



DBU

DALLAS BAPTIST UNIVERSITY

— Master of Arts in Professional Counseling —

2024 Annual Assessment Review

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Dallas Baptist University
Master of Arts in Professional Counseling

An annual comprehensive assessment of the MAPC program was conducted for review of the 2024 calendar year in January 2025. Assessment areas included admissions information, candidacy information, demographic information, students' knowledge/learning outcomes, students' personal and professional counseling dispositions, and evaluation of students' skills/practices. Data sources included admission interview ratings, candidacy assessment evaluations, graduate/student survey, alumni survey and a stakeholder's surveys, student learning outcomes based on coursework, NCE exam scores, course summative exams, and the practicum and internship end of semester evaluations.

The annual assessment process, conducted by full-time MAPC faculty members, utilized the 2016 CACREP guidelines. Results of the review were reported to the College of Humanities and Social Sciences, the Graduate Office, and the Dallas Baptist University administration. The review process is ongoing, using a variety of methods of assessment and data from multiple sources to determine if the following program objectives and CACREP standards are being met. Data are collected to evaluate each component.

MAPC PROGRAM OBJECTIVES

The program's mission and objectives were aligned to meet CACREP standards starting back in 2019. The evaluation measures, also aligned with the 2016 CACREP standards, were created to assess program performance related to the mission and objectives of the program. Preliminary work has started on aligning our program to the 2024 CACREP standards, and will be implemented following the CACREP site visit, scheduled for spring 2025.

Master of Arts in Professional Counseling Program Objectives:

1. Provide Christ-centered quality counseling education to produce graduates who integrate faith and learning in a diverse world.
2. Produce graduates who demonstrate the appropriate knowledge, skills, and dispositions required for the successful practice of clinical mental health counseling.
3. Equip graduates with the prerequisites to pass the National Counseling Examination (NCE) and meet the requirements for licensure as a professional counselor in Texas.
4. Cultivate a professional counselor identity among faculty through organizational involvement, research, publications, presentations, and community service.

VITAL STATISTICS

MAPC ENROLLMENT & STUDENT DEMOGRAPHICS

DBU seeks to recruit, support, and encourage a diverse student population. Demographic information is collected upon admission through graduation. Pertinent demographic information

gathered includes age, gender, and ethnicity. Review and analysis include calculating frequencies and percentages by category to assess the program objectives, recruiting efforts, graduation rates, and other analyses as needed.

MAPC Program Enrollment Data	2024
Number of Program Inquiries	95 students
Number of Program Applications	94 students
Number of Complete Program Applications	64 students
Number of Students Accepted into Program	58 students (2 provisionally accepted)
Total Number of Students Enrolled in Program for 2024	122

For the 2024 calendar year, the MAPC department enrolled a total of 122 students. The counseling department demographic data is listed below. MAPC students’ ages ranged from 21 to 53 years for the calendar year 2024, with a mean age of 28, and a median age of 25. The percentage of males in the MAPC program has risen from 12% in 2023 to 16% in 2024, which is a positive and desirable trend. The university, department, and program work to ensure that qualified applicants of diverse backgrounds and ethnicities are admitted into the program and receive the necessary support to successfully complete all graduation requirements for the MAPC degree. For comparison purposes, the demographic data for all LPCs in Texas shows that nearly 70% of LPCs in Texas are white. This reinforces the positive progress being made at DBU, with the MAPC program’s enrollment of nearly 50% minority students is working to address the under-representation of diversity in the counseling profession in Texas. For calendar year 2024, the MAPC had a 96% retention rate.

Diversity of MAPC Students	2024
White (65 students)	53 %
Hispanic (23 students)	19 %
Black or African American (20 students)	16 %
Asian/Pacific Islander/Native American/International (14 students)	12 %
Female to Male Ratio Percentages (103 to 19)	84%: 16%
Mean Age	28 years old

During the 2024 calendar year, 16 students graduated from DBU’s Master of Arts in Professional Counseling program under the CACPREP-aligned standards. The total number of CACREP-aligned graduates currently stands at 41 graduates.

MAPC Program Graduates	Number of CACREP- Aligned Graduates
Spring 2024	6
Summer 2024	1
Fall 2024	9
2024 Total	16

The MAPC department graduated 16 total students during the 2024 calendar year, and the demographic data is listed below. MAPC graduates ranged from 23 to 51 years old for the calendar year 2024, with a mean age of 28 years old, and a median age of 25.

