

# English Certificate

## Assessment of program

### Goal Description:

Develop an assessment plan for the program

**Providing Department:** English Certificate

### RELATED ITEMS/ELEMENTS

#### RELATED ITEM LEVEL 1

##### Develop an assessment plan

##### Performance Objective Description:

Develop an assessment plan for the program going forward.

#### RELATED ITEM LEVEL 2

##### KPI-Identify an assessment plan

##### KPI Description:

An assessment plan will be developed for the program.

##### Target Description:

Assessment plan will be submitted before the 23-24 academic year.

##### Results Description:

Assessment plan was created on Anthology Planning for the 23-24 AY.

#### RELATED ITEM LEVEL 3

##### KPI-Identify an assessment plan

##### Action Description:

A new assessment plan will be developed for AY 24-25. We need to remove the teaching demonstration and an employer survey from the assessment plan. We need to develop and distribute a survey to people who have completed the program. Their permanent, personal emails are being collected. We need to consistently distribute a survey to students at the beginning of their program and at the end of it to collect data about the effectiveness and student satisfaction with the program.

#### RELATED ITEM LEVEL 2

##### KPI-Identify learning outcomes

##### KPI Description:

Identify learning outcomes for the certificate program.

##### Target Description:

Learning outcomes will be submitted prior to the 23-24 academic year.

##### Results Description:

These learning outcomes have been developed for the program:

1. Students will develop an understanding of local, state, and national Dual Credit issues. This learning outcome is incorporated in ENGL 5335, which was taught in the Spring 2024 and Summer 2024.
2. Students will identify and evaluate the expectations of writing courses such as the skills students have on entry, the skills they should acquire in the course, and rationales behind ways to sequence assignments and skills. These learning outcomes are incorporated in ENGL 5313, 5335, and 5384. ENGL 5313 was taught in the fall 2023 and spring 2024. ENGL 5335 was taught in the Spring 2024 and Summer 2024, as was ENGL 5384.

3. Students will develop assignments to help writing students with different steps in the writing process. These learning outcomes are incorporated in ENGL 5313, 5335, and 5384.
4. Students will be exposed to recent scholarship in English language literature and will be given opportunities to create both scholarly papers and assignments over literature. For the 2023-2024 AY, these learning outcomes are incorporated in ENGL 5301 (fall 23), 5302 (spring 24), 5307 (summer 24), 5308 (spring 24), 5309 (fall 23), 3 sections of 5310 (fall 23, spring 24, summer 24), 5311 (spring 24), and 6330 (fall 23).  
See the attached syllabi for more details.

Attached Files

- [Fall 2023 5301.pdf](#)
- [Fall 2023 5309.pdf](#)
- [Fall 2023 5310.pdf](#)
- [Fall 2023 5313.pdf](#)
- [Fall 2023 6330.pdf](#)
- [Spring 2024 5302.pdf](#)
- [Spring 2024 5308.pdf](#)
- [Spring 2024 5310.pdf](#)
- [Spring 2024 5311.pdf](#)
- [Spring 2024 5313.pdf](#)
- [Spring 2024 5384.pdf](#)
- [Summer 2024 5307.pdf](#)
- [Summer 2024 5310.pdf](#)
- [Spring 2024 5335.pdf](#)
- [Summer 2024 5335.pdf](#)
- [Summer 2024 5384.pdf](#)

RELATED ITEM LEVEL 3

KPI-Identify learning outcomes

Action Description:

Learning outcomes have been developed and distributed to faculty. This will become an annual distribution. Syllabi will be collected to show that these learning outcomes are incorporated in the classes taken by certificate students.

Employment of certificate students

Goal Description:

Students who complete the certificate will be employed as dual credit teachers at high schools or junior colleges or as teachers of freshman and sophomore students.

Providing Department: English Certificate

RELATED ITEMS/ELEMENTS -----

RELATED ITEM LEVEL 1

Students will demonstrate mastery of best practices in teaching literature in dual credit and high school and college classes.

Learning Objective Description:

Syllabi for courses will include objectives related to best practices in teaching literature in dual credit and high school and college classes.

RELATED ITEM LEVEL 2

IFC-Employment-Literature

Indicator Description:

Students will create an assignment for teaching literature in a dual credit, high school, or college class.

**Criterion Description:**

Students will complete the assignment with a B or better.

**Findings Description:**

For the 2023-2024 AY, assignments for teaching a work of literature were incorporated in ENGL 5307 (summer 24), 5308 (spring 24), 5309 (fall 23), 3 sections of 5310 (fall 23, spring 24, summer 24), 5311 (spring 24), and 6330 (fall 23).

All certificate students make a B or better in these classes.

**RELATED ITEM LEVEL 3**

**IFC-Employment-Literature**

**Action Description:**

No survey was done, so there is no data to show whether students are employed teaching literature or if they believe the program served them well.

**RELATED ITEM LEVEL 2**

**IFC-Teaching demonstration**

**Indicator Description:**

Students will present a lesson in either composition or literature created for a course.

