**WCU Parks and Recreation Management Program (PRM) – Fall 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 | 85% of students scored at least a 70% (n= 46/54) | Questions answered incorrectly by more than half of the class were altered for the next section to be taught. | * 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 a | PRM 250 | Examination #1 | 75% of students will score 70% or higher | 85% of students scored at least a 70% (n= 46/54) | Questions answered incorrectly by more than half of the class were altered for the next section to be taught. | * ABSENT * EMERGING * PRESENT * OUTSTANDING |
| Describe basic facts, concepts, and principles guiding the provision of recreation programs by professionals and workers in the industry. Course SLO #3. | 7.01 b | PRM 250 | Examination #1 | 75% of students will score 70% or higher | 85% of students scored at least a 70% (n= 46/54) | Questions answered incorrectly by more than half of the class were altered for the next section to be taught. | * ABSENT * EMERGING * PRESENT * OUTSTANDING |
| Demonstrate basic knowledge of leadership concepts, styles, and theories.  Course SLO #1) | 7.01c | PRM 270 | Leadership Essay | 75% of students will score 75% or higher | 87% of students scored 75% or above on the essay. (26/30) | Students were required to attend a writing tutoring session for this assignment, which I believe was part of the success. I will continue this requirement. | * 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 75% or higher | 87% of students scored 75% or above on the essay. (26/30) | Students were required to do a variety of self-awareness assessments as mini assignments before the essay assignment. I will continue to implement this! | * 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 | 87% received a 75% or above on the essay (n= 13/15) | I remain thrilled with the improvement here!  This fall 495 was still significantly above the 70% mark. Two students, unfortunately, and despite my best efforts, stopped submitting assignments. The 13 students who did submit their paper ALL received above a 75%. Thus, I don’t see any need for improvement – especially since our EOE graduate program has now designated a GA for this senior seminar class. The course continues to make micro-level changes and the student output appears to be getting better and better. | * 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 | 87% received an 70% or above (n=13/15) | Again, I see significant progress in the quality of student presentations. As above, two students failed to present in the symposium. The 13 students who did received above 75%. I see no reason to make changes to this assignment as students routinely claim that it is the finest presentation they’ve ever given and it sets a new bar for their self-expectation. | * 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 | 50% of students scored at 75% and above (n=8/16) | Strangely, this appears to be significantly down from previous semesters. I had two students, who have struggled throughout the entire major, fail to submit most of their reading responses. However, this doesn’t explain the other 6 students who did well, overall all, in the course, but poorly with this single assignment. I will say that 4 of 6 six students formally apologized to me for dropping the ball on the reading responses. They referenced: senioritis, demands from other classes, and their own mental health struggles. They regretted not participating and when I inquired, assured me that it was not fault within the course’s strucutre or organization. Thus, I don’t plan to adjust the assignment. It would appear that this semester of students was just weaker academically. | * 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 | Exam #1 | 70% of students will score at 75% or higher | Did not give this assignment. | New Faculty member is teaching this course and has adjusted the assessment criteria. No exam 1 offered at this time.  The new assignment to assess this metric will be Module 1 quiz and 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 | PRM 430 | Concept Feasibility Analysis | 70% of students will score at 75% or higher | Did not give this assignment | Because of the transition in faculty, this assessment was not used in the course. It will be reinstituted going forward. | * 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 | 93% of the students scored a 70% or above on the assignment. (27/29) | Metric met: Suggestion to begin the process of writing the feasibility study during week 3 instead of week 5. | * 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 | 93% of the students scored a 70% or above on the assignment. (27/29) | Metric met: Suggestion to begin the process of writing the feasibility study during week 3 instead of week 5. | * 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 | 93% of the students scored a 70% or above on the assignment. (27/29) | Metric met: Suggestion to begin the process of writing the feasibility study during week 3 instead of week 5. | * ABSENT * EMERGING * PRESENT * OUTSTANDING |
