

Program Assessment Plan  
 American University  
 Academic Program: CAS: Health Promotion - BS

**Academic Program: CAS: Health Promotion - BS**

**Contact Person for** Stacey Snelling

**Assessment:**

**Program Mission:** The BS in Health Promotion provides rigorous academic preparation in scientific and clinical knowledge of human anatomy and physiology, nutrition, exercise physiology, and health psychology combined with the aspect of health promotion communication and programming.  
 This curriculum prepares students for a health promotion position in a corporate, community, commercial, or school environment, or for graduate work in health-related fields.

**Unit Website Address:** <http://www.american.edu/cas/seth/index.cfm>

**Unit's Primary Department:** SETH

**COLA Reader -1:** Younghee Sheen

**COLA Reader -2:** Kathy McAdams

**COLA last discussed report** 10/26/2012

**with unit on:**

**Learning Outcome: Definition**

Demonstrate knowledge by defining all components of health promotion.

**Outcome Year:** 2011-2012

**Start Date:** 09/28/2012

**Outcome Status:** Active Learning Outcome

Assessment Plan			
Assessment Measure	Target	Schedule/Cycle	Active
Student paper and presentation. Evaluated by faculty in HFIT 488, Senior Seminar. <b>Measure Type:</b> Final Paper/ Final Project	95% of students will be able to define all components of health promotion.	Completed every "odd" year.	Yes
Two-page survey which gathers data on students' feedback on course work and content. <b>Measure Type:</b> Survey	No target identified.	Student survey completed annually in HFIT - 488.	Yes

**Related Courses**

- HFIT-488 - Senior Seminar

**Learning Outcome: Program Planning**

Apply knowledge gained by planning a health promotion program using all steps of select models and theories.

**Outcome Year:** 2011-2012

2012-2013

**Start Date:** 09/28/2012

**Outcome Status:** Active Learning Outcome

Assessment Plan			
Assessment Measure	Target	Schedule/Cycle	Active
Faculty and internship supervisor assess and evaluate student project and work completed during the internship. Information collected at the end of the student's internship and shared with faculty. <b>Measure Type:</b> Field Work/ Internship	85% of students will demonstrate the steps in planning a health promotion program.	Annually.	Yes

Assessment Plan			
Assessment Measure	Target	Schedule/Cycle	Active
Student Survey. The survey collects data on immediate reactions to course content and then revisit similar areas on program preparation for their career. <b>Measure Type:</b> Survey	No target identified.	Annually: Student survey completed annually in HFIT - 488.	Yes
Alumni Survey. The survey collects data on immediate reactions to course content and then revisit similar areas on program preparation for their careers. <b>Measure Type:</b> Survey	No target identified.	Alumni survey completed every five years.	Yes

### Related Courses

- HFIT-488 - Senior Seminar

### Learning Outcome: Practice

Demonstrate the process of translating research and theoretical health concepts into practice.

**Outcome Year:** 2011-2012  
2012-2013

**Start Date:** 09/28/2012

**Outcome Status:** Active Learning Outcome

Assessment Plan			
Assessment Measure	Target	Schedule/Cycle	Active
Faculty and internship supervisors will assess and evaluate the student project and work completed during the internship. Information is collected at the end of each student's internship and shared with faculty. <b>Measure Type:</b> Field Work/ Internship	85% of students will demonstrate the process of translating research into practice.	Annually.	Yes
Alumni Survey. <b>Measure Type:</b> Survey	No target identified.	Alumni survey completed every five years.	Yes

### Learning Outcome: Scientific Knowledge

Demonstrate scientific knowledge in the areas of wellness, nutrition, exercise physiology, psychology, and stress management.

**Outcome Year:** 2011-2012  
2012-2013

**Start Date:** 09/28/2012

**Outcome Status:** Active Learning Outcome

Assessment Plan			
Assessment Measure	Target	Schedule/Cycle	Active
Faculty assessment of student paper and presentation. Evaluated by faculty in HFIT - 488, Senior Seminar. <b>Measure Type:</b> Written Assignment	80% of students will demonstrate scientific knowledge related to health promotion.	Completed annually in HFIT - 488	Yes

Assessment Plan			
Assessment Measure	Target	Schedule/Cycle	Active
Faculty and internship supervisor will assess and evaluate the student project and work completed during the internship. Information collected at the end of each internship and shared with faculty. Evaluated by faculty in HFIT - 488, Senior Seminar. <b>Measure Type:</b> Field Work/ Internship	No target identified.	Completed every "even" year.	Yes
Student survey completed annually in HFIT - 488, Senior Seminar. <b>Measure Type:</b> Survey	No target identified.	Annually.	Yes

**Related Courses**

- HFIT-488 - Senior Seminar