

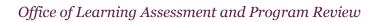
# BACHELOR OF ARTS HEALTH CARE ADMINISTRATION ANNUAL ASSESSMENT PLAN & FINDINGS 2012-2013 ACADEMIC YEAR

	PLO 1  Analyze the legal and ethical issues of healthcare systems.	PLO 2  Explore cultural and socialdemographic variables influencing the delivery of healthcare services.	PLO 3  Examine the provision of healthcare services within a regulatory environment.	PLO 4  Analyze the major financing systems of the U.S. healthcare services.	PLO 5  Analyze the major forces driving change in the healthcare system.	PLO 6  Assess the major issues confronting community and public health services.	PLO 7  Apply the theoretical dimensions of leadership within the health care environment.
HCA305: The U.S. Health Care System	I	I	I	I	I	I	
SOC313: Social Implications of Medical Issues		R	R		R	R	
HCA340: Managing in Health and Human Services	R	R		R			I
HCA322: Health Care Ethics and Medical Law	R	R	R				
ACC281: Accounting Concepts for Health Care Professionals	R		R		R	R	R
HCA311: Health Care Financing and Information Systems	R		R		R	R	R
BUS303: Human Resources Management			R		R		
HCA375: Continuous Quality Monitoring and Accreditation	R		R		R		R
HCA421: Health Care Planning and Evaluation		R	R	R	R		R
HCA430: Special Populations	R	M	R	R		R	
HCA415: Community and Public Health	R	R	R	R	R	М	R
HCA459: Senior Project	M	M	M	M	М	М	M



I (Introduced), R (Reinforced), or M (Mastered).

#### ANNUAL ASSESSMENT PLAN FINDINGS PLO 1 - Analyze the legal and ethical issues of healthcare systems. **MEASURE TOTAL NUMBER** TOTAL **ASSESSMENT ASSESSMENT ACCEPTABLE TARGET OF STUDENT NUMBER OF RESULTS: RESULTS: RECORDS STUDENT PERCENTAGE OF** 1. EXCEEDS THE **MEETING RECORDS STUDENT ACCEPTABLE ACCEPTABLE OBSERVED RECORDS TARGET TARGET MEETING** 2. MEETS THE **ACCEPTABLE ACCEPTABLE TARGET TARGET** 3. DOES NOT MEET THE ACCEPTABLE **TARGET** 4. INSUFFICIENT **DATA** 70% of BA Health Care Administration records Direct Measure 1: must receive a basic, proficient, or **EXCEEDS THE HCA305 Final Research** distinguished evaluation on relevant content 150 78.94% 190 ACCEPTABLE TARGET Paper criteria mapped at the Introduced level to PLO 1.





Direct Measure 2: HCA322 Week 4 Assignment	70% of BA Health Care Administration students must receive a basic, proficient, or distinguished evaluation on relevant content criteria mapped at the Introduced level to PLO 1.	860	898	95.76%	EXCEEDS THE ACCEPTABLE TARGET
Direct Measure 3: HCA340 Week 5 Discussion 2	70% or higher (of the sample selected) must meet or exceed a 70% on the evaluation of content criteria mapped to this PLO.	901	971	93.0%	EXCEEDS THE ACCEPTABLE TARGET
Direct Measure 4: HCA459 Senior Project	70% or higher of BA Health Care Administration students must score a 70% or better on the HCA 459 Week Five Senior Project.	791	846	93.49%	EXCEEDS THE ACCEPTABLE TARGET
Indirect Measure 1: Alumni Survey	70% or more of the Ashford University alumni (within 5 years of graduation) will indicate that they are using their Ashford degree "To a Great Extent" or "To Some Extent" in a related occupation.	N/A	N/A	36.0%	DOES NOT MEET THE ACCEPTABLE TARGET
Indirect Measure 2: End of Course Survey	70% of students who took the End of Course Survey strongly agree or agree on the following items: In general, this course will have real-world applicability. The assignments (including reading material, discussion forums, written assignments and assessments) contributed to my understanding of the course material.	N/A	N/A	91.0%	EXCEEDS THE ACCEPTABLE TARGET

