**WCU Parks and Recreation Management Program (PRM) – Spring 2023 Report**

**Council on Accreditation of Parks, Recreation, Tourism and Related Programs (COAPRT)**

**7.0 Learning Outcomes**

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.

7.02 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.

7.03 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.

7.04 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.

Table 7.0 includes four columns addressing substandards for each standard:

Evidence of Substandard .01, that students are provided with sufficient opportunity to achieve this learning outcome, is provided by identifying the course or courses where each standard is addressed. In addition, the course syllabus and related materials are attached as appendices at the end of this document.

Evidence of Substandard .02, that quality assessment measures were used to assess learning outcomes associated with this standard, is provided by identifying the assessment measure used.

Evidence of Substandard .03, that results of its assessment program indicate that graduates of the program are achieving this Learning Outcome, is provided by presenting results of this assessment over the past year.

Evidence of Substandard .04, that the program uses data from assessment of Learning Outcome 7.01 for continuous program improvement, is provided by describing recent changes based on assessment results.

| **Course Specific Learning Outcome** | **COAPRT**  **Learning Outcome** | **Evidence of Learning Opportunity** | **Assessment Measure** | **Performance levels/metrics** | **Assessment Results** | **Evidence of Continuous Program Improvement** | **ABSENT – EMERGING – PRESENT – OUTSTANDING** |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **7.0 Series Learning Outcomes**  **Foundations**  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. | | | | | | | | |
| Demonstrate knowledge of basic concepts, theories, principles, and practices related to the parks and recreation, and leisure services profession. Course SLO #1. | 7.01 a | PRM 250 | Examination #1 | 75% of students will score 70% or higher | 69% of students scored 70% or above (22/32) | 35 students total. 3 students didn’t take the exam. Poor performance from non-PRM majors due to little intrinsic value. | * ABSENT * EMERGING * PRESENT * OUTSTANDING |
| Summarize the historical and philosophical development of the parks, recreation and leisure services profession, both public and private agencies. Course SLO #2. | 7.01 b | PRM 250 | Examination #1 | 75% of students will score 70% or higher | 69% of students scored 70% or above (22/32) | 35 students total. 3 students didn’t take the exam. Poor performance from non-PRM majors due to little intrinsic value. | * ABSENT * EMERGING * PRESENT * OUTSTANDING |
| Describe basic facts, concepts, and principles guiding the provision of recreation programs by professional and workers in the industry. Course SLO #3. | 7.01 c | PRM 250 | Examination #1 | 75% of students will score 70% or higher | 69% of students scored 70% or above (22/32) | 35 students total. 3 students didn’t take the exam. Poor performance from non-PRM majors due to little intrinsic value. | * ABSENT * EMERGING * PRESENT * OUTSTANDING |
| Demonstrate basic knowledge of leadership concepts, styles, and Course SLO #1) | 7.01c | PRM 270 | Leadership Essay | 75% of students will score 80% or higher | 70.9% of the students (22/31) scored an 80% or above on the leadership essay. | Many issues were due to poor writing mechanics. This semester, all students are required to go to the WALC for a tutor session before submitting their essay. | * ABSENT * EMERGING * PRESENT * OUTSTANDING |
| Assess their own leadership skills, styles, strengths and weaknesses  Course SLO #2. | 7.01b | PRM 270 | Leadership Essay | 75% of students will score 80% or higher | 70.9% of the students (22/31) scored an 80% or above on the leadership essay. | Many issues were due to poor writing mechanics. This semester, all students are required to go to the WALC for a tutor session before submitting their essay. | * ABSENT * EMERGING * PRESENT * OUTSTANDING |
| Write a professional research paper.  Course SLO #2. | 7.01 a | PRM 495 | Senior Seminar Research Paper | 70% of students will score at 75% or higher | 93.8% of students received 75% or higher. The quality of the papers was excellent – and improving every year! | This semester I had a WALC Graduate Tutor specifically tied to PRM 495. She was able to give additional mentoring. | * ABSENT * EMERGING * PRESENT * OUTSTANDING |
