

Title **0067** 03/01/2023
by **Marieke Taney** in **2023 COAPRT Annual Report** id. 35767803
NAU PO Box 15016
Flagstaff, Arizona
86011
United States
928-523-2384
marieke.taney@nau.edu

Original Submission 03/01/2023

Each accredited program requires its own separate annual report. **For example if your institution has two accredited programs e.g. Therapeutic Recreation and Recreation Management you will complete two separate annual reports.**

Section 1: Contact Information

Name of institution **Northern Arizona University**

Name of Accredited Program **Parks and Recreation Management - Major (BS)**

Total number of students enrolled in this program. **175**

Name and contact information of the Primary Contact for your COAPRT Accredited Program(s). All communications will be sent to this person. **Marieke Taney**

Position Title **Teaching Professor**

Address **NAU PO Box 15016
Flagstaff
Arizona
86011
US**

Email **marieke.taney@nau.edu**

Phone **+19285232384**

Department Name **Geography, Planning and Recreation**

Website **<https://nau.edu/gpr/parks-and-recreation-management/>**

Formal Name of your Institution's President **Dr. Jose Luis Cruz Rivera**

Section 2: Intent to Pursue Accreditation

Does the academic unit intend to pursue accreditation or re-accreditation as originally scheduled? **Yes**

Regional Accreditation: Is the institution currently accredited by the appropriate regional accrediting association approved by the Council for Higher Education Accreditation (CHEA) or by the current national accrediting body (Standard 1.02)? **Yes**

Section 3: Statistics Summary Report - Faculty

Are there a minimum of two full-time faculty members and a minimum of one additional full-time equivalent faculty position (FTE) assigned to and instruct in the program? (Standard 1.03) **Yes**

Do a minimum of two full-time faculty members hold a degree of masters or higher, and a degree of bachelors or above in parks, recreation, tourism or related field?
(Standard 1.04)

Yes

Do all individuals instructing in the program have the competence and credentials in the subject matter for which they are responsible?
(Standard 1.05)

Yes

Section 4: Statistics Report - Students Note: Council adopted the Graduation Rate definition used by the National Center for Education Statistics, <https://nces.ed.gov/ipeds/use-the-data/survey-components/9/graduation-rates>. As required by the Council on Higher Education Accreditation (CHEA), COAPRT is mandated to engage in “regular, critical, self-evaluation of its performance, standards, policies and impact” (CHEA Standard 12.M.1). This process includes “the review of aggregate information regarding the extent to which the accredited institutions or programs are achieving their expectations for student learning” (CHEA Standard 12.M.1). To meet this CHEA standards we are collecting the following program level data: Graduate school acceptance rate, post-graduation employment rate, and six-year graduation rate. This data will be collected and reported for each COAPRT accredited program within your department and not aggregated across multiple COAPRT accredited programs. Suggested sources of evidence for this program-level data could include alumni or senior exit surveys completed within x months of graduation, centrally collected data if it can be disaggregated for each of your programs, self-report in a department data-base, etc.

Six-year graduation rate

68% (as reported by NAU office of Institutional Research and Analysis)

Graduate school acceptance rate	<p>Report the number of last year's graduates from the accredited program who indicated they have been accepted to graduate school, the percent of the graduating class this number represents, the method of data collection, and the response rate or percent of graduating students for whom you have data. See examples below: Example A (have data) Number accepted to graduate school: 7 Percent of graduating students: 11% Method of measurement: Survey collected three months post-graduation Response rate: 83% of graduating students responded to survey Notes: We will monitor and assure we continue to achieve a response rate of greater than 80% Example B (have data) Number accepted to graduate school: 3 Percent of graduating students: 18% Method of measurement: Self-report on department database Response rate: 53% of graduating students Notes: We haven't worked to increase our response rate but will now use a student-employee to help us secure a response rate of 85%</p>
Graduate School Acceptance Rate	8
Method of measurement	Self reported word of mouth
Response rate	N/A
Notes	We currently do not have a mechanism to officially collect this information. We will discuss how to best obtain this data in the future from the NAU office of Institutional Research and Analysis.
Post-graduate employment rate	<p>Report the number of last year's graduates from the accredited program who indicate they are currently employed (your program needs to determine if it will count part-time, employment outside the PRT profession, if it will subtract out those students from the total count who are not seeking employment for whatever reason, etc.), the percent of the graduating class this number represents, the method of data collection, and the response rate or percent of graduating students for whom you have data. See examples below: Example A (have data) Number of employed students: 56 Percent of graduating students: 78% Method of measurement: Self-report on department database up to three-months post-graduation. Academic advisor reminds students to submit their employment data during the three-month window. Response Rate: 89% Notes: Not applicable Example B (have data) Number of employed students: 36 Percent of graduating students: 64% Method of measurement: Self-report on department database Response Rate: 44% of graduated students Notes: We haven't ever followed up with students to increase our response rate, we will have our part-time club advisor do that in the future to bring up our response rate to at least 80%</p>
Post-graduate employment rate	80%

