2022-2023

No modification made to the project.

Next follow up will be during the fall 2024 semester.

Assessments will take place every Fall and Spring. The program director and the course instructor will be responsible for collecting the data.

### Program Student Learning Outcome 3

**Program Student Learning Outcome**

**Measurement Instrument 1**

**NOTE: Each student learning outcome should have at least one direct measure of student learning . Indirect measures are not required.**

**Criteria for Student Success**

**Program Success Target for this Measurement**

**Percent of Program Achieving Target**

**Methods**

**Measurement Instrument 2**

**Criteria for Student Success**

**Program Success Target for this Measurement**

**Percent of Program Achieving Target**

**Methods**

**Measurement Instrument 3**

**Criteria for Student Success**

**Program Success Target for this Measurement**

**Percent of Program Achieving Target**

**Methods**

**Based on your results, circle or highlight whether the program met the goal Student Learning Outcome 3.**

**Met**

**Not Met**

<b>Results, Conclusion, and Plans for Next Assessment Cycle (Describe what worked, what didn't, and plan going forward)</b>		
<p><u>Results:</u> The results for SLO 1 were not expected.</p> <p><u>Conclusions:</u> Current program director will work closed with faculty to assess and modify the exam as needed to ensure student success .</p> <p><u>Plans for Next Assessment Cycle:</u> Program is considering updates to student learning outcomes.</p>		

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

Healthcare Administration program domains and competencies mapping.

SLO 1 is linked with Domain 4.

SLO 2 is linked with Domain 1.

Course	HCA 120	HCA 247	HCA 340	HCA 342	HCA 343	HCA 344	HCA 345	HCA 347	HCA 353	HCA 355	HCA 383	HCA 401	HCA 440	HCA 441	HCA 442	HCA 445	HCA 446	HCA 447	HCA 448	HCA 449
<b>Domain 1: Communication and Relationship Management</b>																				
Relationship Management			X	X			X							X	X					X
Communication Skills	X			X										X		X				X
Facilitation and Negotiation														X						X
Conflict Resolution				X										X						X
<b>Domain 2: Leadership</b>																				
Leadership Skills and Behavior						X	X									X			X	X
Organizational Culture				X		X	X								X				X	X
Communicating Vision and Managing Change	X															X				X
Effective Decision Making											X			X		X	X		X	X
Strategic Management and Planning															X	X			X	X
<b>Domain 3: Professionalism</b>																				
Professional Development				X		X	X	X							X					X
Community and Professional Engagement	X		X	X			X	X												X
Integrity and Ethical Behavior			X	X	X		X	X	X					X	X	X				X
<b>Domain 4: Knowledge of the Healthcare Environment</b>																				
Healthcare Systems and Organization			X	X		X	X	X				X	X						X	X
Stakeholders			X	X	X		X	X	X			X	X	X	X	X	X		X	X
Population Health	X		X					X					X			X	X		X	X
Consumer Perspective	X		X		X			X	X					X					X	X
Data Analysis & Innovation											X					X	X	X	X	X
Health Policy			X		X	X	X		X			X	X	X					X	X
<b>Domain 5: Business Skills and Knowledge</b>																				
Financial Management						X	X				X	X		X	X	X			X	X
Human Resource Administration				X		X	X							X	X					X
Marketing	X					X		X								X				X
Risk Management and Quality Improvement			X		X				X			X		X			X			X

## Case Study – Group Submission

### Organization Structure/Problem Solution

#### Instructions

- Pick any healthcare organization within the Bowling Green area.
- Provide an over view of the organization, including its history.
- Define mission, vision, values. (Please don't just list them, identify one or two services/activities/policies that support mission, vision and values)
- Identify and describe the organization structure, hierarchy, leadership approach. Look for organogram.
- Identify partners and describe their relationship (Insurance agencies, pharmaceutical groups, suppliers, vendors, etc).
- Identify consumers and define demographics (SEC, gender, education, income, locality/community status, etc).
- Identify competitors and state their position in the market (Who is their biggest competitor, who is their upcoming threat, what are they doing to stay in competition, etc).
- Identify market position and describe market activities and plans (which market, how big is the market, what are their rankings, how do they compare to others, what plans are there in place to beat/stay in competition, etc.).
- Identify one major problem this organization faces. Construct a solution based on information you learn in this class.

#### Additional Instructions

To gather information for this assignment you must meet a person who is employed at a healthcare facility in Bowling Green, KY, or your hometown, or where you live. You need to interview this person as a group. If all members cannot attend the interview at the same time because of scheduling issues, you must inform me via email 2 weeks before the assignment is due. All of the required information must be gathered through communication with this person. This person may be a friend, a colleague, a family member, or someone you look up on a facility website and approach specifically for this project. Please do not use any information from the websites. If the person provides you with any material or sources for the information, I must be informed me via email, blackboard, or handed to me before or on the due date of this assignment.

Requirements: APA format (font size 12, Times New Roman, double spaced; use appropriate headings; use proper format for in-text citation as well as references; include cover page; minimum 6 pages; use at least three external sources, one of which may be your text book).

You will present this in class on the date indicated on the course calendar. Your presentation should be between 12 and 15 minutes as a group.

#### Extra Credit

- Picture with industry contact – 5 points
- Business Card of contact – 5 points



## Grading Criteria

SECTION	Total Points
Over view of the organization	10
History	10
Mission, vision, values - How are these reflected in their service, care delivery and strategy?	15
Number of services identified and explained:	
Organization structure	
Hierarchy	15
Leadership approach	
Organogram	
Partners (Vendors, Suppliers, Insurance, etc.)	10
Consumers (Who is buying their service or product?)	10
Competitors	
Who are they competing with?	10
How are they addressing competition	
Market position	
Which market are they in?	15
How big is market	
Where do they rank?	
APA Format	5