| Develop and deliver a professional  presentation concerning  a specific issue or  problem facing the  parks, recreation, or  leisure profession.  Course SLO #4. | 7.01a | PRM 495 | Senior Seminar Presentation | 70% of students will score at 75% or higher | 100% scored at 75% or higher | Semester by semester, I continue to refine this assignment. Note, students also plan the symposium in which the presentations are given. We now use the scrum project management system to orchestrate it. I’ve re-written the rubrics and assignment description for the presentation slides and scripts. Students are routinely astonished regarding the quality of their scholarship and the professionalism of their presentation. | * ABSENT * EMERGING * PRESENT * OUTSTANDING |
| Discuss and critically analyze current trends and issues in parks, recreation, and leisure services industries. Course SLO #1. | 7.01a | PRM 495 | Reading Responses (Current issues) | 70% of students will score at 75% or higher | 86% at a 75% or higher  Section 03 had 78% at 75% or higher | I’m very pleased with 86%. I did improve the assignment description and provided further examples within the syllabus. Essentially, the additional (missing) 14% was just from students failing to submit their response. Since there are 7 Reading Responses throughout the semester, students will occasionally skip one. I’m happy with the state and value of this assignment. | * ABSENT * EMERGING * PRESENT * OUTSTANDING |
| Discuss the history, characteristics, and business opportunities of the commercial recreation and tourism sectors.  Course SLO #1. | 7.01 a, b, c | PRM 430 | Commercial Recreation & Tourism Test | 70% of students will score at 75% or higher | Not offered this semester. | N/A | * ABSENT * EMERGING * PRESENT * OUTSTANDING |
| Discuss the history, characteristics, and business opportunities of the commercial recreation and tourism sectors.  Course SLO #1. | 7.01 a, b | PRM 430 | Concept Feasibility Analysis | 70% of students will score at 75% or higher | Not offered this semester. | N/A | * ABSENT * EMERGING * PRESENT * OUTSTANDING |
| Discuss the history, characteristics, and business opportunities of the commercial recreation and tourism sectors.  Course SLO #1. | 7.01 a, b | PRM 430 | Feasibility Study | 70% of students will score at 75% or higher | Not offered this semester. | N/A | * ABSENT * EMERGING * PRESENT * OUTSTANDING |
| Articulate their personal entrepreneurial qualities using principles of entrepreneurship and free enterprise.  Course SLO #2. | 7.01 a, b | PRM 430 | Entrepreneurial Self-Assessment | 70% of students will score at 75% or higher | Not offered this semester. | N/A | * ABSENT * EMERGING * PRESENT * OUTSTANDING |
| Articulate their personal entrepreneurial qualities using principles of entrepreneurship and free enterprise.  Course SLO #2. | 7.01 a, b | PRM 430 | Feasibility Study | 70% of students will score at 75% or higher | Not offered this semester. | N/A | * ABSENT * EMERGING * PRESENT * OUTSTANDING |
| Explain the connections between outdoor adventure recreation and lifetime fitness. Course SLO #1. | 7.01 a, b, c | PRM 254 | Comprehensive Final Exam | 70% of students will score at 75% or higher | 100% of the students scored 75% or higher. (n= 17/17) | Our PRM advisory board raised the concern that our graduating students have underdeveloped field skills. In response, we switched PRM 254 to a required course, and assigned a new faculty member to rebuild it. Both textbooks (focusing on outdoor competencies) and assignments (packing checklists, fitness program, outdoor resume, nutrition planning, teaching a formal lesson, practical field exam, and a reflection paper) were changed to more intentionally cultivate students’ field skills. The new course format has been well-received by students, and anecdotal evidence suggests increased student interest in our field-based electives. | * ABSENT * EMERGING * PRESENT * OUTSTANDING |
| **7.0 Series Learning Outcomes**  **Provision of Services and Experience Opportunities**  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. | | | | | | | | |
