**Annual Assessment Report for 2020-2021 AY**

Reports completed on assessment activities carried out during the 2020-2021 AY will be due September 30th 2021 and must be e-mailed to the Director of Assessment, Dr. Douglas Fraleigh (douglasf@csufresno.edu).

Provide detailed responses for each of the following questions within this word document. Please do NOT insert an index or add formatting. For purposes of this report, you should only report on two or three student learning outcomes (department’s choice) even if your external accreditor requires you to evaluate four or more outcomes each year. Also be sure to explain or omit specialized or discipline-specific terms.

Department/Program: Recreation Administration Degree: Undergraduate

Assessment Coordinator: Jason Whiting

1. Please list the learning outcomes you assessed this year.

**Goal 1: Understand conceptual foundations of leisure and human behavior.**

1. Discuss historical foundations and define leisure, recreation and play.
2. Articulate the classical and current theories of leisure and their contribution to human growth and development.

6.) Define and articulate a personal and professional philosophy of leisure and recreation.

**Goal 2: Understand and appreciate historical and organizational foundations of the leisure service profession.**

1. Identify the basic functions and services of local, state, and national professional recreation organizations.
2. Discuss the scope, philosophy, and operations of nonprofit, therapeutic, public, and commercial recreation organizations in the U.S.

**Goal 4: Demonstrate professional communication skills.**

1. Effectively communicate through written and oral presentation skills.
2. Properly employ digital media skills for reports, presentations, and fiscal management.

**Goal 6: Demonstrate needs assessment and program planning skills.**

1. Conceptualize, develop, and implement recreation programs.
2. Adapt recreation program, equipment, and facilities to optimize the benefits people seek in their leisure.

5.) Conceptualize effective marketing strategies and create marketing tools.

**Goal 8: Understand managerial and supervisory responsibilities inherent to the leisure service profession.**

4.) Discuss principles and procedures of staff supervision and evaluation.

6.) Apply principles and procedures related to planning, development, design and maintenance of recreation, park and leisure services areas and facilities.

**Goal 9: Value and practice professional development.**

1. Participate in professional activities and organizations during their academic career.

3.) Develop a career plan.

4.) Apply ethical principles and professionalism to all practices, attitudes and behaviors in delivery of recreation services.

**Goal 11: Appreciate the natural environment and its role in quality of life and lifelong learning.**

1. Articulate the influence of the natural environment on one’s leisure behavior.
2. Articulate the importance of environmental ethics.
3. Apply the concepts of sustainability to recreation programming and facility management.
4. What assignment or survey did you use to assess the outcomes and what method (criteria or rubric) did you use to evaluate the assignment? **Please describe the assignment and the criteria or rubric used to evaluate the assignment in detail and, if possible, include copies of the assignment and criteria/rubric at the end of this report.**

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| --- | --- | --- |
| Learning Outcomes | Assignment | Evidence |
| 4.1, 4.2, 6.5 | RA 135: Marketing Plan | <https://fresnostate.app.box.com/s/te8q3041f62am9hmuuuia6w4ipfsutpi>    <https://fresnostate.app.box.com/s/tfcrovql1mzegnrinsuh9vwwy1evz3zk> |
| 1.1, 2.1, 2.2 | RA 55: Exams | See end of report |
| 1.2, 1.6, 6.3, 6.4, 8.4, 8.6, 9.1, 9.3, 9.4, 11.1, 11.2, 11.3 | RA: 184 Intern Focus Groups | <https://fresnostate.app.box.com/s/nxzfzt5aeekju714w5ph8xpg0wlfn66f> |

1. What did you learn from your analysis of the data? Please include sample size (how many students were evaluated) and indicate how many students (number or percentage instead of a median or mean) were designated as proficient. Also indicate your benchmark (e.g. 80% of students will be designated as proficient or higher) and indicate the number of students who met that benchmark.