Method of measurement	NAU Enterprise Reporting
Response rate	40%
Notes	n/a
	<p>Section 5: Narrative Report - Learning Outcomes Assessment For the next section, please report learning outcomes - one for each of the 7.01, 7.02, 7.03, and 7.04 (for a total of four measures) of student learning and the related outcomes for each program. These outcomes should be a part of your program's annual assessment plan as indicated in COAPRT standard 2.05.05 and will also be published on the COAPRT Program List webpage. You will complete this for each of your COAPRT accredited programs. For instance, if you have two accredited programs such as a Recreation Program and a Therapeutic Recreation Program, you will submit two sets of learning outcomes - one set for each program. It is strongly suggested that you have your outcomes with you as you complete this questionnaire. TWO of the three outcomes must use direct measures. Some examples of DIRECT measures include the following: Capstone Assignment Quality Comprehensive Examination Internship Evaluation Performance of Relevant Skill Portfolio Evaluation Pre/Post Test Result Presentation Quality Project Quality Standardized Test Result Thesis/Project Quality Video/Audiotape Production Quality Written Assignment Evaluation Writing Exam Result Some examples of INDIRECT measures include the following: Advisory Board Evaluation Alumni Survey Curriculum Review Result Employer Survey Result Exit/Student Interview Result Focus Group Result Graduate School Acceptance Rate Honors/Awards Received by the Program</p>
	<p>Section 5-1: Narrative Report - Learning Outcomes Assessment Please provide the following information COAPRT expects all programs to demonstrate that student learning outcomes associated with its 7.0 Series Learning Outcomes are met at a 70% level. Therefore, student achievement will be judged as appropriate when 70% or more of the students being assessed demonstrate that they have accomplished the learning outcome.</p>
PROGRAM (include name of program and description): Please provide a short description of this COAPRT program, it will be published on the COAPRT Program online directory.	<p>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 Management in 2003. We offer fully online and in-person courses for the degree program. The PRM faculty have continually demonstrated a commitment to providing a unique, diverse, and innovative student-centered educational experience. The Parks and Recreation Management Program is in the Geography, Planning and Recreation Department, a unit within the College of Social and Behavioral Sciences.</p>

Provide the program-specific learning outcome consistent with COAPRT Standard 7.01: 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.

- 1. 7.01a: Students will be able to identify the nature and scope of relevant park, recreation, tourism or related professions and their associated industries.**
- 2. 7.01b: Students will demonstrate a familiarity of varied professional communication styles and approaches.**
- 3. 7.01b: Students will demonstrate a familiarity with varied applicable technologies related to the recreation profession.**
- 4. 7.01b: Students will be able to identify, translate, interpret, and apply evidence-informed research into professional practice and techniques.**
- 5. 7.01b/c: Students will demonstrate competence in research and evaluation skills in Parks and Recreation Management.**
- 6. 7.01c: Students will demonstrate critical thought on the history of Parks and Recreation Management.**
- 7. 7.01c: Students will be able to articulate the values found in core philosophical concepts as they relate to Parks and Recreation Management.**

Describe the method by which the learning outcome for Standard 7.01 was assessed:

- 1. PRM 220 Employment Opportunity Review Assignment, Direct Measure.**
- 2. PRM 360 Personal Web Page, Direct Measure.**
- 3. PRM 360 Audio/Visual Program assignment, Direct Measure**
- 4. PRM 447 Research Article Review, Direct Measure**
- 5. PRM 447 Research Proposal assignment, Direct Measure**
- 6. PRM 220 Historical Figure Profile, Direct Measure**
- 7. PRM 220 Personal Philosophy Paper, Direct Measure**

Indicate whether this outcome measure is Direct or Indirect.

Direct

State your program's standard for demonstrating that your Student Learning Outcome for 7.01 was successfully achieved.

80% of students will receive 70% or higher on the assessment.

Result of the assessment of the learning outcome for Standard 7.01:

Results are reported as number of students enrolled in all sections of the course within the AY21/22

- 1. PRM 220: 203/227 = 89% Changes Made: No changes have been made**
- 2. PRM 360: 73/85=86% Changes Made: No changes have been made**
- 3. PRM 360: 69/85 = 81% Changes Made: No changes have been made**
- 4. PRM 447: 32/56 = 57% Changes Made: Instructor has made changes to the assignment and provided an additional video explanation. Scores improved from FA21 to SP22**
- 5. PRM 447: 41/63= 65% Changes Made: Instructor has made changes to the assignment and provided an additional video explanation. Scores improved from FA21 to SP22**
- 6. PRM 220: 201/227 = 89% Changes Made: No changes have been made**
- 7. PRM 220: 198/227 = 87% Changes Made: No changes have been made**

Please provide the program-specific learning outcome consistent with COAPRT Standard 7.02. 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.

