

**New SLO/Academic Assessment Plan Submission Form**

Check one:

- New Certificate Academic Assessment Plan
- New Undergraduate Academic Assessment Plan
- New Graduate Academic Assessment Plan
- New Professional Academic Assessment Plan
- New Student Learning Outcome (SLO)

Major: Tourism, Event and Recreation Management

College: Health and Human Performance

Effective term and year of implementation: Term: fall                      Year:2015

**IMPORTANT:** If you are submitting an **Academic Assessment Plan**, please enter your plan into Compliance Assist, and then submit this form to the approvals submission site. Once we receive this form, we will download the plan for committee review. You do not need to restate the SLOs on this form because the SLOs are in the Plan. Instead, skip items 1-5 and go directly to items 7 and 8, the Department and College Contact Sections.

If you are submitting one or more new **Student Learning Outcomes (SLOs)**, please complete items 1 through 6.

1. Include the new SLO here:

2. Indicate the areas of the SLOs:

Undergraduate:  Content                       Critical Thinking    Communication

Graduate:             Knowledge             Skills                       Professional Behavior

3. What types of assessments will be used?

- Course-related Exam                                       Capstone
- Final Paper/Project/Presentation                       Course Grades
- Course Assessments/Assignments                       Standardized Exam
- Other – please describe here

4. What assessment methods will be used?

- Rubric
- Single Faculty Member

Other:

5. Who applies the method?

Faculty Committee

Single Faculty Member

6. Describe the individual student assessments and the assessment method that will be used to measure each SLO.

7. Department Contact

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8. College Contact

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University of Florida

Academic Affairs

Academic Colleges

College of Health & Human Performance

Tourism Recreation & Sport Management

Tourism, Events, and Recreation Management (BS)

**2015-16 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 as well as a newly formulated degree (2014) in 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 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 planning, programming, marketing and financing strategies to the development and implementation of tourism, events and recreation businesses. Upon completion of this degree, graduates will have obtained competencies and skills sufficient to pursue industry positions in tourism, events and recreation businesses. The degree also provides a foundation for students who aspire to sit for the Certified Meeting Professional (CMP) exam.

Mission Statement

The undergraduate Recreation, Parks and Tourism program at the University of Florida is comprehensive and prepares students to 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 and legal aspects of tourism, event planning and recreation. 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 program 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 provides excellent models of practice, 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:** Ongoing

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**2015-16 PG 1: Market new curriculum to increase enrollment**

Department faculty and the TRSM advisor will market the new curriculum to increase enrollment

**Evaluation Method**

Department faculty and the TRSM advisor will gather student's comments provided during advisement sessions and/or specified on course evaluations. This data will supplement the definitive enrollment numbers to determine the % of change in enrollment.

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

**Progress:** Ongoing

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**2015-16 PG 2: Assess recently implemented LEI courses**

Review and assess the recently developed and implemented LEI courses

**Evaluation Method**

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

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

**Progress:** Ongoing

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**2015-16 SLO 2: Content**

Apply 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:** Ongoing

**Assessment Method**

Course Project

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**2015-16 SLO 4: Content**

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

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

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

**Progress:** Ongoing

**Assessment Method**

Course Final Paper

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**2015-16 SLO 5: Content**

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

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

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

**Progress:** Ongoing

**Assessment Method**

Supervisor's internship evaluation

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**2015-16 SLO 6: Content**

Develop expertise of the principles of safety, emergency and risk management and the ability to develop and implement risk management plans that ensures the health and safety of participants and staff.

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

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

**Progress:** Ongoing

**Assessment Method**

Course Project

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**2015-16 SLO 8: Communication**

Communicate to consumer publics and professional cohorts through written text, oral messages and multimedia presentations

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

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

**Progress:** Ongoing

**Assessment Method**

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

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**2015-16 SLO 1: Content**

Comprehend major concepts, principles and theories associated with recreation, parks and tourism.

