

BACHELOR OF ARTS HEALTH CARE ADMINISTRATION ANNUAL ASSESSMENT PLAN & FINDINGS								
	202	13-2014 ACA	DEMIC YEA	\R				
	PLO 1 Analyze the legal and ethical issues	<i>PLO 2</i> Explore cultural and social- demographic	<i>PLO 3</i> Examine the provision of healthcare	PLO 4 Analyze the major financing	<i>PLO 5</i> Analyze the major forces driving	PLO 6 Assess the major issues confronting	<i>PLO 7</i> Apply the theoretical dimensions of	
	of healthcare systems.	variables influencing the delivery of healthcare services.	services within a regulatory environment.	systems of the U.S. healthcare services.	change in the healthcare system.	community and public health services.	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	м	R	R		R		
HCA415: Community and Public Health	R	R	R	R	R	М	R	
HCA459: Senior Project	м	м	М	М	м	М	м	

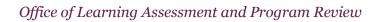


I (Introduced), R (Reinforced), or M (Mastered).

PLO 1 - Analyze the lea	ANNUAL ASSESSMENT PLAN FINDINGS							
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 more BA Health Care Administration records must be at the "Proficient" or "Distinguished" level on the evaluation of each HCA 305 Final Paper rubric content criteria mapped at the Introductory level to PLO 1.	839	1166	71.95%	EXCEEDS THE ACCEPTABLE TARGET			



Direct Measure 2: HCA322 Week 4 Assignment	70% or more of HCA 322 students must score a 70% or above on the HCA 322 Week Four Assignment.	846	995	85.02%	EXCEEDS THE ACCEPTABLE TARGET
Direct Measure 3: HCA340 Week 5 Discussion 2	70% or higher of HCA 340 students must score 80% or higher and demonstrate competence of program outcome one through the completion of this discussion post.	913	1112	82.10%	EXCEEDS THE ACCEPTABLE TARGET
Direct Measure 4: HCA459 Senior Project	70% or more BA Health Care Administration records must be at the "Proficient" or "Distinguished" level on the evaluation of each HCA 459 Senior Project rubric content criteria mapped at the Mastery level to PLO 1.	627	682	91.93%	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 either "Agree" or "Strongly Agree."	405	455	89.01%	EXCEEDS THE ACCEPTABLE TARGET
Indirect Measure 2: End of Course Survey	70% or more of students will express satisfaction on the End-of-Course Survey for each course aligned to this program outcome by indicating either "Agree" or "Strongly Agree." The questions used to gauge student satisfaction include: • I would recommend this course to another	N/A	N/A	96.10%	EXCEEDS THE ACCEPTABLE TARGET





	 student. The quality of my educational experience has met my expectations. The course content (assignments/reading/study materials) is engaging. The course assignments require me to think critically. 				
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 HCA 340 students must score 80% or higher and demonstrate competence of program outcome one through the completion of this discussion post.	925	1112	83.18%	EXCEEDS THE ACCEPTABLE TARGET
Direct Measure 2: HCA459 Senior Project	70% or more BA Health Care Administration records must be at the "Proficient" or "Distinguished" level on the evaluation of each HCA 459 Senior Project rubric content criteria mapped at the Mastery level to PLO 2.	2018	2587	78.0%	EXCEEDS THE ACCEPTABLE TARGET
Direct Measure 3: SOC313 Week 4 Assignment	70% or more of BA Health Care Administration records must be at the "Proficient" or "Distinguished" level on the evaluation of each SOC 313 Week Four Assignment rubric content criteria mapped at the Introductory level to PLO 2.	353	426	82.86%	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 either "Agree" or "Strongly Agree."	405	455	89.01%	EXCEEDS THE ACCEPTABLE TARGET
Indirect Measure 2: End of Course Survey	 70% or more of students will express satisfaction on the End-of-Course Survey for each course aligned to this program outcome by indicating either "Agree" or "Strongly Agree." The questions used to gauge student satisfaction include: I would recommend this course to another student. The quality of my educational experience has met my expectations. The course content (assignments/reading/study materials) is engaging. The course assignments require me to think critically. 	N/A	N/A	85.91%	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 3 - Examine the p	ACCEPTABLE TARGET	TOTAL NUMBER OF STUDENT RECORDS MEETING ACCEPTABLE TARGET	nt. 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 more BA Health Care Administration records must be at the "Proficient" or "Distinguished" level on the evaluation of each HCA 305 Final Paper rubric content criteria mapped at the Introductory level to PLO 3.	839	1166	71.95%	EXCEEDS THE ACCEPTABLE TARGET



