

The mission of Southeastern Louisiana University is to lead the educational, economic, and cultural development of southeast Louisiana. The Kinesiology and Health Studies faculty support the institutional mission to serve a diverse student body and provide opportunities for lifelong learning. 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 assessed regarding their alignment with the CHES certification competencies.

EVALUATION MEASURES:

Grades in Core Courses

HS 401 and 410 Practicum Evaluation Scoring Forms.

Senior Exit Survey

Alumni Survey

CHES Pass Rate

Employer Survey

GOAL 1:

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

Data Collection: Student grade transcripts and HS 410 Practicum Evaluation Scoring Form.

Assessment:

1. 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 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.
 - HS 260 Foundations of Health
 - HS 312 Introduction to Community Health
 - HS 320 Program Planning and Evaluation
 - HS 331 Health Information and the Media
 - HS 360 Introduction to Epidemiology
 - HS 401 Health Instruction
 - HS 453 Health Assessment
 - HS 454 Health Behavior Change

The Health Education and Promotion program graduated 3 students for the since the last MFA report. 100% of graduates obtained the grade of “C” or higher in her professional core courses.

2. 80% of students will be evaluated favorably (a score of 3 or better on 5 point scale) during their senior-level internship experience 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.

The Health Education and Promotion program graduated 3 students for the since the last MFA report. 100% were scored 3 or higher on these items on the final evaluation of senior internship

The HS 410 Practicum Evaluation Score is based on an instrument which reflects CHES competencies. See Attachment.

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 care system and common issues and problems in health care delivery.

Data Collection: Senior Exit Survey and Alumni Survey.

Assessment

- The program will survey graduating seniors every year and alumni every other year. At least 80% will report a satisfactory satisfaction (a score 3 or better on 5 point scale) on items reflecting understanding of the nation's health care system and common issues and problems in health care delivery.

The Health Education and Promotion program graduated 3 students for the since the last MFA report. At this time these recent graduates have not been surveyed.

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.

Data Collection: HS 410 Practicum Evaluation Scoring Form, Senior Exit Survey, Alumni Survey, Employer Survey

Assessment

1. 80% of all students evaluated on the HS 410 Practicum Evaluation Scoring Form will be rated proficient (a score of 3 or better on 5 point scale) on items referring to teaching strategies, methods, instructional technology, computer skills and acquisition of professional health resources and services.

The Health Education and Promotion program graduated 3 students for the since the last MFA report. 100% were rated proficient on items referring to teaching strategies, methods, instructional technology, computer skills and acquisition of professional health resources and services during their senior internship.

2. 80% of all graduating seniors taking the Senior Exit Survey will self-rate their proficiency as satisfactory (a score of 3 or better on 5 point scale) on items referring to teaching strategies, methods, instructional technology, computer skills and acquisition of professional health resources and services.

The Health Education and Promotion program graduated 3 students for the since the last MFA report. At this time these recent graduates have not been surveyed.

3. 80% of all alumni surveyed will self-rate their proficiency level as satisfactory (a score of 3 or better on 5 point scale)on items referring to teaching strategies, methods, instructional technology, computer skills and acquisition of professional health resources and services.

The Health Education and Promotion program graduated 3 students for the since the last MFA report. At this time these recent graduates have not been surveyed.

4. 80% of all employers surveyed will rate their employee proficiency as satisfactory (a score of 3 or better on 5 point scale) on items referring to teaching strategies, methods, instructional technology, computer skills and acquisition of professional health resources and services.

The Health Education and Promotion program graduated 3 students for the since the last MFA report. At this time these recent graduates have not been surveyed.

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.

Data Collection: Senior Exit Survey, Alumni Survey, Employer Survey

Assessment

1. Results of the Senior Exit survey will be used to determine that at least 80% will evaluate their understanding of the basic principles of management and gained skills in employee relations, employment law, and organizational development as satisfactory (a score of 3 or better on 5 point scale).