| 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. | 7.02 | PRM 275 | Leisure Anthropologist or “Self-As-Other” Assignment/Paper | 70% of students will score a 75% or higher | 80% (20/25) of students scored at least a 75% | Main complaint was lack of ‘on-campus’ activities to attend. Will try to highlight more ICA opportunities. | * ABSENT * EMERGING * PRESENT * OUTSTANDING |
| Discuss the ways that leisure and recreation can be a site of conflict, power, and social control.  Course SLO #3. | 7.02 | PRM 275 | Media Analysis Paper | 70% of students will score a 75% or higher | 88% (22/25) of students scored at least a 75% | Overall, excellent final papers. Students were very enthusiastic throughout paper development. | * ABSENT * EMERGING * PRESENT * OUTSTANDING |
| 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. | 7.02 | PRM 275 | Media Analysis Paper | 70% of students will score a 75% or higher | 88% (23/25) of students scored at least a 75% | Overall, excellent final papers. Students were very enthusiastic throughout paper development. | * ABSENT * EMERGING * PRESENT * OUTSTANDING |
| Articulate leadership considerations for working with diverse populations.  Course SLO #4. | 7.02 | PRM 270 | Group Leader Proposal & Outline | 75% of students will score 80% or higher | 100% of students scored an 80% or above on the proposal and outline. (31/31) | I think overall improvement to this metric was due to changes made in how we discussed and debriefed the daily energizer assignment. Each debrief I asked the students to consider what diverse groups the activity would and would not be appropriate for, and to give examples of modifications to the activity for diverse groups. I believe this consistent practice led to the better quality of the proposals. | * ABSENT * EMERGING * PRESENT * OUTSTANDING |
| Practice, apply, and evaluate leadership and facilitation skills in a variety of small and large group settings Course SLO #3. | 7.02 | PRM 270 | Group Project Presentation | 75% of students will score 80% or higher | 90% of students scored an 80% or above on the Group Project Presentation. (28/31) | This semester, I made smaller project groups. I believe this allowed for better individual assessment of facilitation and leadership skills. I also believe that making the change this semester for each student to have at least two mini-facilitation experiences before the large project created a lot of success. | * ABSENT * EMERGING * PRESENT * OUTSTANDING |
| Evaluate public policy, decision making, and advocacy in the recreation sector. Course SLO #3. | 7.02 | PRM 461 | Comprehensive Final Exam | 70% of students will score 75% or higher |  | We had a faculty member leave abruptly; therefore, we do not have access to this data for the Spring, 2023 semester. | * ABSENT * EMERGING * PRESENT * OUTSTANDING |
| Design, organize, implement, and evaluate a recreation program or project.  Course SLO #5. | 7.02 | PRM 461 | Recreation Project | 70% of students will score 75% or higher |  | We had a faculty member leave abruptly; therefore, we do not have access to this data for the Spring, 2023 semester. | * ABSENT * EMERGING * PRESENT * OUTSTANDING |
| **7.0 Series Learning Outcomes**  **Management/Administration**  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. | | | | | | | | |
| Develop an overall program plan that includes all the information needed to plan, implement, and evaluate a recreation program.  Course SLO #2. | 7.03 | PRM 361 | Program/Program Plan/Poster Presentation/Oral Presentation | 75% of students will score an 80% or higher | Not offered this semester. | N/A | * ABSENT * EMERGING * PRESENT * OUTSTANDING |
| Demonstrate the ability to conduct a needs assessment and utilize the assessment information to plan and develop recreation programs and resources.  Course SLO #3. | 7.03 | PRM 361 | Program/Program Plan/Poster Presentation/Oral Presentation | 75% of students will score an 80% or higher | Not offered this semester. | N/A | * ABSENT * EMERGING * PRESENT * OUTSTANDING |
| Develop one’s ability to work cooperatively as part of a programming team, honing communication skills and problem-solving strategies. Course SLO #5. | 7.03 | PRM 361 | Program/Program Plan/Poster Presentation/Oral Presentation | 75% of students will score an 80% or higher | Not offered this semester. | N/A | * ABSENT * EMERGING * PRESENT * OUTSTANDING |
