

Report of Student Learning and Achievement
Concordia University Irvine
Townsend Institute – M.A. Executive Coaching and Consulting Program

For Academic Year:	2024-2025
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Townsend Institute Mission

M.A. Executive Coaching and Consulting Program Purpose

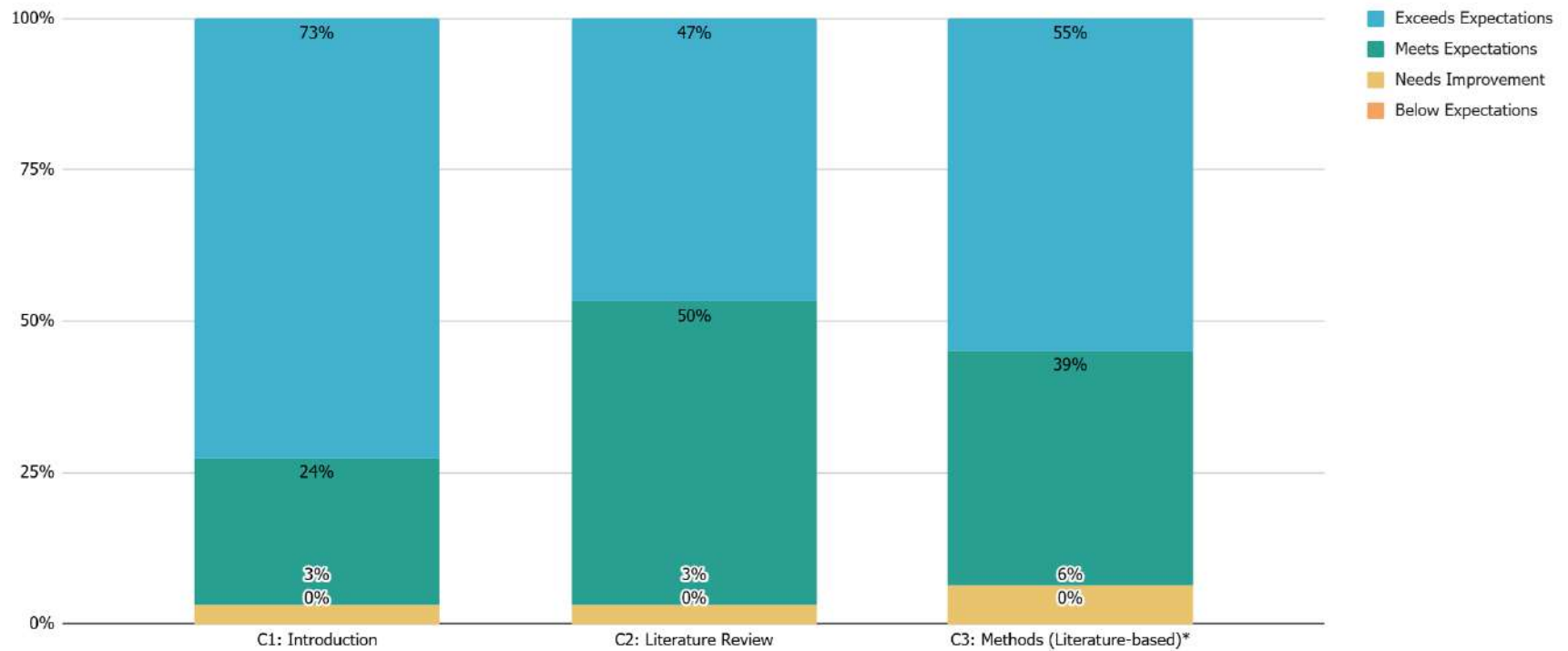
Committed to the transformational power of competency, character, and connection, the **Townsend Institute** provides counselors, executive coaches, and organizational leaders with world-class, life-changing educational experiences that are biblically-informed, research-supported, and rooted in the Townsend growth model.

