



Assessment Plan and Report

CHHP Program - Recreation and Park Management
(BS)

CHHP Program - Recreation and Park Management (BS): General Information

Unit Information

College/School

College of Health and Human Performance

Department

Recreation Sciences

Unit Type

Educational Program

Degree

Bachelor's

Program Mission Statement

The purpose of the program in Recreation and Park Management is to educate tomorrow's leaders in parks, recreation, and tourism. Our program prepares students to develop professional competencies, interpersonal skills, and critical thinking through coursework, service learning, and experiential opportunities.

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Knowledge of Field

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 professions and their associated industries (COAPRT 7.01.a)

Outcome Status: Currently Being Assessed

Outcome Type: Student Learning Outcome

Start Date: 08/01/2015

5-Year Assessment Cycle: 2017-2018, 2018-2019, 2019-2020, 2020-2021, 2021-2022, 2022-2023, 2023-2024, 2024-2025, 2025-2026, 2026-2027

Means of Assessment & Criteria for Success	Actions Taken, Results, Analysis, & Actions Planned
<p>Means of Assessment Status: Active</p> <p>Means of Assessment Category: Internship/Clinical Rotation</p> <p>Means of Assessment: Knowledge of the breadth of the profession; question on the Internship Agency Supervisor Evaluation survey for RCLS 4990: Internship in Recreation and Park Management</p> <p>Criteria 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 RCLS 4990: Internship in Recreation and Park Management.</p> <p>Related Documents: RPM Supervisor Evaluation (RCLS 4990).docx</p>	<p>Report Entry Date: 05/07/2023</p> <p>Reporting Year: 2022-2023</p> <p>Actions Taken: Actions Taken: We continued and expanded the professional speaker series for students in the entry level 2901 seminar course. We also required 15 hours of professional engagement (volunteer hours, shadowing etc) in two separate settings for 30 hours total in RCSC 3901. This was designed to give students a greater depth of understanding of their presumed area of interest in the profession.</p> <p>Results: Results: This year, review of 16 students' internship experiences indicated that 100% of students scored a 4 "good" or higher on the related question (Knowledge of Field) in the Internship Agency Supervisor Evaluation Survey. The following was the breakdown of responses: 5 (n=1), 6 (n=8), 7 (n=5) where 4 is good and 7 is excellent.</p> <p>Result Status: Criterion Met</p> <p>Analysis of Results: Analysis of Results: Students continue to demonstrate a broad understanding of the profession in general. Since instituting the speaker series and adding professional experience hours scores have increased. It is also worth noting that two major professional conferences in our field were held in the Greenville NC area in the last year which may have also facilitated non-curricular engagement and understanding of the field among this cohort of students.</p> <p>Actions Planned Based on Analysis of Results: Actions Planned: We will continue to offer the professional speaker series. We again require the practicum hours. We will also talk with our incoming chairperson and work with the student clubs to continue professional engagement at conferences and meetings within driving distance for students to continue this type of learning.</p>

Knowledge of Techniques and Processes

Students graduating from the program shall demonstrate the following entry-level knowledge with respect to techniques and processes used by professionals and workers in these industries. (COAPRT 7.01.b)

Outcome Status: Currently Being Assessed

Outcome Type: Student Learning Outcome

Start Date: 08/01/2015

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5-Year Assessment Cycle: 2015-2016, 2016-2017, 2017-2018, 2018-2019, 2019-2020, 2021-2022, 2022-2023, 2023-2024, 2024-2025, 2025-2026, 2026-2027