- 1. 7.02 Students will be able to assess need and develop targeted recreation and leisure experiences.**
- 2. 7.02 Students will practice leadership and facilitation skills.**
- 3. 7.02 Students will demonstrate and apply knowledge of human rights in recreation and leisure design.**
- 4. 7.02 Students will develop and practice cultural humility in recreation and leisure services in communities.**
- 5. 7.02 Students will demonstrate an understanding of how culture influences recreation and leisure services in communities.**

Describe the method by which the learning outcome for Standard 7.02 was assessed:

- 1. PRM 275 Recreational Program Plan (Final), Direct Measure**
- 2. PRM 252 Peer Leadership Lab, Direct Measure**
- 3. PRM 326 Inclusion Plan (FA21) and Inclusion Policy (SP22), Direct Measures**
- 4. PRM 326 Practical Wisdom #1 assignment, Direct Measure**
- 5. PRM 350 Implicit Bias Test Discussions, Direct Measure**

Please indicate whether this outcome measure is Direct or Indirect.

Direct

<p>State your program's standard for demonstrating that your Student Learning Outcome for 7.02 was successfully achieved.</p>	<p>80% of students will receive 70% or higher on the assessment.</p>
<p>Result of the assessment of the learning outcome for Standard 7.02:</p>	<ol style="list-style-type: none"> 1. PRM 275: 68/82= 83% Changes Made: Instructor made changes to the assignment to put more value on the draft version. This allows for more in-depth peer and instructor feedback for final version. Scores between semesters improved. Further changes have been made to improve group collaboration skills for AY22/23 2. PRM 252:36/38=95% Changes Made: No changes made 3. PRM 326: Inclusion Plan (FA21) 34/37=92% and Inclusion Policy (SP22) 63/76=83% Changes Made: Instructor changed the assignment to align with the NRPA Equity in Practice best practices. 4. PRM 326: No data collected, new assignment to align with new curriculum map and assessment plan. 5. PRM 350: No data collected, new assignment to align with new curriculum map and assessment plan.
<p>Please provide the program-specific learning outcome consistent with COAPRT Standard 7.03. 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.</p>	<ol style="list-style-type: none"> 1. 7.03 Students will learn and apply a variety of strategic management techniques as related to human resources and administration of recreation service sectors. 2. 7.03 Students will learn the differences and organizational structures among recreation service sectors. 3. 7.03 Students will learn funding structures, financing, and budgeting systems common to recreation service sectors. 4. 7.03 Students will develop a functional knowledge of basic facilities and operations among recreation service sectors. 5. 7.03 Students will learn and apply various approaches to supervision of people, spaces, and places in recreation service sectors. 6. 7.03 Students will demonstrate techniques for community engagement and public relations.
<p>Describe the method by which the learning outcome for Standard 7.03 was assessed:</p>	<ol style="list-style-type: none"> 1. PRM 426 Staffing and Job Descriptions Assignment, Direct measure 2. PRM 220 Employment opportunities assignment, Direct Measure 3. PRM 383 Calculating Demand, Direct Measure 4. PRM 326 Inclusion U Training, Direct Measure 5. PRM 252 Volunteer Assessment Interview, Direct Measure 6. PRM 252 Group Dynamics Report, Direct Measure
<p>Please indicate whether this outcome measure is Direct or Indirect.</p>	<p>Direct</p>

State your program's standard for demonstrating that your Student Learning Outcome for 7.03 was successfully achieved.

80% of students will receive 70% or higher on the assessment except for the Inclusion U Training, which is 80% of students will perform at 90% or higher on the assessment.

Result of the assessment of the learning outcome for Standard 7.03:

- 1. PRM 426: 61/71=86% Changes Made: No changes have been made**
- 2. PRM 220: 203/227 = 89% Changes Made: No changes have been made**
- 3. PRM 383 68/68=100% Changes Made: Instructor changed the Feasibility assignment to require students to calculate the demand for their project as a separate assignment.**
- 4. PRM 326: 107/113=95% Changes Made: No changes made**
- 5. PRM 252: 63/93 = 68% Changes Made: For this assignment students are asked to interview someone who manages volunteers for a professional recreation organization of their choice. Since the parameters are so open some students have a hard time finding an organization to interview. Beginning Fall 24 students will be given more direction on appropriate organizations to interview which should help bring scores up.**
- 6. PRM 252: 63/93 = 68% Changes Made: For this assignment students are asked to observe an organized group of their choice. Since the parameters are so open some students have a hard time finding an appropriate group to observe. Beginning Fall 24 students will be given more direction on appropriate groups to observe which should help bring scores up.**

Please provide the program-specific learning outcome consistent with COAPRT Standard 7.04. 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.

