

## **Academic Assessment Plan**

### **University of Florida**

#### **Academic Affairs**

#### **Academic Colleges**

#### **College of Health & Human Performance**

#### **Tourism Recreation & Sport Management**

#### **Tourism, Events, and Recreation Management (BS)**

#### **2017-18 Tourism, Event and Recreation Management BS Program Mission**

##### Introduction

The University of Florida College of Health and Human Performance has focused on improving an array of societal problems and challenges since its creation in 1946. The Tourism, Recreation and Sport Management Department, one of three departments in the college, has been the leading academic program in the state of Florida. It has a long and distinguished history of outstanding contributions to parks, recreation, sport, and tourism planning and management. The Department offers undergraduate degrees in Sport Management and Tourism, Event and Recreation Management. After several decades of providing degrees focused on Parks and Recreation, the Department updated the curriculum to meet industry needs and student interests by instituting a degree highly focused on issues in Tourism, Event and Recreation Management. The major in tourism, events, and recreation management prepares students for a career in recreation, tourism, event-related businesses, organizations and agencies at local, state, national, and global levels. Through study, research, training, and practical experiences, students gain an understanding of the role and impact of leisure services, and tourism and events on individuals, families, society and the environment. Emphasis is placed on management of productivity factors such as human, fiscal, and physical resources. Students also learn to apply management, marketing, financial and legal strategies to the development and implementation of tourism, events, and recreation businesses. Upon completion of this degree, graduates will have obtained competencies and skills such as critical thinking, communication and leadership, sufficient to pursue industry positions in tourism, events, and recreation organizations. The degree also provides a foundation for event management students who aspire to sit for the Certified Meeting Professional (CMP) exam.

##### Mission Statement

The undergraduate Tourism, Event and Recreation Management program at the University of Florida is comprehensive and prepares students to plan, develop, manage, and deliver leisure services to a variety of populations in diverse settings around the world, and to become decision makers in private and public organizations while providing a firm foundation from which students may pursue graduate studies. A broad general education is emphasized and complemented with a core of professional courses. Through practical class experiences, projects, internship opportunities, and field experiences, students learn leadership, management, programming, marketing and evaluation, entrepreneurship, communication skills, legal aspects of tourism, recreation and event management. Additionally, students have the opportunity to work and train in a variety of professional tourism, event, and recreation management settings.

The mission of the undergraduate Tourism, Event and Recreation Management aligns directly with the College of Health and Human Performance mission relative to influencing and improving an array of societal problems and challenges. The mission of the program also aligns directly with the mission of the University of Florida as described in the Strategic Plan of the State Board of Governors: “The University of Florida is committed to educating students so they are prepared to make significant contributions within an increasingly global community offering a broad-based, exclusive public education, leading-edge research, and service to the citizens of Florida, the nation, and the world. The University of Florida nurtures young people from diverse backgrounds to address the needs of our societies, while sustaining community resources through its mission of service, research, and teaching”.

In support of both the institutional and departmental mission, the undergraduate Tourism, Recreation and Sport Management departmental mission is “to create and promote new knowledge and understandings about building a better world as we help people to live full, active lives, promote healthy communities, and improve the quality of life of all ages and cultures.” One semester before graduation, students are placed in a 13-week senior internship where they learn from experienced tourism, events, and recreation management professionals who are internationally and nationally recognized in their specializations, and who demonstrate best practices, quality service delivery, and leadership. Many students are offered employment at the end of their internship simply because of the exemplary educational preparation and ability to transfer knowledge gained in a practical manner.

**Responsible Roles:** Professor (Janelle, Christopher)

**Program:** Tourism, Events, and Recreation Management (BS)

**Progress:**

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#### **2017-18 PG 1: Evaluate results of curriculum reviews**

To continue to evaluate the results of curriculum reviews and course evaluations of the BS in Tourism, Events and Recreation Management to better determine if curriculum improvements are needed.

##### **Evaluation Method**

An on-going committee has been charged with evaluating the curriculum including course evaluations, industry trends, surveys, etc.

**Responsible Role:** Professor (Janelle, Christopher)

**Progress:** Ongoing

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#### **2017-18 PG 2: Assess recently implemented LEI courses**

To review and assess the recently developed and implemented LEI and HFT courses

##### **Evaluation Method**

Department faculty and the TRSM advisor will use student feedback, provided in course evaluations to determine the impact of the new courses.

**Responsible Role:** Professor (Janelle, Christopher)

**Progress:** Ongoing

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**2017-18 SLO 2: Content**

Apply the management functions of planning, organizing, leading, and controlling the use of resources to accomplish performance goals in tourism, events, and recreation environments

**SLO Area (select one):** Content (UG)

**Responsible Role:** Professor (Janelle, Christopher)

**Progress:** Assessed Every 3 Years

**Assessment Method**

Course Project

Assessed with Course Rubric

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**2017-18 SLO 4: Content**

Interpret information technology and statistical techniques in assessment, planning, delivery, and evaluation of tourism, event, and recreation programs.

