

**Major Field Assessment Plan
B. S. Health Education & Promotion**

The mission of Southeastern Louisiana University is to lead the educational, economic, and cultural development of southeast Louisiana.

The purpose of the B.S. in Health Education and Promotion is to prepare health education and promotion specialists who will have the skills and competencies to exhibit leadership in developing effective health education and promotion programs throughout the state. With such skills, graduates can make major contributions in improving the health of individuals and communities in Louisiana and beyond. The B.S. in Health Education and Promotion includes course work to prepare individuals for employment in community and worksite health institutions and organizations. Courses have been built into the curriculum which will prepare students to assess health needs and to plan, implement and evaluate health programs for targeted populations. All core professional courses will be assess regarding their alignment with the CHES certification competencies.

Goal 1

Graduates of the B.S. in Health Education & Promotion Program will possess the knowledge, skills, and dispositions required of health professionals as they deliver health education and promotion instruction and services to clients.

A. Expected Outcome

Graduates of the B.S. in Health Education & Promotion Program will demonstrate health related knowledge and skills in the planning and delivery of health education programs and health promotion services to clients.

Assessment

- a. 100% of students will be evaluated favorably by obtaining at the minimum a C at the conclusion of professional core courses focusing on skills and competencies of the professional health education: 1) conducting health needs assessments, 2) planning health programs, 3) implementing health programs, 4) evaluating health programs, 5) acting as a health resource person, 6) coordinating the provision of health education services, and 7) communicating health concerns.

- b. 80% of students will be evaluated favorably during the senior-level practicum experience on items focusing on skills and competencies of the professional health educator: 1) conducting health needs assessments, 2) planning health programs, 3) implementing health programs, 4) evaluating health programs, 5) acting as a health resource person, 6) coordinating the provision of health education services, and 7) communicating health concerns.

B. Expected Outcome

80% of all students in the Bachelor of Science in Health Education and Promotion program will improve their understanding of the nation's health problems including the health care system and common issues and problems in health care delivery.

Assessment

The program will survey graduating seniors every year and alumni every other year in which at least 80% will perceive that they have improved their understanding of the nation's health problems including the health care system and common issues and problems in health care delivery.

C. Expected Outcome

80% of all graduates will become proficient in teaching/learning strategies, methodology, instructional technology, computer skills, and acquisition of professional health resources and services.

Assessment

- a. 80% of students evaluated on the HS 410 Practicum Evaluation Scoring Form will be rated proficient on items referring to teaching strategies, methods, instructional technology, computer skills and acquisition of professional health resources and services.
- b. 80% of all graduating seniors taking the Southeastern Exit Survey will self-rate their proficiency on items referring to teaching strategies, methods, instructional technology, computer skills and acquisition of professional health resources and services.
- c. 80% of all alumni surveyed will rate their proficiency level on items referring to teaching strategies, methods, instructional technology, computer skills and acquisition of professional health resources and services.
- d. 80% of all employers surveyed will rate their employee proficient on items referring to teaching strategies, methods, instructional technology, computer skills and acquisition of professional health resources and services.

D. Expected Outcome

80% of all graduates of the Health Education and Promotion program will learn basic principles of management and gain skills in employee relations, employment law, and organizational development.

Assessment

- a. Results of the Southeastern Exit Survey will be used to determine that at least 80% will perceive that they have learned the basic principles of management and gained skills in employee relations, employment law, and organizational development.
- b. Alumni will be surveyed every other year and at least 80% will perceive that they have learned the basic principles of management and gained skills in employee relations, employment law, and organizational development.
- c. Employers will be surveyed every other year to assess if at least 80% of employers are satisfied with the management knowledge and skills of graduates.

E. Expected Outcome

80% of all students in the B. S. in Health Education and Promotion program will demonstrate appropriate professional disposition during their practicum experience.

Assessment

- a. During teaching practicum experiences offered in the HS 401 Health Instruction class, 80% of students will be evaluated favorably on the establishment of working relationships with others in the workplace.
- b. 80% of students will be rated favorably during their senior-level practicum experience items focusing on the establishment of working relationships with others in the workplace.

Goal 2

Graduates of the B.S. in Health Education & Promotion Program will possess the knowledge required of entry-level Health Education and Promotion professionals as measured by national certification criteria for Certified Health Education Specialists.

Expected Outcome

80% of all graduates of the B.S. in Health Education and Promotion program will demonstrate an acceptable level of professional knowledge in the ten areas of competencies for health education specialists as reflected by meeting national certification criteria for Certified Health Education Specialists.

Assessment

80% of Health Education and Promotion graduates will meet the “passing” criteria on the national Certified Health Education Specialist exam at a level equal to or greater than that of state or national passing rates for bachelor’s level professionals. Data assessment for this is provided annually from the National Commission for Health Education Credentialing, Inc. testing services. The examination is the Certified Health Education Specialist (CHES) Examination

Goal 3

Graduates of the B.S. in Health Education & Promotion Program will build their competencies in interpersonal communication and conflict resolution skills, and gain a deeper appreciation for a variety of socio-cultural perspectives.

Expected Outcome

All graduates of the B.S. in Health Education & Promotion Program will demonstrate positive personal and social skills and exhibit cultural sensitivity when interacting with others.

Assessment

- a. All students will achieve an acceptable score on the HS 410 Practicum Evaluation Scoring Form on items referring to interpersonal communication and conflict resolution skills.
- b. All students will achieve an acceptable score on the HS 410 Practicum Evaluation Scoring Form on items referring to multi-cultural issues and cultural sensitivity for others.

Goal 4

Graduates of the B.S. in Health Education & Promotion Program will evaluate aspects of their undergraduate preparation favorably on the Southeastern Exit Survey and Alumni Survey.

Expected Outcome

75% of graduates of the B.S. in Health Education & Promotion program will express satisfaction with the preparation they received in terms of instruction and professional experiences.

Assessment

- a. On the Southeastern Exit Survey, 75% of graduates will express satisfaction with the preparation they received. A Likert scale ranging from 1 (not satisfied) to 5 (very satisfied) will contain items on the following:
 - Overall quality of the degree program
 - Effectiveness of the faculty as teachers
 - Quality of instruction in professional courses
 - Practicum experiences outside the classroom
 - Quality of instruction regarding standards and ethics in the health education and promotion field

- b. On the Alumni Survey, 75% of alumni will express satisfaction with the preparation they received. A Likert scale ranging from 1 (not satisfied) to 5 (very satisfied) will contain items on the following:
 - Overall quality of the degree program
 - Effectiveness of the faculty as teachers
 - Quality of instruction in professional courses
 - Practicum experiences outside the classroom
 - Quality of instruction regarding standards and ethics in the health education and promotion field