

Parks and Recreation Management Program

Learning Outcomes Assessment AY 2018-19

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

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

- a) At the completion of the course the student will be able to distinguish between the nature and scope of outdoor recreation agencies.

Method by which learning outcome was assessed: PRM 346W Outdoor Recreation Experience Report, Direct Measure.

Result of Assessment: Assessment results were obtained from four classes in AY 2018-19: Fall 2018 campus class, Fall 2018 online class, Spring 2019 online class, Spring 2019 campus class, and Summer 2019 online class for a total of 111 students. Assessment results for the Outdoor Recreation Report paper showed 81% (90/111) of students scored 80% or higher in meeting this learning outcome.

Action Plan: Three of the students who fell below 80% for the written assignment can be attributed to the student not submitting this assignment. An additional fifteen students did not meet the bench mark grade of 80% with grades ranging from 13% to 78%. Of those completing the assignment, it appears several did not meet expectations around formal writing voice, sentence structure, and APA formatting. It is possible more clarification on those criteria is needed

In the future, more opportunities to access assignment directions with plenty of time to ask clarifying questions will be created. Also, I will create more space in class to review basic sentence structure, APA formatting, and formal writing voice. I will also create a quiz before any writing assignments to test student understanding of the writing expectations they find most challenging. More encouragement to view sample papers and the available grading rubric provided with the assignment directions before submitting will be given via announcements and email messages. To address the non-submissions, additional reminder emails will be sent and additional announcements in BbLearn will be posted to all students about the upcoming assignment deadlines.

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

At the completion of the course the student will be able to explain the responsibility of the leisure service profession to make available opportunities for leisure experiences for all populations, including those with disabilities and apply appropriate strategies for inclusion.

Method by which learning outcome was assessed: PRM 326 Inclusive Recreation Inclusion Plan Assignment, Direct Measure.

Result of Assessment: Assessment results were obtained from four classes in AY 2018-19: Fall 2018 campus class, Fall 2018 online class (open), Spring 2019 online class (open), and Summer 2019 online class (open) for a total of 118 students. Assessment results showed 77% (91/118) of students scored 80% or higher in meeting this learning outcome.

Action Plan: Nine of the students who fell below 80% can be attributed to the student not submitting this assignment. An additional eighteen students did not meet the benchmark grade of 80% with grades ranging from 26% to 78%. Of those completing the assignment, it appears several did not provide enough information for some of the required components in the assignment and therefore did not receive full points in those areas. They did not appear to have any difficulty with understanding directions.

Future plans include adding minimum word count requirements for each required component of the assignment to encourage the students to provide more in-depth information in their inclusion plan. There will also be more encouragement to view the sample papers and the available grading rubric provided with the assignment directions before submitting. To address the non-submissions, additional reminder emails will be sent and additional announcements in BbLearn will be posted 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

At the completion of the course the student will be able to apply management principles in organization, legal foundations, planning, marketing, promotion, finance, public relations, human resource practices, and decision making in commercial leisure enterprises.

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 four classes in AY 2018-19: Fall 2018 campus class (46), Fall 2018 online class (open) (53), and Spring 2019 online class (open) (45) for a total of 144 students. Assessment results showed 26% (38/144) of students scored 80% 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.

Nine of the students who fell below 80% can be attributed to the students not submitting the Feasibility Study assignment. An additional 97 students did not meet the benchmark grade of 80% with grades ranging from 25% to 78% for the Feasibility Study assignment. Of those completing the assignment, it appears many did not provide the information for some of the required components in the assignment and therefore did not receive full points in those areas.

In the future, two additional assignments will be added to encourage the students to begin collecting the required initial information for the Feasibility Study. To address the non-submissions, additional reminder emails will be sent to all students about the upcoming assignment deadlines.

The Feasibility Study continues to be a challenging and comprehensive assignment. I will continue to regularly review the assignment guidelines and auxiliary materials to improve the requirements and clarity of the feasibility study. It is important to note that even with low grades on this assignment the students who are submitting this assignment are still achieving passing grades for the course.

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

At the completion of the course the student will be able to develop a professional resume and cover letter with references in preparation for applying for an Internship and/or job; and feel confident and well prepared for professional interviews.

Method by which learning outcome was assessed: PRM 498C PRM Senior Seminar Cover Letter/Resume/References Assignment, Direct Measure.

Result of Assessment: Assessment results were obtained from four classes and one Honors student in AY 2018-19: Fall 2018 campus class, Fall 2018 Honors, and Fall 2018 online class, Spring 2019 campus class, and Spring 2019 online class for a total of 72 students. Assessment results showed 90% (65/72) of students scored 80% or higher in meeting this learning outcome.

Action Plan: This assignment is designed as a learning opportunity to prepare the students for their mock interview assignment with a professional in the field and applying for the required Internship. This assignment includes developing a professional resume, cover letter and list of professional references to be used in job/internship applications. The majority of student assessment grades ranged from 80% to 100%. The students who did not score 80% or higher is attributed to format issues or incomplete information as well as grammar and spelling errors. Future action includes the instructor providing students with information on the University Writing Commons for additional help with general writing and grammar. Additional reminders to have students review their assignments using the grading rubric provided with the assignment information before submitting their final work will be sent by email and posted in announcements in the course web sites.

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