

2012 Assessment Report on Student Achievement  
**School of Leadership Studies**  
**Institutional Commitment to Student Achievement**  
**Indicators and Targets by Program**

St. Thomas evaluates success with respect to student achievement consistent with its mission. These efforts are linked to the mission in the 2012-2017 Strategic Plan through its goal: **“St. Thomas will graduate academically superior students prepared for professional success.”** These ongoing efforts to document and improve student achievement are linked to the academic programs. In 2012, the dean and faculty of each college/school identified a set of appropriate indicators of student achievement and targets for each indicator at the program level.

These indicators include enrollment data; state licensing examinations; student portfolios; qualifying examination pass rates; and graduate school placement rate. The dean and faculty of each college/school review these indicators and their targets on an annual basis and use the results of these reviews to improve a program (See links to annual reports at end of this narrative.)

In the School of Leadership Studies, student achievement is measured and evaluated by tracking enrollment and job placement rates for its undergraduate and graduate programs.

**Enrollment.** These targets are based on the average enrollment calculated over the past three years. The BA in Health Records and Information Management and BS in Fire Science Management are new online programs that are building enrollment based on needs in the workforce.

Table 4.1  
School of Leadership Studies: Target and 2012 Enrollments

Program	Enrollment Target	2012 Enrollment
BA Communication Arts	58	54
BA Elementary Education	38	25
BA Health Records and Information Management	20	11
BA Organizational Leadership	133	109
BS Fire and Emergency Management	15	13
MA Communication Arts	24	25
MS Education	31	14
MS Special Education	30	31
MPS Executive Management	33	34
EdD Leadership and Management	49	49

*Use of Results: The BA Communication Arts’ enrollment is being monitored and may show improvement in academic year 2013-2014 year. A new faculty member has been hired with the appropriate credentials to coordinate this program was hired in January 2013. In spite of its low enrollment, the BA Elementary Education serves individuals who want to be teachers but cannot complete all the requirements of a state-approved program, especially the 16-week internship.*

*The BA in Organizational Leadership (OL) has lost its market share due to a rise in similar competing programs from for-profit institutions catering for the adults who seek to complete the degree they started many years ago. The OL program has joined the state-wide Complete Florida initiative. This collaboration is expected to provide a state-wide marketing presence for that program and may have a positive impact on its future enrollment. In addition, there is an effort underway to transfer this program to the School of Business where its presence may be more adequately supported by sharing similar (business) programs.*

*BA Health Records and Information Management is a new program that is building its enrollment. An enrollment target will be established for the programs based on enrollment information from 3 consecutive*

years. The BS Fire and Emergency Management is also a new program whose enrollment target will be established for the programs based on enrollment information from 3 consecutive years.

The MA in Communication Arts is on target but needs to be monitored.

The MS in Education had several areas of concentration that were transformed to free-standing degrees: MS in Elementary Education, MS in Reading, and a MS in TESOL. Enrollment targets will be established for each of these programs based on enrollment information from 3 consecutive years

The Ed. D in Leadership and Management, the MS in Educational Leadership and the MS in Special Education have met their enrollment targets for that period under review. No immediate action is planned.

**Job Placement:** Job placement targets are based on information reported in the ICUF annual accountability reports. The target for each program is based on a three-year average or reported percentages. The BA in Communication Arts job placement target has been set at 50% due to the recent downturn in jobs openings related to this degree. The BS in Fire and Emergency Management and the EdD in Leadership and Management have not yet been added to this annual report.

Table 4.2

School of Leadership Studies: Target and 2012 Job Placement Percentages

Program	Job Placement Target	2012 Job Placement Percentage
BA Communication Arts	50%	50%
BA Elementary Education	86%	71%
BA Health Records and Information Management	100%	75%
BA Organizational Leadership	58%	86%
BS Fire and Emergency Management	-	-
MA Communication Arts	80%	88%
MS Education	94%	67%
MS Special Education	89%	86%
MPS Executive Management	79%	N/A
EdD Leadership and Management	-	50%

*Use of Results:* The BA in Communication Arts job placement target has been set at 50% due to the recent downturn in jobs openings related to this degree.

Due to the downturn in the economy, students who graduated from the BA in Elementary Education could have selected to attend graduate school for advanced degrees to more adequately prepare themselves for their profession. At the same time, the Program Coordinator has intensified the efforts to secure more internships for qualified students before they graduate. This practice will improve the program's graduates ability to network to locate open positions.

Several of the areas of concentration in the MS in Education have been transformed to free-standing degrees: the MS in Elementary Education, the MS in Reading, and the MS in TESOL in attempt to make these areas of study more attractive to potential employers. Once they have been added to this report, it will take 3 years to determine an appropriate job placement target for these programs.

The job placement information for the MS in Special Education will be monitored to ensure the percentage does not continue to drop. If it continues to drop, an intervention plan will be developed and implemented.

*The BA in Health Care Management has been changed to a BA in Health Records and Information Management to make its graduates more attractive to employers. It will take 3 years to determine an appropriate job placement target for this program.*

*The BS in Fire and Emergency Management and the EdD in Leadership and Management have not yet been added to the state-level annual report. Once they have been added to this report, it will take 3 years to determine an appropriate job placement target for these programs.*