Demographic Data on Graduates in 2024	Graduates
White	43%
Hispanic	31 %
Black or African American	6 %
Asian/Pacific Islander/Native American/International	25 %
Female to Male Ratio Percentages	75 %: 25 %
Mean Age	28 years old

MAPC graduates historically perform well on licensing and certification examinations. During the 2024 calendar year, of the 16 DBU graduates, 13 have already taken the National Counselor Examination, with a 92% passing rate. One student did not pass the NCE exam and will be re-taking this spring. The other three students are in the process of preparing to sit for the NCE. Of the students who chose to become National Certified Counselors, 100% of those students passed their NCE for 2024.

NCE: Percentage of Students Passing in 2024	Program 2024 Graduates
Number of Students Taking the NCE	13
Number of Students Passing the NCE	12
MAPC Passing Percentage for NCE	92%

PROGRAM EVALUATION

CACREP KEY PERFORMANCE INDICATORS AND LEARNER-CENTERED OUTCOMES RATINGS ASSESSED IN 2024

The Master of Arts in Professional Counseling Program has maintained a sustained effort to review and assess student learning over the past five years through careful evaluation of the program's learner-centered outcomes. Learner-centered outcomes were revised to mirror the 2016 CACREP standards in 2019. Currently the department is expecting a site visit in the spring of 2025 for accreditation under the 2016 CACREP standards. The LCOs are an important part of the annual program reviews and serve as an integral part of the development of action plans for improved student learning and program development. The program's annual reviews have reported consistent improvement in student learning and enhanced program development.

The MAPC Program faculty has identified Key Performance Indicators (KPIs) to assess student performance according to the 2016 CACREP standards. Throughout the year, students and instructors upload KPI-related performance data into an online data management system, *Tevera*. Faculty review results and share the results with MAPC stakeholders. The faculty implement curriculum revisions based on the assessment review. In some cases, even though criteria are met, the faculty nevertheless implement changes intended to further strengthen student learning and performance.

The 2016 CACREP standards were assigned to the twenty MAPC courses, and each syllabus indicates where and how each standard is addressed within the curriculum. All standards were included in course-specific evaluation rubrics, and the data were collected using evaluation rubrics created within the *Tevera* database beginning in 2021. In reviewing the aggregated data from *Tevera*, a total of 238 ratings are assessed on all standards across the eight common core areas representing foundational knowledge expected of all graduate counseling students.

Instructors in every MAPC course assess students on multiple standards. The minimum benchmark for all course standards (i.e., meeting expectations) is a score of 2 out of 3. A score of 2.50 or greater is considered the target score for 2024. Based on KPIs in courses in the MAPC program, areas of strength and areas for growth were identified.

The following were found to be strengths of the MAPC program for 2024 with scores far above the 2.50 benchmark: COUN 5313 Group Counseling ($X=3.0$: Theory Test; $X=2.965$: Leadership Activity Rubric; and $X=2.82$ Instructor Evaluation), and COUN 5315 Psychological Testing ($X=2.92$: Exam Score Rubric; $X=2.77$: Instructor Evaluation).

Based on the data gathered in *Tevera*, the Alumni Survey, the Stakeholders Survey, scores on the Candidacy exam, and the information from NCE exams, the two areas for growth identified were COUN 5316 Research Methods and COUN 6316 Advanced Counseling Methods and Crisis Intervention. The *Tevera* scores indicated that these two courses could be improved for COUN 5316 Research Methods ($X=2.0$: Comprehensive exam, $X=2.16$ Instructor Evaluation, and $X=$

2.074 Research Project), and COUN 6316 Advanced Counseling and Crisis Intervention ($X = 2.256$: Instructor Evaluation, $X = 2.611$ Case Study). The recommendation section includes improvements that will be implemented during the 2025 calendar year to make gains in these two courses.

For the common core standards, 82.1% of the ratings assigned were either *meets expectations* or *exceeds expectations*. The aggregate mean score (mean of means) for all evaluated areas was $X = 2.651$, which falls above the target benchmark of 2.50.

