

Parks and Recreation Management Program

Learning Outcomes Assessment AY 2020-2021

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: Understand and apply the conceptual foundations of play, recreation, and leisure for all population and settings.

Method by which learning outcome was assessed: PRM 220 Leisure Motivational Questionnaire Assignment and Employment Opportunity Review Assignment, Direct Measure.

Result of Assessment a#1 – Leisure Motivational Questionnaire Assignment: Assessment results were obtained from 5 courses in AY20-21 for both distance and campus offerings. There was a total of 236 students. Assessment results showed 85% of students scored 80% or higher in meeting learning outcomes.

Action Plan: The majority of scores below 80% were due to non-submission 23/36 (64%). Of the students who submitted but did not reach a grade of 80%, 13/36 (36%) either did not follow directions or submitted late with point deductions for doing so. I will continue to remind students of the importance of completing assignments in a timely manner as it relates to their future in the leisure services profession. I will modify rubrics to coincide better with assignment directions and provide better examples of assignment expectations by spending more time on explanations and by reviewing assignments using recorded videos. I will also be more diligent in sending individualized reminders to students who are not performing well in the course.

Result of Assessment a#2 – Employment Opportunity Review Assignment: Assessment results were obtained from 5 courses in AY20-21 for both distance and campus offerings. There was a total of 234 students. Assessment results showed 84% of students scored 80% or higher in meeting learning outcomes.

Action Plan: Most scores below 80% were due to non-submission 31/37 (84%). Of the students who submitted but did not reach a grade of 80%, 6/37 (2%) either did not follow directions or

submitted late with point deductions for doing so. I will continue to remind students of the importance of completing assignments in a timely manner as it relates to their future in the leisure services profession. I will modify rubrics to coincide better with assignment directions and provide better examples of assignment expectations by spending more time on explanations and by reviewing assignments using recorded videos. I will also be more diligent in sending individualized reminders to students who are not performing well in the course.

Program-specific learning outcome consistent with COAPRT Standard 7.01

At the completion of the course the student will be able to: Analyze programs, services, and resources in relationship to participation requirements and outcomes.

- b) **Method by which learning outcome was assessed:** PRM 275, Recreation Program Proposal (Final) Assignment and Community Event Online Program Review, Direct Measure.

Result of Assessment b#1 - Recreation Program Proposal (Final) Assignment: Assessment results were obtained from four classes in AY 2020-2021: Fall 2020 in-person class, Fall 2020 online class, Spring 2021 online class, for a total of 112 students. Assessment results showed 77% (86/112) of students scored 80% or higher in meeting this learning outcome. This is the same percentage as AY 2018-2019, the last time this assignment was part of the annual assessment – no change, up or down.

Action Plan: At present students have several low consequence assignments in week one to assure they understand submission guidelines and are familiar with BBlearn; they are allowed to improve their exam scores from 5-10% by reviewing missed questions; for their larger group term project – the Recreation Program Plan Proposal. The students are first given directed instruction and time to work on specific sections with non-point opportunities for feedback. They then create a complete draft proposal and are guided through a peer and instructor feedback and have the option for a scheduled group meeting with the instructor to review their draft. Following the draft and review process students have a week to make changes and submit the final proposal; active early intervention and additional resources are offered through the NAU Faculty-to-Student system. If PRM had additional available faculty, more in-person sections should be considered, thereby lowering student: instructor ratios and allowing for additional support to individuals. 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, as some groups choose not to meet with the instructor and those groups frequently are also the groups that do not score above the 80% threshold.

Result of Assessment b#2 - Community Event Online Program Review Assignment:

Assessment results were obtained from four classes in AY 2020-2021: Fall 2020 in-person class,

Fall 2020 online class, Spring 2021 online class, for a total of 112 students. Assessment results showed 79% (88/112) of students scored 80% or higher in meeting this learning outcome.

This assignment is new, a response to covid-19 pandemic. This served as a replacement assignment to the previous Community Volunteer Event Assessment assignment. Many recreation event volunteer opportunities were canceled due to covid-19 and this assignment was designed to promote some similar learning outcomes without the actual in-person volunteering component.

Action Plan: At present 19 of 24 students who did not meet the 80% threshold for this assignment, scored 0 – i.e., 19 individuals simply did not submit the assignment. Again, if PRM had additional available faculty, more in-person sections should be considered, thereby lowering student: instructor ratios and allowing for additional support to individuals. The instructor plans to make additional efforts through class announcements and emails to stress the importance of planning ahead enough to successfully submit larger consequence assignments.

Program-specific learning outcome consistent with COAPRT Standard 7.01

- c) At the completion of the course the student will be able to: Distinguish between the nature and scope of outdoor recreation management agencies.