The Master of Arts in Executive Coaching and Consulting within the Townsend Institute at Concordia University Irvine takes a multidisciplinary approach: scriptural teachings, performance and business research, neuroscience and psychology. Graduates will develop skills and the personal character to effectively coach executives or consult with organizations. Students will have a deep understanding of human motivation and the dynamics of high performing teams and organizations. They will learn a unique and powerful coaching and consultative process leading to substantive and enduring change. Graduates will be prepared for the Professional Certified Coach level of proficiency as established by the International Coach Federation.

Program Learning Outcomes (PLOs)	
1. Ethical Leadership (ECL) - Students will assess and apply standards of ethical coaching and consulting, informed by Christian principles and values.	
2. Scholarly Research (SR) - Students will utilize a systematic approach to carry out a scholarly research project and portfolio directed at a topic in the field of executive coaching and consulting.	
3. Systems Thinking (ST) - Students will analyze and apply concepts and skills necessary to understand individuals and organizations as systems.	
4. Effective Communication (EC) - Students will collaborate and communicate clearly through applicable and innovative methods, adjusting for diverse settings and audiences.	
5. Reflective Practice (RP) - Students will engage in reflective practice through the balancing of core competencies, appropriate assessment, informed research-based best practices, and theoretical frameworks of coaching and consulting.	
6. Global and Community Commitment (GC) - Students will serve their local and global communities in a culturally responsive way.	

Program Assessment Overview			
Aligns with GLO: Scholarly Research			
PLOs Assessed	Evidence and Assessment Instrument	Performance Objectives (Targets/Criteria) Measures:	Results for Measures of Student Learning:
Scholarly Research (SR) Students will utilize a systematic approach to carry out a scholarly research project and portfolio directed at a topic in the field of executive coaching and consulting	EXCC 614 - Scholarly Research Paper	85% of students will meet minimum standards of a 3 or above	Percentage of students who met or exceed expectations: Introduction - 97% Literature Review - 97% Methods - 94%

Program Assessment Results



Summary of Program Assessment Findings

This assignment was introduced in the Spring of 2023 due to the desire to strengthen the scholarly research in the overall EXCC program. Not only has this assignment aligned with course outcomes and helped students deepen their knowledge in the practice of coaching, but it has also created more curiosity in our students. Many students, most of who have not been in an academic setting for a decade or longer, are discovering an enthusiasm for diving into the research, and overcoming a fear of APA, and some are becoming more curious about doctorate-level education.

Some areas of improvement have already been implemented for the upcoming 2025-2026 academic year through the Academic Council. We have removed this course from the Professional Certificate Program and replaced it with an Ethics in Coaching course. The team felt that the academic rigor required for the original course was more appropriate for master's-level expectations and significantly exceeded the requirements for most certificate programs. The new Ethics in Coaching course will now be required for both the Professional Coaching Certificate and the MA in EXCC.

While students met the APLO standards, several key areas for improved instruction were identified. Students need additional support in synthesizing information and engaging in critical analysis. There is also a need to help students narrow their research questions to an appropriate scope for the assignment. As always, continued emphasis on utilizing the CUI Writing Studio was recommended. The final point that came up in discussion, yet wasn't directly impacted in this assessment was the use of AI in research. Students are either using AI without understanding ethical usage or they ask about ethical usage on this assignment. This is an area that could become a significant AI usage learning point. Consideration should be given to this area.

Summary of Achievement of Program Learning Outcomes

Aligns with GLO: Scholarly Research

2024-2025 PLO Assessed	Student Evidence: Scholarly Research Paper	Student Evidence: N/A
Criterion Measured	Performance Target Was...	Performance Target Was...
Introduction	Met	
Literature Review	Met	
Methods	Met	

Program Proposed Course of Action for Improvement in Learning Outcomes

Specific next steps will include:

1. Create an assignment that ensures students have looked into the Writing Studio process and become familiar with what it has to offer to ease nerves using this opportunity.
2. Discuss with faculty and create an AI usage statement for this specific assignment to guide students in practicing ethical and beneficial AI usage.
3. Review of pre-req courses that may have assignments adjusted or grading rubrics adjusted to bring more intentionality to synthesizing and critical analysis skill development.