

**ARKANSAS TECH UNIVERSITY  
DEPARTMENT OF PARKS, RECREATION & HOSPITALITY  
ADMINISTRATION**

**Recreation & Park Administration Assessment Plan  
2019-2020**

Arkansas Tech University is accredited by the Higher Learning Commission and is a member of the North Central Association of Colleges and Universities. ATU was last reviewed by the Higher Learning Commission in the spring of 2011 and was granted accreditation until the next review in 2020/2021.

**General Education**

The general education component is the common requirement of all baccalaureate students at ATU. The knowledge and skills acquired in the general education component enable students to analyze problems, to arrive at intelligent conclusions, and to make reasoned choices in their professional and personal lives and the lives of those who they influence.

Many of the general education courses were designed to deal primarily with processes rather than simply with facts, to help students to develop individually and as members of a group, and to instill in students the desire to continue to learn throughout their entire lives and the lives of those who they influence.

Students who earn degrees at ATU will be able to:

- Communicate effectively
- Think critically
- Develop ethical perspectives
- Apply scientific and quantitative reasoning
- Demonstrate knowledge of the arts and humanities
- Understand wellness concepts

To accomplish the above goals, ATU requires the completion of a general education curriculum. Students should refer to the curriculum in their major area of study for specific courses either recommended or required by the academic department to fulfill the general education requirements.<sup>1</sup>

The general education courses for the baccalaureate in Recreation and Park Administration varies with the emphasis area the student has selected.

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## **Recreation & Park Accreditation**

The core curriculum of the Recreation and Park Administration Program is accredited by the Council on Accreditation of Parks, Recreation, Tourism and Related Professions (COAPRT).

Following (COAPRT) accreditation guidelines Arkansas Tech graduates should have knowledge in the natural and physical sciences, social sciences, and communication, as well as in the arts and humanities. In addition, Recreation and Park graduates should have knowledge and understanding of general principles in specific areas of the recreation, park and leisure disciplines including conceptual foundations, the leisure services profession, leisure services delivery systems, programming and event planning, administration and management, legal aspects of leisure services, and professional work experience. The current COAPRT standards, adopted in October of 2008 (with revisions in April 2010, October 2010, April 2011, November 2012, January 2013, April 2013, April 2014, and September 2019), are listed in Table 1.

The newest standards address the “learning outcomes” of the Program. These standards describe the goals of student learning for “core” professional preparation in recreation, park resources, leisure services, and other elements of the human service and experience industries. The four components include:

**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.

- 7.01.01 The program shall demonstrate that students are provided with sufficient opportunity to achieve this learning outcome.*
- 7.01.02 The program shall demonstrate that quality assessment measures were used to assess learning outcomes associated with this standard.*
- 7.01.03 The program shall demonstrate that results of its assessment program indicate that graduates of the program are achieving this Learning Outcome.*
- 7.01.04 The program shall demonstrate that it uses data from assessment of Learning Outcome 7.01 for continuous program improvement.*

**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.

- 7.02.01 The program shall demonstrate that students are provided with sufficient opportunity to achieve this learning outcome.*

- 7.02.02 *The program shall demonstrate that quality assessment measures were used to assess learning outcomes associated with this standard.*
- 7.02.03 *The program shall demonstrate that results of its assessment program indicate that graduates of the program are achieving this Learning Outcome.*
- 7.02.04 *The program shall demonstrate that it uses data from assessment of Learning Outcome 7.02 for continuous program improvement.*

**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.

- 7.03.01 *The program shall demonstrate that students are provided with sufficient opportunity to achieve this learning outcome.*
- 7.03.02 *The program shall demonstrate that quality assessment measures were used to assess learning outcomes associated with this standard.*
- 7.03.03 *The program shall demonstrate that results of its assessment program indicate that graduates of the program are achieving this Learning Outcome.*
- 7.03.04 *The program shall demonstrate that it uses data from assessment of Learning Outcome 7.03 for continuous program improvement.*

**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.

- 7.04.01 *The program shall demonstrate that students are provided with sufficient opportunity to achieve this learning outcome.*
- 7.04.02 *The program shall demonstrate that quality assessment measures were used to assess learning outcomes associated with this standard.*
- 7.04.03 *The program shall demonstrate that results of its assessment program indicate that graduates of the program are achieving this Learning Outcome.*
- 7.04.04 *The program shall demonstrate that it uses data from assessment of Learning Outcome 7.04 for continuous program improvement.*