Method by which learning outcome was assessed: PRM 346W Wreck-reation Report Assignment and Outdoor Recreation Trends/Issues Assignment, Direct Measure.

Result of Assessment #1 – Wreck-reation Report: Assessment results were obtained from 5 courses in AY20-21 for both distance and campus offerings. There was a total of 103 students. Assessment results showed 88% of students scored 80% or higher in meeting learning outcomes.

Action Plan: Most scores (66%) below 80% were due to poor APA formatting and incomplete sections. Non-submissions accounted for 33% of scores below 80%. I will spend more time covering APA formatting and basic writing skills in class using prepared activities and referencing online resources. I will also make a point to emphasis review of the rubric which outlines the required APA formatting and basic writing skills. I will provide formatting templates that will offer examples of proper formatting and writing style.

Result of Assessment #2 – Outdoor Recreation Trends/Issues Assignment: Assessment results were obtained from 5 courses in AY20-21 for both distance and campus offerings. There was a total of 103 students. Assessment results showed 87% of students scored 80% or higher in meeting learning outcomes.

Action Plan: The majority of scores (69%) below 80% were due to poor APA formatting and incomplete sections. Non-submissions accounted for 31% of scores below 80%. I will spend

more time covering APA formatting and basic writing skills in class using prepared activities and referencing online resources. I will also make a point to emphasis review of the rubric which outlines the required APA formatting and basic writing skills. I will provide formatting templates that will offer examples of proper formatting and writing style.

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

- 1) At the completion of the course the student will be able to: Critically evaluate the concepts of ecotourism based on current trends and scientific investigation.

Method by which learning outcome was assessed: PRM 300 – Ecotourism Trend or Literature Review Assignment, Direct Measure.

Result of Assessment: Assessment results were obtained from Winter session distance course 2020 and Spring 2021 distance course for a total of 69 students. Assessment results showed 90% (62/69) of students scored 80% or higher in meeting learning outcomes.

Action Plan: Non-submissions accounted for 100% of scores below 80% in the winter session. I will continue to remind students of the importance of completing assignments in a timely manner as it relates to their future in the leisure services profession. I will also be more diligent in sending individualized reminders to students who are not performing well in the course. (JL) Proposed changes in the course materials to improve student success (scores 80% or higher) include creating and including a Kultura video presenting more detailed information about each specific assignment. (CH).

Program-specific learning outcome consistent with COAPRT Standard 7.02

- 2) At the completion of the course the student will be able to: Assess the individual, societal, and cultural applications for ecotourism concepts.

Method by which learning outcome was assessed: PRM 300 – Ecotourism Project Assignment, Direct Measure.

Result of Assessment: Assessment results were obtained from Winter session distance course 2020 and Spring 2021 distance course for a total of 69 students. Assessment results showed 78% (54/69) of students scored 80% or higher in meeting learning outcomes.

Action Plan: Incomplete assignments accounted for 100% of scores below 80%. I will modify rubrics to coincide better with assignment directions and provide better examples of assignment expectations by spending more time on explanations and by reviewing assignments using recorded videos. I will also make myself more accessible for student questions about assignments in distance courses by offering one-on-one zoom meetings. (JL) Proposed changes in the course materials to improve student success (scores 80% or higher) include creating and including a Kultura video presenting more detailed information about each specific assignment. (CH)

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

- 1) At the completion of the course the student will be able to: Describe the concepts of organizational behavior, accountability, interpersonal relations, and decision-making strategies.

Method by which learning outcome was assessed: PRM 426 – Management Theories/Concepts/Trends Assignment, Direct Measure.

Result of Assessment: Assessment results were obtained from Fall 2020 and Spring 2021 courses for a total of 73 students. Assessment results showed 85% (62/73) of students scored 80% or higher in meeting learning outcomes.

Action Plan: Future classes will incorporate an additional option, utilizing instructor feedback, of assignment revision and resubmission for students who do not score a minimum of 80%. This will provide students the opportunity to re-read and reflect on their understanding of the course material, and paired with individualized feedback, enhance students' abilities to demonstrate their grasp of course content.

Program-specific learning outcome consistent with COAPRT Standard 7.03

- 2) At the completion of the course the student will be able to: Apply personnel management techniques, including job analysis, recruitment, selection, training, motivation, career development and evaluation of staff and volunteers.

Method by which learning outcome was assessed: PRM 426 – Leisure Services Staffing Plan Assignment, Direct Measure.

Result of Assessment: Assessment results were obtained from Fall 2020 and Spring 2021 courses for a total of 73 students. Assessment results showed 79% (58/73) of students scored 80% or higher in meeting learning outcomes.

