

Title	<b>0043</b>	02/29/2024
	by <b>Callie Schultz</b> in <b>2024 COAPRT Annual Report</b>	id. 45728600
	Western Carolina University Parks & Recreation Management Program 32 Norton Road (Reid 122-F) Cullowhee, North Carolina 28786 United States 8282273844 csschultz@wcu.edu	

## Original Submission 02/29/2024

Score	n/a
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 and Recreation Management
Total number of students enrolled in this program.	123
Name and contact information of the Primary Contact for your COAPRT Accredited Program(s). All communications will be sent to this person.	Callie Schultz, Ph.D.
Position Title	Program Director & Associate Professor

Address Reid Gym 122 F  
Cullowhee  
North Carolina  
28723  
US  
35.30688  
-83.18807

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Email csschultz@wcu.edu

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Phone +18282273844

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Department Name Human Services

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Website prm.wcu.edu

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Formal Name of your Institution's President Chancellor Kelli R. Brown

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### Section 2: Intent to Pursue Accreditation

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

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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

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### Section 3: Statistics Summary Report - Faculty

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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 dis-aggregated for each of your programs, self-report in a department data-base, etc.

Six-year graduation rate	100%
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	Number accepted to graduate school: 1; Percent of graduating students: 5%
Method of measurement	Qualtrics survey emailed to PRM graduates from the 2023 school year (May, August, December)
Response rate	59%
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	90%
Method of measurement	Qualtrics survey emailed to PRM graduates from the 2022 school year (May, August, December)

Response rate 59%

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Notes

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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

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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.

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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.

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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 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.

Course Level SLO (PRM 270: Leadership and Group Dynamics): Demonstrate basic knowledge of leadership concepts, styles, and theories (Course SLO #1)

Course Level SLO (PRM 270: Leadership and Group Dynamics): Assess their own leadership skills, styles, strengths and weaknesses (Course SLO #2)

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

Leadership Essay (written assignment evaluation)

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Indicate whether this outcome measure is Direct or Indirect.

Direct

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

75% of students will score 75% or above on the essay.

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

From Fall 2023: 86.7% of students scored 75% or above on the leadership essay. (n=26/30)

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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.  
Course level-SLO (PRM 275): Explore elements of one's own identity and worldview and how our own identities and lenses frame how we view, interpret, and experience leisure. Course SLO #4. -Measured with the "Media Analysis" assignment

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

PRM 275: Diversity & Inclusion in Parks and Recreation Management "Media Analysis"

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Please indicate whether this outcome measure is Direct or Indirect.

Direct

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State your program's standard for demonstrating that your Student Learning Outcome for 7.02 was successfully achieved.

70% of students will score 75% or above on the "Media Analysis" Assignment

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Result of the assessment of the learning outcome for Standard 7.02:

Fall 2023 Results:  
19/22 students scored 75% or above on the "Media Analysis" assignment. (86%)

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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.

Course-level SLO (PRM 361): Develop an overall program plan that includes all the information needed to plan, implement, and evaluate a recreation program. Course SLO #2.

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Describe the method by which the learning outcome for Standard 7.03 was assessed:

PRM 361: Program Planning and Evaluation "Program Plan Project"

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Please indicate whether this outcome measure is Direct or Indirect.

Direct

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

70% of students will score 80% or above on the final "Program Plan Project."

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

Fall 2023 Results:  
100% of students scored 80% or higher. (40/40)

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<p>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.</p>	<p>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.</p> <p>Course Level SLO's: (PRM 483/484: Capstone Internship in PRM)          Demonstrate an awareness of recreation and leisure service organizational structure, techniques, and procedures (Course SLO #1)          Develop professional behavior including effective communication, organizational, and time management skills through guided practice and/or mentoring (Course SLO #2)          Accept and utilize constructive suggestions to improve performance (Course SLO #3)          Gain professional experience in an area of interest in the parks &amp; recreation (Course SLO #4)</p>
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<p>Describe the method by which the learning outcome for Standard 7.04 was assessed:</p>	<p>400-Hour Capstone Internship Reflection Paper Assignment (PRM 483/484: Capstone Internship in PRM)</p>
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<p>Please indicate whether this outcome measure is Direct or Indirect.</p>	<p>Direct</p>
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<p>State your program's standard for demonstrating that your Student Learning Outcome for 7.04 was successfully achieved.</p>	<p>80% of students will score 80% or above on their final reflection paper.</p>
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<p>Result of the assessment of the learning outcome for Standard 7.04:</p>	<p>96.7% of students scored an 80% or above on the reflection paper assignment (n=30/31)</p>
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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).

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Please provide a link [prm.wcu.edu](http://prm.wcu.edu) to the program's website that demonstrates compliance with Standard 2.05.05.

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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).

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Please provide a link [prm.wcu.edu](http://prm.wcu.edu) to the program's website demonstrating compliance with Standard 3.06.

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

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Please provide a link [prm.wcu.edu](http://prm.wcu.edu) to the program's website demonstrating compliance with Standard 3.07.

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### Section 7: Program Changes

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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".

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

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