**Criterion Description:**

Reflections on lesson plans created for ENGL 5335 were collected and scored by 3 faculty to determine how well the students were producing writing assignments that incorporated best practices in composition. A rubric was developed by the faculty.

Attached Files

 [5335 Assessment Student Writing SU 2023.pdf](#)

 [rubric for certificate program assessment 22-23AY.xlsx](#)

**Findings Description:**

**Nine students were assessed for summer 2023. Only 4 of them scored 80% or higher on our rubric. Expectations about best practices will need to be communicated better to the students. Due to changes in personnel, we were unable to implement the rubric assessment for the spring and summer 2024 semesters.**

**RELATED ITEM LEVEL 3**

**ICF-Teaching demonstration**

**Action Description:**

It was decided that this part of the assessment should not be implemented. Instead a pre and post survey is implemented.

**RELATED ITEM LEVEL 1**

**Students will demonstrate mastery of current best practices in composition.**

**Learning Objective Description:**

Syllabi in "Workshop in Teaching Writing" and "Rhetoric and Composition Theory" will contain objectives related to best practices in composition theory as regards dual credit programs and freshman composition.

**RELATED ITEM LEVEL 2**

**ICF-Employment-Composition**

**Indicator Description:**

Students will create assignments that demonstrate they can implement best practices in composition.

Attached Files

 [Spring\\_2022\\_5384.pdf](#)

 [Fall\\_2021\\_ENGL\\_5335.pdf](#)

 [Summer\\_2022\\_5335.pdf](#)

**Criterion Description:**

Students will create at least three assignments with a grade of B or better.

Attached Files

 [Criterion Best Practices in teaching composition.docx](#)

**Findings Description:**

Students were required to develop composition assignments in ENGL 5313, taught fall 2023, spring 2024, ENGL 5335 taught spring 2024 and summer 2024, and ENGL 5384 taught spring 2024 and summer 2024.

All certificate students enrolled in these classes made a B or better in the class.

RELATED ITEM LEVEL 3

**ICF-Employment-Composition**

**Action Description:**

Since no surveys were completed, we have no data to discuss about employment as composition teachers.

RELATED ITEM LEVEL 1

**Obtaining Employment**

**Performance Objective Description:**

Students will successfully be employed as dual credit teachers in high school or junior college or will be employed teaching college level classes.

RELATED ITEM LEVEL 2

**Employer satisfaction survey**

**KPI Description:**

The employers of our graduate certificate in English recipients will be surveyed about their satisfaction with the recipients ability to effectively teach dual credit or college level courses. Ninety percent of employers should be satisfied with the recipients ability to effectively teach dual credit or college level courses.

**Target Description:**

Ninety percent of employers should be satisfied with the recipients ability to effectively teach dual credit or college level courses.

**Results Description:**

It has proven impossible to contact supervisors in a consistent fashion. Students have multiple reasons for pursuing the certificate other than teaching dual credit classes, so this does not seem to be a valid measure.

RELATED ITEM LEVEL 3

**Employer satisfaction survey**

**Action Description:**

It has proven difficult to do an employer survey, and one was not completed during AY 23-24.

RELATED ITEM LEVEL 2

**Student employment survey**

**KPI Description:**

Students who have received a graduate certificate in English will be surveyed during the following academic year to see if they have obtained employment as a dual credit teacher in a high school or community college or are otherwise teaching college courses. Ninety percent of students should be employed during the following academic year.

**Target Description:**

Ninety percent of students should be employed during the following academic year.

**Results Description:**

No survey was distributed during this AY. One will be developed for distribution during AY 24-25.

RELATED ITEM LEVEL 3

**Action - Student Employment Survey**

**Action Description:**

No survey was done. One will be created during AY 24-25.

**Marketing the program**

**Goal Description:**

Working with SHSU Marketing and Communications to develop a marketing plan.

**Providing Department:** English Certificate

RELATED ITEMS/ELEMENTS -----

RELATED ITEM LEVEL 1

**The program will expand its outreach to districts throughout Texas.**

**Performance Objective Description:**

Marketing material will be made available to school districts throughout Texas.

RELATED ITEM LEVEL 2

**KPI-Marketing**

**KPI Description:**

Marketing materials will be provided to fifty districts throughout Texas.

**Target Description:**

Recruiting plan will be put into place prior to the 23-24 academic year.

**Results Description:**

We are still in the process of identifying school districts and who should be the target audience of marketing materials. I have met with Tiffany Hubrig, the new marketing person for the College of Humanities and Social Sciences to discuss marketing the program.

RELATED ITEM LEVEL 3

**KPI-Marketing**

**Action Description:**

The student assistants in the English department have been instructed to complete a list of contacts for all ISDs and charter schools in Texas.

