East Carolina University

Recreation and Leisure Services Program

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Options: None
Status: Accredited

Program Description: The BS in Recreation and Park Management (RPM) at East Carolina University has a strong tradition of preparing students for work in a wide range of parks, recreation, and tourism settings. Our graduates work in settings such as military recreation, outdoor recreation, youth sports and development, community parks and recreation, tourism, campus recreation, employee recreation services, local and state parks, senior centers, nature centers, and many other venues. All students engage in service learning activities and the program culminates with a 12-week internship. Seven faculty support this degree program and all are well connected throughout the state and nation. In addition to coursework, students have opportunities to work with faculty on research projects as well as projects that benefit communities in the region. The real-world experience helps the RPM program at ECU stand out among its peers. More information may be found on our website at http://www.ecu.edu/rcls

Six-Year Graduation Rate: 100%

Outcome 1 from Standard 7.01: Students will demonstrate entry-level knowledge of historical, scientific and philosophical foundations and the scope of the profession for recreation and park management.

Outcome 1 Assessment Method: a) Exam items measuring historical and philosophical foundations in RCLS 2601 (Leisure in Society). Across a sample of sections, students will average 70% or greater on items from two end of unit quizzes covering the historical and philosophical foundations of recreation and park management. b) Exam items measuring scientific foundations in RCLS 2601 (Leisure in Society). Across a sample of sections, students will average 70% or greater on items from two end of unit quizzes covering the social science and research foundations of recreation and park management. c) Quiz items measuring philosophical and scientific foundations from RCLS 4004 (Philosophical and Theoretical Foundations of Recreation and Leisure Studies). 80% of students will score 80% or higher on exam items for philosophical and scientific foundations.

Outcome 1 Result: Standard Met. a) The mean average across all sections was 78% for the two assessed units in RCLS 2601. b) The mean average across all sections was 82% for the two assessed units covering social science and research foundations in RCLS 2601. c) 84% of students scored 80% or higher on items measuring philosophical and scientific foundations of Recreation and Leisure Studies in RCLS 4004.
Outcome 2 from Standard 7.02: Students will demonstrate the ability to design a recreation program or service experience that clearly reflects the application of knowledge from relevant facets of contemporary professional practice.

Outcome 2 Assessment Method: a) RCLS 3003 (Recreation and Event Programming) and 3004 (Recreation Programming Experience) program plan and rubric scores--70% of students must receive 160/200 on rubric measuring program plan development; b) 70% of students must receive 85/100 on a rubric measuring activity facilitation in RCLS 3004; c) Internship Final Evaluation (RCLS 4990) 100% of students must receive 4.0/5.0 ratings on general performance, application of knowledge and program management from program supervisors.

Outcome 2 Measure Type: Direct

Outcome 2 Result: a) Standard met in RCLS 3003, 81% of students scored 160/200 on a rubric measuring program plan development. b) Standard met in RCLS 3004, 94% received a grade of 85/100 on a rubric measuring activity facilitation. c) Standard met in RCLS 4990. Mean scores for the battery of items exceeded the mean of 4.0 (battery average was 4.68). In all measured areas, between 95-100% of the students were rated 4.0 or higher.

Outcome 3 from Standard 7.03: Students graduating from the Program will demonstrate knowledge of and the ability to apply entry-level concepts, principles and procedures of administration and financial and human resource management to professional practice settings.

Outcome 3 Assessment Method: Assessed in RCLS 4990 (Internship experience). All students will complete internship responsibilities in such a manner that they receive a minimum 4.0 overall assessment score (on a 5 point scale) on the items measuring administrative performance on their Final Internship Performance Report. Internships occur throughout the year, and assessments are conducted in fall, spring and summer semesters.

Outcome 3 Measure Type: Direct

Outcome 3 Result: Standard met for 2015-16. 100% of the students exceeded a 4.0 average for the battery of items measuring administration. A new administration course (RCLS 4003: Recreation and Park Management Administration II) was introduced in fall 2015. This course emphasized finance and budgeting, and had direct implications for using computers in the workplace for these two tasks. Organizational culture and communication was featured as a unit in RCLS 4002 (Recreation and Park Management Administration I) to address concerns with staff communication. Actions taken to improve scores on this appeared to improve performance for AY 2015-16. Concerns were raised for scores that just met the standard in Marketing Skills (4.47), Budgeting Skills (4.41), Program Evaluation Skills (4.43), Providing Constructive Feedback (4.33), Demonstrating Supervisory Skills (4.32), and Assessing Staff Abilities (4.45).

COAPRT Standard 2.05.05 - Demonstration of Compliance: http://www.ecu.edu/cs-hhp/rcls/customcf/docs/assessment-report.pdf
COAPRT Standard 3.06 - Demonstration of Compliance: http://www.ecu.edu/RCLS/
COAPRT Standard 3.07 - Demonstration of Compliance: http://www.ecu.edu/cs-hhp/rcls/mrfs.cfm