

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

*College of Health and Human Services*

*Department of Public Health*

*Health Care Administration – HCA 559*

*Dr. Gregory Ellis-Griffith*

*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:** 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.**

**X Met**

**Not Met**

**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.**

**X Met**

**Not Met**

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

Throughout the program students are assessed in theory as well as practice on their knowledge and ability to serve and perform in the healthcare industry of USA. Various Health Care projects, a comprehensive exam, and an internship provides them practical experience and tests their knowledge on the health care delivery model.

## Student Learning Outcome 1

<b>Student Learning Outcome</b>	Comprehensive knowledge of the Healthcare Sytem of the United States.		
<b>Measurement Instrument 1</b>	<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 Exam 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>	In AY 20/21 (45/50) or 78% of the students scored 75% or higher on the comprehensive exam. The fall and spring semesters had significantly different results. During the fall 2020 (12/20) or 60% of the students achieved the target measurement. While in spring 20201 (33/38) or 94% of the students achieved the target measurement.
<b>Methods</b>	Based on 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. In AY 20/21 (45/50) or 78% of the students achieved the benchmark		
<b>Measurement Instrument 2</b>	Do you have other measures of assessment for SLO 1? If so, please add that 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 that 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 checked="" type="checkbox"/> <b>Met</b>	<input type="checkbox"/> <b>Not Met</b>
<b>Actions</b> (Describe the decision-making process and actions for program improvement. The actions should include a timeline.)			
Historically, the level of difference between the students in the fall and spring semesters courses were small or not evident. This is not the case during the AY 20-21 year. We attribute the disparity in results to exogenous events associated with the Covid pandemic. Going forward, we are planning to test again during the AY 21-22 year to identify if we can achieve more consistent results			
<b>Follow-Up</b> (Provide your timeline for follow-up. If follow-up has occurred, describe how the actions above have resulted in program improvement.) xxx			
For the AY 21-22 semester, we plan to use the same teaching material to identify if more consistent results can be achieved.			
<b>Next Assessment Cycle Plan</b> (Please describe your assessment plan timetable for this outcome)			
Assessments will take place every fall and spring semester, unless something unforeseen prevents it. Next evaluation of assessment is tentatively scheduled for the fall 2021 semester.			

### Student Learning Outcome 2

<b>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 over view 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> </ul> <p>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.).</p>		
<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 20-21 (98/117 or 84% 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>			
<b>Based on your results, circle or highlight whether the program met the goal Student Learning Outcome 2.</b>			<input checked="" type="checkbox"/> <b>Met</b>
<input type="checkbox"/> <b>Not Met</b>			
<b>Actions</b> (Describe the decision-making process and actions planned for program improvement. The actions should include a timeline.)			
<p>Since student performance has remained consistent over the previous academic year, We are planning to continue this assessment (with no changes) and will collect more data over time.</p>			
<b>Follow-Up</b> (Provide your timeline for follow-up. If follow-up has occurred, describe how the actions above have resulted in program improvement.)			
<p>Next follow up will be during the fall 2021 semester.</p>			
<b>Next Assessment Cycle Plan</b> (Please describe your assessment plan timetable for this outcome)			
<p>Assessments will take place every fall and spring semester. The program director and the course instructor will be responsible for collecting the data.</p>			

## 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		15
	Hierarchy	
	Leadership approach	
	Organogram	
Partners (Vendors, Suppliers, Insurance, etc.)		10
Consumers (Who is buying their service or product?)		10
Competitors		10
	Who are they competing with?	
	How are they addressing competition	
Market position		15
	Which market are they in?	
	How big is market	
	Where do they rank?	
APA Format		5