

HSE 220 Final Project Guidelines and Rubric

Overview

As a human services professional, you will witness many client challenges that, on the surface, seem insurmountable. In your role as an advocate, resource, and role model, you will be in a position of having to help clients find creative approaches to solving problems. You will also have an ethical responsibility to try to affect change on a larger scale. For this final project, you will create a slide presentation to raise awareness about a barrier to treatment experienced by many of your clients. This project will help you to start thinking about client issues at a community and policy level while demonstrating leadership, compassion, and advocacy to your clients.

In this assignment, you will address the following course outcomes:

- Employ socially and culturally sensitive strategies in communications practices for strengthening human services delivery across diverse populations
- Apply relevant legal and ethical standards to human services communications in demonstrating professional practice
- Employ tools and strategies that articulate issues, deal with conflict, and establish rapport in human services communications
- Develop human services communications using multiple modalities appropriate to varied audiences and messaging

Scenario

You have just finished meeting with your client, Mary, to review her treatment plan and discuss why she has been missing appointments at your agency. Referring to the state-funded transportation program, Better Transportation Company (BTC), Mary stated, “BTC just don’t show up or I have to wait and sometimes I miss the appointment.” “Sometimes I have to wait for hours to get a ride back home.” “They even forgot me last week.” “You know, back in my younger days, I would have picketed the state house and shown them a thing or two!” “I love the drivers though; they are kind, help me with my bags and walker, and are always polite and respectful.”

Mary has few financial resources and significant mental health needs and physical disabilities. Mary is also finding it difficult to pay for alternative transportation or to rely on friends and family, though they are sometimes available. The therapist has recommended that Mary come to treatment group three times per week. Mary has only been able to attend three groups in the past two months. She states she would be willing to come to the therapy groups if she could find reliable transportation. For Mary, attending these groups would likely mean greater medical and mental health stability and therefore fewer emergency room visits, fewer hospital admissions, and a greater quality of life.

As a human services professional, you already understand that Mary is facing a very real, personal, and difficult problem that may be challenging to remedy quickly. You also know from your experience with other clients that transportation is a systemic issue and not one unique to Mary. Because you have a friend who works at BTC, you have been able to arrange for an opportunity to present your concerns to the company.

Prompt

For this final project, you will consider Mary's situation, evaluate the transportation options and funding sources in your own community, and create a slide presentation for your meeting. This presentation will be developed for an audience of managers and bus drivers and may include dispatch and administrative staff.

Your goal is to create a presentation that is professional, non-blaming, collaborative in style, and designed to elicit feedback and ideas from the meeting attendees. Your hope is that you are able to raise their awareness of the client perception of transportation needs on an individual level while also presenting in such a way that acknowledges transportation as a systemic issue and helps the audience better understand the challenges and barriers faced by the transportation company, including what they think needs to happen to be able to offer better services for clients.

The project is divided into **three milestones**, which will be submitted at various points throughout the course to scaffold learning and ensure quality final submissions. These milestones will be submitted in **Modules Two, Three, and Four**. The final submission will occur in **Module Seven**.

Specifically, the following **critical elements** must be addressed in your final submission:

- I. Create a **presentation** (using PowerPoint or a similar presentation software) for an audience of managers, bus drivers, dispatchers, and administrative staff at the transportation company that reflects a communication style you feel best suits you, the audience, and the message. Be sure to address the following elements, and include speaker notes on each slide for the purposes of narration.
 - a. **Introduction**
 - i. Provide an overview statement that **introduces the problem**. What is your client's specific complaint? Who does she feel is responsible for the challenges she is experiencing? Be sure to maintain your client's confidentiality as you explain.
 - ii. Specifically, what **effect** is this problem having on your client's ability to be treated by your agency? Use the details of your client's story and the information you have received from other clients as examples to substantiate your claims. Share only the information that is legally and ethically appropriate to deliver your message without compromising client confidentiality.
 - iii. What specific **social and cultural factors** must be considered in your client's case that might affect her use of transportation services?
 - iv. Compose speaker notes/narration that will engage the audience by asking them to describe **similar stories** they may have heard
 - b. Describe what you have learned about **transportation services** available in the area.
 - i. Discuss the transportation **options** that are available in your community for people who have disabilities. Are there any limitations (such as minimum notice requirements for scheduling, transportation is to be used only for medical appointments, etc.) on its use?
 - ii. What **social and cultural factors** will impact the use of transportation services? In other words, does dispatch have to know if the client uses a wheelchair so an appropriate vehicle is sent for pickup? How will the transportation company engage with non-English speakers?