## Office of Learning Assessment and Program Review



	The course material will be valuable after I graduate. This course provided an opportunity to improve my critical thinking and problem solving skills. The quality of my educational experience has met my expectations.				
Indirect Measure 3: Faculty Feedback Survey Results	75% of all faculty responding to the survey for courses mapped to this outcome will respond with "Agree" or "Strongly Agree" to the following:  • The course learning outcomes are appropriate for the course content area  • Grading rubrics accurately assess the key components of each assignment  • Weekly discussions are aligned with critical topics in this field	N/A	N/A	N/A	INSUFFICIENT DATA
PLO 2 - Explore cultura	al and social-demographic variables influenc	ing the delivery o	f healthcare serv	ices.	
MEASURE	ACCEPTABLE TARGET	TOTAL NUMBER OF STUDENT RECORDS MEETING ACCEPTABLE TARGET	TOTAL NUMBER OF STUDENT RECORDS OBSERVED	ASSESSMENT RESULTS:  PERCENTAGE OF STUDENT RECORDS MEETING ACCEPTABLE TARGET	ASSESSMENT RESULTS:  1. EXCEEDS THE ACCEPTABLE TARGET  2. MEETS THE ACCEPTABLE TARGET



					3. DOES NOT MEET THE ACCEPTABLE TARGET 4. INSUFFICIENT DATA
Direct Measure 1: HCA340 Week 5 Discussion	70% or higher (of the sample selected) must meet or exceed a 70% on the evaluation of content criteria mapped to this PLO.	906	972	93.0%	EXCEEDS THE ACCEPTABLE TARGET
Direct Measure 2: HCA430 Week 4 Assignment	70% of BA Health Care Administration students must receive a basic, proficient, or distinguished evaluation on relevant content criteria mapped at any level to PLO 2.	932	994	93.76%	EXCEEDS THE ACCEPTABLE TARGET
Direct Measure 3: HCA459 Senior Project	70% or higher of BA Health Care Administration students must score a 70% or better on the HCA 459 Week Five Senior Project.	791	846	93.49%	EXCEEDS THE ACCEPTABLE TARGET
Direct Measure 4: HCA459 Senior Project	70% of BA Health Care Administration students must receive a basic, proficient, or distinguished evaluation on relevant content criteria mapped at the Mastery level to PLO 2.	82	88	93.18%	EXCEEDS THE ACCEPTABLE TARGET
	70% of BA Health Care Administration students must receive a basic, proficient, or distinguished evaluation on relevant content	892	957	93.20%	EXCEEDS THE ACCEPTABLE TARGET

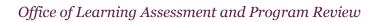




Direct Measure 5: SOC313 Week 4 Assignment	criteria mapped at the Introduced level to PLO 2.				
Indirect Measure 1: Alumni Survey	70% or more of the Ashford University alumni (within 5 years of graduation) will indicate that they are using their Ashford degree "To a Great Extent" or "To Some Extent" in a related occupation.	N/A	N/A	36.0%	DOES NOT MEET THE ACCEPTABLE TARGET
Indirect Measure 2: End of Course Survey	70% of students who took the End of Course Survey strongly agree or agree on the following items: In general, this course will have real-world applicability. The assignments (including reading material, discussion forums, written assignments and assessments) contributed to my understanding of the course material. The course material will be valuable after I graduate. This course provided an opportunity to improve my critical thinking and problem solving skills. The quality of my educational experience has met my expectations.	N/A	N/A	92.0%	EXCEEDS THE ACCEPTABLE TARGET
Indirect Measure 3: Faculty Feedback Survey Results	75% of all faculty responding to the survey for courses mapped to this outcome will respond with "Agree" or "Strongly Agree" to the following:  • The course learning outcomes are	N/A	N/A	N/A	INSUFFICIENT DATA



