

**Assurance of Student Learning Report
2020-2021**

College of Health and Human Services

School of Kinesiology, Recreation & Sport

Nonprofit Administration #0463 (graduate certificate – 12 credit hours)

Dr. Raymond Poff

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 demonstrate the ability to work successfully with nonprofit agencies.

Instrument 1 Combined assessment of the components of the Nonprofit Administration Practicum from RSA 585 Nonprofit Administration.

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

Met

Not Met

Student Learning Outcome 2: Students shall demonstrate the ability to research foundations and develop significant components required for an external funding proposal.

Instrument 1 Grant Writing Final Project from RSA 565 Nonprofit Grant Writing and Fundraising.

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

Met

Not Met

Student Learning Outcome 3: Students shall demonstrate the ability to review a nonprofit's IRS Form 990 and make basic assessments re: the status/health of the agency.

Instrument 1 IRS Form 990 assignment from RSA 570 Fiscal Administration in the Nonprofit Sector.

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

Met

Not Met

Program Summary (Briefly summarize the action and follow up items from your detailed responses on subsequent pages.)

The 100% online graduate certificate in Nonprofit Administration (started in Spring 2013) prepares students for careers in, and service to, the nonprofit sector. Guided by national curricular guidelines, the program was designed with the primary objective of providing students with specialized education and training relevant to current issues and skills in the nonprofit sector. The program includes four courses: RSA 560 Issues in Nonprofit Administration; RSA 565 Nonprofit Grant Writing and Fundraising; RSA 570 Fiscal Administration in the Nonprofit Sector; RSA 585 Nonprofit Practicum.

In response to the Assurance of Student Learning Outcomes process initiated Fall 2019, two student learning outcomes (SLO) were added to this program: SLO 2 effective Spring 2019 and SLO 3 effective summer 2019. Data from the 2019-20, and 2020-21 period continue to demonstrate strong student performance.

Student Learning Outcome 1

Student Learning Outcome	Students will demonstrate the ability to work successfully with nonprofit agencies.		
Measurement Instrument 1	<p>Direct measure: The measurement instrument for this SLO includes the combined assessment of the components of the Nonprofit Administration Practicum from RSA 585 Nonprofit Administration. This multiple component assessment requires student progress toward the SLO throughout the course. Here are the primary elements included in the evaluation of the students.</p> <ul style="list-style-type: none"> • practicum workplan proposal/revision • progress reports x 3 • final report • agency supervisor evaluation 		
Criteria for Student Success	Upon completion of this course project, students should score an overall score 80% or above based upon the evaluation criteria noted above.		
Program Success Target for this Measurement	80% of the students completing these components will score 80% or higher on the overall assessment.	Percent of Program Achieving Target	100% scored 80% or higher
Methods	All students enrolled in RSA 585 during Fall 2020 (N=1) were included in the population. This course is normally only offered in summer term, but it was offered in the fall to accommodate a student. Summer 2021 data are not yet available. All students who completed the measurement instrument (all four components) [at time of submission] were included in the analysis (n=1).		
Based on your results, highlight whether the program met the goal Student Learning Outcome 2.		<input checked="" type="checkbox"/> Met	<input type="checkbox"/> Not Met
Actions (Describe the decision-making process and actions for program improvement. The actions should include a timeline.)			
No actions taken during this time period. Student performance as indicated by several items remains high quality and beneficial to the nonprofit sector.			
Follow-Up (Provide your timeline for follow-up. If follow-up has occurred, describe how the actions above have resulted in program improvement.)			
No additional follow-up at this time. Practicum length remains at 75 hours with almost no student or agency feedback to suggest a need to change the length of time. The online evaluation rubric has been super helpful in both collecting the data and storing it. No changes anticipated at this time.			
Next Assessment Cycle Plan (Please describe your assessment plan timetable for this outcome)			
The outcome data from this course will be reviewed again in August 2021 after the Summer 2021 offering. The data will be collected again during Summer 2022 term. The practicum components will be collected from all students in the course. Dr. Raymond Poff will be responsible for collecting and providing data and information.			