Action Plan: This assignment and its instructions will be reviewed by the instructor, and updated as necessary, prior to the next course offering. Also, the course material will be updated with new examples and tutorials that address the development of a recreation facility staffing plan in manners that aid students' grasp of the topic—notably their ability to write a variety of staff descriptions. Students who did not score a minimum of 80% were overwhelmingly caught up in writing staff descriptions, and so working with students on this skillset should address the gap in grade attainment.

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

- 1) At the completion of the course the student will be able to: Develop a professional resume and cover letter with references and begin the process and procedure for enrolling in PRM 408: Internship in Parks and Recreation Management.

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

Result of Assessment: Assessment results were obtained from four classes in AY 2020-21: Fall 2020 campus class and Fall 2020 online class, Spring 2021 campus class and Spring 2021 online class for a total of 66 students. Assessment results showed 100% (66/66) of students scored 80% or higher in meeting this learning outcome.

Action Plan: This assignment is designed to prepare the students for applying and securing an internship position for the required PRM 408 Internship. The students usually enroll in the PRM 408 Internship following the completion of PRM 498C. The students are encouraged to seek help at the NAU University Writing Commons and/or the NAU Career Development Office where they can submit their Resume for professional feedback. They can also schedule an appointment to review with the Instructor for feedback before submitting their assignment. Overall, the students take this assignment very seriously in preparing for their Internship. Future actions include continuing to encourage students to seek help at the NAU University Writing Commons and/or the NAU Career Development Office where they can submit their Resume for professional feedback. Providing samples of professionals working in the field who have been willing to share their Resume has been helpful and will continue. Additional

reminders to have students review their assignments using the grading rubric provided with the assignment information before submitting their final work will also continue to be provided. Reminders will also be sent by email and posted in announcements in the BbLearn course web sites.

Program-specific learning outcome consistent with COAPRT Standard 7.04

- 2) At the completion of the course the student will be able to: Demonstrate effective writing, oral communication, and critical thinking skills by writing a professional paper and making a professional presentation using the basic principles of parks and recreation management, based on the student's emphasis area or area of interest.

Method by which learning outcome was assessed: PRM 498C – Professional Presentation Assignment, Direct Measure.

Result of Assessment: Assessment results were obtained from four classes in AY 2020-21: Fall 2020 campus class and Fall 2020 online class, Spring 2021 campus class and Spring 2021 online class for a total of 66 students. Assessment results showed 88% (58/66) of students scored 80% or higher in meeting this learning outcome.

Action Plan: This assignment is designed to provide learning opportunities for students to improve their professional communication skills in preparation for applying and securing an internship position for the required PRM 408 Internship. The students usually enroll in the PRM 408 Internship following the completion of PRM 498C. Overall, the students take this assignment very seriously in preparing for their Internship but it is apparent that there is a wide range of professional speaking abilities. Future actions include providing more in-class time for presentation practice with partners. More time will also be provided by the instructor for one-on-one review of their power point presentations. And finally, additional reminders to have students review their assignments using the grading rubric provided with the assignment information before submitting their final work will also continue to be provided. Reminders will also be sent by email and posted in announcements in the BbLearn course web sites.

Program-specific learning outcomes consistent with COAPRT Standard 7.04

- 3) At the completion of the Internship the student will be able to: obtain hands-on experience in parks, recreation, & tourism services delivery; observe parks, recreation and tourism service professionals in a work setting; and develop a better understanding of their professional interests and needs.

Method by which learning outcome was assessed: PRM 408 – Internship, Direct Measure.

Result of Assessment: Assessment results were obtained from three class sections in AY 2020-21: Fall 2020, Spring 2021 and Summer 2021 for a total of 53 students. Assessment results

showed 85% (45/53) of students completed their internship with an 80% or higher in meeting this learning outcome. It should be noted that the five students below 80% for Summer 2021 have not completed the course and have up to one year to finish.

Action Plan: The PRM 498C Professional Career Preparation course is a prerequisite for the PRM 408 Internship in the PRM curriculum. In 2015 the PRM 408 Internship requirements were reduced in credits and hours from 12 credits and 600 hours to 6 credits and 480 hours. This was done to accommodate additional courses added in the curriculum and remain within the 120 credits needed for graduation. Students are assessed through student generated semi-monthly reports, completion of a "special" project, a LinkedIn assignment, two agency/organization visitation reports, student and supervisory final evaluations and required hours. These products are designed to provide a deeper understanding of the Intern's agency and additional work experiences. Future actions include continuing to provide students with information on choosing appropriate internship positions and encouragement on submitting required reports on time via email.

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