- iii. Communicate the extent to which the state's **funding policies** for these transportation services affects their use. In other words, is there a financial limitation on the services each client receives or wishes to use? Is prior approval required? How are the providers and/or clients reimbursed by the state?
- iv. Compose speaker notes/narration that will engage the audience by asking them to explain and discuss their understanding of the **regulatory environment** and the state's requirements of the agency for provision of services. For example, what are the legal and ethical implications of not abiding by these policies?
- v. Assess the impact of transportation services on **treatment** for clients in general. In other words, how might your agency's ability to treat clients be affected if the problems your client noted persist?

II. Reflection

- a. **Conclusion:** Write a brief (no more than two pages) concluding reflection that addresses the following:
 - i. Identify the **key stakeholders** other than the transportation company with whom you would need to interact in order to affect meaningful change to the service your client and others receive. In other words, who do you need to influence to ensure your clients' transportation needs are being met adequately?
 - ii. Suppose you are going to **adapt** your presentation for a variety of audiences. Based on your research of available transportation options, discuss how you would appropriately adapt the presentation's **message**, and the most appropriate delivery method for garnering support from various audiences. For example, you might adapt this presentation for public officials, clients, state administrators, or your own colleagues. In order to cover this element comprehensively, ensure that you select at least one other audience in addition to the transportation company you have already covered.
 - iii. Differentiate specific **social and cultural factors** you will need to consider in delivering your message to each of the target audiences. In other words, how will you communicate the intended message most effectively to a diverse population of audience members?
 - iv. Differentiate specific **legal and ethical standards** you will need to employ in delivering your message to each of the target audiences. For example, what information might you be able to legally and ethically share with one group that you might be unable to share with another group? How will these considerations affect the message that you plan to deliver?

Milestones

Milestone One: Community Genogram

In **Module Two**, you will complete a community genogram and supporting summary to capture the problem and different factors present in the provided scenario. **This milestone will be graded using the Milestone One Rubric.**

Milestone Two: Social and Cultural Factors

In **Module Three**, you will create a short journal entry describing the social and cultural factors that might affect the client’s use of transportation services in the provided scenario. **This milestone will be graded using the Milestone Two Rubric.**

Milestone Three: Funding and Regulatory Environment Journal

In **Module Four**, you will create a short journal entry analyzing the current regulatory and funding policies that relate to the scenario of your final project. **This milestone will be graded using the Milestone Three Rubric.**

Final Submission: Presentation and Reflection

In **Module Seven**, you will submit your final presentation and reflection. It should be a complete, polished artifact containing **all** of the critical elements of the final project. It should reflect the incorporation of feedback gained throughout the course. **This submission will be graded using the Final Project Rubric.**

Final Project Rubric

Guidelines for Submission: Your presentation should be 10–15 slides long and 10–15 minutes in length. Your concluding reflection should be up to two pages in length, using 12-point Times New Roman font, double spacing, and one-inch margins. Incorporate APA citations, as necessary, throughout the presentation and reflection to support your work.

Instructor Feedback: This activity uses an integrated rubric in Blackboard. Students can view instructor feedback in the Grade Center. For more information, review [these instructions](#).

Critical Elements	Exemplary (100%)	Proficient (85%)	Needs Improvement (55%)	Not Evident (0%)	Value
Presentation					
Introduction: Introduces the Problem	Meets “Proficient” criteria and uses industry-specific language to establish expertise	Provides a comprehensive overview that introduces the problem and maintains client confidentiality	Provides an overview that introduces the problem, but with gaps in detail	Does not provide an overview that introduces the problem	7.5
Introduction: Effect	Meets “Proficient” criteria and draws novel, well-informed connections between concepts	Accurately articulates the effect of the problem on client treatment and uses legally and ethically appropriate details to maintain client confidentiality	Articulates the effect the problem is having on client treatment, but with gaps in accuracy, or does not substantiate claims, or does not adequately maintain client confidentiality in relating details	Does not articulate the effect the problem is having on client treatment	7.5