Student Learning Outcome 2

Student Learning Outcome	Students shall demonstrate the ability to research foundations and develop significant components required for an external funding proposal.		
Measurement Instrument 1	Direct measure: The measurement instrument for this SLO is the Grant Writing Final Project from RSA 565 Nonprofit Grant Writing and Fundraising. This multiple component project requires student application of content learned throughout the semester. Here are the primary elements included in the evaluation of the students. <ul style="list-style-type: none"> • Logic Model Template • National Common Grant Application format -or- grant format required by selected funder. • Executive Summary • Grant Cover Letter 		
Criteria for Student Success	Upon completion of this course project, students should score an overall score 80% or above based upon the evaluation criteria noted above.		
Program Success Target for this Measurement	80% of the students submitting the project will score 80% or higher.	Percent of Program Achieving Target	100% (12/12) scored 80% or higher
Methods	All students enrolled in RSA 565 during Fall 2020 (N=5) and Spring 2021 (N=8) were included in the population. All students who submitted the measurement instrument were included in the analysis (n=12).		
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
Actions (Describe the decision-making process and actions planned for program improvement. The actions should include a timeline.)			
SLO 2 was added to this program beginning with Spring 2019 data. This is the second complete academic year with data from this outcome. The data from the current year, last year, and Spring 2019, show consistent and high performance on this student learning outcome.			
Follow-Up (Provide your timeline for follow-up. If follow-up has occurred, describe how the actions above have resulted in program improvement.)			
An anticipated review of this outcome for Fall 2021 and Spring 2022 will occur at the conclusion of Spring 2022.			
Next Assessment Cycle Plan (Please describe your assessment plan timetable for this outcome)			
The outcome data from this course will be reviewed in May 2022. The data will be collected during our Fall 2021 and Spring 2022 semesters. Grant Writing Final project will be collected from all students in the course. Raymond Poff will be responsible for collecting and providing data and information from the instructors.			

Student Learning Outcome 3

Student Learning Outcome	Students shall demonstrate the ability to review a nonprofit's IRS Form 990 and make basic assessments re: the status/health of the agency.		
Measurement Instrument 1	<p>Direct measure: The measurement instrument for this SLO is the IRS Form 990 assignment from RSA 570 Fiscal Administration in the Nonprofit Sector. This assignment requires student application of content learned throughout the semester. Here are the primary elements included in the evaluation of the students.</p> <ul style="list-style-type: none"> • Nonprofit organization's impact • Financial trends of the nonprofit • Assessment of the nonprofit's financial health • Other significant findings / attractiveness of organization for employment. 		
Criteria for Student Success	Upon completion of this course project, students should score an overall score 80% or above based upon the evaluation criteria noted above.		
Program Success Target for this Measurement	80% of students completing assignment will score 80% or higher on the assignment	Percent of Program Achieving Target	100% scored 80% or higher
Methods	All students enrolled in RSA 570 during spring 2021 (N=4) were included in the population. All students who submitted the measurement instrument were included in the analysis (n=4). Summer 2021 data are not currently available.		
Based on your results, circle or highlight whether the program met the goal Student Learning Outcome 3.			<input checked="" type="checkbox"/> Met <input type="checkbox"/> Not Met
Actions (Describe the decision-making process and actions for program improvement. The actions should include a timeline.)			
SLO 3 was added to this program beginning with Summer 2019 data. Following Summer 2019, RSA 570 was offered in Spring 2020, Summer 2020, and Spring 2021; Summer 2021 data is not yet available.			
Data from Spring 2021 is presented above and is consistent with previous data; 100% scoring 80% or higher.			
Follow-Up (Provide your timeline for follow-up. If follow-up has occurred, describe how the actions above have resulted in program improvement.)			
A review of this outcome and data is anticipated to occur as follows: Summer 2021 in early fall 2021; Spring 2022 results will occur in early Summer 2022; and Summer 2022 results will be reviewed in late summer 2022.			
Next Assessment Cycle Plan (Please describe your assessment plan timetable for this outcome)			
The outcome data from this course will be reviewed in May 2022 and August 2022. The data will be collected during our Spring 2022 semester and Summer 2022 terms. The IRS Form 990 project will be collected from all students in the course. Dr. Raymond Poff will be responsible for collecting and providing data and information.			

