Missouri Valley College
Academic Program
Assessment and Planning Report

Year: 2010-2011

Academic Program: Human Services Agency Management
Chair/Dean: Susan Dittmer
Division: Communications

I. Human Services Agency Management Mission Statement

The Missouri Valley College Human Services Agency Management Department’s mission is to utilize comprehensive, progressive service learning curriculum to empower graduates to positively impact their communities by preparing them to:
- Effectively manage nonprofit agencies
- Identify community needs
- Develop programs to impact both individual and communitywide vulnerabilities

II. Goals

- To place 100% of our eligible majors in internships each semester
- To place 98% of our eligible graduates in jobs within 6 months of graduation
- To achieve an average score of 80% on Exit Assessments
- To grow our major by 5% each year
- To empower students to identify and respond to one community need through the creation of a nonprofit designed to address identifies issues each semester
- To enable students to participate the operation of nonprofit agency through a practicum experience in the first semester of participation in the program.
- To transition in to a single Nonprofit Agency Management Major with two areas of concentration by Fall of 2011.
- To obtain national Nonprofit Professional Certification for 90% of our students each year.
- To effectively dual brand the major and the Nonprofit Leadership Alliance on the Missouri Valley College campus during the 2011-2012 academic year.
- Increase alumni participation in the program through the creation of an advisory board during the 2011-2012 academic year.
# III. Student Learning Outcomes

## Human Services Agency Management

<table>
<thead>
<tr>
<th>Learning Outcomes</th>
<th>HSAM Competencies</th>
<th>MVC Course(s)</th>
</tr>
</thead>
</table>
| 1. Board/Committee Development                        | An understanding of the purpose and role of the Board of Directors in a nonprofit organization, of the dynamics between an organization’s staff and its volunteer directors, and of staff support strategies. | HM 105 Intro to Human Serv.  
HM 140-440 Humanics  
HM 308 Volunteer Movement  
HM 325 Legal And Financial  
HM 430 Public Rel. & Fund Raising  
HM 432 Admin of HSAM  
HM 401 Internship |
| 2. Community Outreach/Marketing and Public Relations   | An understanding of the role of community outreach and marketing strategies in building public awareness of the mission and messages of nonprofit organizations. | BA 232 Prin. of Marketing  
HM 105 Intro to Human Serv.  
HM 140-440 Humanics  
HM 308 Volunteer Movement  
HM 401 Internship |
| 3. Diversity Awareness                                | An understanding of professional practice and interaction skills in culturally diverse settings, enabling the student to navigate encounters, dilemmas, and challenges in such settings. | HM 105 Intro to Human Serv.  
HM 140-440 Humanics  
HM 100 Personal growth  
HM 300 Camp Mgmt  
HM 364 Program Dev. |
| 4. Ethics and Values                                  | An understanding of the importance of personal and organizational ethical standards, accountability structures, and a code of conduct for an organization devoted to public service. | HM 105 Intro to Human Serv.  
HM 140-440 Humanics  
HM 308 Volunteer Movement  
HM 325 Legal And Financial  
HM 430 Public Rel. & Fund Raising  
HM 432 Admin of HSAM  
HM 401 Internship |
| 5. Fundraising Principles & Practices                 | An understanding of the variety of fundraising strategies and methods used to support the mission of an organization, including grants, major and planned gifts, annual funds, and special events. | HM 308 Volunteer Movement  
HM 325 Legal And Financial  
HM 430 Public Rel. & Fund Raising  
HM 432 Admin of HSAM  
HM 401 Internship |
| 6. Historical & Philosophical Foundations             | An understanding of the unique character and role of nonprofit organizations within American society, and an understanding of the historical and social forces that influenced the sector's development. | HM 105 Intro to Human Serv. |
| 7. Information Management & Technology                | Basic computer and technology literacy, and an understanding of the benefits and responsibilities associated with technology at a modern nonprofit organization. | CS 119 Computer Apps |
| 8. Nonprofit Accounting & Financial Management        | An understanding of basic nonprofit accounting, budget development, audits, and the monitoring of fiscal operations. | HM 325 Legal And Financial  
HM 364 Program Dev.  
HM 430 Public Rel. & Fund Raising  
HM 432 Admin of HSAM  
HM 401 Internship |
| 9. Nonprofit Management                               | An understanding of the central importance of mission orientation, and also of general nonprofit management knowledge, including public policy processes, human resource procedures, and strategic planning. | HM 105 Intro to Human Serv.  
HM 140-440 Humanics  
HM 300 Camp Mgmt  
HM 308 Volunteer Movement  
HM 325 Legal And Financial  
HM 364 Program Dev.  
HM 430 Public Rel. & Fund Raising  
HM 432 Admin of HSAM  
HM 401 Internship |
| 10. Program Planning, Implementation and Evaluation   | The ability to assess needs within a population, ascertain the feasibility of a program, calculate the appropriate resources and staffing necessary, implement a program, and then evaluate and improve the program to maximize resources and increase program quality and inclusiveness. | HM 140-440 Humanics  
HM 300 Camp Mgmt  
HM 308 Volunteer Movement  
HM 364 Program Dev.  
HM 432 Admin of HSAM  
HM 401 Internship |
| 11. Risk Management and                               | A working knowledge of risk management, crisis management, and the basic laws and regulations under | HM 105 Intro to Human Serv.  
HM 140-440 Humanics |
Legal Issues which nonprofits operate.  