**SLO Area (select one):** Content (UG)

**Responsible Role:** Professor (Janelle, Christopher)

**Progress:** Assessed Every 3 Years

**Assessment Method**

Course Final Paper

Assessed with a course rubric

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**2017-18 SLO 5: Content**

Apply programming and marketing strategies aligned to the development of tourism, event, and recreation services.

**SLO Area (select one):** Content (UG)

**Responsible Role:** Professor (Janelle, Christopher)

**Progress:** Assessed Every 3 Years

**Assessment Method**

Supervisor's internship evaluation

Assessed with supervisor and assessment committee review.

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**2017-18 SLO 6: Content**

Develop expertise of the principles of safety, emergency, risk management as well as the ability to develop and implement risk management plans with respect to legal principles

and the health and safety of participants and staff.

**SLO Area (select one):** Content (UG)

**Responsible Role:** Professor (Janelle, Christopher)

**Progress:** Assessed Every 3 Years

**Assessment Method**

Course Project

Assessed by course rubric

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**2017-18 SLO 8: Communication**

Communicate to clients and industry partners through written text, oral messages, and visual communication to effectively express a multitude of perspectives that are accurate, organized and effectively delivered.

**SLO Area (select one):** Communication (UG)

**Responsible Role:** Professor (Janelle, Christopher)

**Progress:** Assessed Every 3 Years

**Assessment Method**

Score on final internship evaluation and Supervisors internship evaluation Question #5

Assessed by supervisor and assessment committee review

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**2017-18 SLO 1: Content**

Explain major concepts, principles and theories associated with tourism, events, and recreation.

**SLO Area (select one):** Content (UG)

**Responsible Role:** Professor (Janelle, Christopher)

**Progress:** Assessed Every 3 Years

**Assessment Method**

Course Project

Assessed with Course Rubric

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**2017-18 SLO 3: Content**

Identify economic, sociological, psychological, political, legal and environmental issues that influence the delivery of tourism, events, and recreation services to residents and tourists.

**SLO Area (select one):** Content (UG)

**Responsible Role:** Professor (Janelle, Christopher)

**Progress:** Assessed Every 3 Years

**Assessment Method**

Supervisor's internship evaluation

Assessed bu supervisor and assessment committee review

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**2017-18 SLO 7: Critical Thinking**

Identify and apply diverse sources of information and data integrated with theoretical frameworks, models, and trends to solve issues related to leadership, management, and delivery of tourism, events and recreation services.

**SLO Area (select one):** Critical Thinking (UG)

**Responsible Role:** Professor (Janelle, Christopher)

**Progress:** Assessed Every 3 Years

**Assessment Method**

Score on final internship evaluation and Supervisors internship evaluation Question #5

Assessed by supervisor and assessment committee review.

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**TERM BSR AAP Detail**

**Start:** 7/1/2017

**End:** 6/30/2018

**Progress:**

**Providing Department:** Tourism, Events, and Recreation Management (BS)

**Responsible Roles:** Professor (Janelle, Christopher)

**Research (Graduate and Professional AAPs only)**

**Assessment Timeline (Graduate and Professional AAPs only)**

**Curriculum Map (UG AAPs only)**

**Curriculum Map for:** Tourism, Events and Recreation Management  
Health Human Performance

**College:**

Introduced

Reinoforced

Assessed

<b>Courses</b>	<b>Course 1</b>	<b>Courses 2</b>	<b>Course 3</b>	<b>Course 4</b>	<b>Course 5</b>	<b>Course 6</b>
<b>SLOs</b>	<b>HFT 2750</b>	<b>HFT 4468</b>	<b>LEI 4800</b>	<b>LEI 4880/ HLP 6535</b>	<b>LEI 4540/ LEI 6513</b>	<b>LEI 4940</b>
<b>Content Knowledge</b>						
<b>#1</b>	I				IRA	
		IRA		IRA		
		(Course Project)	IRA			
<b>#2</b>				IRA	IRA	RA
		IRA	IR		(Course Project)	
<b>#3</b>						
	I	IR	IR	R	IRA	RA
<b>#4</b>				RA		R
				(Course Final Paper)	R	
<b>#5</b>					R	RA
				R		
<b>#6</b>						R
			IRA		IR	
			(Course Project)			
<b>Critical Thinking</b>						
<b>#7</b>				RA	IR	IRA
		IRA	IR			
<b>Communication</b>						
<b>#8</b>	A			RA	RA	RA
	(Project evaluation)					(Final Internship Evaluation)
		RA	R			

Assessment data will be collected every semester from the course LEI 4940 (senior internship), as well as from at least one other course to ensure SLO # 1, SLO #5 and SLO #6 are completed over the three-year cycle. Since several courses do assess Student Learning Objectives, we included additional assessments to further validate the course outcomes.