| Evaluate their relationship to the outdoors, and create/develop an open-air life (Friluftsliv) in beautiful Western North Carolina  Course SLO #1. | 7.01 a, b, c | PRM 254 | End of semester reflection paper that assesses the students’: 1) Outdoor Leadership competency growth; 2) friluftsliv practice and its contribution to their well-being; 3) understanding and commitment to implementing the 7 LNT principles for life (beyond a front or backcountry setting) | 75% of students will score a 70% or higher | 100% of students scored a 70% or above on the reflection paper.  (22/22)  \*Students did exceptionally well on this assignment. I was thrilled by the level and depth of reflection AND the quality of their writing | \*Improvement: Since PRM 254 is now a required class, we’ve assigned a full-time faculty member (rather than our typical adjunct) to it. We did this b/c the course serves as an introduction to the program, a foundation for our field-based courses, and a community-based retention strategy. This change appears to be working as we’re seeing more community involvement and enrollment in our field-based courses. | * 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 75% or higher | 82% of students scored 75% or above.  (n=18/22) | Tremendous reflections, no changes. | * 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 | Diversity Research Presentation | 70% of students will score 75% or higher | N/A | New professor, assignment has been deleted. | * 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 75% or higher | 86% of students scored 75% or above.  (n=19/22) | Tremendous reflections, no changes. | * 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 75% or higher | 86% of students scored 75% or above.  (n=19/22) | Tremendous reflections, no changes. | * ABSENT * EMERGING * PRESENT * OUTSTANDING |
| Articulate leadership considerations for working with diverse populations.  Course SLO #4. | 7.02 | PRM 270 | Group Project Proposal | 75% of students will score 80% or higher | 30/30 students scored a 70% or above on the proposal (100%) | I believe the students were more successful because student groups were given more time in class to develop their outline and receive feedback. Metric was raised to 80% or above. | * 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 70% or higher | 29/30 students scored a 70% or above on the presentation. (96.6%) | I believe the students were more successful because student groups were given more time in class to develop their programs and receive feedback. I believe the metrics should be raised to a 80% or above. | * ABSENT * EMERGING * PRESENT * OUTSTANDING |
| Explain why recreation and leisure is a significant context for understanding diversity. Course SLO #1.  Discuss the ways that leisure and recreation can be a site of conflict, power, and social control.  Course SLO #3.  Identify and discuss strategies for building alliances and collaborations among and between people within various leisure contexts.  Course SLO #5. | 7.02  7.02  7.02 | PRM 275  PRM 275  PRM 275 | Reading Responses  Reading Responses  Reading Responses | 70% of students will score 75% or higher  70% of students will score 75% or higher  70% of students will score 75% or higher | 95% of students scored a 75% or above.  (n=21/22) | Readings are evaluated by students. Any readings and/or videos that consistently receive negative feedback are replaced. Three readings and videos were replaced this semester. | * ABSENT * EMERGING * PRESENT * OUTSTANDING * ABSENT * EMERGING * PRESENT * OUTSTANDING * ABSENT * EMERGING * PRESENT * OUTSTANDING |
| Articulate an understanding of and demonstrate the ability to use key terms within diversity education such as “intent vs. impact,” “social justice,” “equality vs. equity,” “privilege,” “structural oppression,” “ally,” and “intersectionality.” Course SLO #2. | 7.02 | PRM 275 | Reading Responses | 70% of students will score a 75% or higher | 95% of students scored a 75% or above.  (n=21/22) | Readings are evaluated by students. Any readings and/or videos that consistently receive negative feedback are replaced. Three readings and videos were replaced this semester. | * 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 above on the final exam. | Not offered fall semester. | N/A | * 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 above on the combined elements of the recreation project. | Not offered fall semester. | N/A | * 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 | 70% of students will score 80% or higher | 40/40 (100%) students scored an 80% or above on the final program plan | I am pleased with how this assignment went; no major changes are needed. | * 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  \*Note of change: The program and program plan plan assignment is the best measure of this SLO. (Previous metric included the oral presentation, and poster presentation.) | Program/Program Plan | 70% of students will score 75% or higher | 40/40 (100%) students scored a 75% or above on the final program plan | Improvement needed: Due to the time constraint of building relationships with agency partners