Direct Measure 2: HCA375 Week 5 Discussion 2	70% or higher of HCA 375 students must score 80% or higher and demonstrate competence of program outcome one through the completion of this discussion post.	774	949	81.55%	EXCEEDS THE ACCEPTABLE TARGET
Direct Measure 3: HCA375 Final Paper	70% or more BA Health Care Administration records must be at the "Proficient" or "Distinguished" level on the evaluation of each HCA 375 Final Paper rubric content criteria mapped at the Mastery level to PLO 3.	639	915	69.83%	DOES NOT MEET THE ACCEPTABLE TARGET
Direct Measure 4: HCA459 Senior Project	70% or more BA Health Care Administration records must be at the "Proficient" or "Distinguished" level on the evaluation of each HCA 459 Senior Project rubric content criteria mapped at the Mastery level to PLO 3.	2018	2587	78.0%	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 their Ashford University degree has contributed to career success by indicating either "Agree" or "Strongly Agree."	405	455	89.01%	EXCEEDS THE ACCEPTABLE TARGET
Indirect Measure 2: End of Course Survey	70% or more of students will express satisfaction on the End-of-Course Survey for each course aligned to this program outcome by indicating either "Agree" or "Strongly Agree." The questions used to gauge student	N/A	N/A	96.10%	EXCEEDS THE ACCEPTABLE TARGET



MEASURE	ACCEPTABLE TARGET	TOTAL NUMBER OF STUDENT RECORDS MEETING ACCEPTABLE TARGET	TOTAL NUMBER OF STUDENT RECORDS OBSERVED	ASSESSMENT RESULTS: PERCENTAGE OF STUDENT RECORDS MEETING	1. EXCEEDS THE ACCEPTABLE TARGET 2. MEETS THE ACCEPTABLE TARGET
PLO 4 - Analyze the m	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 ajor financing systems of the U.S. healthcare	N/A e services.	N/A	N/A	INSUFFICIENT DATA
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				
	 satisfaction include: I would recommend this course to another student. The quality of my educational experience has met my expectations. The course content (assignments/reading/study materials) is engaging. The course assignments require me to think critically. 				



				ACCEPTABLE TARGET	3. DOES NOT MEET THE ACCEPTABLE TARGET 4. INSUFFICIENT DATA
Direct Measure 1: HCA305 Week 5 Discussion	70% or higher of HCA 305 students must score 80% or higher and demonstrate competence of program outcome one through the completion of this discussion post.	1109	1299	85.37%	EXCEEDS THE ACCEPTABLE TARGET
Direct Measure 2: HCA305 Final Paper	70% or more of HCA 305 students must score a 70% or above on the HCA 305 Final Paper.	1053	1287	81.81%	EXCEEDS THE ACCEPTABLE TARGET
Direct Measure 3: HCA311 Final Paper	70% or more BA Health Care Administration records must be at the "Proficient" or "Distinguished" level on the evaluation of each HCA 311 Business Plan rubric content criteria mapped at the Reinforced level to PLO 4.	2592	3434	75.48%	EXCEEDS THE ACCEPTABLE TARGET
Direct Measure 4: HCA459 Senior Project	70% or more of HCA 459 students must score a 70% or above on the HCA 459 Senior Project.	627	682	91.93%	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 either "Agree" or "Strongly Agree."	405	455	89.01%	EXCEEDS THE ACCEPTABLE TARGET
Indirect Measure 2: End of Course Survey	 70% or more of students will express satisfaction on the End-of-Course Survey for each course aligned to this program outcome by indicating either "Agree" or "Strongly Agree." The questions used to gauge student satisfaction include: I would recommend this course to another student. The quality of my educational experience has met my expectations. The course content (assignments/reading/study materials) is engaging. The course assignments require me to think critically. 	N/A	N/A	96.10%	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 assignmentWeekly discussions are aligned with critical topics in this field				
PLO 5 - Analyze the ma	ajor forces driving change in the healthcare 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 HCA 305 students must score 80% or higher and demonstrate competence of program outcome one through the completion of this discussion post.	1099	1361	80.74%	EXCEEDS THE ACCEPTABLE TARGET



