

# Program Assessment Plan

## American University

### Academic Program: CAS: Health Promotion Management - MS

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Contact Person for Stacey Snelling

**Assessment:**

**Program Mission:** The Health Promotion Management Program is a competency-based, multidisciplinary academic program for individuals dedicated to assuming leadership positions within the health promotion industry. Established in 1980, the MS in Health Promotion Management was the first degree of its kind in the U.S. to integrate the business, science, and art of health promotion. The curriculum combines managerial skills with scientific and clinical knowledge of exercise physiology, human biochemistry, behavioral psychology, and nutrition.

Graduate students select an area of emphasis in either corporate health, exercise physiology, health communication, health policy, global health, or nutrition education. Internships and research projects can further tailor a program's emphasis. Master's students have numerous internship opportunities in the Washington, D.C., region; students have recently held internships at the Center for Science in the Public Interest, American Heart Association, and U.S. Apple Association.

**Unit Website Address:** <https://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

2012-2013

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

**Outcome Status:** Active Learning Outcome

Assessment Plan			
Assessment Measure	Target	Schedule/Cycle	Active
Oral and written comprehensive exam	95% of students will be able to define all components of health promotion.	Evaluated by faculty in every year during the oral and written comprehensive exam	Yes
<b>Measure Type:</b> Quiz/ Exam			

#### Learning Outcome: Program Planning\_1

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
Oral and Written comprehensive exam	90% of students will demonstrate the steps in planning a health promotion program.	Annually, information collected at the end of the student's program of study, internship documents are submitted and during the comprehensive exam.	Yes
Internship: Faculty and internship supervisor assess and evaluate student project and work completed during the internship.			
<b>Measure Type:</b> Quiz/ Exam			

**Learning Outcome: Practice\_1**

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\_1**

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
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