and where the module of needs assessments fell in the semester, students needed more time to fully collect data. In the future, I will introduce needs assessment earlier in the semester. | * 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 | 70% of students will score 75% or higher | 40/40 (100%) students scored a 75% or above on the program plan/poster/presentation/oral presentation | This semester, we had lectures on conflict resolution and practiced using role playing activities. In the future I will also plan allow a group discussion around the peer evaluations. | * 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 | 70% of students will score a 75% or higher | 40/40 (100%) students scored an 80% or above on the final program plan | The evaluation report was included in the program plan. For next semester, I will grade the final evaluation report separately to better assess this metric. | * ABSENT * EMERGING * PRESENT * OUTSTANDING |
| Investigate business plan ideas through completion of a concept feasibility study.  Course SLO #3. | 7.03 | PRM 430 | Feasibility Study | 70% of students will score at 75% or higher | 93% of the students scored a 70% or above on the assignment. (27/29) | Metric met: Suggestion to begin the process of writing the feasibility study during week 3 instead of week 5. | * 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 | 93% of the students scored a 70% or above on the assignment. (27/29) | Metric met: Suggestion to begin the process of writing the feasibility study during week 3 instead of week 5. | * 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 | 93% of the students scored a 70% or above on the assignment. (27/29) | Metric met: Suggestion to begin the process of writing the feasibility study during week 3 instead of week 5. | * 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 | Not offered fall semester. | N/A | * 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 | Not offered fall semester. | N/A | * 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 | Not offered fall semester. | N/A | * ABSENT * EMERGING * PRESENT * OUTSTANDING |
| Create and refine a lesson plan, and then deliver a taught lesson.  Course SLO #3. | 7.03 | PRM 254 | Student-led teaching presentations. | 70% of students will score 75% or higher | 100% of students scored a 75% or higher on the final lesson plan and teaching/leadership presentation. (n=22/22) | Improvement: (new faculty member, see above note) I put significant effort into improving this assignment this year: I demonstrated a lesson for the students; I provided an annotated 14-point lesson plan; had students submit a draft lesson plan and gave line-by-line feedback; recorded their presentations for them to view.  Again, I was thrilled with the results. I had a TA who had take the class the year before and said the increase in presentation quality was tremendous.2 | * ABSENT * EMERGING * PRESENT * OUTSTANDING |
| Generate the outdoor leadership skills required for a variety of outdoor day trips  Course SLO #2. | 7.03 | PRM 254 | Comprehensive Final Exam | 70% of students will score 75% or higher | 100% of students scored 75% or above on the mid-term exam (n= 22/22) | Improvement: (new faculty member, see above note) I worked hard to provide a robust Canvas shell that would include all of the resources we examined throughout the semester. I then created a detailed study for studies. A TA and GA made themselves available for practice sessions. I’m thrilled the students’ competence for an introductory class. | * 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 fall semester. | N/A | * ABSENT * EMERGING * PRESENT * OUTSTANDING |
| Develop professional behavior including effective communication, organizational, and time management skills through guided practice and/or mentoring during a 400-hour internship in a PRM-related field. Course SLO #2. | 7.04 | PRM 483/484 | Reflection Paper | 80% of students will score 80% or higher | Not offered fall 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 fall semester. | N/A | * ABSENT * EMERGING * PRESENT * OUTSTANDING |
| Gain professional experience in an area of interest in the parks & recreation during a 400-hour internship in a PRM-related field.  Course SLO #4. | 7.04 | PRM 483/484 | Reflection Paper | 80% of students will score 80% or higher | Not offered fall 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 fall 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 | Not offered fall 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 | Cover Letter | 70% of students will score an 80% or higher | Not offered fall 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 | LinkedIn Profile | 70% of students will score an 80% or higher | Not offered fall semester. | N/A | * ABSENT * EMERGING * PRESENT * OUTSTANDING |
| Complete pre-internship requirements. | 7.04 | PRM 370 | Exit Interview | 90% of students will participate in the Exit Interview | Not offered fall semester. | N/A | * ABSENT * EMERGING * PRESENT * OUTSTANDING |

**Appendix A**

**Course Syllabi**

**Appendix B**

**Assignment Grading Rubrics**