HM 308 Volunteer Movement  
HM 325 Legal And Financial  
HM 364 Program Dev.  
HM 430 Public Rel. & Fund Raising  
HM 432 Admin of HSAM  
HM 401 Internship  

12. Volunteer Management  
An understanding of American volunteerism coupled with the ability to create a volunteer program that employs effective techniques that both harness volunteer service to further the organization's mission and also foster the spirit of volunteerism.  
HM 105 Intro to Human Serv.  
HM 2376/476 Independent Study  
HM 308 Volunteer Movement  
HM 432 Admin of HSAM  
HM 401 Internship  

13. Youth and Adult Development  
The ability to develop unique activities and programs that are responsive to the different development stages and needs of both youth and adults, and an understanding of the dynamics and specific challenges involved in working with Youth and Adult Development.  
HM 100 Personal Growth  
HM 105 Intro to Human Serv.  
HM 300 Camp Mgmt  

14. Career Development and Exploration  
Personal commitment to the mission of a nonprofit organization and an understanding of the realities and opportunities of the entry-level job market.  
HM 105 Intro to Human Serv.  
HM 401 Internship  
HM 485 Senior Seminar  

15. Communications Skills  
Use of effective verbal and nonverbal communication skills, proper grammar and vocabulary in written and oral communication, effective public speaking skills, and effective listening techniques.  
HM 100 Personal Growth  
SP 100 Public Speaking  
BA 232 Prin. of Marketing  

16. Employability Skills  
The ability to develop an effective resume, demonstrate appropriate interviewing skills, research nonprofit organizations to determine capability with personal values and goals, and exhibit appropriate personal appearance.  
HM 401 Internship  
HM 485 Senior Seminar  
HM 364 Program Dev.  
HM 430 Public Rel. & Fund Raising  
HM 432 Admin of HSAM  

17. Personal Attributes  
The ability to demonstrate a positive attitude, initiative, ethical and responsible behavior, honesty and integrity, leadership characteristics, and time-management skills  
HM 221 Ldrshp./Group Dyn  
HM 100 Personal Growth  
SP 100 Public Speaking  

IV. Human Services Agency Management Course Map  

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>HM100</td>
<td>Personal Growth and Interpersonal Relations</td>
<td>3</td>
</tr>
<tr>
<td>HM105</td>
<td>Intro to Human Services</td>
<td>3</td>
</tr>
<tr>
<td>HM221</td>
<td>Leadership</td>
<td>3</td>
</tr>
<tr>
<td>HM300</td>
<td>Camp Management</td>
<td>3</td>
</tr>
<tr>
<td>HM308</td>
<td>Volunteer Movement</td>
<td>3</td>
</tr>
<tr>
<td>HM325</td>
<td>Legal and Financial Aspects of Human Services</td>
<td>3</td>
</tr>
<tr>
<td>HM350</td>
<td>Advanced Camp Administration</td>
<td>3</td>
</tr>
<tr>
<td>HM364</td>
<td>Program Development</td>
<td>3</td>
</tr>
<tr>
<td>HM 401</td>
<td>Internship</td>
<td>12</td>
</tr>
<tr>
<td>HM430</td>
<td>Public Relations and Fund Raising</td>
<td>3</td>
</tr>
<tr>
<td>HM432</td>
<td>Administration of Human Services/Recreation</td>
<td>3</td>
</tr>
<tr>
<td>HM140/240/340/440</td>
<td>Humanics</td>
<td>1</td>
</tr>
<tr>
<td>HM2376/476</td>
<td>Independent Study</td>
<td>3</td>
</tr>
<tr>
<td>HM320/420</td>
<td>American Humanities Management Institute</td>
<td>1</td>
</tr>
<tr>
<td>HM485</td>
<td>Senior Seminar</td>
<td>3</td>
</tr>
<tr>
<td>BA232</td>
<td>Principles of Marketing</td>
<td>3</td>
</tr>
<tr>
<td>CS119</td>
<td>Computer Applications</td>
<td>3</td>
</tr>
</tbody>
</table>
V. Human Service Agency Management and Recreation Administration Assessment Tools