	<ul> <li>appropriate for the course content area</li> <li>Grading rubrics accurately assess the key components of each assignment</li> <li>Weekly discussions are aligned with critical topics in this field</li> </ul>				
PLO 3 - Examine the pi	rovision of healthcare services within a regu	llatory environme	nt.		
MEASURE	ACCEPTABLE TARGET	TOTAL NUMBER OF STUDENT RECORDS MEETING ACCEPTABLE TARGET	TOTAL NUMBER OF STUDENT RECORDS OBSERVED	ASSESSMENT RESULTS:  PERCENTAGE OF STUDENT RECORDS MEETING ACCEPTABLE TARGET	ASSESSMENT RESULTS:  1. EXCEEDS THE ACCEPTABLE TARGET  2. MEETS THE ACCEPTABLE TARGET  3. DOES NOT MEET THE ACCEPTABLE TARGET  4. INSUFFICIENT DATA
Direct Measure 1: HCA305 Final Paper	70% of BA Health Care Administration students must receive a basic, proficient, or distinguished evaluation on relevant content criteria mapped at the Introduced level to PLO 3.	150	190	78.94%	EXCEEDS THE ACCEPTABLE TARGET





Direct Measure 2: HCA375 Week 5 Discussion 2	70% or higher (of the sample selected) must be at the "Proficient" level or above on the evaluation of each rubric content criteria.	867	943	92.0%	EXCEEDS THE ACCEPTABLE TARGET
Direct Measure 3: HCA375 Final Paper	70% of BA Health Care Administration students must receive a basic, proficient, or distinguished evaluation on relevant content criteria mapped at the Reinforced level to PLO 3.	2511	2725	92.14%	EXCEEDS THE ACCEPTABLE TARGET
Direct Measure 4: HCA459 Senior Project	70% of BA Health Care Administration students must receive a basic, proficient, or distinguished evaluation on relevant content criteria mapped at the Mastery level to PLO 3.	82	88	93.18%	EXCEEDS THE ACCEPTABLE TARGET
Direct Measure 5: HCA459 Senior Project	70% or higher of BA Health Care Administration students must score a 70% or better on the HCA 459 Week Five Senior Project.	791	846	93.49%	EXCEEDS THE ACCEPTABLE TARGET
Indirect Measure 1: Alumni Survey	70% or more of the Ashford University alumni (within 5 years of graduation) will indicate that they are using their Ashford degree "To a Great Extent" or "To Some Extent" in a related occupation.	N/A	N/A	36.0%	DOES NOT MEET THE ACCEPTABLE TARGET
Indirect Measure 2: End of Course Survey	70% of students who took the End of Course Survey strongly agree or agree on the	N/A	N/A	91.0%	EXCEEDS THE ACCEPTABLE TARGET



Indirect Measure 3: Faculty Feedback Survey Results	following items: In general, this course will have real-world applicability. The assignments (including reading material, discussion forums, written assignments and assessments) contributed to my understanding of the course material. The course material will be valuable after I graduate. This course provided an opportunity to improve my critical thinking and problem solving skills. The quality of my educational experience has met my expectations.  75% of all faculty responding to the survey for courses mapped to this outcome will respond with "Agree" or "Strongly Agree" to the following:  • The course learning outcomes are appropriate for the course content area • Grading rubrics accurately assess the key components of each assignment • Weekly discussions are aligned with critical topics in this field	N/A	N/A	N/A	INSUFFICIENT DATA
PLO 4 - Analyze the ma	ajor financing systems of the U.S. healthcare	e services.			
MEASURE	ACCEPTABLE TARGET	TOTAL NUMBER OF STUDENT RECORDS	TOTAL NUMBER OF STUDENT	ASSESSMENT RESULTS:	1. EXCEEDS THE ACCEPTABLE TARGET



		MEETING ACCEPTABLE TARGET	RECORDS OBSERVED	PERCENTAGE OF STUDENT RECORDS MEETING ACCEPTABLE TARGET	2. MEETS THE ACCEPTABLE TARGET  3. DOES NOT MEET THE ACCEPTABLE TARGET  4. INSUFFICIENT DATA
Direct Measure 1: HCA305 Week 5 Discussion	70% or higher (of the sample selected) must meet or exceed a 70% on the evaluation of content criteria mapped to this PLO.	1293	1425	91.0%	EXCEEDS THE ACCEPTABLE TARGET
Direct Measure 2: HCA305 Final Paper	70% of BA Health Care Administration students must receive a basic, proficient, or distinguished evaluation on relevant content criteria mapped at the Mastery level to PLO 4.	862	933	92.39%	EXCEEDS THE ACCEPTABLE TARGET
Direct Measure 3: HCA311 Final Paper	70% of BA Health Care Administration students must receive a basic, proficient, or distinguished evaluation on relevant content criteria mapped at the Reinforced level to PLO 4.	4410	5121	86.11%	EXCEEDS THE ACCEPTABLE TARGET
Direct Measure 4: HCA459 Senior Project	70% or higher of BA Health Care Administration students must score a 70% or better on the HCA 459 Week Five Senior Project.	791	846	93.49%	EXCEEDS THE ACCEPTABLE TARGET



