

Graduate Degree Program REVISED Assessment Plan Cover Sheet (rev. 07):
UNIVERSITY OF ARKANSAS AT LITTLE ROCK

Plan No. _____

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| Degree Program: <u>Graduate Certificate in Nonprofit Management</u> |
| Department and College: <u>Interdisciplinary (Public Administration, Mass Communication, Social Work); College of Professional Studies.</u> |
| Degree Type(MA, MS, EdS, EdD, PhD, Certificate): Certificate |
| Prepared by: <u>Kim H. Evans, J.D., Coordinator</u> |

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| Submitted to College Assessment Committee on _____ Approved on _____ |
| Submitted to Provost Assessment Advisory Group on _____ Approved on _____ |

Respond to all four questions, following the Program Assessment Plan Form Instructions.
Attach additional pages as needed.

1. What are your student learning goals for this graduate certificate program?

The overall goal of the Nonprofit Management Graduate Certificate Program is to improve the theoretical managerial understanding and applied managerial skills of individuals in all types and sizes of nonprofit organizations. This revised assessment plan is submitted for approval due to significant changes in the required Guided Study (Capstone) course necessitated by reinterpreted federal financial aid eligibility requirements. The new Guided Study (Capstone) course increases the overall program credit load from 16 to 18 credit hours and will be offered beginning Fall 10.

2. What are your learning objectives or outcomes associated with each student learning goal?

The three learning objectives associated with the program's overall goal are:

- 1.) Understanding of the history, composition and identifying characteristics of the nonprofit sector (as opposed to the governmental and for profit sectors) (knowledge);**
- 2.) Understanding the organizational form and structure of a nonprofit (adeptness); and,**
- 3.) Understanding of the basic administrative and managerial skills relevant to nonprofit organizational operation (skill).**

3. Where will the objectives be addressed in your program? In which courses and through which activities will they be assessed? (Attach Curriculum Assessment Map.)

See the attached curriculum map.

4. How will you assess each objective? (a) Methods; b) Design; c) Assessment cycle; d) Stakeholder involvement.)

(a) Methods: Assessment of learning objectives will be conducted through collection of identified relevant materials from the required courses, Nonprofit Organization Management and Guided Study (Capstone). In addition, individual student evaluations of each class taken and faculty e-mail surveys will be conducted by the program coordinator.

(b) Design: The identified class materials will be collected by the class instructors while the program coordinator will collect the student class evaluations and faculty surveys. The collected materials will be reviewed by an assessment team consisting of the program coordinator and a consultant from outside of the program. An assessment progress report will follow.

(c) Assessment cycle: Class materials and evaluations will be collected each time the relevant class is offered. Review and reporting by the assessment team will be conducted annually each summer.

(d) Stakeholder involvement: Stakeholder input is highly valued and will be garnered through review of the student class evaluations and assessment progress reports. Faculty will also be provided an e-mail survey from the program coordinator for their completion asking their impressions of the effectiveness of their own class and their general impression of the students in the program. Nonprofit sector stakeholder input will be garnered through ongoing discussions of professionalization needs in the sector with nonprofit leaders in the community.

Curriculum Assessment Map: Graduate Certificate Program Assessment

(NOTE: This is a template only. You may delete columns, change the format to landscape, or otherwise modify the layout as best fits your needs. However, the final map must include all goals and objectives, in which courses they will be addressed and how they will be assessed. Attach additional pages as needed.)

Emphasis: Extensive Somewhat Little None
Assessed: Exam Paper Project Other Not Assessed

Overall Goal: Increasing the managerial understanding and skills of individuals engaged in nonprofit organizations.

Goal 1: Increasing Managerial Understanding

| Courses and activities | How outcomes are assessed | Outcome #1: Understanding the history, composition and identifying characteristics of the nonprofit sector | Outcome #2: Understanding the organizational form and structure of a nonprofit entity |
|--|--|---|--|
| Nonprofit Organization Management PADM 7336, Sec. 90 | Emphasis: Knowledge Assessed: Final project/paper | ✓ | |
| Nonprofit Organization Management PADM 7336, Sec. 90 | Emphasis: Adeptness Assessed: Role Play | | ✓ |
| Nonprofit Organization Management PADM 7336, Sec. 90 | Emphasis: Knowledge Assessed: Class Participation | ✓ | |
| Guided Study (Capstone) PADM 7374, Section 90 | Emphasis: Knowledge Assessed: paper | ✓ | |
| Guided Study (Capstone) PADM 7374, Section 90 | Emphasis: Adeptness Assessed: Paper defense | | ✓ |

