



2008-2009 Assessment Plan Report

PROGRAM ASSESSMENT REPORT AY 2009-2010

Report Date: May 10, 2010
School/College: School of Business and Professional Studies
Department/Program: Nonprofit Administration
Person completing the Report: Kathleen Fletcher, Ed.D, Program Director

1. **Overview Statement:** Briefly summarize the assessment activities that were undertaken this academic year, indicating:
 - a. which program learning outcomes were assessed this year.
 - b. who in your department/program was involved in the assessment of the above learning outcomes

Outcomes 5 and 6 were assessed this year:

- Students will be able to design and carry out a research project to answer a research question faced by a nonprofit organization. (5)
- Students will be able to analyze data from a research project and make recommendations based on their findings. (6)

Adjunct faculty who teach the research methods, data analysis, and summary project courses were involved in the assessment of these learning outcomes.

2. **Please Answer the Following Questions for Each of the Student Outcomes Assessed:**

- a. **What did you do?**

Describe clearly and concisely how you assessed the learning outcomes that were evaluated this year (e.g., measures, research methods, etc.). [please use bullet points to answer this question]

- Assessments of these learning outcomes were carried out within the final three courses in the MNA program. During the first two courses, students designed a research project and collected data. Assessment measures were incorporated into the assignments and final grades in these courses.
- In the final course, students analyzed the data, produced their written research report, and created an oral presentation of their results. Both the oral presentation and the written report were graded using a rubric designed to measure student success in analyzing data and making



2008-2009 Assessment Plan Report

recommendations based on the findings.

b. What did the faculty in the department or program learn?

Summarize your findings and conclusions as a result of the assessment indicating strengths and weaknesses in student learning demonstrated by this assessment.

Faculty concluded that there needs to be more focus in the first two courses on learning research and data analysis methods that have practical application in nonprofit organizations, such as program evaluation and needs assessment. Students who have not done this kind of project need guidance to choose a topic that is both broad enough to be meaningful to an organization and narrow enough for the student to complete the project in the appropriate time frame.

c. What will be done differently as a result of what was learned?

Discuss how courses and/or curricula will be changed to improve student learning as a result of the assessment. Include a discussion of how the faculty will help students overcome their weaknesses and improve their strengths.

We are redesigning the research methods and data analysis courses to better prepare students for the research project that they will complete in the final course of the program.

3. Attach a copy of the components of the department/program assessment plan that have been modified since its initial submission:

- a. Program Mission
- b. Program Learning Goals
- c. Program Learning Outcomes
- d. Program Learning Rubrics aligned with outcomes
- e. Curriculum map that shows the courses that pertain to the outcome

No modifications have been made in the assessment plan since its initial submission.

Please return to: Provost Office by May 15, 2010

You can send your replies as either a Word attachment (to: marin@usfca.edu) or as a hard copy to: Provost Office, Lone Mountain Rossi Wing 4th floor.

If you have any questions, please contact: William Murry, Director of Institutional Assessment (wmurry@usfca.edu or x5486).