Academic Affairs

College of Education and Allied Professions

Department of Human Services

Parks and Recreation Management

Bachelor of Science

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**1. Mission of the Program or Unit—Why We Exist**

The mission of the Parks and Recreation Management (PRM) program is to promote resourcefulness, independent thinking, the ability to cope with change, and service to society – by preparing leaders in the Parks and Recreation profession. The program strives to maintain an intellectual and caring environment through cooperation and collaboration in active learning and critical thinking. Experiential education is also an important component to encourage application and modification of theories learned.The program prepares professionals to design, plan, promote, and deliver the physical and social components of the leisure service industry. This includes skills in administration, management, research and evaluation, leadership, and instruction. Graduates will be prepared to manage resources, facilities and programs, and to lead and instruct for programs in commercial, public, and non-profit settings.

**PRM Educational Goals**

**1. Leadership and Decision-Making**

**2. Program Planning**

**3. Administration**

**4. Research**

**5. Outdoor Leadership and Instruction**

**6. Communication**

**7. Career Search**

**8. Foundations**

**Note:** The PRM program has chosen to focus on the following goals for the 2016/2017 assessment plan:

4) Research; 5) Outdoor Leadership and Instruction; 6) Communication. The outcomes that are presented in the following pages are focused on aspects of these student learning goals.

**2. Broad Goals—Where We Are Going, Generally Speaking**

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| --- | --- | --- | --- |
| **Number** | **Broad Goal** | **Student Learning or Operational Goal** | **SACSCOC Comprehensive Standard Primarily Addressed** |
| 1. | Insert the full text of your first educational program or unit goal here | Is this goal primarily a student learning goal or an operational goal | Indicate the primary SACSCOC Comprehensive Standard this goal addresses |
| 2. | Students will develop research skills. | Student Learning | 3.3.1.1; 3.3.1.4 |
| 3. | Students will develop outdoor leadership and instruction skills. | Student Learning | 3.3.1.1 |
| 4. | Students will develop outdoor leadership and instruction skills | Operational | 3.3.1.1; 3.3.1.5 |
| 5. | Students will develop group facilitation skills. | Operational | 3.3.1.15.1; 3.3.1.5 |
| 6. | PRM program will assess national accreditation options. | Operational | 3.3.1.1 |
|  |  |  |  |
| *Note:* SACSCOC Comprehensive Standards focus on five institutional effectiveness areas: 3.3.1.1 (educational programs), 3.3.1.2 (administrative support services), 3.3.1.3 (academic and student support services), 3.3.1.4 (research within our mission), and 3.3.1.5 (community/public service within our mission). Educational programs and units will most likely have goals that address multiple areas (e.g., 3.3.1.1 for student learning goals, 3.3.1.4 for research goals, and 3.3.1.5 for community/public service goals). | | | |

**3. Measurable Outcomes—Where We Are Going, More Specifically**

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| --- | --- | --- | --- |
| **Number** | **Outcome** | **Broad Goal the Outcome Supports** | **Student Learning or Operational Outcome** |
| 1. | Insert the full text of your first program or unit outcome here | Insert the full text of the broad goal the outcome supports here | Is this outcome primarily a student learning outcome or an operational outcome |
| 2.1 | Students will demonstrate an understanding and practice of research and evaluation techniques. | Students will develop research skills. | Student Learning |
| 2.2 | Students will present completed research projects. | Students will develop research skills. | Student Learning |
| 3.1 | Students will achieve competency in various outdoor certifications. | Students will develop outdoor leadership and instruction skills. | Student Learning |
| 3.2 | Students will demonstrate the ability to lead and instruct safely in the wild outdoors. | Students will develop outdoor leadership and instruction skills. | Student Learning |
| 4.1 | The PRM program will develop a measurement of student leadership for the capstone internship. | Students will develop outdoor leadership and instruction skills. | Operational |
| 4.2 | The PRM program will develop a certificate program for students in the outdoor leadership focus area that documents students competencies against national criteria. | Students will develop outdoor leadership and instruction skills. | Operational |
| 5.1 | The PRM program will build a Low Ropes Course to be used as a group facilitation training tool and for possible community outreach. | Students will develop group facilitation skills. | Operational |
| 6.1 | PRM program will review the three major accreditation options (COAPART, WEA, AEE) and determine if the program should pursue accreditation. | PRM program will assess national accreditation options. | Operational |
| 6.2 | PRM program will review similar programs in UNC system and region regarding their decision to become accredited or not. |  | Operational |
| *Note:* All goals need multiple outcomes to ensure an accurate and reliable picture. Educational programs must include both student learning outcomes and operational outcomes. | | | |