Means of Assessment & Criteria for Success	Actions Taken, Results, Analysis, & Actions Planned
<p>Means of Assessment Status: Active</p> <p>Means of Assessment Category: Internship/Clinical Rotation</p> <p>Means of Assessment: Knowledge of the skills and tools used by professionals in the field; the Internship Agency Supervisor Evaluation survey for RCLS 4990: Internship in Recreation and Park Management.</p> <p>Criteria for Success: 75% of students will score a 4 "good" or higher on the related question (Knowledge of Techniques of Processes) in the Internship Agency Supervisor Evaluation survey for RCLS 4990: Internship in Recreation and Park Management.</p> <p>Related Documents: RPM Supervisor Evaluation (RCLS 4990).docx</p>	<p>Report Entry Date: 05/07/2023</p> <p>Reporting Year: 2022-2023</p> <p>Actions Taken: Actions Taken: We decided to break this assessment into two measures. One measure will look at techniques and processes related to daily operations of an agency or business. The other will look at techniques and processes related to longer range planning and strategic planning. These distinct skills are lumped together and student deficiencies in one or the other may not be getting identified. This emerged from qualitative comments and confusion of respondents. The current measure examines the techniques and process related to daily operations in business. To improve student understanding in this area we updated assignments in RCSC 4002 (administration) to allow students to learn and demonstrate specific business skills. A unit on professional communication was added and students had to check out operational skills related to meeting management, employee assessment, interviewing, and budgeting.</p> <p>Results: Results: This year, review of students' internship experiences indicated that 100% of students scored a 4 "good" or higher on the related question (Knowledge of Techniques and processes) in the Internship Agency Supervisor Evaluation Survey. The following was the breakdown of responses: 4 (n=3), 5 (n=3), 6 (n=6), 7 (n=1). A score of 4 represented good and a score of 7 represented excellent.</p> <p>Result Status: Criterion Met</p> <p>Analysis of Results: Students demonstrated competency in this area. Students who were assessed on this metric were not in class when these changes were made (the internship, when assessment is done is one year following their receipt of course content). As such, the impact of the additional hands on learning and experiential check offs is not known at this point. The 2023-2024 results will be telling in this regard. There is room to move the scores from the "good" to "excellent" however, and faculty are optimistic that this added class content will benefit students.</p> <p>Actions Planned Based on Analysis of Results: Actions planned: We will continue to offer the skills check offs in administration coursework so that if shown effective in 2023-2024 assessment we will have that foundation laid for students. No new material will be added until we can gauge the utility and impact of these changes.</p>

Foundational Knowledge

Students graduating from the program shall demonstrate the following entry-level knowledge with respect to the foundation of the profession in history, science and philosophy. (COAPRT 7.01.c)

Outcome Status: Currently Being Assessed

Outcome Type: Student Learning Outcome

Start Date: 08/01/2015

5-Year Assessment Cycle: 2017-2018, 2018-2019, 2019-2020, 2020-2021, 2022-2023, 2023-2024, 2024-2025, 2025-2026, 2026-2027

Means of Assessment & Criteria for Success	Actions Taken, Results, Analysis, & Actions Planned
<p>Means of Assessment Status: Active</p>	<p>Report Entry Date: 05/13/2023</p> <p>Reporting Year: 2022-2023</p>

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Means of Assessment & Criteria for Success	Actions Taken, Results, Analysis, & Actions Planned
<p>Means of Assessment Category: Other Course-Embedded Assignment</p> <p>Means of Assessment: Knowledge with respect to the foundation of the profession in history, science and philosophy will be assessed with a quiz in RCSC 2601. The quiz has items in specific social science foundations.</p> <p>Criteria for Success: 75% of students will score 70% or higher.</p>	<p>Actions Taken: Actions Taken: In 2021 an extra day of history-based lecture was added and this seems to have had a positive impact on test scores. Additional reading materials were also provided as support at the same time.</p> <p>Results: Results: The history exam is given in RCSC 2901 and used to evaluate this metric.</p> <p>2022 SPRING -- 80% of students earned a 70%+; 70% earned a 75%+ This, of course, was the COVID spring and given that, the students did well.</p> <p>2022 FALL -- 90% of students earned a 70%+; 50% earned a 75%+</p> <p>2023 SPRING -- exam not given (was optional) due to me being ill and students not receiving all the content from me – they did have all the slides, written information, etc. – students just missed a lecture from me. Two students opted to take the exam and one of them scored 73% and the other scored 67%.</p> <p>Result Status: Criterion Met</p> <p>Analysis of Results: Analysis of Results: In 2021 an extra day of history-based lectures was added, and this seems to have had a positive impact on test scores. Additional reading materials were also provided as support at the same time.</p> <p>Actions Planned Based on Analysis of Results: Actions Planned: We plan to maintain the number of lectures on the material. The course will also add a history worksheet prior to the exam to help focus students on how exam questions are written.</p>

Program Design

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)

Outcome Status: Currently Being Assessed

Outcome Type: Student Learning Outcome

Start Date: 08/01/2015

5-Year Assessment Cycle: 2017-2018, 2021-2022, 2022-2023, 2023-2024, 2024-2025, 2025-2026, 2026-2027

