Title	**0057** by **Paul Stonehouse** in **2025 COAPRT Annual Report** pstonehouse@wcu.edu	02/28/2025 id. 49808180

Original Submission

02/28/2025

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	Western Carolina University
Name of Accredited Program	Parks & Recreation Management
Total number of students enrolled in this program.	As of 02/06/25: 121 majors; 57 minors
Name and contact information of the Primary Contact for your COAPRT Accredited Program(s). All communications will be sent to this person.	Paul Stonehouse
Position Title	Assistant Prof. of Parks & Recreation Management (B.S.) and Experiential & Outdoor Education (M.S.)
Address	1 University Way Cullowhee NC 28723 US 35.3077906 -83.1860783
Email	pstonehouse@wcu.edu
Phone	+18282272965

Department Name	Parks & Recreation Management
Website	https://www.wcu.edu/learn/departments-schools-colleges/ceap/humanserv/prm/
Formal Name of your Institution's President	Kelli R. Brown, Ph.D., is the 12th Chancellor of Western Carolina University
	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 date: 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 dis-aggregated for each of your programs, self-report in a department data-base, etc.
Six-year graduation rate	65%

Graduate school acceptance rate	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%
Graduate School Acceptance Rate	Sent Survey to 31 grads, received 9 replies (29% return rate). 3 of 9 respondents did apply to gradschool (33% application rate), and 3 of 3 were accepted (100% acceptance rate) to
Method of measurement	Qualtrics survey emailed to PRM graduates from the 2024 school year (May, August, December)
Response rate	Sent Survey to 31 grads, received 9 replies (29% return rate).
Notes	
Post-graduate employment rate	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%
Post-graduate employment rate	Of the 9 respondents, 4 are employed full-time in a PRM-related position; 5 are employed part-time in a PRM-related position (100% employment rate)
Method of measurement	Qualtrics survey emailed to PRM graduates from the 2024 school year (May, August, December)
Response rate	29% (survey sent to 33 graduates, 9 responded)

Notes	
	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
	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.
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.	WCU's Parks and Recreation Management Program (PRM) prepares students for professions in the leisure service, recreation, outdoor, and tourism industries, as well as with land agencies such as the National Parks and U.S. Forest Service. Students in the program earn a Bachelor of Science (B.S.) degree in Parks and Recreation Management. A PRM minor is also available. PRM Mission: Our mission is to advance knowledge, educate professionals, engage communities, and affect positive social and environmental change using innovative, experiential, and equitable practices. PRM graduates are prepared to design, implement, and evaluate components of the leisure service industry.

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.	Program Level SLO's: Students graduating from the program shall demonstrate the following entry level knowledge: a) the nature and scope 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.
Describe the method by which the learning outcome for Standard 7.01 was assessed:	As evidence for meeting 7.01a, we'll use PRM 495 Senior Seminar's Course SLO #4: Develop and deliver a professional presentation concerning a specific issue or problem facing the parks, recreation, or leisure profession. The assignment accessed was the Senior Seminar Presentation. We found that 97% of our students received 70% or higher (n=33/34). As evidence for meeting 7.01b, we'll use PRM 250 Foundation of Parks & Recreation Management Programs's Course SLO #3: Describe basic facts, concepts, and principles guiding the provision of recreation programs by professionals and workers in the industry. The assignment accessed was Examination # 1. We found 84% of students scored at least a 70% (n= 69/82). As evidence for meeting 7.01c, we'll use PRM 270 Leadership and Group Dynamics in Recreation's Course SLO #1: Demonstrate basic knowledge of leadership concepts, styles, and theories. The assignment accessed the Leadership Essay. We found 75.8% (n=22/29) of students scored 75% or higher.
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.	Fall 2024 - 7.01a - 70% of students will score at 75% or higher on the PRM 495's Senior Seminar Presentation Fall 2024 - 7.01b - 75% of students will score 70% or higher on PRM 250's Examination # 1 Fall 2024 - 7.01c - 75% of students will score 75% or higher on PRM 270's Leadership Essay
Result of the assessment of the learning outcome for Standard 7.01:	With data spread across three different courses and three different faculty, we were able to meet and exceed our internal standards, which are higher than COAPRT's minimal criteria) of 75% of students achieving 70% or higher on the assignments. -Fall 2024 - 7.01a - 97% of students (n33/34) received 75% or higher on the PRM 495's Senior Seminar Presentation -Fall 2024 - 7.01b - 84% of students (n69/82) received 70% or higher on PRM 250's Examination # 1 -Fall 2024 - 7.01c - 75.8% of students (n22/29) 75% or higher on PRM 270's Leadership Essay
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.	Program-level SLO: 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.
Describe the method by which the learning outcome for Standard 7.02 was assessed:	To access Standard 7.02, we appeal to PRM 275 Diversity and Inclusion in Parks & Recreation Management's Course SLO#3: Discuss the ways that leisure and recreation can be a site of conflict, power, and social control. The assignment used in the assessment was: "Media Analysis Paper."
Please indicate whether this outcome measure is Direct or Indirect.	Direct