Goal 2: Increasing Managerial Skills

| Courses and activities | How outcomes are assessed | Outcome #3: Demonstrating understanding an ability in basic administrative and managerial skills relevant to nonprofit organizational operation (such as financial management, public relations, program evaluation human resources/volunteer management , etc.) |
|--|---|---|
| Nonprofit Organization Management PADM 7336, Sec. 90 | Emphasis: Skill Assessed: Case Study | ✓ |
| Guided Study (Capstone) PADM 7374, Section 90 | Emphasis: Skill Assessed: paper | ✓ |

Plan Timeline

| Method | Beginning | Frequency |
|---------------------------------------|------------------|--|
| Course materials collected by faculty | Fall 10 | Each time the course runs |
| Student class evaluations collected | Fall 10 | Each time a course runs |
| Faculty E-mail survey | Fall 10 | Each time a faculty member completes teaching a program course |
| Community stakeholder conversations | Summer 10 | Ongoing |
| Assessment Progress Report generated | Summer 11 | Annually |

Faculty E-Mail Survey

UALR Nonprofit Management Graduate Certificate Program
Faculty Survey

1. Were the students prepared for the academic rigor of your course?
2. Did the students this semester have the work/volunteer experience to prepare them for your class?
3. Did the students contribute to the class discussion?

4. Did the students impress you as having gained from your class?
5. Did the students impress you as having gained from the program in general?
6. The program currently consists of the following courses:

Nonprofit Organization Management (PADM 7336, Section 90)

Guided Study (Capstone), (PADM 7374, Section 90)

Financial Management in Nonprofits (PADM 7331, Section 90)

Human Resources and Volunteer Management (PADM 7331, Section 49N)

Grantwriting and Fundraising in Nonprofit Organizations (PADM 7334, Section 90)

Public Relations for 21st Century Nonprofits (MCOM 7350, Section 90)

Program Planning and Evaluation (SWOK 8159, 8259, Sections 90)

Are there any changes or additions you would suggest for the future?

7. What are the managerial issues in the sector that you think are of current importance and should be covered in the program (these may be outside of the area that you teach)?

Graduate Certificate in Nonprofit Management REVISED Assessment Plan Narrative & Curriculum Map

Program Name: Graduate Certificate in Nonprofit Management

Degree: Graduate Certificate

Department: Interdisciplinary (Public Administration, Journalism, Social Work, Speech Communication) administered through the UALR Center for Nonprofit Organizations in the Institute of Government.

Contact Person: Kim Evans, Institute of Government, khevans@ualr.edu

Program Description: The Graduate Certificate in Nonprofit Management is the only graduate-level academic program in nonprofit management in the state. As a mid-career program focused on skill-development and aimed at in-service students, it serves as a curricular complement to the undergraduate pre-service American Humanities minor program. This revised assessment plan is submitted for approval due to significant changes in the required Guided Study (Capstone) course necessitated by reinterpreted federal financial aid eligibility requirements. The new Guided Study (Capstone) course increases the overall program credit load from 16 to 18 credit hours and will be offered beginning Fall 10.

Program Goal: The Nonprofit Management Graduate Certificate (NMGC) program is a 18-credit hour interdisciplinary course of study housed in the Institute of Government. The overall goal of the program is to improve the theoretical managerial understanding and applied managerial skills of individuals engaged in all sizes of organizations and in all areas of the nonprofit sector – social services, health care, education, the arts, culture, recreation, advocacy, legal services, international aid and religion. The curriculum framework is based on the specific management functions most prevalent in the nonprofit organizations. This foundation encompasses the core of what any successful nonprofit professional or volunteer should know to be serve his/her organization regardless of mission and substantive service field.

Learning Objectives: The following learning objectives form the foundation for program curriculum, instruction and assessment. These objectives are found throughout the program of study and integrated into the courses that the students must complete the objectives include:

- 1.) Understanding of the history, composition and identifying characteristics of the nonprofit sector (as opposed to the governmental and for profit sectors) (knowledge);
- 2.) Understanding the organizational form and structure of a nonprofit (adeptness); and,

3.) Demonstrating basic administrative and managerial skills relevant to nonprofit organizational operation in areas such as financial management, fundraising, marketing, program planning/evaluation, human resource management, (skill).

Courses Addressing Learning Outcomes: The curriculum of the now 18-credit program is divided into two required courses that flank four recommended elective courses. The four electives are chosen from a list of six elective courses designed specifically for the Graduate Certificate Program.