Means of Assessment & Criteria for Success	Actions Taken, Results, Analysis, & Actions Planned
<p>Means of Assessment Status: Active</p> <p>Means of Assessment Category: Internship/Clinical Rotation</p> <p>Means of Assessment: Design programs appropriate for a wide range of people (diverse groups); question on the Internship Agency Supervisor Evaluation survey for RCLS 4990: Internship in Recreation and Park Management</p> <p>Criteria 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 RCLS 4990: Internship in Recreation and Park Management.</p>	<p>Report Entry Date: 05/08/2023</p> <p>Reporting Year: 2022-2023</p> <p>Actions Taken: Actions Taken: Based on results in the 2021-2022 reporting cycle this appeared to be a strength for our students. We continued to encourage faculty and students to stay the course on these initiatives. It is the faculty's belief that this material is reinforced across multiple courses and this approach should be adopted on other, less successful student learning outcomes.</p> <p>Results: Results: Analysis of results: All students were rated a 5 or higher. A score of "4" represents good and scores can be given up to "7" which is excellent. One student was rated "5"; three students were rated a "6" and 8 students were rated a "7" by their onsite supervisor. As such, students demonstrated the ability to design, implement and evaluate services that serve and embrace culturally diverse populations.</p> <p>Result Status: Criterion Met</p>

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Means of Assessment & Criteria for Success	Actions Taken, Results, Analysis, & Actions Planned
<p>Related Documents: RPM Supervisor Evaluation (RCLS 4990).docx</p>	<p>Analysis of Results: This has been an area of emphasis in our department and program. Students have a set aside course in cultural diversity and the issues of access and equity are discussed across coursework in the major. Last year the RCSC department won an award for its role in supporting cultural diversity at ECU and our faculty interpret the positive results on this measure to measure to indicate that the professional skills and culture of inclusion we strive to instruct our students has been noticed and internalized by students. We plan to continue to emphasize issues of access, equity and inclusion across all courses and applied learning projects while continuing to work on teaching students more hands-on techniques for program evaluation.</p> <p>Actions Planned Based on Analysis of Results: Actions Planned: This work must remain vigilant so that these positive results do not decrease. We plan to maintain the culture of inclusivity and celebrate diversity. Faculty feel there is room for improvement in the evaluation of program outcomes. Three faculty who have taught the evaluation course will examine the course content and work to improve this area of faculty concern.</p>

Administration

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)

Outcome Status: Currently Being Assessed

Outcome Type: Student Learning Outcome

Start Date: 08/01/2015

5-Year Assessment Cycle: 2015-2016, 2016-2017, 2017-2018, 2020-2021, 2021-2022, 2022-2023, 2023-2024, 2024-2025, 2025-2026, 2026-2027

Means of Assessment & Criteria for Success	Actions Taken, Results, Analysis, & Actions Planned
<p>Means of Assessment Status: Active</p> <p>Means of Assessment Category: Internship/Clinical Rotation</p> <p>Means of Assessment: 9 items in the “administration and management section of the Internship Agency Supervisor Evaluation survey for RCLS 4990: Internship in Recreation and Park Management</p> <p>Criteria 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 RCLS 4990: Internship in Recreation and Park Management.</p> <p>Related Documents: RPM Supervisor Evaluation (RCLS 4990).docx</p>	<p>Report Entry Date: 05/08/2023</p> <p>Reporting Year: 2022-2023</p> <p>Actions Taken: Actions Taken: No new action was taken in the administration class. An elective, case studies, was offered and 8 unique case studies were developed that required the development and execution of an administrative product (advocacy brief, oral presentation, budget document etc.) across the course of the semester at this time. This class, however, was an elective so not all students were exposed to this material.</p> <p>Results: Across all nine items on the evaluation, every student was rated a "4" or higher for each item. Thus, 100% of students scored 4 "good" or higher on all related items.</p> <p>Result Status: Criterion Met</p> <p>Analysis of Results: Based on this capstone assessment during the internship, students seem to understand the core tenets of administration and management. Supervisors report that our students have a good or excellent grasp of this key content (scores 4 and 5). The retention of a full 3 credit course on administration seems to be an important course. Also, the integration of assignments in other classes such as park planning and tourism marketing that require management skills and outcomes have supported general administration skills.</p> <p>Actions Planned Based on Analysis of Results: As the RCSC department has new leadership and the RPM program works on a new strategic plan it will be central to our students’ success that we maintain a pragmatic and applied focus on administration skills and retain a full class on this topic. This is a valued area for employers and something on which we need to "keep up the good work."</p>

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Means of Assessment & Criteria for Success	Actions Taken, Results, Analysis, & Actions Planned

Application of Practice

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)

