

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

ANNUAL ASSESSMENT PLAN FINDINGS					
PLO 1 - Analyze the legal and ethical issues of healthcare systems.					
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 Research Paper	70% or higher (of the sample selected) must be at the “Proficient” level or above on the evaluation of each rubric content criteria.	148	219	67.58%	DOES NOT MEET THE ACCEPTABLE TARGET

Direct Measure 2: HCA322 Week 4 Assignment	70% or higher (of the sample selected) must be at the “Proficient” level or above on the evaluation of each rubric content criteria.	32	39	82.05%	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.	93	101	92.08%	EXCEEDS THE ACCEPTABLE TARGET
Direct Measure 4: HCA459 Senior Project	70% or higher (of the sample selected) must be at the “Proficient” level or above on the evaluation of each rubric content criteria.	3422	4287	79.82%	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 their Ashford University degree has contributed to career success by indicating “Agree” or “Strongly Agree” on the following items: Based on my experience at Ashford, I have a greater competency in my major field(s) of study. I believe that my Ashford degree will provide me with additional opportunities in my current career track. Earning my degree from Ashford gives me the confidence to pursue new job opportunities.	N/A	N/A	81.32%	EXCEEDS THE ACCEPTABLE TARGET

<p>Indirect Measure 2: End of Course Survey</p>	<p>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.</p>	<p>N/A</p>	<p>N/A</p>	<p>94.75%</p>	<p>EXCEEDS THE ACCEPTABLE TARGET</p>
<p>Indirect Measure 3: Faculty Feedback Survey Results</p>	<p>75% of all faculty responding to the survey for courses mapped to this outcome will respond with “Agree” or “Strongly Agree” to the following:</p> <ul style="list-style-type: none"> • 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 	<p>16</p>	<p>19</p>	<p>84.21%</p>	<p>EXCEEDS THE ACCEPTABLE TARGET</p>
<p>PLO 2 - Explore cultural and social-demographic variables influencing the delivery of healthcare services.</p>					

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.	93	101	92.08%	EXCEEDS THE ACCEPTABLE TARGET
Direct Measure 2: HCA430 Week 4 Assignment	70% or higher (of the sample selected) must be at the “Proficient” level or above on the evaluation of each rubric content criteria.	559	661	84.57%	EXCEEDS THE ACCEPTABLE TARGET
Direct Measure 3: HCA459 Senior Project	70% or higher (of the sample selected) must meet or exceed a 70% on the evaluation of content criteria mapped to this PLO.	3422	4287	79.82%	EXCEEDS THE ACCEPTABLE TARGET

<p>Direct Measure 4: SOC313 Week 4 Assignment</p>	<p>70% or higher (of the sample selected) must be at the “Proficient” level or above on the evaluation of each rubric content criteria.</p>	<p>942</p>	<p>1874</p>	<p>78.50%</p>	<p>EXCEEDS THE ACCEPTABLE TARGET</p>
<p>Indirect Measure 1: Alumni Survey</p>	<p>70% or more of the Ashford University alumni (within 5 years of graduation) will indicate that their Ashford University degree has contributed to career success by indicating “Agree” or “Strongly Agree” on the following items: Based on my experience at Ashford, I have a greater competency in my major field(s) of study. I believe that my Ashford degree will provide me with additional opportunities in my current career track. Earning my degree from Ashford gives me the confidence to pursue new job opportunities.</p>	<p>N/A</p>	<p>N/A</p>	<p>81.32%</p>	<p>EXCEEDS THE ACCEPTABLE TARGET</p>
<p>Indirect Measure 2: End of Course Survey</p>	<p>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.</p>	<p>N/A</p>	<p>N/A</p>	<p>90.52%</p>	<p>EXCEEDS THE ACCEPTABLE TARGET</p>