- 1. 7.04 Students will establish life-long learning skills for career development within the field of parks, recreation, tourism, and related professions.**
- 2. 7.04 Students will learn about and apply diverse and innovative adaptive ways of engaging with professional practice.**
- 3. 7.04 Students will obtain professional skills and job specific experiences related to the Parks and Recreation Management profession.**
- 4. 7.04 Students will develop and expand their affiliation and networking skills with professionals in the field.**
- 5. 7.04 Students will learn about and engage in advocacy and justice.**
- 6. 7.04 Students will articulate the importance of parks, recreation, tourism and related professions for people and places.**
- 7. 7.04 Student readiness for internship, competencies within 7.01-7.03**

Describe the method by which the learning outcome for Standard 7.04 was assessed:

1. PRM 350 Voices/Case Study Presentations, Direct Measure
2. PRM 326 Inclusion Plan (FA21) and Inclusion Policy (SP22), Direct Measure
3. PRM 408 Internship, Direct Measure
4. PRM 498C Career Paths Conversation, Direct Measure
5. PRM 326 Practical Wisdoms 1-3 Assignments, Direct Measure
6. PRM 350 Voices/Case Study Presentations, Direct Measure
7. PRM 498C PRM Portfolio Assessment Assignment, Direct Measure

Please indicate whether this outcome measure is Direct or Indirect.

Direct

State your program's standard for demonstrating that your Student Learning Outcome for 7.04 was successfully achieved.

80% of students will receive 70% or higher on the assessment except for the Internship, which is 80% of students will pass the internship course.

Result of the assessment of the learning outcome for Standard 7.04:

1. PRM 350: No data collected, new assignment to align with new curriculum map and assessment plan.
2. PRM 326: Inclusion Plan (FA21) 34/37=92% and Inclusion Policy (SP22) 63/76=83% Changes Made: Instructor changed the assignment to align with the NRPA Equity in Practice best practices.
3. PRM 408: 34/35=97% Changes Made: No changes were made
4. PRM 498C: 44/55=80% Changes Made: Between FA21 and SP22- Added a related minor pre-cursor assignment to identify the Career Professional who the student intends to conduct their Career Path Conversation with weeks ahead of the primary assignment due date. This action resulted in an immediate higher success rate on the assignment between the two semesters.
5. PRM 326: No data collected, new assignment to align with new curriculum map and assessment plan.
6. PRM 350: No data collected, new assignment to align with new curriculum map and assessment plan.
7. PRM 498C: 51/55=93% Changes Made: SP22: Updated assignment instructions for additional details and clarification based on formative student feedback from and in-person class session.

Section 6: Narrative Report - Accountability and Informing the Public

An important aspect of accreditation is accountability. It is expected that the program annually posts 7.0 series aggregated data and additional evidence reflecting program academic quality and student achievement on their program and/or departmental website. Such information shall be consistent with The Family Educational Rights and Privacy Act (FERPA) requirements (Standard 2.05.05).

n/a

Please provide a link to the program's website that demonstrates compliance with Standard 2.05.05.

<https://nau.edu/gpr/parks-and-recreation-management/assessment-and-accreditation/>

It is expected that a program has a practice of informing the public about the harm of degree mills and accreditation mills (Standard 3.06).

n/a

Please provide a link to the program's website demonstrating compliance with Standard 3.06.

<https://nau.edu/gpr/parks-and-recreation-management/assessment-and-accreditation/>

It is expected that the program has a practice of informing the public about their COAPRT accredited programs (Standard 3.07).

n/a

Please provide a link to the program's website demonstrating compliance with Standard 3.07.

<https://nau.edu/gpr/parks-and-recreation-management/assessment-and-accreditation/>

Section 7: Program Changes

Clearly describe any major changes for the reporting year in the program's strategic plan, curriculum, resources, administration, or other areas of the program directly related to accreditation standards. Please include the Standard number. If there are no major changes in any of these areas, please just indicate "none".

During AY21/22, the PRM faculty began a deep dive into the curriculum by gathering information from current students, alumni and practitioners, which has been continued into AY 22/23. The changes submitted in this annual report are based on new university, college, and program strategic plans that have guided the direction of a new curriculum map and assessment plan. Some of the assessments were not part of the AY21/22 courses and will be reported on in future annual reports. We hired a new Tenure Track Faculty member, Dr. Sandy Heath who started in August, 2022 which is exciting for our program!

The responses are self reported and the responsibility for the accuracy of the content is on behalf of the program.

checked
