

2012-2013 M.S. in Recreation, Parks and Tourism Academic Assessment Plan

College of Health and Human Performance
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Office of the Provost

*University of
Florida*

*Institutional
Assessment*

*Continuous Quality
Enhancement*

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Figure 1. University of Florida Graduate/Professional Program Assessment Plan Review Rubric
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University of Florida Graduate/Professional Program Assessment Plan Review Rubric,
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Academic Assessment Plan for M.S. in Recreation, Parks and Tourism

College of Health and Human Performance

A. Mission

Through distinctive teaching, research, and outreach the Department of Tourism, Recreation and Sport Management seeks to improve the understanding of psychosocial factors that lead individuals, families and industry to value and benefit from tourism, recreation, parks, and sport, and thereby improve quality of life. Further, the department aims to provide knowledge that helps communities and organizations develop and improve sustainable tourism, recreation, parks, and sport opportunities that benefit an increasingly diverse population.

The graduate Recreation, Parks and Tourism program at the University of Florida is comprehensive and seeks through its mission to prepare 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 further graduate studies. Through classes, practica, projects, and field experiences, students learn leadership, management, future trends and issues, programming, marketing and evaluation, entrepreneurship, legal aspects of tourism, parks and recreation management, and communication skills. Additionally, students have the opportunity to work and train in a variety of professional recreation, parks, event and tourism management settings.

The mission of the Recreation, Parks and Tourism program 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.

B. Student Learning Outcomes and Assessment Measures

| SLO Type | Student Learning Outcome | Assessment Method | Degree Delivery |
|-----------------------|--|---|-----------------|
| Knowledge | Discuss and explain subject matter relevant to recreation, parks and tourism. | A. Successful thesis defense presentation per department standards and guidelines. B. Successful written comprehensive final exam per department standards and guidelines. | Campus |
| Knowledge | Discuss and explain traditional and current research methods within recreation, parks and tourism. | A. Successful thesis defense presentation per department standards and guidelines. B. Successful written comprehensive final exam per department standards and guidelines. | Campus |
| Skills | Identify and articulate recreation, parks and tourism skills. | A. LEI 6108 Contemporary Theories Final Term Paper B. LEI 6513 Administrative Procedures cumulative Final Exam | Campus |
| Professional Behavior | Illustrate professional behavior. | A. Successful presentation and defense of thesis research per department standards and guidelines. B. Successful presentation of professional paper per department standards and guidelines. C. Successful practicum per department standards and guidelines. | Campus |

C. Research

The MS in Recreation, Parks and Tourism offers a thesis option, a non-thesis professional paper option, and a non-thesis internship option. The thesis option prepares students who want to study an issue in more depth and is recommended for those wishing to continue their studies as researchers in doctoral programs. The non-thesis options prepare students to use research skills in applied settings. In each of the options, students must take a research methods and a statistics course. In these two courses, students are expected to gain the skills and abilities to create research proposals, design studies, and collect and analyze data related to recreation, parks and tourism organizations.

Students are also expected to read and comprehend a great deal of primary research literature as each core and specialization course assigns multiple journal articles as part of the readings for each course. Several core and specialization courses also require a major research project that involves advanced inquiry and scientific communication skills.

Thesis option students often take an additional research design and/or data analysis course in addition to completing and successfully defending their thesis project. All thesis students work under the close supervision of their advisor to develop and successfully defend both a proposal and a completed thesis that must satisfy the standards of a committee of three faculty members (2 internal; 1 external).

D. Assessment Timeline

Program M.S. in Recreation, Parks and Tourism College of Health and Human Performance

| Assessment | Assessment 1 | Assessment 2 |
|------------------------------|---|--|
| SLOs | | |
| Knowledge | | |
| #1 | <i>Thesis Students:</i> Thesis defense | |
| | <i>Non-Thesis:</i> Written Comprehensive Exam | |
| #2 | <i>Thesis Students:</i> Thesis defense | |
| | <i>Non-Thesis:</i> Written Comprehensive Exam | |
| Skills | | |
| #3 | LEI 6108 Contemporary Theories key paper. | LEI 6513 Administrative Procedures Final Exam. |
| Professional Behavior | | |
| #4 | <i>Thesis Students:</i> Thesis defense | <i>Non-Thesis:</i> Professional Paper presentation |
| | <i>Non-Thesis:</i> Practicum Final Evaluations | |
| | | |