	<p>The course material will be valuable after I graduate.</p> <p>This course provided an opportunity to improve my critical thinking and problem solving skills.</p> <p>The quality of my educational experience has met my expectations.</p>				
<p>Indirect Measure 3: Faculty Feedback Survey Results</p>	<p>75% of all faculty responding to the survey for courses mapped to this outcome will respond with “Agree” or “Strongly Agree” to the following:</p> <ul style="list-style-type: none"> • 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 	16	19	84.21%	EXCEEDS THE ACCEPTABLE TARGET
PLO 3 - Examine the provision of healthcare services within a regulatory environment.					
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% or higher (of the sample selected) must meet or exceed a 70% on the evaluation of content criteria mapped to this PLO.	1286	1859	69.17%	DOES NOT MEET 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.	25	25	100%	EXCEEDS THE ACCEPTABLE TARGET
Direct Measure 3: HCA375 Final Paper	70% or higher (of the sample selected) must meet or exceed a 70% on the evaluation of content criteria mapped to this PLO.	66	82	80.49%	EXCEEDS THE ACCEPTABLE TARGET
Direct Measure 4: HCA459 Senior Project	70% or higher (of the sample selected) must be at the “Proficient” level or above on the evaluation of each rubric content criteria.	3422	4287	79.82%	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 their Ashford University degree has contributed to career success by indicating “Agree” or “Strongly Agree” on the following items:	N/A	N/A	81.32%	EXCEEDS THE ACCEPTABLE TARGET

	<p>Based on my experience at Ashford, I have a greater competency in my major field(s) of study.</p> <p>I believe that my Ashford degree will provide me with additional opportunities in my current career track.</p> <p>Earning my degree from Ashford gives me the confidence to pursue new job opportunities.</p>				
<p>Indirect Measure 2: End of Course Survey</p>	<p>70% of students who took the End of Course Survey strongly agree or agree on the following items:</p> <p>In general, this course will have real-world applicability.</p> <p>The assignments (including reading material, discussion forums, written assignments and assessments) contributed to my understanding of the course material.</p> <p>The course material will be valuable after I graduate.</p> <p>This course provided an opportunity to improve my critical thinking and problem solving skills.</p> <p>The quality of my educational experience has met my expectations.</p>	N/A	N/A	94.75%	EXCEEDS THE ACCEPTABLE TARGET
<p>Indirect Measure 3: Faculty Feedback Survey Results</p>	<p>75% of all faculty responding to the survey for courses mapped to this outcome will respond with “Agree” or “Strongly Agree” to the following:</p> <ul style="list-style-type: none"> The course learning outcomes are appropriate for the course content area 	16	19	84.21%	EXCEEDS THE ACCEPTABLE TARGET

	<ul style="list-style-type: none"> • Grading rubrics accurately assess the key components of each assignment • Weekly discussions are aligned with critical topics in this field 				
PLO 4 - Analyze the major financing systems of the U.S. healthcare services.					
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	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 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.	52	57	91.23%	EXCEEDS THE ACCEPTABLE TARGET
Direct Measure 2: HCA305 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.	1286	1859	69.17%	DOES NOT MEET THE ACCEPTABLE TARGET

Direct Measure 3: HCA311 Final Paper	70% or higher (of the sample selected) must meet or exceed a 70% on the evaluation of content criteria mapped to this PLO.	2875	4167	69.00%	DOES NOT MEET THE ACCEPTABLE TARGET
Direct Measure 4: HCA459 Senior Project	70% or higher (of the sample selected) must be at the “Proficient” level or above on the evaluation of each rubric content criteria.	3422	4287	79.82%	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 their Ashford University degree has contributed to career success by indicating “Agree” or “Strongly Agree” on the following items: Based on my experience at Ashford, I have a greater competency in my major field(s) of study. I believe that my Ashford degree will provide me with additional opportunities in my current career track. Earning my degree from Ashford gives me the confidence to pursue new job opportunities.	N/A	N/A	81.32%	EXCEEDS 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,	N/A	N/A	94.75%	EXCEEDS THE ACCEPTABLE TARGET