- **Comprehensive Assessment Examination**
  This assessment is given during the Senior Seminar class. This assessment is designed to evaluate the students’ comprehensive knowledge and understanding of information from each of the program’s course. It is also designed to evaluate the effectiveness of the delivery approaches.

- **Major Program Assessments**
  In HM364 (NP464 in future) students are expected to identify a community need and create a nonprofit agency to meet the identified need. Students must create mission, philosophy, purpose, structural design and annual programs for the agency while maintaining their established budget and defending the need and effectiveness of their plan through demographics and other objectifiable information.

- **Competency Certifications**
  We work with the Nonprofit Leadership Alliance to obtain Nonprofit Professional Certifications (NPC) for our students. To obtain this certification, our students must demonstrate that they have met nationally identified competencies, participated in community service activities and completed a 300 hour internship.

- **Career Placement**
  Tracking alumni’s professional track helps identify the effectiveness of the program in developing professionals with various stages of responsibility and experience.

- **Graduation Exit Interviews and Student Assessments**
  Annual student assessments help us identify strengths and weaknesses in curriculum content and delivery methods.

- **Alumni Interviews**
  We interview alumni to identify the areas they feel most and least professionally prepared following graduation.

- **Internship**
  Our students complete 600 hours interning in nonprofit agencies. In these settings we assess their ability to apply what they have learned in the courses.

VI. Summary of findings

- **Comprehensive Assessment Examination**
  10 students completed the Comprehensive Assessment Examination for the 2010-2011 academic year. 8 of 10 students passed with an average score of 70.6%.

- **Major Program Assessments**
7 students attempted the Major Program Assessment during the spring term, 2011. 42% of the students who attempted the Major Program Assessment passed the assessment.

- **Competency Certifications**
  100% of the Spring and Summer graduates have completed the certification process and obtained national Nonprofit Professional Certification.

- **Career Placement**
  100% of May graduates had job offers upon graduation.

- **Graduation Exit Interviews and Student Assessments**
  Still being completed
  - **Alumni Interviews**
    Still being completed

- **Internship**
  66% of our interns successfully completed their internship. 2 students were removed from their internship and 1 was unsuccessful in obtaining an internship due to personal reasons.

### VII. Level of achievement of goals

<table>
<thead>
<tr>
<th>Goal</th>
<th>Result</th>
</tr>
</thead>
<tbody>
<tr>
<td>To place 100% of our eligible majors in internships each semester</td>
<td>Met second semester</td>
</tr>
<tr>
<td>To place 98% of our eligible graduates in jobs within 6 months of graduation</td>
<td>Met</td>
</tr>
<tr>
<td>To achieve an average score of 80% on Exit Assessments</td>
<td>Failed</td>
</tr>
<tr>
<td>To grow our major by 5% each year</td>
<td>Met</td>
</tr>
<tr>
<td>To empower students to identify and respond to one community need</td>
<td>Next Year will be 1st year</td>
</tr>
<tr>
<td>To enable students to participate the operation of nonprofit agency</td>
<td>Next year will be 1st year</td>
</tr>
<tr>
<td>To transition in to a single Nonprofit Agency Management Major</td>
<td>Pending</td>
</tr>
<tr>
<td>with two areas of concentration by Fall of 2011.</td>
<td></td>
</tr>
<tr>
<td>To obtain national Nonprofit Professional Certification for 90% of</td>
<td>Met</td>
</tr>
<tr>
<td>our graduates each year.</td>
<td></td>
</tr>
<tr>
<td>To effectively dual brand the major and the Nonprofit Leadership</td>
<td>Ongoing</td>
</tr>
<tr>
<td>Alliance on the Missouri Valley College campus during the 2011-2012 academic year.</td>
<td></td>
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<tr>
<td>Increase alumni participation in the program through the creation</td>
<td>Started creation of Board</td>
</tr>
<tr>
<td>of an advisory board during the 2011-2012 academic year.</td>
<td></td>
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</tbody>
</table>
VIII. Faculty/Student/Program information