RELATED ITEM LEVEL 2

**KPI-Target marketing at districts with significant minority enrollment**

**KPI Description:**

The program will target marketing to districts with significant minority enrollment to increase SHSU visibility to minority teachers and high school students. Half of the districts sent marketing materials will be ones with predominately minority enrollment.

Attached Files

**Target Description:**

Marketing material or initiatives will be implemented to recruit diverse student body into certificate program.

**Results Description:**

We are still in the process of identifying who to contact in school districts.

RELATED ITEM LEVEL 3

**KPI-Target marketing districts with significant minority enrollment**

**Action Description:**

This item will be subsumed under general marketing, once we have a list of districts. The director has been in contact with the new marketing representative for CHSS.

**Recruitment and retention**

**Goal Description:**

The program will recruit and retain students and help students become aware of resources and opportunities to enroll in the MA in English.

**Providing Department:** English Certificate

RELATED ITEMS/ELEMENTS -----

RELATED ITEM LEVEL 1

**Recruiting for the MA program**

**Performance Objective Description:**

Students will be provided information about the MA program and resources available to them.

RELATED ITEM LEVEL 2

**KPI-Recruitment for MA program**

**KPI Description:**

All students will be made aware of the option to apply for the MA degree and students will be made aware of the resources such as the ASPIRE program and other resources.

**Target Description:**

Our target is to recruit at least three certificate students into the MA program.

**Results Description:**

All students were contacted about continuing on for the MA program. One student began working on her MA after the completion of the the graduate certificate in English. Students in the certificate program often have career goals that make a different graduate degree more attractive than continuing on to an MA in English. Therefore the goal needs to be readjusted.

RELATED ITEM LEVEL 3

**KPI-Recruitment for MA Program**

**Action Description:**

The dean has given scholarships which can be used by certificate students to transfer to the MA. However, they have not been an effective recruitment tool for fall 2024, as all currently enrolled certificate students have been told of the scholarships, but have not applied for the MA.

RELATED ITEM LEVEL 1

**Recruitment**

**Performance Objective Description:**

Recruitment will increase the enrollment of the program.

RELATED ITEM LEVEL 2

**KPI-Recruitment**

**KPI Description:**

The program will enroll 90% of the students who express interest or begin an application to the program.

**Target Description:**

90% of students who express interest will enroll.

**Results Description:**

14 people began an application or emailed expressing interest in the program for AY 23-24. Eight students completed the application and were admitted. One person completed the application and was denied admission. Seven students enrolled in the program. One student did not receive funding she anticipated from her district and did not enroll.

RELATED ITEM LEVEL 3

**KPI-Recruitment**

**Action Description:**

The director will continue to send personal emails to students who begin the application process until the deadline.

RELATED ITEM LEVEL 1

**Retention**

**Performance Objective Description:**

The program will provide opportunities for students to complete the certificate in an academic year.

RELATED ITEM LEVEL 2

**KPI-Retention**

**KPI Description:**

Ninety percent of students will complete the program in an academic year.

**Target Description:**

Ninety percent of students will complete the program in an academic year.

**Results Description:**

All students who began enrollment in AY 2023-24 have completed the program or are continuing into the fall 2024. Students have expressed that being able to complete the degree in a single AY is a reason they have chosen our program. For AY 2023-2024, we had twelve students complete the certificate. Two students completed the certificate as part of their M.Ed. and the other ten were certificate students. Of the twelve students, one began in the fall of 2021, but due to personal circumstances had to take a full academic year off, one student began in the summer of 2022, three students began in the fall 2022, four students began in the summer of 2023, one student began in the fall of 2023, and two students began in the spring of 2024.

One student who began in fall 2022, has not completed the program due to changes in her teaching position.

RELATED ITEM LEVEL 3

**KPI-Retention**

**Action Description:**

The only reason any student has provided for not completing the program have been personal life events. Students do feel engaged in the program. The director will continue to email students regularly.

## **Update to Previous Cycle's Plan for Continuous Improvement Item**

### **Previous Cycle's Plan For Continuous Improvement (Do Not Modify):**

#### **Closing Summary**

The new plan will incorporate the new learning objectives and assessment program that the assessment committee has been working on. We are in the process of evaluating the information gained from the survey of students enrolled in ENGL 5335 summer 2023 and will proceed to develop a rubric to assess the example assignments the students produced for the class.

We also plan to refine our survey for students who have completed the program to learn if they are employed as dual credit or college credit teachers.

### **Update of Progress to the Previous Cycle's PCI:**

A survey and rubric were used in summer 2023 in ENGL 5335. A survey of graduates needs to be developed, distributed, and collected.

## **New Plan for Continuous Improvement Item**

#### **Closing Summary:**

Within in the current plan, it is clear that a survey of students who have completed the certificate program needs to be developed and distributed. The pre and post survey for current students needs to be more effectively implemented. Once school district contacts have been identified, a market campaign, in consultation with the CHSS marketing director, Tiffany Hubrig, needs to be implemented.

We have successfully developed and implemented learning outcomes across the program. We need to continue to address these.