	<p>discussion forums, written assignments and assessments) contributed to my understanding of the course material. The course material will be valuable after I graduate.</p> <p>This course provided an opportunity to improve my critical thinking and problem solving skills.</p> <p>The quality of my educational experience has met my expectations.</p>				
<p>Indirect Measure 3: Faculty Feedback Survey Results</p>	<p>75% of all faculty responding to the survey for courses mapped to this outcome will respond with “Agree” or “Strongly Agree” to the following:</p> <ul style="list-style-type: none"> • 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 	16	19	84.21%	EXCEEDS THE ACCEPTABLE TARGET
PLO 5 - Analyze the major forces driving change in the healthcare system.					
MEASURE	ACCEPTABLE TARGET	TOTAL NUMBER OF STUDENT RECORDS MEETING ACCEPTABLE TARGET	TOTAL NUMBER OF STUDENT RECORDS OBSERVED	ASSESSMENT RESULTS: PERCENTAGE OF STUDENT RECORDS MEETING	ASSESSMENT RESULTS: 1. EXCEEDS THE ACCEPTABLE TARGET

				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.	55	57	96.49%	EXCEEDS THE ACCEPTABLE TARGET
Direct Measure 2: HCA421 Week 3 Assignment	70% or higher (of the sample selected) must be at the “Proficient” level or above on the evaluation of each rubric content criteria.	973	1268	76.73%	EXCEEDS THE ACCEPTABLE TARGET
Direct Measure 3: HCA459 Senior Project	70% or higher (of the sample selected) must meet or exceed a 70% on the evaluation of content criteria mapped to this PLO.	3422	4287	79.82%	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 their Ashford University degree has contributed to career success by indicating “Agree” or “Strongly Agree” on the following items: Based on my experience at Ashford, I have a	N/A	N/A	81.32%	EXCEEDS THE ACCEPTABLE TARGET

	<p>greater competency in my major field(s) of study.</p> <p>I believe that my Ashford degree will provide me with additional opportunities in my current career track.</p> <p>Earning my degree from Ashford gives me the confidence to pursue new job opportunities.</p>				
<p>Indirect Measure 2: End of Course Survey</p>	<p>70% of students who took the End of Course Survey strongly agree or agree on the following items:</p> <p>In general, this course will have real-world applicability.</p> <p>The assignments (including reading material, discussion forums, written assignments and assessments) contributed to my understanding of the course material.</p> <p>The course material will be valuable after I graduate.</p> <p>This course provided an opportunity to improve my critical thinking and problem solving skills.</p> <p>The quality of my educational experience has met my expectations.</p>	N/A	N/A	89.72%	EXCEEDS THE ACCEPTABLE TARGET
<p>Indirect Measure 3: Faculty Feedback Survey Results</p>	<p>75% of all faculty responding to the survey for courses mapped to this outcome will respond with “Agree” or “Strongly Agree” to the following:</p> <ul style="list-style-type: none"> • The course learning outcomes are appropriate for the course content area • Grading rubrics accurately assess the key 	16	19	84.21%	EXCEEDS THE ACCEPTABLE TARGET

	components of each assignment • Weekly discussions are aligned with critical topics in this field				
PLO 6 - Assess the major issues confronting community and public health services.					
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	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.	22	26	84.62%	EXCEEDS THE ACCEPTABLE TARGET
Direct Measure 2: HCA415 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.	1762	2184	80.68%	EXCEEDS THE ACCEPTABLE TARGET

Direct Measure 3: HCA459 Senior Project	70% or higher (of the sample selected) must be at the “Proficient” level or above on the evaluation of each rubric content criteria.	3422	4287	79.82%	EXCEEDS THE ACCEPTABLE TARGET
Direct Measure 4: SOC313 Week 5 Discussion	70% or higher (of the sample selected) must be at the “Proficient” level or above on the evaluation of each rubric content criteria.	52	61	85.24%	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.	1603	2370	67.64%	DOES NOT MEET THE ACCEPTABLE TARGET
Indirect Measure 1: Alumni Survey	70% or more of the Ashford University alumni (within 5 years of graduation) will indicate that their Ashford University degree has contributed to career success by indicating “Agree” or “Strongly Agree” on the following items: Based on my experience at Ashford, I have a greater competency in my major field(s) of study. I believe that my Ashford degree will provide me with additional opportunities in my current career track. Earning my degree from Ashford gives me the confidence to pursue new job opportunities.	N/A	N/A	81.32%	EXCEEDS THE ACCEPTABLE TARGET