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

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

**Progress:** Ongoing

**Assessment Method**

Course Project

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**2015-16 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:** Ongoing

**Assessment Method**

Supervisor's internship evaluation

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**2015-16 SLO 7: Critical Thinking**

Comprehend and apply diverse sources of information and data integrated with theoretical frameworks, models and trends to 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:** Ongoing

**Assessment Method**

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

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**TERM BSR AAP Detail**

**Start:** 7/1/2015

**End:** 6/30/2016

**Progress:** Ongoing

**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, Recreation and Event Management **College:** Health Human Performance

Introduced

Reinforced

Assessed

<b>Courses SLOs</b>	<b>Course 1 LEI 2181</b>	<b>Courses 2 HFT 4468/ LEI 4570</b>	<b>Course 3 LEI 4800</b>	<b>Course 4 LEI 4880</b>	<b>Course 5 LEI 4540</b>	<b>Course 6 LEI 4940</b>	<b>Internship Supervisor's Assessment of Critical Skills</b>
<b>Content Knowledge</b>							
<b>#1</b>		RA (Course Project)		R		IR	
<b>#2</b>				IR	RA (Course Project)		
<b>#3</b>	IR	IR		R	R	R	A (Supervisor's Internship Evaluation)
<b>#4</b>	IR			RA (Course Final Paper)	R	R	
<b>#5</b>	I			R	R	R	A (Supervisor's Internship Evaluation)
<b>#6</b>			RA (Course Project)		IR		
<b>Critical Thinking</b>							
<b>#7</b>	RA (Course Project)					IR	
<b>Communication</b>							
<b>#8</b>	IR			R	R	A (Score on Final Internship Evaluation)	A (Supervisor's Internship Evaluation Question #5)

The courses HFT 4468 and LEI 4570 are the two revenue classes within the TRSM program, however HFT 4468 is the required course for specializations in Events and Tourism while LEI 4570 is the required course for a specialization in Recreation.

-  [2015-16 TERM BS 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 during 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 #1, #4 and #6 will be assessed in 2015-2016 and again assessed three years later in 2018-19 cycle.

## Assessment Cycle Chart

Assessment Cycle for:

Program – Tourism, Event and Recreation Management      Health and Human Performance

Analysis and Interpretation:      May - June

Improvement Actions:      Completed by October 1

Dissemination:      Completed by November

SLOs	Year	15-16	16-17	17-18	18-19	19-20	20-21
<b>Content Knowledge</b>							
#1		X			X		
#2				X			X
#3				X			X
#4		X			X		
#5			X			X	
#6			X			X	
#6		X			X		
<b>Critical Thinking</b>							
#7				X			X
<b>Communication</b>							
#8			X			X	

-  2015-16 TERM Assessment Cycle

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

## SLO Assessment Matrix for 2015-16



2015-16 Student Learning Outcome	Assessment Method	Measurement Procedure
Comprehend major concepts, principles and theories associated with tourism, events and recreation management.	Course Project	Rubric
Apply management functions of planning, organizing, leading and controlling the use of resources to accomplish performance goals in tourism, events and recreation environments.	Course Project	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, events and recreation programs.	Course Final Paper	Rubric
Apply programming and marketing strategies aligned to the development of tourism, events and recreation services.	Supervisor's internship evaluation	Supervisor and Assessment Committee review
Develop expertise of the principles of safety, emergency and risk management and the ability to develop and implement a risk management plan that ensures the health and safety of participants and staff.	Course Project	Rubric
Comprehend and apply diverse sources of information and data integrated with theoretical frameworks, models and trends to 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 consumer publics and professional cohorts through written text, oral messages and multimedia presentations.	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:

a. Student project and final paper grades in specific core courses (LEI 2181, LEI 4800, LEI 4570, LEI 4880, LEI 4540, LEI 4940).

b. 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). In LEI 4880, a final paper is required (SLO #4) and a final project in LEI 4540 (SLO #2). Each project or assignment is graded using a rubric designed by the professor.

-  [2015-16 TERM BS SLO Assessment Matrix](#)

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

See Attached File

-  [2015-16 TERM Assessment Rubric](#)

### **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.

Name	Department Affiliation	Email Address	Phone Number
Michael Sagas, PhD	Department Chair	<a href="mailto:msagas@hhp.ufl.edu">msagas@hhp.ufl.edu</a>	352-294-1640
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**Academic Assessment Plan Entry Complete:**