Since the department modified the curriculum for the 4+1 program, we are now collecting data from the courses LEI 6513 Administrative Theories and HLP 6535 Research Methods, as well as the undergraduate courses LEI 4540 and LEI 4880 to support all eight SLO's within the curriculum map for TERM.

 2017-18 HHP TERM BS AAP Curriculum Map

### **Assessment Cycle (All AAPs)**

The following chart illustrates the years during which each of the Tourism, Event and Recreation Management SLOs will be assessed throughout a three-year Assessment Cycle. All student learning outcomes will be measured at least once during the three-year cycle. Two to three SLOs will be assessed each year using internship evaluation and specific course projects grades in designated courses.

For example, as noted in the chart below, SLOs #5 and #8 were assessed in 2016-2017 and will be assessed again in 2019-2020 cycle.

## Assessment Cycle Chart

Assessment Cycle for:

Program – Tourism, Event and Recreation Management  
Performance

Health and Human

Analysis and Interpretation:

May - June

Improvement Actions:

Completed by October 1

Dissemination:

Completed by November

SLOs	Year	16-17	17-18	18-19	19-20	20-21	22-23
<b>Content Knowledge</b>							
#1				X			X
#2			X			X	
#3			X			X	
#4				X			X
#5	X				X		
#6				X			X
<b>Critical Thinking</b>							
#7			X			X	
Communication							



#8	X	X
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 2017-18 HHP TERM BS AAP Assessment Cycle

**Methods and Procedures (UG and Certificate AAPs)**

# • SLO Assessment Matrix for 2017-18

<b>2017-18 Student Learning Outcome</b>	<b>Assessment Method</b>	<b>Measurement Procedure</b>
Explain major concepts, principles and theories associated with tourism, events, and recreation.	Course Project	Course Rubric
Apply the management functions of planning, organizing, leading, and controlling the use of resources to accomplish performance goals in tourism, events, and recreation environments.	Course Project	Course Rubric
Identify economic, sociological, psychological, political, legal and environmental issues that influence the delivery of tourism, events, and recreation services to residents and tourists.	Supervisor's internship evaluation	Supervisor and Assessment Committee review
Interpret information technology and statistical techniques in assessment, planning, delivery, and evaluation of tourism, event, and recreation programs.	Course Final Paper	Course Rubric
Apply programming and marketing strategies aligned to the development of tourism, event, and recreation services.	Supervisor's internship evaluation	Supervisor and Assessment Committee review
Develop expertise of the principles of safety, emergency, risk management as well as the ability to develop and implement risk management plans with respect to legal principles and the health and safety of participants and staff.	Course Project	Course Rubric
Identify and apply diverse sources of information and data integrated with theoretical frameworks, models, and trends to solve issues related to leadership, management, and delivery of tourism, events and recreation services.	Score on final internship evaluation and Supervisors internship evaluation Question #5	Supervisor and Assessment Committee review

Communicate to clients and industry partners through written text, oral messages, and visual communication to effectively express a multitude of perspectives that are accurate, organized and effectively delivered.

Score on final internship evaluation and Supervisors internship evaluation  
Question #5

Supervisor and Assessment Committee review

1. The Department Assessment Committee collects data throughout the academic year in preparation for the annual evaluation of SLOs. The Committee meets each May at the end of the academic year to analyze and assess the data.
2. The Assessment Committee receives the following data:
  1. The committee analyzes and interprets data from core courses through random sampling of exams and projects. The grading rubric and assigned grade from each professor are also provided to the committee to directly assess student performance in the following courses: HFT 2750, HFT 4468, LEI 4800, LEI 4880, LEI 4540, LEI 4940, LEI 6513 and HLP 6535.
  2. LEI 4940 Internship data are collected from site supervisors as a form of indirect assessment. The supervisors provide data on specific questions targeting specific learning outcomes. Responses are recorded on a 4-point Likert scale, with 4 denoting the most positive response. Open ended data are also collected, which further substantiate the degree of mastery and application of a number of critical skills vital to successful delivery of leisure services. The Assessment Committee receives this data in aggregate each year from a representative sample of students. An example of the internship evaluation form has been included at the end of this report.
3. The Assessment Committee summarizes their findings and provides actionable improvement recommendations that are disseminated to the appropriate stakeholders each fall semester. The faculty and coordinators further analyze the results and recommendations and implement changes to the curriculum through the normal curriculum development process in the department.
4. The Course Projects require students to apply concepts, theories, and/or practices taught in the courses. For example, In LEI 4800, students address legal case studies (SLO # 6). Each project or assignment is graded using a rubric designed by the instructor.

### **SLO Assessment Rubric (All AAPs)**

See Attached File

### Measurement Tools (Graduate and Professional AAPs Only)

#### Assessment Oversight (All AAPs)

The TRSM Assessment Committee is a standing committee with representative faculty in all program areas in the department.

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**Academic Assessment Plan Entry Complete:**