Table 1. Faculty Profile

<table>
<thead>
<tr>
<th></th>
<th>Full time</th>
<th>Part time*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total number of program faculty</td>
<td>2</td>
<td></td>
</tr>
<tr>
<td>Number of program faculty by gender</td>
<td></td>
<td></td>
</tr>
<tr>
<td>female</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>male</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>Highest degree in field for program faculty (Highlight degree considered terminal in the field.)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Bachelor’s</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Master’s</td>
<td>2</td>
<td></td>
</tr>
<tr>
<td>Doctorate</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Years of teaching experience and/or professional experience in field for program faculty</td>
<td></td>
<td></td>
</tr>
<tr>
<td>0-5</td>
<td></td>
<td></td>
</tr>
<tr>
<td>6-10</td>
<td></td>
<td></td>
</tr>
<tr>
<td>11-15</td>
<td></td>
<td></td>
</tr>
<tr>
<td>16-20</td>
<td>2</td>
<td></td>
</tr>
<tr>
<td>21+</td>
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<td></td>
</tr>
</tbody>
</table>

*Part time is defined as a teaching load of 11 credit hours or less with no additional duties compensated by release time.

Table 2. Faculty Teaching and Advising Loads

|                                | Fall      |            | Spring     |            |
|                                | 100-200 level | 300-400 level | 100-200 level | 300-400 level |
| # students enrolled in lectures* | 151       | 63         | 171        | 46         |
| # lecture sections offered     | 8         | 7          | 9          | 12         |
| # lab sections offered         | 0         | 0          | 0          | 0          |
| # classes total                | 8         | 7          | 7          | 7          |
| # of general education classes offered | 5       | 0          | 3          | 0          |
| # contact hours taught by FT faculty** | 453   | 207        | 498        | 135        |
| # contact hours taught by PT faculty | 0         | 0          | 0          | 0          |
| % contact hours taught by PT faculty | 0         | 0          | 0          | 0          |
| # credit hours taught by FT faculty | 40       | 46         | 0          | 0          |
| # credit hours taught by PT faculty | 0         | 0          | 0          | 0          |
| % credit hours taught by PT faculty | 0         | 0          | 0          | 0          |
| # advisees of FT faculty       | 54        | 53         | 0          | 0          |
| # advisees of PT faculty       | 0         |            | 0          | 0          |

*Sum of all students in all lecture sections taught by program faculty. A student may be counted multiple times.

**A contact hour is defined as a full-semester scheduled class or lab hour where the faculty member is continuously engaged with the students. Partial semester hours are prorated. Academic credits do not necessarily coincide with contact hours. Supervisory and online course situations are considered on a case-by-case basis.

IX. Analysis/Interpretation

The department faculty has a good balance of experience and education. Expansion of course offerings is limited due to the fact that there are only two faculty members in the department.

Classes have to be taught on a strict Fall/Spring schedule causing some students to have to delay graduation and/or forcing faculty to teach independent studies.
There is also very limited opportunity to offer classes outside of the major requirements. This type of class would potentially allow faculty to pursue specific areas of interest and/or offer classes in areas of specific interest or need to the students.

The faculty professional development funds are used annually to take students to required student conferences. This arrangement leaves little opportunity for true professional development. It is necessary to find inexpensive methods of developing these faculty members.

The academic expectations of the program have increased over the past couple of years causing the students to adjust their level of performance. The students have begun adjusting their personal expectations and performance accordingly.

There is not enough differentiation between the HSAM and Recreation Administration majors. The new major should address this issue.

The Comprehensive Assessment scores do not meet our goal of 80% average.

X. Action plan

- A complete program review was completed and a new major developed. The new major, Nonprofit Agency Management, will include two areas of concentration. The new major will begin with the freshman class of Fall, 2011.

- Addition of AC100, AC210, NP 105 and SC100 will increase student preparedness for professional life.

- The expectations for the E-Board Class, NP440, will increase in the Fall of 2011. Students will be expected to assume more responsibility for the association.

- NP464 Program Development (Major Program Assessment) will be offered as a 2 month long blended online/classroom class for students who struggled with the class during the spring semester.

- A certification program will be developed for non-majors. This will enable non-majors to obtain the Nonprofit Professional Certification without completing all of the major course work.

- Classes required for the national certification will be developed as online courses. This will enable non-majors to complete competencies for certification through online courses.

- The Comprehensive Assessment scores do not meet our goal of 80% average. We will review course content this summer to ensure that pertinent information is being addressed. We will also review and update the Assessment test. This test has not been updated in several years. We need to be certain that the courses and test reflects the most recent concepts and practices.