**4. Explanation of Assessment Methods—How We Will Know We Reached Our Goals**

| **Assessment Method** | **Explanation** | | | | |
| --- | --- | --- | --- | --- | --- |
| **Description** | **Program- or Unit-Level Target a** | **When Data Will be Collected** | **Person Responsible** | **Outcomes Assessed** |
| 2.1  PRM 361 Evaluation Report | Students work in small groups to design, implement and compile an evaluation report for a program completed in PRM 361. | 75% of PRM 361 students receive 80% or better. | Every semester that PRM 361 is taught. | PRM 361 Instructor(s) | ?? |
| 2.2 Undergraduate Research Symposium Participation | Selected students will submit, receive acceptance and present at the WCU Undergraduate Research Symposium. | 90% of PRM student undergraduate research symposium submissions are accepted and presented. | Spring Semester Annually | PRM Program Director | ?? |
| 3.1 National Certifications | Students have the opportunity to complete requirements for national certifications including: Outdoor Emergency Care, WEA Outdoor Leader; Project WILD; Wilderness First Aid/CPR; Wilderness First Responder; Swiftwater Rescue; Mountain Search and Rescue; PSIA; AASI | 80% of the PRM Outdoor Leadership focus area students receive at least 3 national certifications prior to graduation. | By June | PRM Program Director | ?? |
| 3.2 Internship Evaluation | PRM Outdoor Leadership focus area students complete a 400-hour capstone internship that involves leadership and/or teaching. They are evaluated by their agency supervisor. | 80% of the PRM Outdoor Leadership focus area students receive at least a mean score of 4/5 on all areas of the internship evaluation. | By May | Outdoor Leadership Focus Area Faculty | ?? |
| 4.1 Leadership Evaluation | PRM program will develop a leadership assessment tool to be utilized by agency supervisors for students in the outdoor leadership focus area beginning summer 2017. | New leadership assessment tool developed by May 2017 and implemented summer 2017. | Summer 2017 | Outdoor Leadership Focus Area Faculty | ?? |
| 4.2 Certificate | PRM program will consider a certificate program for outdoor leadership focus area students by August 2017 | Explore the concept of a certificate program with Advisory Board and make decision by August 2017. | n/a | PRM Program Director | ?? |
| 5.1 Low Ropes Course | PRM program will coordinate the design and installation of a low ropes course by July 1, 2017. | New low ropes course will be operational by July 1, 2017 and used in PRM classes in fall 2017. | Summer 2017 | PRM Program Director | ?? |
| 6.1 Accreditation | PRM faculy will attend national accreditation summit and make formal recommendation to the PRM program regarding pursuing accreditation. | PRM program will develop a formal response to the program review team’s suggestion that it pursue accreditation. | December 2017 | PRM Program Director | ?? |
| 6.2 Accreditation | PRM faculty will interview select program directors and kindred academic programs in the UNC system and region. | PRM program will develop a formal response to the program review team’s suggestion that it pursue accreditation. | December 2017 | PRM Faculty |  |
| *Note.* a Program- and unit-level target is the desired overall target level of performance is to say that the program or unit is meeting the outcome(s). | | | | | |