

# The Council on Accreditation of Parks, Recreation, Tourism and Related Professions (COAPRT)

## NAU's PRM Narrative Report 2017-2018

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**#1 – Institution: Northern Arizona University**

**#2 – Accredited Program Short Description: Northern Arizona University has been offering Bachelor of Science degrees in Recreation since 1961. We offered our online Parks and Recreation Management (PRM) Certificate in 2001 and the first accredited online Bachelor of Science degree in Parks and Recreation.**

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**#5 – Number of Accredited Programs: 1**

**#6 – Program Name: Parks and Recreation Management Program**

**#7 – Confirmation of Program Information:**

**Northern Arizona University**

**Geography, Planning, and Recreation**

**Websites - <https://nau.edu/gpr/bs-parks-and-recreation-management/>  
**CONTINUALLY UPDATE ALL WEBLINKS****

**President Rita Cheng**

**NAU PO Box 4092, Flagstaff, AZ, 86011**

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**#'s 8–12 – Answer “Yes”**

**#13 –** For the students graduating from the accredited programs in 2018, what percentage did so within six years of starting the accredited programs? (Example: 60%). This may be an aggregated number. This data will be published on the COAPRT Program List webpage. Enter numbers only between 0-100. (i.e. **Graduation rate of Program Students for 2018 within 6 years,**

**aggregated percentage: 60%** (as reported by NAU office of Institutional Research and Analysis)

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**#'s 14–25 (skip #'s for additional programs, IF PROMPTED) – Learning Outcomes Assessment AY 2017-18 – DOUBLE CHECK w/ Judy before submission.**

**7.01 Foundations** - Students graduating from the program shall demonstrate the following entry-level knowledge: a) the nature and scope of the relevant park, recreation, tourism or related professions and their associated industries; b) techniques and processes used by professionals and workers in these industries; and c) the foundation of the profession in history, science and philosophy.

**Program-specific learning outcome consistent with COAPRT Standard 7.01**

Students will work collaboratively in small groups to develop a comprehensive Recreation Program Plan Proposal where they can integrate their personal creativity with the theoretical concepts of program design elements into a synthesized workable professional-level program proposal.

**Method by which learning outcome was assessed:** PRM 275 Recreational Program Plan Proposal Assignment, Direct Measure.

**Result of Assessment:** Assessment results were obtained from three classes in AY 2017-18: Fall 2017 campus class, Fall 2017 online class, and Spring 2018 online class (open), for a total of 126 students. Assessment results showed 90% (114/126) of students scored 70% or higher in meeting this learning outcome.

**Action Plan:** In the fall 2017 campus class, 33 of 40 students scored 70% or higher on the Recreation Program Plan Proposal assignment. Those seven students who did not meet the benchmark were comprised of two small work groups (3 and 4 students each, respectively). Both of the student groups receiving less than 70% on the assignment, failed to attend a required/scheduled meeting with the instructor for final assignment review prior submission. In the future, the instructor plans to make additional efforts through class announcements and emails to stress the importance of the meeting with the instructor for final review.

In the fall 2017 online class, 37 of 39 students scored 70% or higher on the Recreation Program Plan Proposal assignment. The two students receiving zeros did not submit this assignment. In the future, the instructor plans to make additional efforts using email and Announcements in BbLearn to stress the importance of submitting assignments, and especially higher percentage weighted assignments for the course.

In the spring 2018 online class, 44 of 47 students scored 70% or higher on the Recreation Program Plan Proposal assignment. All three of those students were on

academic probation when they enrolled in the course and have since been suspended. One did not submit the assignment and stopped communicating halfway through the course; the other two, while they did submit documents, were missing significant sections of the assignment (i.e. submitted incomplete assignments), despite receiving draft submission feedback. In the future, the instructor plans to make additional efforts to reach out by email earlier to students who enter the course on academic probationary status.

**7.02 Provisions Of Services and Experiences** - Students graduating from the program shall be able to demonstrate the ability to design, implement, and evaluate services that facilitate targeted human experiences and that embrace personal and cultural dimensions of diversity.

**Program-specific learning outcome consistent with COAPRT Standard 7.02**

Students will be able to identify the relationship between culture, values and recreation/leisure participation in the U.S. through the process of conducting cultural interviews.

**Method by which learning outcome was assessed:** PRM 350 Cultural Recreation Cultural Interviews Assignment, Direct Measure.