Nonprofit Administration Graduate Certificate Program #0463
Assurance of Student Learning – Rubrics/Grading Criteria

Student Learning Outcome #1: Students will demonstrate the ability to work successfully with nonprofit agencies.

The measurement instrument for this SLO includes the combined assessment of the components of the Nonprofit Administration Practicum from **RSA 585 Nonprofit Administration**. This multiple component assessment requires student progress toward the SLO throughout the course. Here are the primary elements included in the evaluation of the students.

Practicum workplan proposal/revision: 10% or 50 points

- (15 pts) Students are required to assess their personal goals, identify and visit with an agency willing to work with them.
- (15 pts) They write a proposal that specifies what they will accomplish during the practicum experience and includes a detailed timeline.
- (20 pts) Students revise and resubmit proposals after receiving faculty feedback. The most common corrections relate to trying to accomplish more than is probably possible in the timeframe and not providing enough detail in the timeline. Agencies then email the faculty member indicating they have read the proposal and confirm their willingness to work with the student.

Progress reports (three): 45% or 225 points

(Student achievement is assessed based on providing complete and relevant responses to the progress report questions. Each report is designed to monitor progress toward completion of the practicum goals. To an extent, the reports build upon each other.)

(75 pts) Progress Report #1

- Identify the progress made on the practicum through the end of this first period (which goals/tasks have been accomplished/met)
- Discuss any tasks that were not accomplished by this point that you think should have been according to your practicum proposal.
- Discuss why this might have occurred and how you plan to address these tasks.
- Explain what tasks/activities you will work on during the next time period (when the next progress report is due)
- Discuss any challenges encountered during this last reporting period
- How many hours did you work during this progress reporting period?
- How many hours total have you accumulated for your practicum?
- Lastly, discuss your progress in terms of being able to complete your practicum on time.

(75 pts) Progress Report #2

- Identify the progress made on the practicum since the first progress report (which goals/tasks have been accomplished/met)
- Discuss any tasks that were not accomplished by the end of this time period that you think should have been according to your practicum proposal.

- Discuss why this might have occurred and how you plan to address these unfinished tasks.
- Discuss any challenges encountered during this last reporting period
- How many hours did you work during this progress reporting period?
- How many hours total have you accumulated for your practicum?
- Lastly, discuss your progress in terms of being able to complete your practicum on time

(75 pts) Progress Report #3

- Identify the progress made on the practicum since the second progress report (which goals/tasks have been accomplished/met)
- Discuss any tasks that were not accomplished by the end of this period that you think should have been according to your practicum proposal.
- Discuss any challenges encountered during this last reporting period
- How many hours did you work during this progress reporting period?
- How many hours total have you accumulated for your practicum?

Final report/Documentation: 25% or 125 points

- **(20 points)** How the proposed project worked out according to the original plan, or how it turned out differently than the proposal?
- **(20 points)** What were the outcomes (for the agency and their clients) from your contributions?
- **(20 points)** How did you develop professionally from this experience?
- **(15 points)** What do you wish had gone better (at the agency) during this experience?
- **(5 points)** How many hours did you spend working for the nonprofit organization during this practicum?
- **(20 points)** What suggestions do you have for me to improve the practicum process. I am very interested in receiving your feedback.
- **(25 points)** Submission of documentation from practicum that showcases some of the work that the student performed for the nonprofit agency during the practicum.

