Title	**0064**	03/01/2024
	by **EDWIN GOMEZ** in **2024 COAPRT Annual Report**	id. 45755289
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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	East Carolina University
Name of Accredited Program	Recreation and Parm Management
Total number of students enrolled in this program.	51
Name and contact information of the Primary Contact for your COAPRT Accredited Program(s). All communications will be sent to this person.	Edwin Gomez
Position Title	Professor and Program Director
Address	1000 E 5TH Street, Mailstop 540 East Carolina University Greenville North Carolina 27858 US 35.60837 -77.36477
Email	gomeze17@ecu.edu

Phone	+12523284640
Department Name	Recreation Sciences
Website	https://hhp.ecu.edu/rcsc
Formal Name of your Institution's President	Dr. Phillip Rogers, Chancellor
	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	50%

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	3 of 3 reported being accepted to graduate school (100% acceptance rate)
Method of measurement	Self report on alumni email questionnaire that was sent electronically via ECU alumni email addresses to all 2023 graduates
Response rate	3 of 10 graduates responded to survey (30% RR)
Notes	All 3 students who responded also went on to graduate school (i.e., 100% of students responding). Data collected via ECU's University Dashboard/IPAR Business Intelligence App. Surveys administered by university, not the department.
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	0 of 3 reported being employed (0% - because all went to graduate school).
Method of measurement	Self report on alumni email questionnaire that was sent electronically via ECU alumni email addresses to all 2023 graduates

Response rate	3 of 10 graduates responded to survey (30% RR)
Notes	Data collected via ECU's University Dashboard/IPAR Business Intelligence App. Surveys administered by university, not the department.
	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.	DESCRIPTION FOUND ON OUR WEBSITE: Have you ever thought about making a living through which you can play to work? Do you want to make a difference in the lives of others using fun and recreation as a medium for personal growth? ECU's BS in recreation and park management will provide you classroom, service-learning, and internship experiences where you will work with people in a wide range of settings. You'll learn how to plan and conduct programs, engage in marketing, supervise others, design recreation facilities, host special events, and engage in many other experiences putting recreation to work for others. Our field changes lives: We help make people happier, more fulfilled, and closer to friends and family. We also aim for a sustainable environment in all that we do. The breadth of the field allows you to put your skills to work in a wide range of settings such as military recreation in the United States and abroad; tourism including cruise ships, major hotel lines, and tour companies; city parks and recreation departments running parks, sports, arts and crafts, theater, trips, and other programs; state parks; youth sports; festivals and special events; outdoor leadership; campus recreation; nonprofit agencies such as the YMCA, Boys and Girls Club, and 4-H; organized camping; church recreation programs; and employee recreation services.
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.	Students graduating from the program shall demonstrate the following entry-level knowledge with respect to the nature and scope of the relevant park, recreation, tourism or related profession and their associated industries (COAPRT 7.01.a)
Describe the method by which the learning outcome for Standard 7.01 was assessed:	Criterion for Success: 75% of students will score a 4 "good" or higher on the related question (Knowledge of Field) in the Internship Agency Supervisor Evaluation survey for RCSC 4990: Internship in Recreation and Park Management. (Internship evaluation)

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.	Criterion for Success: 75% of students will score a 4 "good" or higher on the related question (Knowledge of Field) in the Internship Agency Supervisor Evaluation survey for RCSC 4990: Internship in Recreation and Park Management. (Internship evaluation)
Result of the assessment of the learning outcome for Standard 7.01:	Standard met. During the internship 100% of students who completed the internship were rated a mean score between 5 and 6 by internship supervisor in this category.
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.	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. (COAPRT 7.02)
Describe the method by which the learning outcome for Standard 7.02 was assessed:	Criterion for Success: 75% of students will score a 4 "good" or higher on the related question (Program Design) in the Internship Agency Supervisor Evaluation survey for RCSC 4990: Internship in Recreation and Park Management. (Internship evaluation)
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.	Criterion for Success: 75% of students will score a 4 "good" or higher on the related question (Program Design) in the Internship Agency Supervisor Evaluation survey for RCSC 4990: Internship in Recreation and Park Management. (Internship evaluation)
Result of the assessment of the learning outcome for Standard 7.02:	Standard met. During the internship 100% of students who completed the internship were rated a mean score between 5 and 7 by internship supervisor in this category.
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.	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. (COAPRT 7.03)
Describe the method by which the learning outcome for Standard 7.03 was assessed:	9 items in the "administration and management section of the Internship Agency Supervisor Evaluation survey for RCSC 4990: Internship in Recreation and Park Management (Internship evaluation)
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.	Criterion for Success: 75% of students will score an average of 4 "good" or higher on the related items (Administration and Management) in the Internship Agency Supervisor Evaluation survey for RCSC 4990: Internship in Recreation and Park Management.

Result of the assessment of the learning outcome for Standard 7.03:	Standard met. During the internship 100% of students who completed the internship were rated a mean score between 4 and 5 by internship supervisor in this category.
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.	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. (COAPRT 7.04)
Describe the method by which the learning outcome for Standard 7.04 was assessed:	One item on the Internship Agency Supervisor Evaluation survey for RCLS 4990: Internship in Recreation and Park Management (Internship evaluation)
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.	Criterion for Success: 75% of students will score an average of 4 "good" or higher on the summary item in the Internship Agency Supervisor Evaluation survey for RCSC 4990: Internship in Recreation and Park Management.
Result of the assessment of the learning outcome for Standard 7.04:	Standard met. During the internship 100% of students who completed the internship were rated a mean score between 4 and 5 by internship supervisor in this category.
	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://hhp.ecu.edu/rcsc/bs-rec-park-management/

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://hhp.ecu.edu/rcsc/bs-rec-park-management/

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://hhp.ecu.edu/rcsc/bs-rec-park-management/

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".	None.
The responses are self reported and the responsibility for the accuracy of the content is on behalf of the program.	checked