

**Nonprofit Administration Minor  
Assessment Plan (submitted May 31, 2012)  
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**Nonprofit Administration Minor**

*Mission:* A multi-disciplinary program designed for students wanting to pursue careers in non-profit organizations that include the arts, human services, recreation, chambers of commerce, civic efforts, and health care. The nonprofit administration minor supports the mission of the university by promoting civic responsibility and encouraging innovation.

Three student learning outcomes are directly related to the mission of the nonprofit administration minor: 1) identify basic components of nonprofit organization; 2) develop a strategic plan for a new nonprofit organization; 3) apply knowledge of nonprofit organizations within an internship setting.

**Learning Outcome One:**

The student should be able to identify the basic components in any nonprofit organization. Student learning in this outcome culminates in the MCCNM 370: Nonprofit Organizations and Communication course.

Assessment of this outcome occurs in the final paper students complete for the MCCNM 370 course.

Target: 90 percent of students should achieve average or above level on the final paper.

**Learning Outcome Two:**

The student should develop a strategic plan for a new nonprofit organization. Students develop a strategic plan for a new nonprofit organization in the MCCNM 370: Nonprofit Organizations and Communication course.

Assessment of this outcome occurs in the final paper students complete in the MCCNM 370, Nonprofit Organizations and Communication course.

Target: 90 percent of students should achieve average or above level on the final paper.

**Learning Outcome Three:**

The student should apply knowledge of nonprofit organization within an internship setting. All students completing the nonprofit administration minor are required to complete an internship with a nonprofit organization.

Assessment of this outcome occurs in two areas: 1) evaluation from nonprofit supervisor of the student's performance and 2) the student's self-report of the experience.

Target: 100 percent of students should receive above average evaluations from supervisors and 100 percent of students should report adequate preparation to contribute to the internship setting.

**Current status of the minor and curriculum:**

The nonprofit administration minor has not yet achieved even 10 minor graduates since its inception. In 2012, three students graduated with a nonprofit administration minor. Questions exist from the faculty advisor about the value of the coursework as it currently exists. Additionally, because the advisor will

change in 2012-2013, an entire review of the minor, including a complete curriculum map tied to student learning outcomes, should occur. One possible location to “house” the minor with a new advisor would be the President’s Leadership Program. The director of that program will be teaching the introductory course starting August, 2012, and has a master’s degree in Nonprofit Management.

**Evaluation of assessment results/Continuous processes:**

The minor advisor is responsible for completing and evaluating assessment results. Following the completion of the internship, the advisor will consult with students on their level of preparation for the internship; the advisor and students will work together to identify any gaps that may exist in the program’s curriculum preventing full preparation for internships. If the advisor identifies additional weaknesses in student performance through assessment of the three student learning outcomes, courses included as part of the minor program will be evaluated to determine if curricular changes are needed to enhance student performance.

Because the nonprofit administration minor will undergo a review upon departure of the current advisor, a full analysis of courses included in the minor as well as their connection to the learning outcomes, will need to be completed in the coming year. Once a new advisor of the nonprofit administration minor program is appointed, that person will be responsible to ensure that this assessment process is continued and used to improve the minor program. One of the biggest questions facing the nonprofit administration minor in the near future is whether the program, as currently designed, continues to have merit. Because student enrollment in this minor program has remained relatively low, a full evaluation of the nonprofit administration minor program clearly is needed.