Agency supervisor evaluation: 20% or 100 points

(This portion of the assessment provides the nonprofit agency supervisor an opportunity to share formal feedback with WKU about the student's performance during the practicum. We utilize an online survey which allows us to collect the same data for each student who takes the course. This is very helpful when we want to look at our student performance over time. To administer the survey, and to help protect the integrity of the data, the faculty member sends the link directly to the nonprofit supervisor near the end of the course. The student would not have access to the survey unless the supervisor were to send the link to the student. This is a critical piece in determining whether or not a student has demonstrated the ability to work successfully with nonprofit agencies.)

Rubrics continue on next page...

Student Learning Outcome #2: Students shall demonstrate the ability to research foundations and develop significant components required for an external funding proposal.

Direct measure: The measurement instrument for this SLO is the Grant Writing Final Project from RSA 565 Nonprofit Grant Writing and Fundraising. This multiple component project requires student application of content learned throughout the semester. Here are the primary elements included in the evaluation of the students:

1. Logic model template – student demonstrates a thorough understanding of the template and its purpose in the grant process 10%
2. National Common Grant Application or applicable Foundation Grant Application – Understanding of grant language, thorough descriptions of project and all directions followed with minimum misspellings and grammatical errors. Budget must be thorough and add up in all areas with no discrepancies – 50%
3. Executive Summary Template- A good and appropriate description of your project with minimal misspellings and grammatical errors. – 30%
4. Grant Cover Letter – Appropriate inquiry to grant making organizations with minimal mistakes. – 10%

Student Learning Outcome #3: Students shall demonstrate the ability to review a nonprofit's IRS Form 990 and make basic assessments re: the status/health of the agency.

The measurement instrument for this SLO is the IRS Form 990 assignment from **RSA 570 Fiscal Administration in the Nonprofit Sector**. This assignment requires student application of content learned throughout the semester.

- Nonprofit organization's impact
- Financial trends of the nonprofit
- Assessment of the nonprofit's financial health
- Other significant findings / attractiveness of organization for employment.

Assignment Assessment – 50 points possible

Student Instructions:

- a) Review carefully the IRS Form 990 instructions - no reason to read the document word-for-word, but it would be to your advantage to carefully review it.
- b) Carefully review the blank (not completed) IRS Form 990
- c) Review the completed Form 990 for "Nonprofit Connect"
- d) Review the audit report for "Nonprofit Connect"
- e) Use the completed Form 990 and Audit Report to provide the following information about Nonprofit Connect.

Nonprofit organization's impact – 10 points

(This portion of the assignment involves the location and reporting of basic data. It does not require any financial knowledge/skills. Students are being graded on whether or not they can locate and report on the requested information.)

- What is the name, address, location of the nonprofit organization?
- What are the major activities, tasks of the organization?
- Who is the CEO/ED?
- Upon reviewing the activities/tasks, what can you say about the organization's impact?

Financial trends of the nonprofit – 15 points

(Students are graded on their ability to identify and discuss the financial trends presented in the Form 990 and Audit Report. Student answers need to accurately represent the data in describing the organization's financial trends.)

- Based upon the two years of information provided, what can you say about financial trends for the nonprofit?

Assessment of the nonprofit's financial health – 20 points

(Students are graded on their ability to review the provided data and use knowledge and skills related to: organizational financial health, financial strengths and weaknesses, and efficiency and competitiveness. This is most challenging portion of the assignment. A key indicator of student success in this portion is the ability to appropriately use the data and calculate financial ratios to compare against industry standards.)

- Does this nonprofit appear financially healthy and upon what do you base your assessment?

Other significant findings / attractiveness of organization for employment – 5 points

(This portion of the assignment provides students an opportunity to make note of anything else they found in the documents. In addition, they comment on how attractive this organization would be for employment. Grading is contingent on students providing accurate and relevant information).