Indirect Measure 1: Alumni Survey	70% or more of the Ashford University alumni (within 5 years of graduation) will indicate that they are using their Ashford degree "To a Great Extent" or "To Some Extent" in a related occupation.	N/A	N/A	36.0%	DOES NOT MEET THE ACCEPTABLE TARGET
Indirect Measure 2: End of Course Survey	70% of students who took the End of Course Survey strongly agree or agree on the following items: In general, this course will have real-world applicability. The assignments (including reading material, discussion forums, written assignments and assessments) contributed to my understanding of the course material. The course material will be valuable after I graduate. This course provided an opportunity to improve my critical thinking and problem solving skills. The quality of my educational experience has met my expectations.	N/A	N/A	91.0%	EXCEEDS THE ACCEPTABLE TARGET
Indirect Measure 3: Faculty Feedback Survey Results	75% of all faculty responding to the survey for courses mapped to this outcome will respond with "Agree" or "Strongly Agree" to the following:  • The course learning outcomes are appropriate for the course content area  • Grading rubrics accurately assess the key	N/A	N/A	N/A	INSUFFICIENT DATA



	components of each assignment  • Weekly discussions are aligned with critical topics in this field				
PLO 5 - Analyze the m	ACCEPTABLE TARGET	TOTAL NUMBER OF STUDENT RECORDS MEETING ACCEPTABLE TARGET	TOTAL NUMBER OF STUDENT RECORDS OBSERVED	ASSESSMENT RESULTS:  PERCENTAGE OF STUDENT RECORDS MEETING ACCEPTABLE TARGET	ASSESSMENT RESULTS:  1. EXCEEDS THE ACCEPTABLE TARGET  2. MEETS THE ACCEPTABLE TARGET  3. DOES NOT MEET THE ACCEPTABLE TARGET  4. INSUFFICIENT DATA
Direct Measure 1: HCA305 Week 3 Discussion	70% or higher (of the sample selected) must meet or exceed a 70% on the evaluation of content criteria mapped to this PLO.	1324	1477	90.0%	EXCEEDS THE ACCEPTABLE TARGET



Direct Measure 2: HCA421 Week 3 Assignment	70% of BA Health Care Administration students must receive a basic, proficient, or distinguished evaluation on relevant content criteria mapped at the Introduced level to PLO 5.	810	891	90.90%	EXCEEDS THE ACCEPTABLE TARGET
Direct Measure 3: HCA459 Senior Project	70% of BA Health Care Administration students must receive a basic, proficient, or distinguished evaluation on relevant content criteria mapped at the Mastery level to PLO 5.	82	88	93.18%	EXCEEDS THE ACCEPTABLE TARGET
Direct Measure 4: HCA459 Senior Project	70% or higher of BA Health Care Administration students must score a 70% or better on the HCA 459 Week Five Senior Project.	791	846	93.49%	EXCEEDS THE ACCEPTABLE TARGET
Indirect Measure 1: Alumni Survey	70% or more of the Ashford University alumni (within 5 years of graduation) will indicate that they are using their Ashford degree "To a Great Extent" or "To Some Extent" in a related occupation.	N/A	N/A	36.0%	DOES NOT MEET THE ACCEPTABLE TARGET
Indirect Measure 2: End of Course Survey	70% of students who took the End of Course Survey strongly agree or agree on the following items: In general, this course will have real-world applicability. The assignments (including reading material, discussion forums, written assignments and assessments) contributed to my understanding of the course material.	N/A	N/A	90.0%	EXCEEDS THE ACCEPTABLE TARGET