Direct Measure 2: HCA421 Week 3 Assignment	70% or more BA Health Care Administration records must be at the "Proficient" or "Distinguished" level on the evaluation of each HCA 421 Week Three Assignment rubric content criteria mapped to PLO 5.	452	882	81.0%	EXCEEDS THE ACCEPTABLE TARGET
Direct Measure 3: HCA459 Senior Project	70% or more BA Health Care Administration records must be at the "Proficient" or "Distinguished" level on the evaluation of each HCA 459 Senior Project rubric content criteria mapped at the Mastery level to PLO 5.	1462	1941	75.32%	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 either "Agree" or "Strongly Agree."	405	455	89.01%	EXCEEDS THE ACCEPTABLE TARGET
Indirect Measure 2: End of Course Survey	 70% or more of students will express satisfaction on the End-of-Course Survey for each course aligned to this program outcome by indicating either "Agree" or "Strongly Agree." The questions used to gauge student satisfaction include: I would recommend this course to another student. The quality of my educational experience has met my expectations. The course content 	N/A	N/A	86.56%	EXCEEDS THE ACCEPTABLE TARGET



	 (assignments/reading/study materials) is engaging. The course assignments require me to think critically. 				
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
MEASURE	or issues confronting community and public 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 HCA 415 students must score 80% or higher and demonstrate competence of program outcome one through the completion of this discussion post.	195	235	82.97%	EXCEEDS THE ACCEPTABLE TARGET
Direct Measure 2: HCA415 Final Paper	70% or more BA Health Care Administration records must be at the "Proficient" or "Distinguished" level on the evaluation of each HCA 415 Final Paper rubric content criteria mapped at the Introductory level to PLO 6.	287	442	64.93%	DOES NOT MEET THE ACCEPTABLE TARGET
Direct Measure 3: HCA459 Senior Project	70% or more BA Health Care Administration records must be at the "Proficient" or "Distinguished" level on the evaluation of each HCA 459 Senior Project rubric content criteria mapped at the Mastery level to PLO6.	2018	2587	78.0%	EXCEEDS THE ACCEPTABLE TARGET
Direct Measure 5: SOC313 Final Paper	70% or more of SOC 313 students must score a 70% or above on the SOC 313 Final Paper.	533	631	84.46%	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 either "Agree" or "Strongly Agree."	405	455	89.01%	EXCEEDS THE ACCEPTABLE TARGET



Indirect Measure 3: Faculty Feedback Survey Results75% 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 fieldN/AN/AN/A	Indirect Measure 2: End of Course Survey	 70% or more of students will express satisfaction on the End-of-Course Survey for each course aligned to this program outcome by indicating either "Agree" or "Strongly Agree." The questions used to gauge student satisfaction include: I would recommend this course to another student. The quality of my educational experience has met my expectations. The course content (assignments/reading/study materials) is engaging. The course assignments require me to think critically. 	N/A	N/A	95.0%	EXCEEDS THE ACCEPTABLE TARGET
	Faculty Feedback	 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 	N/A	N/A	N/A	INSUFFICIENT DATA