Introduction: Social and Cultural Factors	Meets “Proficient” criteria and draws novel, well-informed connections between concepts	Identifies social and cultural factors specific to the client that affect use of transportation services	Identifies social and cultural factors that are not specific to the client, or that do not affect use of transportation services	Does not identify social and cultural factors that affect use of transportation services	7.5
Introduction: Similar Stories	Meets “Proficient” criteria and speaker notes establish a robust context for discussion	Composes speaker notes that will engage the audience by asking them to relate similar stories	Composes speaker notes, but notes do not adequately engage the audience, or does not address similar stories	Does not compose speaker notes that will engage the audience by asking them to relate similar stories	7.5
Transportation Services: Options	Meets “Proficient” criteria and cites specific, relevant examples to establish a robust context for the discussion	Comprehensively discusses transportation options that are available in the community for people with disabilities	Discusses transportation options but with gaps in detail, or not with regard to people with disabilities	Does not discuss transportation options	7.5
Transportation Services: Social and Cultural Factors	Meets “Proficient” criteria and draws novel, well-informed connections between concepts	Comprehensively identifies social and cultural factors that impact use of transportation services	Identifies social and cultural factors that impact use of transportation services, but with gaps in detail	Does not identify social and cultural factors that impact use of transportation services	7.5
Transportation Services: Funding Policies	Meets “Proficient” criteria and cites specific, relevant examples to establish a robust context for the discussion	Comprehensively communicates the extent to which the state’s funding policies for transportation services affect their use	Communicates the extent to which the state’s funding policies for transportation services affect their use, but with gaps in detail	Does not communicate the extent to which the state’s funding policies for transportation services affect their use	7.5
Transportation Services: Regulatory Environment	Meets “Proficient” criteria and speaker notes establish a robust context for discussion	Composes speaker notes that will engage the audience by asking them to discuss the regulatory environment	Composes speaker notes but notes do not adequately engage the audience, or do not address the regulatory environment	Does not compose speaker notes	7.5
Transportation Services: Treatment	Meets “Proficient” criteria and draws novel, well-informed connections between concepts	Comprehensively assesses the impact of transportation services on treatment for clients	Assesses the impact of transportation services on treatment for clients, but with gaps in detail	Does not assess the impact of transportation services on treatment for clients	7.5
Reflection					
Conclusion: Key Stakeholders	Meets “Proficient” criteria and provides detailed examples of how stakeholders can support advocacy efforts	Accurately identifies key stakeholders who can affect meaningful change	Identifies key stakeholders, but with gaps in accuracy, or who cannot affect meaningful change	Does not identify key stakeholders	7.5

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Conclusion: Adapt Message	Meets “Proficient” criteria and draws novel, well-informed connections between concepts	Discusses how to appropriately adapt message and delivery method for garnering support from multiple audiences	Discusses how to adapt message or delivery method, but one or both are not appropriate for garnering support from multiple audiences	Does not discuss how to adapt message and delivery method	7.5
Conclusion: Social and Cultural Factors	Meets “Proficient” criteria and draws novel, well-informed connections between concepts	Differentiates social and cultural factors appropriate to delivering message to diverse audiences	Differentiates social or cultural factors, but one or both are not appropriate to delivering message to diverse audiences	Does not differentiate social and cultural factors	7.5
Conclusion: Legal and Ethical Standards	Meets “Proficient” criteria and evidences keen and novel insights into legal and ethical responsibility	Differentiates legal and ethical standards appropriate for delivering message to target audience	Differentiates legal or ethical standards, but one or both are not appropriate for delivering message to target audience	Does not differentiate legal and ethical standards	7.5
Articulation of Response	Submission is free of errors related to citations, grammar, spelling, syntax, and organization and is presented in a professional and easy-to-read format	Submission has no major errors related to citations, grammar, spelling, syntax, or organization	Submission has major errors related to citations, grammar, spelling, syntax, or organization that negatively impact readability and articulation of main ideas	Submission has critical errors related to citations, grammar, spelling, syntax, or organization that prevent understanding of ideas	2.5
Total					100%