	The course material will be valuable after I graduate. This course provided an opportunity to improve my critical thinking and problem solving skills. The quality of my educational experience has met my expectations.				
Indirect Measure 3: Faculty Feedback Survey Results	75% of all faculty responding to the survey for courses mapped to this outcome will respond with "Agree" or "Strongly Agree" to the following:  • The course learning outcomes are appropriate for the course content area  • Grading rubrics accurately assess the key components of each assignment  • Weekly discussions are aligned with critical topics in this field	N/A	N/A	N/A	INSUFFICIENT DATA
PLO 6 - Assess the ma	or issues confronting community and public	TOTAL NUMBER OF STUDENT RECORDS MEETING ACCEPTABLE TARGET	TOTAL NUMBER OF STUDENT RECORDS OBSERVED	ASSESSMENT RESULTS:  PERCENTAGE OF STUDENT RECORDS MEETING ACCEPTABLE TARGET	1. EXCEEDS THE ACCEPTABLE TARGET  2. MEETS THE ACCEPTABLE TARGET  3. DOES NOT MEET THE ACCEPTABLE TARGET





					4. INSUFFICIENT DATA
Direct Measure 1: HCA415 Week 5 Discussion 2	70% or higher (of the sample selected) must meet or exceed a 70% on the evaluation of content criteria mapped to this PLO.	901	971	93.0%	EXCEEDS THE ACCEPTABLE TARGET
Direct Measure 2: HCA415 Final Paper	70% of BA Health Care Administration students must receive a basic, proficient, or distinguished evaluation on relevant content criteria mapped at the Introduced level to PLO 6.	1462	1812	80.68%	EXCEEDS THE ACCEPTABLE TARGET
Direct Measure 3: HCA459 Senior Project	70% of BA Health Care Administration students must receive a basic, proficient, or distinguished evaluation on relevant content criteria mapped at the Mastery level to PLO 6.	82	88	93.18%	EXCEEDS THE ACCEPTABLE TARGET
Direct Measure 4: HCA459 Senior Project	70% or higher of BA Health Care Administration students must score a 70% or better on the HCA 459 Week Five Senior Project.	791	846	93.49%	EXCEEDS THE ACCEPTABLE TARGET
Direct Measure 5: SOC313 Final Paper	70% or higher (of the sample selected) must be at the "Proficient" level or above on the evaluation of each rubric content criteria.	885	1089	81.0%	EXCEEDS THE ACCEPTABLE TARGET



Indirect Measure 1: Alumni Survey	70% or more of the Ashford University alumni (within 5 years of graduation) will indicate that they are using their Ashford degree "To a Great Extent" or "To Some Extent" in a related occupation.	N/A	N/A	36.0%	DOES NOT MEET THE ACCEPTABLE TARGET
Indirect Measure 2: End of Course Survey	70% of students who took the End of Course Survey strongly agree or agree on the following items: In general, this course will have real-world applicability. The assignments (including reading material, discussion forums, written assignments and assessments) contributed to my understanding of the course material. The course material will be valuable after I graduate. This course provided an opportunity to improve my critical thinking and problem solving skills. The quality of my educational experience has met my expectations.	N/A	N/A	90.0%	EXCEEDS THE ACCEPTABLE TARGET
Indirect Measure 3: Faculty Feedback Survey Results	75% of all faculty responding to the survey for courses mapped to this outcome will respond with "Agree" or "Strongly Agree" to the following:  • The course learning outcomes are appropriate for the course content area  • Grading rubrics accurately assess the key components of each assignment	N/A	N/A	N/A	INSUFFICIENT DATA



	Weekly discussions are aligned with critical topics in this field				
MEASURE	ACCEPTABLE TARGET	TOTAL NUMBER OF STUDENT RECORDS MEETING ACCEPTABLE TARGET	TOTAL NUMBER OF STUDENT RECORDS OBSERVED	ASSESSMENT RESULTS:  PERCENTAGE OF STUDENT RECORDS MEETING ACCEPTABLE TARGET	ASSESSMENT RESULTS:  1. EXCEEDS THE ACCEPTABLE TARGET  2. MEETS THE ACCEPTABLE TARGET  3. DOES NOT MEET THE ACCEPTABLE TARGET  4. INSUFFICIENT DATA
Direct Measure 1: HCA340 Week 1 Discussion	70% or higher (of the sample selected) must meet or exceed a 70% on the evaluation of content criteria mapped to this PLO.	947	1031	92.0%	EXCEEDS THE ACCEPTABLE TARGET
Direct Measure 2: HCA340 Final Paper	70% or higher of BA Health Care Administration students must score a 70% or better on the HCA 340 Week Five Final Paper.	791	846	93.49%	EXCEEDS THE ACCEPTABLE TARGET