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 HCA 340 students must score 80% or higher and demonstrate competence of program outcome one through the completion of this discussion post.	960	1186	80.94%	EXCEEDS THE ACCEPTABLE TARGET
Direct Measure 2: HCA340 Final Paper	70% or more of HCA 340 students must score a 70% or above on the HCA 340 Final Project.	918	1104	83.15%	EXCEEDS THE ACCEPTABLE TARGET
Direct Measure 3: HCA421 Final Paper	70% or more BA Health Care Administration records must be at the "Proficient" or "Distinguished" level on the evaluation of each HCA 421 Research Paper rubric content criteria mapped at the Mastery level to PLO 7.	431	558	77.24%	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 more BA Health Care Administration records must be at the "Proficient" or "Distinguished" level on the evaluation of each HCA 459 Senior Project rubric content criteria mapped at the Mastery level to PLO 7.	1497	1940	77.76%	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 either "Agree" or "Strongly Agree."	405	455	89.01%	EXCEEDS THE ACCEPTABLE TARGET
Indirect Measure 2: End of Course Survey	 70% or more of students will express satisfaction on the End-of-Course Survey for each course aligned to this program outcome by indicating either "Agree" or "Strongly Agree." The questions used to gauge student satisfaction include: I would recommend this course to another student. The quality of my educational experience has met my expectations. The course content 	N/A	N/A	90.41%	EXCEEDS THE ACCEPTABLE TARGET



	 (assignments/reading/study materials) is engaging. The course assignments require me to think critically. 					
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						
2014 assessment measu Survey reveal that stude Overall, it is recommend	outcomes (PLOs), BA Health Care Administration ures. Student responses on both the End of Course nts feel positively about the courses, the instructors ed that College of Health, Human Services, and Sc o in preparation for the 2014-2015 assessment cycle	Survey (for courses , and their degree. ience Faculty review	s associated with m v the assessment pl	astery of each prograr lans (including measu	m outcome) and Alumni res used and targets	

ANNUAL ASSESSMENT PLAN ACTION ITEM STATUS REPORT						
OUTCOME	MEASURE	KEY/RESPONSIBLE PERSONNEL	STATUS	ANTICIPATED DATE OF COMPLETION		



Action 01	Review the Dashboard and monitor student achievement of PLO 1 and determine if the course revisions/ discussion prompt updates had a positive impact (increased achievement) of student learning, understanding, and achievement of PLO 1. Host a follow up faculty forum of all full-time faculty members who teach the courses after revisions (if revisions are determined to be appropriate).	BA HCA Program Chair and full-time faculty.	In Progress	June 2015		
Action details:	Review 2013-2014 findings associated with PLO 1 and conduct faculty forum including all BAHCA faculty to review and discuss course assignment and discussion content and rigor in HCA 322 as the ideal target was not met with this measure, to determine if course revisions and/or updated discussion prompts are needed or appropriate.					
OUTCOME	MEASURE	KEY/RESPONSIBLE PERSONNEL	STATUS	ANTICIPATED DATE OF COMPLETION		
Action 02	Updated/revised Curriculum Map and Assessment Plan	BA HCA Chair	In Progress	June 2015		
Action details:	Review mapping and targets to ensure that the assignments in these courses are aligned to the BA HCA Program Learning Outcomes, and that all measures and key assignments identified in the BA HCA Assessment Plan are appropriate and should continue to be used as measures moving forward (2014-2015 Assessment Cycle).					
OUTCOME	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 ensure that the assignments in these courses are aligned to the BA HCA Program Learning Outcomes, and that all measures and key assignments identified in the BA HCA Assessment Plan are appropriate and should continue to be used as measures moving forward (2013-2014 Assessment Cycle).					