The Health Education and Promotion program graduated 3 students for the since the last MFA report. At this time these recent graduates have not been surveyed.

2. Alumni will be surveyed every other year and at least 80% % will evaluate their understanding of the basic principles of management and gained skills in employee relations, employment law, and organizational development as satisfactory (a score of 3 or better on 5 point scale).

The Health Education and Promotion program graduated 3 students for the since the last MFA report. At this time these recent graduates have not been surveyed.

3. Employers will be surveyed every other year to assess if at least 80% will evaluate their employees understanding of the basic principles of management and gained skills in employee relations, employment law, and organizational development as satisfactory (a score of 3 or better on 5 point scale).

The Health Education and Promotion program graduated 3 students for the since the last MFA report. At this time these recent graduates have not been surveyed.

E. Expected Outcome

80% of all students in the B.S. in Health Education & Promotion Program will demonstrate appropriate professional dispositions during their practicum experiences.

Data Collection: HS 401 Instructor evaluation of students during practicum and HS 410 Practicum Evaluation Scoring Form.

Assessment

1. 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.

The Health Education and Promotion program graduated 3 students for the since the last MFA report. 100% were evaluated favorably in HS 401 Health Instruction on the establishment of working relationships with others in the workplace.

2. 80% of students will be evaluated favorably (a score of 3 or better on a 5 point scale) during their senior-level practicum experience items focusing on the establishment of working relationships with others in the workplace.

The Health Education and Promotion program graduated 3 students for the since the last MFA report. 100% were evaluated 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.

A. Expected Outcome

80% of graduates of the B.S. in Health Education & 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.

Data Collection: National Commission for Health Education Credentialing, Inc.

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.

The Health Education and Promotion program graduated 3 students for the since the last MFA report. At this time these recent graduates have not been taken the CHES exam.

GOAL 3

Graduates of the B.S. in Health Education and Promotion Program will build their competencies in interpersonal relationships, including 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 interpersonal relationships and cultural sensitivity when interacting with others.

Data Collection: HS 410 Practicum Evaluation Scoring Form

Assessment.

1. All students will achieve an acceptable score (a score 3 or better on 5 point scale) on the HS 410 Practicum Evaluation form on items referring to interpersonal communication and conflict resolution skills.

The Health Education and Promotion program graduated 3 students for the since the last MFA report. 100% achieved an acceptable score on items referring to interpersonal communication and conflict resolution skills.

GOAL 4

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

Data Collection: Senior Exit Survey, Alumni Survey.

Assessment

1. On the Senior Exit Survey, 75% of graduates will express satisfaction (a score 3 or better on 5 point scale) on the following items:
 - 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.

The Health Education and Promotion program graduated 3 students for the since the last MFA report. At this time these recent graduates have not been surveyed.

2. On the Alumni Survey, 75% of alumni of the B.S. in Health Education & Promotion will express satisfaction satisfaction (a score 3 or better on 5 point scale) with the preparation they received on the following items:
 - 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.

The Health Education and Promotion program graduated 3 students for the since the last MFA report. At this time these recent graduates have not been surveyed.

GOAL 5

Graduates with a B.S. in Health Education and Promotion will have an awareness of multi-cultural issues in their field, and express positive attitudes toward working with diverse colleagues, students, and clients.

Students in this degree are exposed to issues related to diversity, and cultural and global perspectives in several courses including: HS 133, HS 251, HS 260, HS 312, HS 331, HS 351, and HS 401. In addition senior internship sites reflect multi-cultural settings.

Changes to the program in response to data/feedback:

The BS in Health Education and Promotion is a new program with few graduates having completed it. As a result, only limited data is available. However, in response to student feedback, the following changes have been made in recent years:

- (1) Addition of choices to concentration electives.
- (2) Development of a list of approved substitutions for students changing their major from Nursing to HEDP.
- (3) Re-evaluation of field-based sites for senior internship.