Direct Measure 3: HCA421 Final Paper	70% of BA Health Care Administration students must receive a basic, proficient, or distinguished evaluation on relevant content criteria mapped at the Reinforced level to PLO 7.	821	911	90.12%	EXCEEDS THE ACCEPTABLE TARGET
Direct Measure 4: HCA459 Senior Project	70% of BA Health Care Administration students must receive a basic, proficient, or distinguished evaluation on relevant content criteria mapped at the Reinforced level to PLO 7.	22	22	100%	EXCEEDS THE ACCEPTABLE TARGET
Direct Measure 5: HCA459 Senior Project	70% or higher of BA Health Care Administration students must score a 70% or better on the HCA 459 Week Five Senior Project.	791	846	93.49%	EXCEEDS THE ACCEPTABLE TARGET
Indirect Measure 1: Alumni Survey	70% or more of the Ashford University alumni (within 5 years of graduation) will indicate that they are using their Ashford degree "To a Great Extent" or "To Some Extent" in a related occupation.	N/A	N/A	36.0%	DOES NOT MEET THE ACCEPTABLE TARGET
Indirect Measure 2: End of Course Survey	70% of students who took the End of Course Survey strongly agree or agree on the following items: In general, this course will have real-world applicability. The assignments (including reading material, discussion forums, written assignments and assessments) contributed to my	N/A	N/A	94.0%	EXCEEDS THE ACCEPTABLE TARGET

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	understanding of the course material. The course material will be valuable after I graduate. This course provided an opportunity to improve my critical thinking and problem solving skills. The quality of my educational experience has met my expectations.				
Indirect Measure 3: Faculty Feedback Survey Results	75% of all faculty responding to the survey for courses mapped to this outcome will respond with "Agree" or "Strongly Agree" to the following:  • The course learning outcomes are appropriate for the course content area  • Grading rubrics accurately assess the key components of each assignment  • Weekly discussions are aligned with critical topics in this field	N/A	N/A	N/A	INSUFFICIENT DATA

### **OVERALL RECOMMENDATIONS**

Across program learning outcomes (PLOs), BA Health Care Administration students met or exceeded the acceptable and ideal targets for each of the 2012-2013 assessment measures. Student responses on both the End of Course Survey (for courses associated with mastery of each program outcome) and Alumni Survey reveal that students feel positively about the courses, the instructors, and their degree.

Overall, it is recommended that College of Health, Human Services, and Science Faculty review the assessment plans (including measures used and targets set) and Curriculum Map in preparation for the 2013-2014 assessment cycle. This will allow them to determine the appropriateness of the assignments and mapping for each PLO.



	ANNUAL ASSESSIVIL	ENT PLAN ACTION ITEM	STATUS REPURT	
OUTCOME	MEASURE	KEY/RESPONSIBLE PERSONNEL	STATUS	ANTICIPATED DATE OF COMPLETION
Action 01	Review findings on Dashboard, student EOCS, Faculty Feedback Surveys, and/or host a faculty forum to determine if revisions have positively impacted student learning, understanding, and achievement of the PLO.	BA HCA Program Chair and full-time faculty.	Completed	November 2013
Action details:	Revise HCA 415.			
ОИТСОМЕ	MEASURE	KEY/RESPONSIBLE PERSONNEL	STATUS	ANTICIPATED DATE OF COMPLETION
Action 02	Results of faculty forum, surveys, and/or or data obtained from Waypoint dashboard.	BA HCA Chair and full- time faculty.	Ongoing	N/A
Action details:	Review student findings, student have positively impacted student			rum to determine if revisions
ОИТСОМЕ	MEASURE	KEY/RESPONSIBLE PERSONNEL	STATUS	ANTICIPATED DATE OF COMPLETION
Action 03	Updated/revised Curriculum Map and/or Assessment Plans.	BA HCA Chair.	Completed	June 2014
Action details:	Review mapping and targets to e Outcomes, and that all measures should continue to be used as me	and key assignments identij	fied in the BA HCA Assessmen	