## The Professional Core

The professional core courses in Recreation and Park Administration includes 15 courses totaling 45 credit hours. The professional core courses introduce the student to the field of Recreation and Park Administration, its conceptual foundations, the leisure services profession, leisure services delivery systems, programming and event planning, administration and management, legal aspects of leisure services, and professional work experience. These professional core courses include the following:

<u>Core Course</u>	<u>Credit hours</u>
RP 1013 Principles of Recreation and Park Administration	3
RP 2003 Recreation Programming	3
RP 2033 Recreation Leadership	3
RP 3013 Inclusive Recreation	3
RP 3033 Commercial Recreation	3
RP 3034 Site Planning & Design	4
RP 3043 Work Experience	3
RP 3063 Outdoor Education	3
RP 3113 Human Resource Management in PRHA	3
RP 3403 Financing Recreation and Parks	3
RP 4001 Internship Preparation	1
RP 4013 Recreation and Park Administration	3
RP 4023 Research Methods in Recreation and Park Administration	3
RP 4103 Recreation Law and Policy	3
RP 4114 Internship	4
	45 credit hours

The professional core provides the foundation upon which the Recreation and Park Administration degree is based. Core courses are required for all Recreation and Park majors. Table 1 lists the 2008 (revised in September 2019) COAPRT Standards, learning outcomes, evidence used to measure learning outcomes, the performance measure/tool, performance levels, assessment results, and evidence of curricular and/or programmatic changes.

The following learning outcomes will be utilized and assessed for each academic year, starting with academic year 2019-2020. Assessment will be conducted on learning outcomes each semester by collecting information pertaining to the Performance Measure or Tools (CPG) and the data that is collected will be recorded and stored in Weave. Each faculty member will be responsible for obtaining data from his/her classes and entering the data in Banner (CPG) in a timely fashion at the end of every semester. The Assessment Results then in turn will be utilized to make curricular or programmatic changes (after a three year period of gathering initial data). These results will be required to make any curriculum changes through the ATU Curriculum Committee.

**Table 1**

<b>7.01 Students graduating from the program shall demonstrate the following entry-level knowledge: a) the nature and of the 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.</b>					
Program/Course Specific Learning Outcomes	Evidence of Learning Opportunities	Performance Measures or Tools	Performance Levels (metrics)	Assessment Results	Evidence of Curricular and/or Programmatic Changes
7.01-A Students will demonstrate entry-level knowledge of the services of public and non-profit recreation and park agencies and the contributions of commercial recreation.	Syllabus and Course Exams (RP 1013)	Course Exam Questions (RP 1013)	70% of students will achieve an average score of 70% or higher on questions related to this learning outcome on the course exam	76% of students scored 70% or above on the questions related to this outcome.	Continue to monitor.
	Course Content (RP 1013)	Comprehensive Exam/Senior Exit Exam (RP 4001)	70% of students will answer 70% or more of the questions related to this leaning outcome correctly on the comprehensive exam	66% of students scored 70% or above on the questions related to this outcome.	Need to look to using another tool to best measure this learning outcome.
	Syllabus and Course Exams (RP 3033)	Course Exam Questions Exam 1 (RP 3033)	70% of students will achieve an average score of 70% or higher on questions related to this learning outcome on a course exam	Fall 2019 No data available at this time.	Continue to monitor.
7.01-B Demonstrate knowledge of the theoretical foundations of the profession.	Syllabus and Course Exam (RP 1013)	Course Exam Questions (RP 1013)	70% of students will achieve an average score of 70% or higher on questions related to this learning outcome on a course exam	65% of students scored 70% or above on the questions related to this outcome.	Continue to monitor and cover topic more in depth in RP 1013.
	Course Content (RP 1013)	Comprehensive Exam (RP 4001)	70% of students will answer 70% or more of the questions related to this leaning outcome correctly on the comprehensive exam	69% of students scored 70% or above on the questions related to this outcome.	Need to look to using another tool to best measure this learning outcome.
	Syllabus and Course Exam (RP 3063)	Course Exam Questions (RP 3063)	70% of students will achieve an average score of 70% or higher on questions related to this learning outcome on a course exam	72% of students scored 70% or above on the questions related to this outcome.	Continue to monitor.
7.01-C Students will demonstrate knowledge of the scientific foundations of the profession.	Course Content (RP 1013)	Comprehensive Exam/Senior Exit Exam (RP 4001)	70% of students will achieve score of 70% or higher on questions related to this learning outcome on a course exam	69% of students scored 70% or above on the questions related to this outcome.	Need to look to using another tool to best measure this learning outcome.