<p>Indirect Measure 2: End of Course Survey</p>	<p>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.</p>	<p>N/A</p>	<p>N/A</p>	<p>92.00%</p>	<p>EXCEEDS THE ACCEPTABLE TARGET</p>
<p>Indirect Measure 3: Faculty Feedback Survey Results</p>	<p>75% of all faculty responding to the survey for courses mapped to this outcome will respond with “Agree” or “Strongly Agree” to the following: <ul style="list-style-type: none"> • 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 </p>	<p>16</p>	<p>19</p>	<p>84.21%</p>	<p>EXCEEDS THE ACCEPTABLE TARGET</p>
<p>PLO 7 - Apply the theoretical dimensions of leadership within the health care environment.</p>					

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.	101	106	95.28%	EXCEEDS THE ACCEPTABLE TARGET
Direct Measure 2: HCA340 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.	56	72	77.78%	EXCEEDS THE ACCEPTABLE TARGET
Direct Measure 3: HCA421 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.	898	1168	76.88%	EXCEEDS THE ACCEPTABLE TARGET

Direct Measure 4: HCA459 Senior Project	70% or higher (of the sample selected) must be at the “Proficient” level or above on the evaluation of each rubric content criteria.	3422	4287	79.82%	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 their Ashford University degree has contributed to career success by indicating “Agree” or “Strongly Agree” on the following items: Based on my experience at Ashford, I have a greater competency in my major field(s) of study. I believe that my Ashford degree will provide me with additional opportunities in my current career track. Earning my degree from Ashford gives me the confidence to pursue new job opportunities.	N/A	N/A	81.32%	EXCEEDS 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	N/A	N/A	94.02%	EXCEEDS THE ACCEPTABLE TARGET

	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: <ul style="list-style-type: none"> • 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 	14	14	100%	EXCEEDS THE ACCEPTABLE TARGET
OVERALL RECOMMENDATIONS					
N/A					

ANNUAL ASSESSMENT PLAN ACTION ITEM STATUS REPORT				
OUTCOME	MEASURE	KEY/RESPONSIBLE PERSONNEL	STATUS	ANTICIPATED DATE OF COMPLETION
<i>Action 01</i>	<i>Revised course syllabi.</i>	<i>Program Chair</i>	<i>Completed</i>	<i>June 30, 2013</i>

<i>Action details:</i>	<i>Revise courses HCA 305, HCA 311, HCA 421, and HCA 459 to include journaling/reflective activity from students regarding the student experience, preparedness, and risk factors associated with HCA students at the program level in terms of their achievement of learning and mastery of PLO 4.</i>			
OUTCOME	MEASURE	KEY/RESPONSIBLE PERSONNEL	STATUS	ANTICIPATED DATE OF COMPLETION
<i>Action 02</i>	<i>Revised Course Syllabus.</i>	<i>Program Chair</i>	<i>Completed</i>	<i>June 30, 2013</i>
<i>Action details:</i>	<i>Revise HCA 311: Health Care Financing and Information Systems to remove Information Systems content to only emphasize Health Care Financing Systems. More emphasis on health care financing systems will increase student learning, comprehension, and mastery of PLO 4.</i>			
OUTCOME	MEASURE	KEY/RESPONSIBLE PERSONNEL	STATUS	ANTICIPATED DATE OF COMPLETION
<i>Action 03</i>	<i>Revised Course Syllabi.</i>	<i>Program Chair</i>	<i>Completed</i>	<i>June 30, 2013</i>
<i>Action details:</i>	<i>Make curricular changes to increase virtual presence and opportunities for synchronous learning (group work, guest lectures, live class session, client based work, etc) to increase student learning, comprehension, and mastery of PLO 4.</i>			