**Result of Assessment:** Assessment results were obtained from three classes in AY 2017-18: Fall 2017 online class (open), Spring 2018 online class (open), and Summer 2018 online class (open) for a total of 104 students. Assessment results showed 90% (94/104) of students scored 70% or higher in meeting this learning outcome.

**Action Plan:** The 10% of students who fell below 70% can be attributed to the student not submitting this assignment. It appears that those completing the assignment are not having any difficulty with understanding directions and are scoring in a range of grades from 80%-100%.

A future action plan includes the instructor checking for non-submissions immediately following the deadline and sending targeted emails to those students. Another action will be to send out additional reminder emails and post additional announcements in BbLearn to all students about the upcoming assignment deadlines.

**7.03 Management and Administration** - Students graduating from the program shall be able to demonstrate entry-level knowledge about operations and strategic management/administration in parks, recreation, tourism and/or related professions.

**Program-specific learning outcome consistent with COAPRT Standard 7.03**

Students will be able to identify and define community and commercial and entrepreneurial concepts and develop a commercial recreation feasibility study for a municipal recreation business.

**Method by which learning outcome was assessed:** PRM 383 Community/Commercial Recreation Feasibility Study Assignment, Direct Measure.

**Result of Assessment:** Assessment results were obtained from three classes in AY 2017-18: Fall 2017 campus class, Fall 2017 online class, Spring 2018 online class (open), for a total of 137 students. Assessment results showed 50% (68/137) of students scored 70% or higher in meeting this learning outcome.

**Action Plan:** The PRM 383 Feasibility Study requires students to develop a business plan proposal for a commercial recreation business of their choice. The directions for each section of the assignment are detailed and provide all the necessary information to successfully complete the assignment.

To address the students who did not reach 70%, the instructor is planning to initiate two new preparatory assignments: 1) Identify your business type; and 2) Develop the “demand” for the proposed business. The intent is to engage the students early in the course in collecting the necessary information for the feasibility study.

Also, a timeline will be created for the students by weeks to help them manage their time in developing the sections required for the assignment. This should address one of the biggest problems for the students who tend to procrastinate and do not begin the assignment until a week before it is due.

To address the 19 students who did not reach 70% because of non-submission, more reminders by email and announcements for future assignments will be given to ensure students have a clear opportunity to turn their work in on time.

**7.04 Provisions Of Services and Experiences** - Students graduating from the program shall demonstrate, through a comprehensive internship of not less than 400 clock hours and no fewer than 10 weeks, the potential to succeed as professionals at supervisory or higher levels in park, recreation, tourism, or related organizations.

**Program-specific learning outcome consistent with COAPRT Standard 7.04**

The students will begin the transition from the academic setting to the work setting through individualized study into lifelong learning through the process of reviewing the benefits of Professional Association membership.

**Method by which learning outcome was assessed:** PRM 498C PRM Senior Seminar Professional Career Development Assignment was used as a Direct Measure.

**Result of Assessment:** Assessment results were obtained from four classes in AY 2018-19: Fall 2017 campus class, Fall 2017 online class, Spring 2018 campus class,

and Spring 2018 online class for a total of 70 students. Assessment results showed 94% (66/70) of students scored 70% or higher in meeting this learning outcome.

**Action Plan:** This assignment is designed as a learning opportunity to help the students review the benefits of Professional Association membership as they transition from the academic setting to the work setting in their internship and beyond. This assignment includes choosing a professional association and reviewing the mission statement, code of ethics, vision or values, and membership categories in order to determine if they would benefit from becoming a member. The majority of student assessment grades ranged from 82% to 100%. The 6% of students who did not score 70% or higher, is attributed to four students who did not submit the assignment which resulted in a score of 0. Future action includes the instructor checking for non-submissions immediately following the deadline and sending targeted emails to those students.

**#26 – Annual Informing Public of 7.0 series data (Standard 2.05.05), providing a reporting weblink: CONTINUALLY UPDATE ALL WEBLINKS**

<https://nau.edu/gpr/learning-outcomes/>

**#27 – Informing Public about the harm of degree and accreditation mills:**

<https://nau.edu/gpr/learning-outcomes/>

**#28 – Informing Public of COAPRT accredited program (Standard 3.07), providing a weblink:**

<https://nau.edu/gpr/learning-outcomes/>

**#29 – List major changes to program for the past reporting year:**

**NONE**