

BACHELOR OF SCIENCE IN HEALTH EDUCATION AND PROMOTION
MAJOR FIELD ASSESSMENT PLAN

The Kinesiology and Health Studies faculty support the institutional mission to serve a diverse student body and provide opportunities for lifelong learning. The purpose of the B.S. in Health Education and Promotion is to prepare health education and promotion specialists who will have the skills and competencies to exhibit leadership in developing effective health education and promotion programs throughout the state. With such skills, graduates can make major contributions in improving the health of individuals and communities in Louisiana and beyond. The B.S. in Health Education and Promotion includes course work to prepare individuals for employment in community and worksite health institutions and organizations. Courses have been built into the curriculum which will prepare students to assess health needs and to plan, implement and evaluate health programs for targeted populations. All core professional courses will be assessed regarding their alignment with the CHES certification competencies.

GOAL 1: Graduates of the B.S. in Health Education & Promotion Program will possess the knowledge, skills, and professional dispositions required of health professionals as they deliver health education and promotion instruction and services to clients.

- A. Expected Outcome: Graduates of the B.S. in Health Education and Promotion Program will demonstrate health related knowledge and skills in the planning and delivery of health education programs and health promotion services to clients.

Data Collection: HS 410 Internship Final Evaluation.

Assessment Goal: 80% of graduates will be evaluated favorably (a score of 4 or better on 5 point scale) during their senior-level internship experience on skills and competencies of the professional health educator including:

- conducting health needs assessments
- planning health programs
- implementing health programs
- evaluating health programs
- acting as a health resource person
- coordinating the provision of health education services
- communicating health concerns.

- B. Expected Outcome: Graduates of the B.S. in Health Education and Promotion Program will demonstrate appropriate professional dispositions (e.g., professional relationships, communication, conflict resolution skills, appreciation for a variety of socio-cultural perspectives) as they plan and deliver health education programs and health promotion services to clients.

Note: Students pursuing a B.S. in Health Education and Promotion are exposed to multi-cultural and diversity issues in several courses including: HS 260, HS 312, HS 320, HS 360, HS 362, HS 401, HS 453, and HS 454. In addition, all student internship experiences are designed to provide students opportunities to work with diverse populations.

Data Collection: HS 410 Internship Final Evaluation.

Assessment Goal: 80% of graduates will be evaluated favorably (a score of 4 or better on 5 point scale) during their senior-level internship experience focusing on skills on areas including:

- working relationships
- interpersonal communication
- conflict resolution skills
- problem solving
- cooperativeness
- adaptability
- service to the public

GOAL 2: Graduates of the B.S. in Health Education & Promotion Program will evaluate aspects of their undergraduate preparation favorably on the University Exit Survey and Alumni Survey.

Expected Outcome: 75% of graduates of the B.S. in Health Education & Promotion Program will express satisfaction with the preparation they received in terms of instruction and professional experiences.

1. Assessment Goal: On the Senior Exit Survey, 75% of graduates will express satisfaction (a score of 4 or better on 5 point scale) on the following items:
 - a. Overall quality of the degree program
 - b. Effectiveness of the faculty as teachers
 - c. Quality of instruction in professional courses
 - d. Practicum experiences outside the classroom.
 - e. Quality of instruction regarding standards and ethics in the health education and promotion field.
2. Assessment Goal: On the Alumni Survey, 75% of alumni of the B.S. in Health Education & Promotion will express satisfaction (a score 4 or better on 5 point scale) with the preparation they received on the following items:
 - a. Overall quality of the degree program
 - b. Effectiveness of the faculty as teachers
 - c. Quality of instruction in professional courses
 - d. Practicum experiences outside the classroom.
 - e. Quality of instruction regarding standards and ethics in the health education and promotion field.