Outcome Status: Currently Being Assessed

Outcome Type: Student Learning Outcome

Start Date: 08/01/2015

5-Year Assessment Cycle: 2015-2016, 2016-2017, 2017-2018, 2018-2019, 2019-2020, 2020-2021, 2021-2022, 2022-2023, 2023-2024, 2024-2025, 2025-2026, 2026-2027

Means of Assessment & Criteria for Success	Actions Taken, Results, Analysis, & Actions Planned
<p>Means of Assessment Status: Active</p> <p>Means of Assessment Category: Internship/Clinical Rotation</p> <p>Means of Assessment: One item on the Internship Agency Supervisor Evaluation survey for RCLS 4990: Internship in Recreation and Park Management</p> <p>Criteria for Success: 75% of students will score a 4 “good” or higher on the related question (Application of Practice) in the Internship Agency Supervisor Evaluation survey for RCLS 4990: Internship in Recreation and Park Management.</p> <p>Related Documents: RPM Supervisor Evaluation (RCLS 4990).docx</p>	<p>Report Entry Date: 05/08/2023</p> <p>Reporting Year: 2022-2023</p> <p>Actions Taken: It was determined since students have demonstrated stronger outcomes on this measure, we will retain the same faculty member in the professional preparation and application courses to ensure that these goals continue to be met. We did this. We had discussed moving a new and different person into this role but given that student outcomes reflect success on this we will "stay the course."</p> <p>Results: All fourteen students who were assessed on this metric in the 2022-23 calendar year scored a "4" or above. One student was rated "5"; five students were rated "6" and eight students were rated "7" or excellent.</p> <p>Result Status: Criterion Met</p> <p>Analysis of Results: When broken out into its own section, students seemed to thrive in this area. This is a credit to faculty who have worked very hard in a series of 3 1-credit classes that deal with professionalism and application of practice. In response to the new item related to Application to Practice, all 14 students were deemed ready to succeed and be hired in a supervisory role in our profession. Continued emphasis on professionalism is warranted and expectations for student performance must be set at a high bar so students can continue to strive for excellence in professional readiness.</p> <p>Actions Planned Based on Analysis of Results: While results suggest students are performing well on this metric, faculty in the program want to continue to emphasize the centrality of professional preparation and workplace behavior in our classrooms. To this end faculty in the Recreation and Park Management program will hold an orientation at the start of fall classes to work as a cohesive unit to set expectations for classroom performance and professional communication and behavior in the classroom setting as well. It is our hope that this will reinforce these values and give students a feeling of united expectations in their area of study.</p>

Program Evaluation (2021)

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

Outcome Status: Currently Being Assessed

Outcome Type: Student Learning Outcome

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Start Date: 08/01/2021

5-Year Assessment Cycle: 2021-2022, 2022-2023, 2023-2024, 2024-2025, 2025-2026, 2026-2027

Means of Assessment & Criteria for Success	Actions Taken, Results, Analysis, & Actions Planned
<p>Means of Assessment Status: Active</p> <p>Means of Assessment Category: Internship/Clinical Rotation</p> <p>Means of Assessment: Analyze and report the results of the information gathered through evaluation processes; question on the Internship Agency Supervisor Evaluation survey for RCLS 4990: Internship in Recreation and Park Management.</p> <p>Criteria for Success: 75% of students will score a 4 “good” or higher on the related question (Program Evaluation) in the Internship Agency Supervisor Evaluation survey for RCLS 4990: Internship in Recreation and Park Management.</p> <p>Related Documents: RPM Supervisor Evaluation (RCLS 4990).docx</p>	<p>Report Entry Date: 05/08/2023</p> <p>Reporting Year: 2022-2023</p> <p>Actions Taken: Actions taken: Course content in RCSC 4000 was revised to be more readily useful to students who will enter the field with a BS degree. In consultation with all faculty the assignments in this class have been broken into pieces and have been scaffolded to build toward a final evaluation project.</p> <p>Results: Results: All students were at or above the 4 "good" baseline. Responses were as follows: 5 (n=2), 6 (n=4), 7 (n=4).</p> <p>Result Status: Criterion Met</p> <p>Analysis of Results: Analysis of Results: Students who have taken the newer version of the evaluation course were assessed for the first time in this 2022-23 cycle. Scores are marginally higher in the 2022-2023 than the previous year which suggests that the course revisions may be working. More data is needed.</p> <p>Actions Planned Based on Analysis of Results: We will continue to monitor results on this metric for two more years and if this continues to trend upwards, we can have every confidence that the course revisions have done their job.</p>