INTERNSHIP SITE SUPERVISOR REPORTS

Internship Site Supervisors rated the performance, skills, and dispositions of DBU MAPC Counseling Practicum and Internship students at the middle and at the close of the students' semesters in the clinical classes. The target benchmark score on these assessments is 8 or higher. Based on Spring 2024, Summer 2024, and Fall 2024 end-of-course evaluations of clinical students from site supervisors in the course, *COUN 6319 – Internship II*, the percentage of interns who were rated as 8- “consistently meets criteria” or 10-“exceeds criteria” in administrative skills, counseling clinical skills, multicultural competencies, ethical behavior, and professional relationship skills was 100%.

These results were assessed using 23 criteria rated by the site supervisors: treatment planning, flexibility, positiveness, cooperativeness, personal responsibility, awareness of impact on others, openness to feedback, openness to expressing feelings appropriately, self-awareness/self-understanding, record keeping, multicultural competencies, use of research, nonverbal skills, diagnosis, professional ethics, application of theory to practice, facilitative therapeutic environment, goal setting, confrontation, advanced reflecting of meaning, reflecting feelings, reflecting basic messages, and questions.

COUNSELOR PREPARATION COMPREHENSIVE EXAMINATION (CPCE)

In conjunction with the *COUN 6319- Internship II* class, students enroll in *COUN 6000- Comprehensive Counseling Review*. At the end of the semester, students take the *Counselor Preparation Comprehensive Examination (CPCE)* as a review for their licensing exam (NCE). For the 2024 MAPC graduating students, the total passing rate was 100%.

CPCE Passing	Spring 2024	Summer 2024	Fall 2024
Number of Students taking CPCE	6	1	9
Number of Students Passing CPCE	6	1	9
Total Percentage with Passing Score	100%	100%	100%

PROGRAM EVALUATION BY GRADUATE/ALUMNI SURVEY

The Graduate/Alumni Survey was updated and placed on a new platform, Google Forms, which was emailed to all graduates, including all 2024 graduates, allowing for an easy-to-complete format with improved data. Thirteen graduates completed the form. Overall, our graduates rated the MAPC program as *good to excellent*. Of our program graduates who completed their evaluations, 80% of students rated that the DBU MAPC program as *excellent*, and 20% rated their counselor education as *good*. 82% rated the program as excellent in preparing them to counsel clients. These respondents rated Internship I (27.3%), Practicum (18.2%), and Ethics (18.2%) as the 3 classes that were the most valuable course during their training at DBU, the survey required alumni to select one single course as the most valuable. Research Methods was identified as the least valuable course with 36.4% of the graduates responding. 91% of the respondents said that they would recommend DBU's MAPC to others. Alumni identified program strengths predominantly as caring professors, positive learning environment, great relationships with peers, and preparedness for the NCE exam.

PROGRAM EVALUATION BY STAKEHOLDERS SURVEY

This form was also updated to a Google Form for simplicity and ease and sent to all stakeholders, including employers of DBU graduates, site supervisors, and adjunct faculty. This form was sent as a fillable link to 30 individuals, with 15 respondents. In 2024, these stakeholders rated graduates and students. All employers rated DBU graduates as *Excellent* with regard to preparedness, overall character, and overall knowledge. These stakeholders identified a high-level willingness to receive feedback, strong ethical qualities, and adaptiveness as strengths of the MAPC graduates and students. 28.6% thought that "using research" would be the top area for program improvement, and another 28.6% identified "record keeping" as the top area for program improvement.

SUMMARY OF MAPC CHANGES & PROGRESS MADE IN 2024:

- In 2024, the MAPC program increased the percentage of graduating students choosing to affiliate with the NBCC. They cited being able to take their NCE exam during their last semester of the program and earning the NCC credentials as the reasons. In 2023, only 38% of the graduates elected to be NCC, and in 2024 88% of graduates aligned themselves with the NBCC. This improvement will allow the program to get strategic data about the NCE scores of our graduates.
- The MAPC finalized and submitted the addendum to the self-study for CACREP accreditation and currently awaits the CACREP site visit.
- The MAPC program hired a new program director, Dr. Steve Hunter, who came with over 20 years of leadership as a program director at another Christian institution in the area. In November 2024, the program also hired another full-time faculty member, Dr. Zandra Rutledge.
- In February of 2024, the MAPC began publishing a monthly newsletter distributed to all students and faculty announcing upcoming deadlines, campus events, opportunities for

graduate students, as well as information specific to professional counselors, and monthly MAPC Student Organization events. We sought to initiate greater awareness of the resources and opportunities available to DBU students and provide a more cohesive platform for disseminating information important to the MAPC students.