7.01-C Students will demonstrate knowledge of the philosophical foundations of the profession.	Syllabus and Course Exam (RP 1013)	Course Exam Questions (RP 1013)	70% of students will achieve an average score of 70% or higher on questions related to this learning outcome on a course exam	75% of students scored 70% or above on the questions related to this outcome.	No changes required. Continue to monitor. May want to increase percentage.
	Syllabus and Course Exams (RP 3013)	Course Exam Questions (RP 3013)	70% of students will achieve an average score of 70% or higher on questions related to this learning outcome on a course exam	75% of students scored 70% or above on the questions related to this outcome.	No changes required. Continue to monitor. May want to increase percentage.
	Syllabus and Course Exam (RP 3063)	Course Exam Questions (RP 3063)	70% of students will achieve an average score of 70% or higher on questions related to this learning outcome on a course exam	69% of students scored 70% or above on the questions related to this outcome.	Continue to monitor.
7.01-C Students will demonstrate knowledge of historical events that contribute to the foundation of the profession.	Syllabus and Course Exam (RP 1013)	Course Exam Questions (RP 1013)	70% of students will achieve an average score of 70% or higher on questions related to this learning outcome on a course exam	81% of students scored 70% or above on the questions related to this outcome.	No changes required. Continue to monitor. May want to increase percentage.
	Course Content (RP 1013)	Comprehensive Exam (RP 4001)	70% of students will answer 70% or more of the questions related to this learning outcome correctly on the comprehensive exam	75% of students scored 70% or above on the questions related to this outcome.	May want to look to different measurement tool.

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

Program/Course Specific Learning Outcomes	Evidence of Learning Opportunities	Performance Measures or Tools	Performance Levels (metrics)	Assessment Results	Evidence of Curricular and/or Programmatic Changes
7.02-A Students will demonstrate the ability to design recreation programs that embrace personal and cultural dimensions of diversity.	Recreation Program Plan Assignment (RP 2003)	Recreation Program Plan and Rubric (RP 2003)	70% of students will earn a 70% or higher on the program plan assignment.	82% of students scored 70% or above on the questions related to this outcome.	Consistently good results –may want to change performance measure – 80%.
	Programming Assignment (RP 4114/4116)	Programming Assignment Rubric (RP 4114/4116)	70% of students will earn a 2 (out of 4) or higher on the Design Recreation Program assignment in RP 4116	75% of students scored 70% or above on the questions related to this outcome.	Consistently good results –may want to change performance measure – 80%.
7.02-B Students will demonstrate the ability to design recreation areas and facilities.	Site Plan Assignment (RP 3034)	Site Plan Assignment Rubric (RP 3034)	70% of students will earn a 70% or higher on Site Plan Assignment	Course not offered this fall.	Look to change the content of this course and depth of projects and assignments.

7.02-C Students will demonstrate the ability to implement and/or lead recreation programs.	Programming Assignment (RP 4114/RP4116)	Program Implementation Assignment Rubric (RP 4114/RP4116)	70% of students will earn a 2 (out of 4) or higher on the Internship Program Implementation Assignment	88% of students scored 70% or above on the questions related to this outcome.	Consistently good results –may want to change performance measure – 80%.
	Kidsfest Assignment (RP 2003)	Kidsfest Assignment Rubric (RP 2003)	70% of students will earn a 70% or higher on Kidsfest assignments	Fall 2019 – Alternate assignment due to COVID-19	Continue to monitor.
	Camp Stormy activity (lesson plan) assignment (RP 3063)	Instructor evaluation of student led activity during Camp Stormy (RP 3063)	70% of students will achieve a 2 or higher (out of 4) on instructor evaluations of activity leadership at Camp Stormy.	Alternate assignment due to COVID-19. Camp cancelled.	Continue to monitor.
	Syllabus and Leadership Program (RP 2033)	Leadership Program rubric (RP 2033)	70% of students will earn a 70% or higher on the RP 2033 Program	79% of students scored 70% or above on the questions related to this outcome.	Continue to monitor.
7.02-D Students will demonstrate the ability to evaluate leisure services and experiences.	Syllabus and Evaluation Assignment (RP 4023)	Evaluation Assignment Rubric (RP 4023)	70% of students will earn a 70% or higher on the RP 4023 Evaluation Assignment.	Spring 2020 – no results at this time – assignment changed due to COVID-19.	Continue to monitor.
	Syllabus and KidsFest Assignment (RP 2003)	Kidsfest Evaluation Rubric (RP 2003)	70% of students will earn a 70% or higher on Recreation Program Evaluation Plan in Recreation Program Assignment.	Fall 2019 – assignment not completed.	Need to work on finding another assignment to meet this outcome.
	Program Evaluation (RP 4114/RP4116)	Program Evaluation Assignment rubric (RP 4114/RP4116)	70% of students will achieve a score of 2 (out of 4) on the Internship Program Evaluation assignment.	80% of students scored 70% or above on the assignment related to this outcome.	Change metric to 80% and continue to monitor.
7.02-E Students will demonstrate the ability to use data to improve the quality of services and experiences.	Syllabus and Research Methods Assignment (RP 4023)	Research Methods Assignment and Rubric (RP 4023)	70% of students will earn a 70% or higher on the RP 4023 Evaluation Assignment.	Data not available at this time (not recorded).	Continue to monitor.