| Design and implement an evaluation tool, analyze data and report it in an evaluation report.  Course SLO #4. | 7.03 | PRM 361 | Evaluation Report | 75% of students will score a 75% or higher | Not offered this semester. | N/A | * ABSENT * EMERGING * PRESENT * OUTSTANDING |
| Investigate business plan ideas through completion of a concept feasibility study.  Course SLO #3. | 7.03 | PRM 430 | Entrepreneurial Self- Assessment | 70% of students will score at 75% or higher | Not offered this semester. | N/A | * ABSENT * EMERGING * PRESENT * OUTSTANDING |
| Develop business systems, risk assessments, marketing and financial management outcomes through guided assignments.  Course SLO #4. | 7.03 | PRM 430 | Feasibility Study | 70% of students will score at 75% or higher | Not offered this semester. | N/A | * ABSENT * EMERGING * PRESENT * OUTSTANDING |
| Research, develop and present a comprehensive recreation-based business plan. Course SLO #5. | 7.03 | PRM 430 | Feasibility Study | 70% of students will score at 75% or higher | Not offered this semester. | N/A | * ABSENT * EMERGING * PRESENT * OUTSTANDING |
| Research, develop and present a comprehensive recreation-based business plan.  Course SLO #5. | 7.03 | PRM 430 | Feasibility Study Presentation | 70% of students will score at 75% or higher | Not offered this semester. | N/A | * ABSENT * EMERGING * PRESENT * OUTSTANDING |
| Identify and describe management competencies, theories, processes, and roles of recreation service managers.  Course SLO #1. | 7.03 | PRM 461 | Comprehensive Final Exam | 70% of students will score 75% or higher | N/A | We had a faculty member leave abruptly; therefore, we do not have access to this data for the Spring, 2023 semester. | * ABSENT * EMERGING * PRESENT * OUTSTANDING |
| Articulate an understanding of various sectors (public, private, profit, and non-profit) in leisure services and their respective organizational structure, policy-making and legal requirements.  Course SLO #2. | 7.03 | PRM 461 | Comprehensive Final Exam | 70% of students will score 75% or higher | N/A | We had a faculty member leave abruptly; therefore, we do not have access to this data for the Spring, 2023 semester. | * ABSENT * EMERGING * PRESENT * OUTSTANDING |
| Articulate an understanding of the common management responsibilities of a recreation professional including personnel management, risk management, strategic planning, marketing and promotion, fiscal management and grant-writing.  Course SLO #2. | 7.03 | PRM 461 | Comprehensive Final Exam | 70% of students will score 75% or higher | N/A | We had a faculty member leave abruptly; therefore, we do not have access to this data for the Spring, 2023 semester. | * ABSENT * EMERGING * PRESENT * OUTSTANDING |
| Evaluate the teaching/ leadership techniques necessary to provide introductory outdoor adventure activities.  Course SLO #3. | 7.03 | PRM 254 | Comprehensive Final Exam | 70% of students will score 75% or higher | 100% of the students scored 75% or higher. (n= 17/17) | Our PRM advisory board raised the concern that our graduating students have underdeveloped field skills. In response, we switched PRM 254 to a required course, and assigned a new faculty member to rebuild it. Both textbooks (focusing on outdoor competencies) and assignments (packing checklists, fitness program, outdoor resume, nutrition planning, teaching a formal lesson, practical field exam, and a reflection paper) were changed to more intentionally cultivate students’ field skills. The new course format has been well-received by students, and anecdotal evidence suggests increased student interest in our field-based electives. | * ABSENT * EMERGING * PRESENT * OUTSTANDING |
| Recognize and evaluate risk in a variety of outdoor adventure recreation and leisure activities and indicate strategies to manage for safety.  Course SLO #4. | 7.03 | PRM 254 | Comprehensive Final Exam | 70% of students will score 75% or higher | 100% of the students scored 75% or higher. (n= 17/17) | Our PRM advisory board raised the concern that our graduating students have underdeveloped field skills. In response, we switched PRM 254 to a required course, and assigned a new faculty member to rebuild it. Both textbooks (focusing on outdoor competencies) and assignments (packing checklists, fitness program, outdoor resume, nutrition planning, teaching a formal lesson, practical field exam, and a reflection paper) were changed to more intentionally cultivate students’ field skills. The new course format has been well-received by students, and anecdotal evidence suggests increased student interest in our field-based electives. | * ABSENT * EMERGING * PRESENT * OUTSTANDING |