- On February 21, 2024, the MAPC Student Organization held its first gathering with 25 students and faculty attending the event. Since that time, we have held several meet-and-greets, a “de-stress fest” with therapy animals during finals, a panel discussion by professors of various theories, a student-led panel discussion of the practicum and internship process, an ice-cream social, a grief seminar, an eating-disorder seminar, and a Christmas party.
- Based on the data gathered in *Tevera* for the calendar year 2023, the areas identified for growth for 2024 were COUN 5316 Research Methods and COUN 5312 Advanced Counseling Theories and Techniques. Both courses were thoroughly reviewed, specifically looking at ways to implement strategic learner-centered interventions. Recommended interventions were implemented to provide enhanced student performance and program improvement. A comprehensive additional review assignment was implemented for students in COUN 5312 Advanced Counseling Theories and Techniques to complete prior to taking their final exam. Assessment data for the COUN 5312 course showed improvement for 2024. The Professor for COUN 5316 Research Methods course was changed for the 2024 year, but unfortunately the adjunct professor who taught Research Methods for Spring 2024 and Summer 2024 died unexpectedly, and we failed to get important data from him. Because of difficulties with this course, this remains an area of focus for improvements for 2025 as well. Full-time faculty will be teaching this course to ensure increased attention is given to a robust focus on statistics. Full-time faculty will also review other possible textbooks for possible textbook change.
- We established the MAPC Stakeholders Committee comprised of full-time faculty, College of Humanities and Social Science professors, adjunct faculty, employers, students, and alumni of the program to meet and discuss program improvement.
- The COUN 6000 Comprehensive Counseling Review class was also revamped to include two new online tests covering the content of the NCE, and a 350-question study guide was provided to help students better prepare for their NCE exam. The interventions appear to have increased student preparation and confidence with 67% of the December 2024 graduates electing to take and pass their NCE prior to graduation.

SUMMARY OF RECOMMENDATIONS FOR MAPC FUTURE IMPROVEMENT:

- The MAPC faculty have begun preparing for the CACREP site visit as well as working to align the program with the new 2024 CACREP standards, with more emphasis toward this goal after the upcoming CACREP site visit.
- Based on the data gathered in *Tevera* for the calendar year 2024, the areas identified for growth in 2025 are COUN 5316 Research Methods and COUN 6316 Advanced Counseling Methods and Crisis Intervention. Both courses will be thoroughly reviewed, specifically looking at ways to implement strategic learner-centered interventions. In Research Methods, focus will shift from student-led research to a balance of student-led research and more statistics-based learning and evaluation. This change should

improve student success in this area on the National Counselor Examination. Implementation of recommended interventions will be rolled out in the coming months to provide enhanced student performance and program improvement. For COUN 6316 Advanced Counseling Methods and Crisis Intervention, the full-time faculty are preparing for a complete overhaul of this course to expand the depth and breadth of content, including changing the assignments and evaluations.

- Upon receiving CACREP accreditation, we plan to initiate a chapter of Chi Sigma Iota, an international honor society that values academic and professional excellence in counseling to recognize our top achieving students and provide another avenue for student involvement. We will continue to have our MAPC Student Organization for all MAPC students to meet and find community.
- During the first few days of 2025, the MAPC strengthened communication with the Graduate Office, MAPC faculty, registrars and admissions to work together to admit, enroll and retain students and implemented improved gatekeeping for admission and retaining to ensure students success. Particular attention will be given to students who apply with GPAs under the 3.0 threshold for DBU graduate programs, which is also a requirement for graduation. Under a “Provisional Acceptance,” if the student had a GPA under the requirement, the student must meet the 3.0 GPA during their first twelve hours to be fully admitted. If the student fails to meet the desired 3.0 target GPA, the Graduate Office places the student on academic probation. Any future student who might be admitted under the provisional acceptance will automatically be closely monitored by full time faculty, under the Thrive Initiative, discussed below.
- In conducting the 2024 Annual Assessment Review, three out of the 120 students in the MAPC were identified as below our academic threshold in the program, which is set at 3.0 by the DBU Graduate Office. A new initiative, called the MAPC Thrive Initiative, with Dr. Rutledge as the main contact, will begin in 2025. The purpose will be investing in MAPC students who deserve special time and attention to ensure their success. It is a demonstration of love and service to our MAPC students for success in the program.