State your program's standard for demonstrating that your Student Learning Outcome for 7.02 was successfully achieved.	Fall 2024 - PRM 275 - 70% of students will score 75% or above on the "Media Analysis Paper" Assignment
Result of the assessment of the learning outcome for Standard 7.02:	Fall 2024 - We found that 90% of students scored 75% or above (n=19/21) in PRM 275's Media Analysis Paper.
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.	Program-level SLO: 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.
Describe the method by which the learning outcome for Standard 7.03 was assessed:	To access Standard 7.03, we appeal to PRM 430 Entrepreneurship and Commercial Recreation's Course SLO#3: Investigate business plan ideas through completion of a concept feasibility study. The assignment used in the assessment was: "Feasibility Study."
Please indicate whether this outcome measure is Direct or Indirect.	Direct
State your program's standard for demonstrating that your Student Learning Outcome for 7.03 was successfully achieved.	Fall 2024 - PRM 430 - 70% of students will score at 75% or higher on the "Feasibility Study" assignment

Result of the assessment of the learning outcome for Standard 7.03:	Fall 2024 - We found that 77% (27/35) of students scored 75% or higher on PRM 430's Feasibility Study assignment.
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 hourse 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 Level SLO: 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.
Describe the method by which the learning outcome for Standard 7.04 was assessed:	To access Standard 7.04, we appeal to PRM 483/484 Parks and Recreation Management Capstone Internship's Course SLO#1: Demonstrate an awareness of recreation and leisure service organizational structure, techniques, and procedures. The assignment used in the assessment was a: "Reflection Paper."
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.	Summer 2024 - PRM 483/484 - 80% of students will score 80% or higher for the end-of-internship Reflection Paper assignment
Result of the assessment of the learning outcome for Standard 7.04:	We found that 100% (31/31) of students, supervised by three different faculty, scored 75% or higher on PRM 483/484's end-of-internship Reflection Paper assignment.
	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).		
Please provide a link to the program's website that demonstrates compliance with Standard 2.05.05.	https://www.wcu.edu/learn/departments-schools-colleges/ceap/humanserv/prm/	
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).		
Please provide a link to the program's website demonstrating compliance with Standard 3.06.	https://www.wcu.edu/learn/departments-schools-colleges/ceap/humanserv/prm/	
It is expected that the program has a practice of informing the public about their COAPRT accredited programs (Standard 3.07).		

Please provide a link to the program's website demonstrating compliance with Standard 3.07.	https://www.wcu.edu/learn/departments-schools-colleges/ceap/humanserv/prm/
	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".	We made a significant curricular change this year, largely in response to feedback from our advisory board. They raised concerns about a lack of field skills and experience in our graduates. We now require an additional 12 credits of PRM-specific electives. Since many of our elective courses are skills and field orientated, we're addressing the need expressed by the advisory board. This change directly address standard 7.01b. We also had two faculty apply for tenure and should hear back in April, 2025. Finally, one of our faculty was granted a research leave.
The responses are self reported and the responsibility for the accuracy of the content is on behalf of the program.	checked