Parks, Recreation & Tourism Management Showcase

Why we chose to showcase Parks, Recreation & Tourism Management:

The Parks, Recreation & Tourism Management showcase was chosen because the program used specific exam questions directly linked to the student learning outcome. Additionally, the data were analyzed in depth to determine patterns in the areas needed for improvement. The report also highlighted how the course curriculum has been adapted based on the assessment results.

Assessment Plan:

The Parks, Recreation & Tourism Management program has nine student learning outcomes measured through internship evaluations, exam questions and project presentations with rubrics. Using exam questions directly linked to the student learning outcome, the faculty measured the outcome, "Students will be able to demonstrate entry-level knowledge about strategic management/administration in parks, recreation, tourism and related professions."

Evidence of Student Learning:

PRT 350, Fall 2014 (N=47) and Spring 2015 (N=34) for a total (N=81). In an exam format students were asked to explain organizational processes of policy development, administration and planning. Faculty analyzed the results of the related exam questions using a rubric to find themes. Of the 81 students, 50 (62%) were able to successfully complete this task, 31 (38%) were not. An analysis of the 38% who were unsuccessful found that, 15 (48%) confused the policy management description with management or administration.

Use of Student Learning:

The faculty determined that the findings suggest that more course time should be spent on, "how the organizational processes of policy development, management, administration and planning differ and the roles they play in organizational efficiency and effectiveness." The course syllabus has been reorganized to spend an additional class period discussing the differences between these concepts and the critical role they play in the profession.