| Identify facilities, maintenance, staffing considerations, programming, and equipment concerns for a variety of outdoor adventure recreation and leisure pursuits.  Course SLO #5. | 7.03 | PRM 254 | Comprehensive Final Exam | 70% of students will score 75% or higher | 100% of the students scored 75% or higher. (n= 17/17) | Our PRM advisory board raised the concern that our graduating students have underdeveloped field skills. In response, we switched PRM 254 to a required course, and assigned a new faculty member to rebuild it. Both textbooks (focusing on outdoor competencies) and assignments (packing checklists, fitness program, outdoor resume, nutrition planning, teaching a formal lesson, practical field exam, and a reflection paper) were changed to more intentionally cultivate students’ field skills. The new course format has been well-received by students, and anecdotal evidence suggests increased student interest in our field-based electives. | * ABSENT * EMERGING * PRESENT * OUTSTANDING |
| **7.0 Series Learning Outcomes**  **Internship**  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. | | | | | | | | |
| Demonstrate an awareness of recreation and leisure service organizational structure, techniques, and procedures.  Course SLO #1. | 7.04 | PRM 483/484 | Reflection Paper | 80% of students will score 80% or higher | Not offered this semester. | N/A | * ABSENT * EMERGING * PRESENT * OUTSTANDING |
| Develop professional behavior including effective communication, organizational, and time management skills through guided practice and/or mentoring. Course SLO #2. | 7.04 | PRM 483/484 | Reflection Paper | 80% of students will score 80% or higher | Not offered this semester. | N/A | * ABSENT * EMERGING * PRESENT * OUTSTANDING |
| Accept and utilize constructive suggestions to improve performance. Course SLO #3. | 7.04 | PRM 483/484 | Reflection Paper | 80% of students will score 80% or higher | Not offered this semester. | N/A | * ABSENT * EMERGING * PRESENT * OUTSTANDING |
| Gain professional experience in an area of interest in the parks & recreation.  Course SLO #4. | 7.04 | PRM 483/484 | Reflection Paper | 80% of students will score 80% or higher | Not offered this semester. | N/A | * ABSENT * EMERGING * PRESENT * OUTSTANDING |
| Develop a comprehensive, professional portfolio highlighting their work in the degree program.  Course SLO #5. | 7.04 | PRM 483/484 | Professional Portfolio | 70% of students will score 75% or higher | Not offered this semester. | N/A | * ABSENT * EMERGING * PRESENT * OUTSTANDING |
| Revise and update their professional documents and digital portfolios to assist them in the search and application process for their capstone internship.  Course SLO #1. | 7.04 | PRM 370 | Resume | 70% of students will score an 80% or higher | N/A | We had a faculty member leave abruptly; therefore, we do not have access to this data for the Spring, 2023 semester. | * ABSENT * EMERGING * PRESENT * OUTSTANDING |
| Revise and update their professional documents and digital portfolios to assist them in the search and application process for their capstone internship.  Course SLO #1. | 7.04 | PRM 370 | Cover Letter | 70% of students will score an 80% or higher | N/A | We had a faculty member leave abruptly; therefore, we do not have access to this data for the Spring, 2023 semester. | * ABSENT * EMERGING * PRESENT * OUTSTANDING |
| Revise and update their professional documents and digital portfolios to assist them in the search and application process for their capstone internship.  Course SLO #1. | 7.04 | PRM 370 | LinkedIn Profile | 70% of students will score an 80% or higher | N/A | We had a faculty member leave abruptly; therefore, we do not have access to this data for the Spring, 2023 semester. | * ABSENT * EMERGING * PRESENT * OUTSTANDING |
| Complete pre-internship requirements. | 7.04 | PRM 370 | Small Group Exit Interviews | 90% of students will participate in the Exit Interview | N/A | We had a faculty member leave abruptly; therefore, we do not have access to this data for the Spring, 2023 semester. | * ABSENT * EMERGING * PRESENT * OUTSTANDING |

**Appendix A**

**Course Syllabi**

**Appendix B**

**Assignment Grading Rubrics**