

| Committee Report                                                                                                                                                                |                                                                       | Which Resources Can Help?                                                                                                                                                                                                                                                                                                               |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Compares the mission statements of a nonprofit and for-profit healthcare organization                                                                                           | <input type="checkbox"/> Mastered<br><input type="checkbox"/> Not Yet | <ul style="list-style-type: none"> <li>• <a href="#">Unit Resources: Nonprofit and For-Profit Healthcare Organizations</a></li> <li>• <a href="#">Unit Resources: Mission, Vision, and Value Statements in Healthcare Organizations</a></li> <li>• <a href="#">Unit Resources: Communicating Mission, Vision, and Values</a></li> </ul> |
| Analyzes how at least two healthcare organizations communicate their mission, vision, and values                                                                                | <input type="checkbox"/> Mastered<br><input type="checkbox"/> Not Yet | <ul style="list-style-type: none"> <li>• <a href="#">Unit Resources: Mission, Vision, and Value Statements in Healthcare Organizations</a></li> <li>• <a href="#">Unit Resources: Communicating Mission, Vision, and Values</a></li> </ul>                                                                                              |
| Evaluates the strategies that at least two healthcare organizations use to integrate their brand                                                                                | <input type="checkbox"/> Mastered<br><input type="checkbox"/> Not Yet | <ul style="list-style-type: none"> <li>• <a href="#">Unit Resources: Maintaining Client Satisfaction in Healthcare Organizations</a></li> <li>• <a href="#">Unit Resources: Branding Healthcare Organizations</a></li> </ul>                                                                                                            |
| Inspects how at least two healthcare organizations communicate their reputation                                                                                                 | <input type="checkbox"/> Mastered<br><input type="checkbox"/> Not Yet | <ul style="list-style-type: none"> <li>• <a href="#">Unit Resources: Branding Healthcare Organizations</a></li> <li>• <a href="#">Unit Resources: Maintaining Client Satisfaction in Healthcare Organizations</a></li> </ul>                                                                                                            |
| Recommends at least five strategies for a healthcare organization for writing mission, vision, and value statements and conveying its brand and reputation to diverse audiences | <input type="checkbox"/> Mastered<br><input type="checkbox"/> Not Yet | <ul style="list-style-type: none"> <li>• <a href="#">Unit Resources: Communicating Mission, Vision, and Values</a></li> <li>• <a href="#">Unit Resources: Branding Healthcare Organizations</a></li> </ul>                                                                                                                              |
| General                                                                                                                                                                         |                                                                       | Which Resources Can Help?                                                                                                                                                                                                                                                                                                               |
| Written answers are clear; use correct grammar, sentence structure, and spelling; and show an understanding of audience and purpose                                             | <input type="checkbox"/> Mastered<br><input type="checkbox"/> Not Yet | <ul style="list-style-type: none"> <li>• <a href="#">Academic Support</a></li> </ul>                                                                                                                                                                                                                                                    |

| General                                                                                                                             |                                                                       | Which Resources Can Help?                                                            |
|-------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------|--------------------------------------------------------------------------------------|
| Written answers are clear; use correct grammar, sentence structure, and spelling; and show an understanding of audience and purpose | <input type="checkbox"/> Mastered<br><input type="checkbox"/> Not Yet | <ul style="list-style-type: none"> <li>• <a href="#">Academic Support</a></li> </ul> |
| Lists sources where applicable using citation methods with no major errors                                                          | <input type="checkbox"/> Mastered<br><input type="checkbox"/> Not Yet | <ul style="list-style-type: none"> <li>• <a href="#">Citation Help</a></li> </ul>    |