**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 related professions.**

Program/Course Specific Learning Outcomes	Evidence of Learning Opportunities	Performance Measures or Tools	Performance Levels (metrics)	Assessment Results	Evidence of Curricular and/or Programmatic Changes
7.03-A Students will demonstrate the ability to recognize the principles and procedures of management and/or administration.	Syllabus and course exam (RP 4013)	Course Exam Questions (RP 4013)	70% of students will achieve an average score of 70% or higher on questions related to this learning outcome on a course exam	80% of students scored 70% or above on course exam questions related to this outcome.	Change metric to 80% and continue to monitor.
	Management Assignment (RP 4116)	Management Assignment rubric (RP 4116)	70% of students will achieve a score of 2 or higher on a scale of 1-4 on the management assignment	80% of students scored 70% or above on the assignment related to this outcome.	Change metric to 80% and continue to monitor.
	Course Content (RP 4013)	Comprehensive Exam (RP 4001)	70% of students will answer 70% or more of the questions related to this learning outcome correctly on the comprehensive exam	62% of students scored 70% or above on the questions related to this outcome.	Continue to monitor.
7.03-B Students will demonstrate the ability to recognize the principles and procedures of infrastructure management.	Syllabus and course exam (RP 4063)	Course Exam Questions (RP 4063)	70% of students will achieve an average score of 70% or higher on questions related to this learning outcome on a course exam	Data not available on this measure.	Continue to monitor.
	Course Content (RP 4013)	Course Exam Questions (RP 4013)	70% of students will answer 70% or more of the questions related to this learning outcome correctly on the comprehensive exam	Data not available on this measure at this time.	Continue to monitor.
7.03-C Students will demonstrate the ability to recognize the principles and procedures of financial management	Syllabus and course exam (RP 4013)	Course Exam Questions (RP 4013)	70% of students will achieve an average score of 70% or higher on questions related to this learning outcome on a course exam	83% of students scored 70% or above on the questions related to this outcome.	RP 3403 RP Finance course had made an impact and improved assessment results.
	Syllabus and course content (RP 3403 and RP 4013)	Comprehensive Exam (RP 4001)	70% of students will answer 70% or more of the questions related to this learning outcome correctly on the comprehensive exam	71% of students scored 70% or above on the questions related to this outcome.	Continue to monitor.
7.03-D Students will demonstrate the ability to recognize the principles and procedures of	Syllabus and course exam (RP 3113)	Course Exam Questions (RP 3113)	70% of students will achieve an average score of 70% or higher on questions related to this learning outcome on a course exam	76% (fall) and 79% (spring) of students scored 70% or above on the questions related to this outcome.	Continue to monitor.