-Marketing Plan:

Fall — 9 students in the class, one withdrew, one did not complete the MP, 7 completed the MP with an 80% or better.

Spring — 13 students, three failed the class (basically dropped out when we went online), and 10 completed the MP with an 80% or better

-RA 55:

Exam #1 (questions 1-29); Of the 41 students enrolled in Fall, 31 (75.6%) of students achieved a 70% or higher. Of the 25 students enrolled in Spring, 20 (80%) scored 70% or higher.

Exam #2 (questions 30-50); Of the 41 students in Fall, 33 (80.4%) scored 70% or higher. Of the 25 students in Spring, 21, (84%) scored higher 70% or higher.

-Intern Focus Group:

Intern focus group; intern supervisor survey  
Intern Focus group positive themes in question related to this outcome; Intern supervisor survey: Supervisors will rate their intern at 80% or higher on each item related to this standard.

1. What changes, if any, do you recommend based on the assessment data?

While all standards and associated learning outcomes were met, there was a noticeable struggle for many of the interns to recall many of the theories and history of leisure and recreation industries and explanations. As a result, the faculty have discussed ways in which RA 55 and RA 101 courses can attach great emphasis on the learning outcomes and course learning objectives related to these items.

1. If you recommended any changes in your response to Question 4 in your 2018-19 assessment report, what progress have you made in implementing these changes? If you did not recommend making any changes in last year’s report please write N/A as your answer to this question.

NA

1. What assessment activities will you be conducting during AY 2021-22?

**4: Demonstrate professional communication skills.**

1. Properly employ digital media skills for reports, presentations, and fiscal management.

**Goal 8: Understand managerial and supervisory responsibilities inherent to the leisure service profession.**

1. Apply techniques of financial management including web-search for government and foundation grants, break-even analysis, price elasticity, budget development, and budget monitoring.
2. Identify and discuss any major issues identified during your last Program Review and in what ways these issues have or have not been addressed.

No issues identified at this time.

RA 55 Assessment Questions

\_\_\_\_\_\_\_\_\_\_\_\_\_\_ is considered America’s most famous naturalist and conservationist; he has been called the “father of our national parks.”

a. Fredrick Olmsted

b. John Muir

c. Gifford Pinchot

d. Stephen Mather

\_\_\_\_\_\_\_\_\_\_\_\_\_\_ relates to many different meanings – some relating to time, some to an activity being done, some to the state of mind.

a. Tourism

b. Benefits

c. Leisure

d. Humanism

Identify three dimensions of leisure.

a. State of mind, recreational activity, freedom

b. State of mind, play, freedom

c. Recreational activity, play, freedom

d. Play, freedom, benefits

What does a “sand garden” refer to?

a. A park on that is located on a coastal beach

b. Inadequate community gardens

c. Recreational sports facilities

d. Playground designed for children

Which philosophical perspective attaches great importance to human dignity, concerns and abilities?

a. Progressivism

b. Behaviorism

c. Humanism

d. Existentialism

The origins of the United States’ community parks and recreation can be traced to:

a. Native Americans

b. The Industrial Revolution

c. World War II

d. The Great Depression

Early leisure service organizations were created as movements/organizations for:

a. Social reform

b. Government support

c. Better wages

d. Improved housing

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ was an early provider of non-profit recreation services in North America.

1. Boys Club
2. Young Men’s Christian Association
3. Hull House
4. A and B
5. All of the above

The first U.S. playground was:

1. The Boston Sand Garden
2. Hull House
3. New York Central Park
4. Golden Gate Park
5. Philadelphia Freedom Square

Identify three dimensions of leisure.

a. State of mind, recreational activity, freedom

b. State of mind, play, freedom

c. Recreational activity, play, freedom

d. Play, freedom, benefits

e. state of mind, freedom, benefits

Which element most effectively describes play?

a. A voluntary activity

b. Pretend fun

c. Limited within time and space

d. extrinsically motivated

e. planned