E. Assessment Cycle

Assessment Cycle for:

Program M.S. in Recreation, Parks and Tourism - College of Health and Human Performance

Analysis and Interpretation: May - June

Program Modifications: August 20

Dissemination: September 15

| SLOs | Year | 10-11 | 11-12 | 12-13 | 13-14 | 14-15 | 15-16 |
|------------------------------|------|-------|-------|-------|-------|-------|-------|
| Content Knowledge | | | | | | | |
| #1 | | | | X | X | X | X |
| #2 | | | | X | X | X | X |
| Skills | | | | | | | |
| #3 | | | | X | X | X | X |
| | | | | X | X | X | X |
| Professional Behavior | | | | | | | |
| #4 | | | | X | X | X | X |

Note: Data collection for these assessments will begin in the 2012-13 academic year. Data were not collected in prior years.

F. Measurement Tools

Successful **thesis defenses** are measured by pass or fail. These are assessed by the students' thesis committees.

Professional Papers. Successful presentation of the paper is measured by pass or fail. These are assessed by the student's committee.

Successful **comprehensive exams** are measured by pass, rewrite, needs more coursework and fail. The exams consist of a three day four hour exam (closed book) in three areas: 1) core, 2) specialization, and 3) research methods and statistics. Students with borderline written answers are required to do an oral exam administered by their committee. Pending the outcome of the oral exam, students will either be deemed to have passed or be given a chance to rewrite any areas perceived as weak. The exams are taken in the final semester of enrollment and assessed by the student's committee consisting of their advisor and one other faculty member. **Final Term Paper** (LEI 6108) and Cumulative **Final Essay Exams** (LEI 6513) are assessed by committee of recreation, parks and tourism faculty members (n = 2). The committee is appointed every fall and meets in the late spring to perform their assessments. The committee collects a random sample of key final papers and projects for each of the courses assessed.

A random sample of the **practicum final evaluations** as provided by each student's site supervisor is also provided to the assessment committee. The committee evaluates the results and assesses strengths, weakness and professional behavior patterns of professional behavior of the interns.

See attached rubrics for example measurement tools that are used to assess the recreation, parks and tourism skills SLO (SLO #3).

**Department of Tourism, Recreation and Sport Management
Administration of Leisure Services
Research Paper and Presentation Feedback**

Name _____ Total Points _____

Introduction of the Issue/Problem (5 Points)

Description of the Issue/Documentation of the Problem/Research (40 Points)

Analysis of the problem/Supporting Evidence (15 Points)

Arguments/ theories/concepts (10 Points)

Case studies/scenarios (10 Points)

Key historical events leading to the Issue/Evolution of the Issue (5 Points)

Implications of Issue/Problem (10 Points)

Management Strategies Noted to Rectify the Issue/Problem (10 Points)

Conclusions, Notations of What You Have Learned (Action Learning) and Involvement of Class in your Discussion (5 Points)

Overall Presentation (15 Points)

Professionalism (5) _____

Creativity/Quality of Power Point (5) _____

Content/Organization of Content and Communication (5) _____

Written Component (15 Points)

Adherence to Project's Requirements (8) _____

Consistency with APA Guidelines (7) _____

Lei 6108- Contemporary Theories

Name:

Title of Paper:

What is the theory/conceptual framework (20 points):

What does the literature say about it? What are its correlates? What has been found (20 points)?

How has it been operationalized? Measured (20 points)?

What does this mean in the real world? How can you put theory into practice (20 points)?

Other comments (20 POINTS)

/100 points

G. Assessment Oversight

| Name | Department Affiliation | Email Address | Phone Number |
|--------------------------|--|--|--------------|
| Dr. Dan Connaughton | Interim Graduate Coordinator, Member of RPT Assessment Committee | danc@hhp.ufl.edu | 294-1663 |
| Dr. Chris Janelle | Interim Associate Dean for Academic Affairs | cjanelle@hhp.ufl.edu | 294-1718 |
| Dr. Suzanne Sneed-Murphy | Director of Assessment | murphysmm@hhp.ufl.edu | 294-1607 |