human resource management					
	Course Content (RP 3113)	Comprehensive Exam (RP 4001)	70% of students will answer 70% or more of the questions related to this leaning outcome correctly on the comprehensive exam	87% (fall) and 84% (spring) of students scored 70% or above on the questions related to this outcome.	Re-write comprehensive exit exam or look to using another measurement tool for this learning outcome.
7.03-E Students will demonstrate the ability to recognize the principles and procedures of marketing and/or public relations	Syllabus and Course Exam (HA 3013)	Course Exam Questions (HA 3013)	70% of students will achieve an average score of 70% or higher on questions related to this learning outcome on a course exam	84% of students scored 70% or above on the questions related to this outcome.	Continue to monitor.
	Course Content (HA 3013 and RP 4013)	Comprehensive Exam (RP 4001)	70% of students will answer 70% or more of the questions related to this leaning outcome correctly on the comprehensive exam	61% (fall) and 57% (spring) of students scored 70% or above on the questions related to this outcome.	Re-write comprehensive exit exam or look to using another measurement tool for this learning outcome.
7.03-F Students will demonstrate the ability to apply principles and procedures of management and/or administration	Syllabus and Case Studies (RP 4013)	Case Study Rubric (RP 4013)	70% of students will earn a 70% the case studies related to this learning outcome.	60% of students scored 70% or above on the questions related to this outcome.	Continue to monitor.
	Management assignment (RP 4114 or RP 4116)	Management Assignment (RP 4114 or RP 4116)	70% of students will achieve a score of 2 or higher on a scale of 1-4 on the management assignment	83% of students scored a 2 or higher on the questions related to this outcome.	Change metric to 80% and continue to monitor.
7.03-G Students will demonstrate the ability to apply the principles and procedures of infrastructure management	Syllabus and Simulation Project (RP 4063)	Appletown Project and Rubric (RP 4063)	70% of students will earn a 2 (out of 4) or higher on the Appletown Project Simulation	Project not assigned in Fall	Faculty need to create new performance measure for this Learning Outcome as this class is now being taught by a new instructor.
7.03-H Students will demonstrate the ability to apply the principles and procedures of financial management	Syllabus and Case Study (RP 4013)	Case Study and Rubric (RP 4013)	70% of students will earn a 70% the case studies related to this learning outcome.	85% of students scored 70% or above on the case studies related to this outcome.	Continue to monitor.
	Syllabus and Budget Exercise (RP 4013)	Budget Exercise and Rubric (RP 4013)	70% of students will earn a 70% or higher the budget exercise.	82% of students scored 70% or above on the budget exercise for this outcome.	Scores have continued to increase – due to RP 3403 RP Finance.

7.03-I Students will demonstrate the ability to apply the principles and procedures of human resource management	Syllabus and Case Studies (RP 3113)	Case Studies rubrics (RP 3113)	70% of students will earn a 70% or higher on case studies related to this learning outcome.	82% of students scored 70% or above on the case studies related to this outcome.	Continue to monitor.
7.03-J Students will demonstrate the ability to apply the principles and procedures of marketing and/or public relations	Syllabus and Marketing Plan (HA 3013)	Marketing Plan Assignment rubric (HA 3013)	70% of students will earn a 70% or higher on the Marketing Plan	72% of students scored 70% or above marketing plan assignment related to this outcome.	Continue to monitor.
<b>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.</b>					
Program/Course Specific Learning Outcomes	Evidence of Learning Opportunities	Performance Measures or Tools	Performance Levels (metrics)	Assessment Results	Evidence of Curricular and/or Programmatic Changes
7.04-A Students shall participate in an internship of not less than 400 clock hours over no fewer than 10 weeks.	Internship Manual (RP 4114)	Weekly Reports (RP 4114)	Minimum of 400 work hours documented on weekly reports	100% of students enrolled in RP 4114 completed 400 clock hours of internship.	Continue to monitor.
7.04 B Demonstrate the ability to succeed as a professional	Professional Portfolio Assignment (RP 4001)	Professional Portfolio Rubric (RP 4001)	70% of students will earn a 2 or higher out of 4 the Professional Portfolio	100% of students earned a 70% or higher on their professional portfolio.	70% is required as a passing grade for portfolio so students do succeed.
	Internship Manual (RP 4114)	Initial and Final Student Self-Evaluations (RP 4114)	70% of students will evaluate themselves at a median score of 3 or higher on all items on the final self-evaluation.	90% of students met this criteria.	Continue to monitor.
	Internship Manual (RP 4114)	Agency Evaluation of the Student (RP 4114)	70% of students will be evaluated at an average of 3 (out of 4) or higher by the person supervising the intern at the host organization on the items completed by a numbered response on the evaluation form.	75% of students met this criteria.	Continue to monitor.

### Other Methods of Assessing Recreation and Park Learning Outcomes

**Senior Exit Surveys.** Graduating seniors in Recreation and Park Administration will be sent a link to a QuestionPro survey via e-mail to be completed before graduation. This survey is used as an assessment tool to get student feedback on preparedness for the RP profession, study habits, use of textbooks, academic advising, amount of work during their collegiate years, membership in student

organizations, overall impression of their education and major, as well as their knowledge and skills in areas of professional competency.

**Alumni Survey.** At least once every five years there will be a survey of alumni to maintain contact with graduates, track who is working (or not) in the Recreation and Park professional areas, salaries, etc. The RPA Program is looking to conducting an alumni survey in academic year 2021-2022 as we return to Williamson Hall.

