Academic Assessment Plan

Grad Certificate Goals

The Graduate Certificate goals are aligned with the Arkansas Division of Elementary and Secondary Education Online Teaching Licensure Rubric and Handbook:

1. Design Effective Online Instruction. Equip educators with the skills to plan and prepare effective online lessons that incorporate evidence-based learning strategies and address the needs of diverse learners.
2. Develop Engaging Online Content. Enable educators to create and implement online instructional materials and activities that promote student engagement and digital citizenship.
3. Enhance Communication with Stakeholders. Prepare educators to effectively communicate and collaborate with students, parents, colleagues, and administrators in an online environment.
4. Implement Reflective Practices. Foster the ability to reflect on instructional practices and make data-informed decisions to improve online teaching effectiveness.
5. Demonstrate Professionalism and Ethical Use of Technology. Instill a commitment to ethical practices, including appropriate use of technology and adherence to academic integrity in online teaching.

Student Learning Outcomes

1. Course Preparation
   o Demonstrate the ability to plan online lessons that are aligned with learning objectives and standards.
   o Apply evidence-based instructional strategies to online lesson planning.
   o Design online learning environments that accommodate diverse learners and ensure accessibility.
2. Course Development
   o Develop online instructional materials and activities that engage students and promote active learning.
   o Incorporate principles of digital citizenship into online course content.
   o Plan and conduct synchronous online sessions that facilitate student interaction and learning.
   o Reflect on the effectiveness of online course components and make necessary adjustments.
3. Communication with Stakeholders
   o Utilize various communication tools to build rapport with students and provide timely feedback.
   o Develop strategies for effective communication and collaboration with parents, colleagues, and administrators in an online setting.
   o Reflect on communication practices to enhance stakeholder engagement and support.
4. Syllabus Development
   o Create a comprehensive online course syllabus that outlines course objectives, expectations, policies, and assessment methods.
   o Ensure the syllabus meets institutional guidelines and supports student understanding of the online course structure.
5. Professionalism and Ethics
   o Demonstrate ethical behavior in the use of technology and online resources, including proper citation and adherence to academic integrity policies.
   o Respect and uphold student privacy and data security in online teaching practices.
   o Engage in continuous professional development to stay current with best practices in online education.

Process for Assessing each Student Learning Outcome

1. Timeline for Assessment & Analysis

These goals and outcomes are structured to ensure that graduates of the program are well-prepared to meet the requirements of the Arkansas Online Teaching Endorsement and to excel in delivering quality online education. Assessment of learning outcomes for the Graduate Certificate in Online Teaching occurs every semester using the course grades from the four graduate courses required to complete the Certificate:

1. ETEC 52103 — Media and Web Design — 3 hours
2. ETEC 53003 — Technology Integration in K12 — 3 hours
3. ETEC 62503 — Distance Learning —3 hours
4. CIED 54203 — Curriculum Design — 3 hours

Final grades from the Fall 2024 and Spring 2025 semesters were gathered in May 2025 by the Program Coordinator for the 3 students who completed the Graduate Certificate (see Table 1).

2. Means of Assessment & Desired Level of Student Achievement Direct Assessment:

The assessment consists of having students complete the four required courses in the graduate certificate in Online Teaching. The grades listed in the table are final course grades. Students that received a mean of a "B" or higher (i.e. 80% or higher) across all four required courses received the graduate certificate. If students did not receive a B or higher average across all four required courses, they could opt to retake a course to attempt to get a higher grade and thus a higher overall average across all four courses.

3. Report of results

See Annual Academic Assessment Report below

Annual Academic Assessment Report 2024-2025

Results of analysis of assessment of Student Learning Outcomes following timeline stated above
Results indicated that all students performed at or above acceptable levels on the ePortfolio assessment. Two students successfully passed the requirement (100% pass rate among those who completed the ePortfolio). Table 1 lists the average final ePortfolio scores for 2023-2024.

Academic Assessment Plan Results (M.Ed. Educational Technology) (May 2025).

Course Number and Title	Mean Grade
ETEC 52103 — Media and Web Design	A
ETEC 53003 — Technology Integration in K12	A
ETEC 62503 — Distance Learning	A
CIED 54203 — Curriculum Design	A

Any changes to degree/certificate planned or made on the basis of the assessment and analysis
None at this time.

Any changes to the assessment process made or planned

Based on these results we do not plan any changes to the assessment process for the next cycle but are considering including graduate certificate requirements in the ePortfolio course for those who are completing both the Masters and Certificate programs.