The required courses include **Nonprofit Organization Management** (PADM 7336, Section 90), the beginning course in the program; and **Guided Study (Capstone)**, the new final course (PADM 7374, Section 90). The four electives are chosen from the following list of options:

Financial Management in Nonprofits (PADM 7331, Section 90)

Human Resources and Volunteer Management (PADM 7331, Section 49N)

Grantwriting and Fundraising in Nonprofit Organizations (PADM 7334, Section 90)

Public Relations for 21st Century Nonprofits (MCOM 7350, Section 90)

Program Planning and Evaluation (SWOK 8159, 8259, Sections 90)

Methods of Assessing Learning Objectives: All NMGC students are required to take the beginning and ending courses, Nonprofit Organization Management and Guided Study (Capstone) respectively. Both will serve as major points of material collection for the purpose of assessing student learning. The first course, Nonprofit Organizational Management, explores management issues unique to the nonprofit sector utilizing case studies, role play scenarios, and culminating in a final project/paper. An example of the case studies will be used to assess entry level skills. Participation and performance in the role plays assess attitudes and facility, while class participation and the final project/paper will assess knowledge.

The Guided Study (Capstone) course at the end of the program consists of a major applied project /research paper as well as the oral presentation and defense thereof. The paper is based upon the linkage of interdisciplinary theories and concepts in nonprofit management. The paper itself assesses knowledge and skill while the defense assesses attitude ad facility. The assessment activities of the Nonprofit Organizational Management and Guided Study (Capstone) courses are all measured by criteria established by the instructor.

Means of material collection: The instructors of the Nonprofit Organization Management course and the Guided Study (Capstone) course are responsible for the collection and copying of the relevant student materials for their courses. The program coordinator is responsible for the collection and reporting of faculty evaluations and student class evaluations.

Assessment cycle: Materials will be class materials and evaluations will be collected each time the relevant class is offered. Review and reporting by the assessment team will be conducted annually each summer.

Validity and Reliability: Due to the interdisciplinary nature of the NMGC program as well as the nearly equal full-time to adjunct (practitioner) faculty mix, validity and reliability will be factors to carefully consider as this plan is undertaken. Instruments that will serve to standardize assessment indices and protocols throughout the program will be developed.

Faculty and Stakeholder Involvement: Due to the NMGC program’s in-service nature and unique mix of full-time and practitioner (adjunct) faculty, stakeholder input is critical. Faculty perspective will be garnered through review of the student class evaluations, assessment progress reports, and an e-mail survey distributed annually and collected by the program coordinator which will ask the faculty’s opinion of the effectiveness of their class and the students in the program. Because input from sector leaders is important, the NMGC program will collect feedback through ongoing discussion on the professionalization needs of the sector that can be addressed by the NMGC curriculum.

Curriculum Assessment Map:

Overall Goal: Increasing the managerial understanding and skills of individuals engaged in nonprofit organizations.

Goal 1: Increasing Managerial Understanding

| Courses and activities | How outcomes are assessed | Outcome #1: Understanding the history, composition and identifying characteristics of the nonprofit sector | Outcome #2: Understanding the organizational form and structure of a nonprofit entity |
|--|--|---|--|
| Nonprofit Organization Management PADM 7336, Sec. 90 | Emphasis: Knowledge Assessed: Final project/paper | ✓ | |
| Nonprofit Organization Management PADM | Emphasis: Adeptness | | |

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|--|--|---|---|
| 7336, Sec. 90 | Assessed: Role Play | | ✓ |
| Nonprofit Organization Management PADM 7336, Sec. 90 | Emphasis: Knowledge Assessed: Class Participation | ✓ | |
| Guided Study (Capstone) PADM 7374, Sec.90 | Emphasis: Knowledge Assessed: paper | ✓ | |
| Guided Study (Capstone) PADM 7374, Sec.90 | Emphasis: Adeptness Assessed: Paper defense | | ✓ |

Goal 2: Increasing Managerial Skills

| Courses and activities | How outcomes are assessed | Outcome #3: Demonstrating understanding an ability in basic administrative and managerial skills relevant to nonprofit organizational operation (such as financial management, public relations, program evaluation human resources/volunteer management , etc.) | |
|--|---|---|---|
| Nonprofit Organization Management PADM 7336, Sec. 90 | Emphasis: Skill Assessed: Case Study | | ✓ |
| Guided Study (Capstone) PADM 7374, Sec.90 | Emphasis: Skill Assessed: paper | | ✓ |