

Annual Program-Level Assessment Plan for 2016-17

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| Program and Department | Recreation, Parks, & Tourism Administration; Experience Industry Management |
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| Date Submitted | |

Please use this template to briefly describe your Annual Program-Level Assessment Plan for 2016-17 (**approx. length is 1-3 paragraphs**). Assessment coordinators are encouraged to work with faculty members in developing and completing this document and then [uploading the form](#) to the Assessment Repository folder that has been shared with you on OneDrive by **October 30, 2016**. Choose section I or II below to complete. Hyperlinks in the sections below provide additional explanation and guidance.

I. Assessment of Program Learning Outcomes

If you are assessing student achievement of one or more of your [program learning outcomes](#) this year, clearly indicate which PLO(s) the program plans to measure and include the question(s) the assessment will be exploring.

COAPRT Standard 7.01 RPTA graduates shall demonstrate the following entry-level knowledge of the: a) nature and scope of the relevant park, recreation, tourism, or related professions and their associated industries; b) techniques and processes used by professionals and workers in those industries; and c) the foundations of the profession in history, science, and philosophy.

COAPRT Standard 7.02 RPTA graduates should be able to demonstrate the ability to design, implement, and evaluate recreation, park resources, leisure, and human service offerings facilitating targeted human experiences and that embrace personal and cultural dimensions of diversity.

COAPRT Standard 7.03 RPTA graduates should be able to demonstrate entry-level knowledge about management/administration of recreation, park resources, and leisure services.

COAPRT Standard 7.04 RPTA graduates will demonstrate, through a comprehensive internship of not less than 400 clock hours, the ability to use diverse, structured ways of thinking to solve problems related to different facets of professional practice, engage in advocacy, and stimulate innovation.

Assessment Methods

For each PLO that you plan to measure this year, first describe how students demonstrate their achievement of the learning outcome (e.g. courses, papers, projects) and then provide a [description of the methods](#) that you plan to use for the assessment.

COAPRT Standard 7.01

Standard 7.01 will be assessed in RPTA 257 using a direct measurement. The instructor plans on using results from embedded questions within the midterm and final exam. A rubric will be used to grade/provide measurement for the assessment.

Standard 7.01 will also be assessed in RPTA 405 using an indirect measurement of student self-perceptions of their achievement of learning outcomes related to the management competencies in the field. Results will be analyzed using a questionnaire with objective items.

Finally, Standard 7.01 will be assessed in both RPTA 110 and RPTA 463 using the Hurd Competency instrument. Assessing students using this indirect measure in both a lower and upper division course and comparing the results on these items that span competencies required in the field allows for a better picture of student growth.

COAPRT Standard 7.02

Standard 7.02 will be assessed with a direct measure in RPTA 221. The instructor plans on using an assignment on cultural competencies to measure student achievement in working with diverse populations (an important aspect of this standard).

Standard 7.02 will be assessed with an indirect measure in RPTA 260. The instructor uses a self-assessment measure of student achievement in planning and facilitating recreational activities in youth sports.

Standard 7.02 will be assessed with a direct measure in RPTA 360. The instructor will measure student competencies in evaluating program offerings for diverse populations.

COAPRT Standard 7.03

Standard 7.03 will be assessed with a direct measure in RPA 424. The instructor plans on using a quarter project on financial management in the EIM field to assess student achievement of the learning outcomes.

Standard 7.03 will be assessed with an indirect measure in RPTA 313. Students will be asked to assess their perceptions of their achievement in course learning outcomes regarding sustainability planning in facilities management.

COAPRT Standard 7.04

Standard 7.04 will be assessed with both direct and indirect measures in RPTA 465.

Analysis of Results

Briefly describe your plan for [analyzing and using the assessment results](#) to help determine how the data might be discussed amongst faculty and how it will be presented in the final assessment report due June 30, 2017.

Both qualitative methods (student self-assessments as well as written assignments) and quantitative methods (discrete item survey methodology and exam responses) will be produced in this assessment for AY 2016-2017. Data generated through qualitative methods will be scored using accepted analysis techniques (dominant theme analysis, for example, using inter-rater reliability to determine reliability). Data generated through quantitative methods will be scored using exam rubrics and analyzed with descriptive statistics. Some comparative analysis will be conducted, (for example, independent sample t-tests for the RPTA 110/463 comparison). Results of the assessment report will be shared with the EIM faculty in July 2017 and discussed at the Fall 2017 EIM Faculty retreat. Plans for addressing areas in need of improvement will be discussed at that time as well.

II. Evaluation of Program Assessment Components (or Cycle)

If you are not assessing one of your PLOs this year, but are engaging in another type of assessment project, please describe the nature and focus of the project. For example, programs in the midst of a self-study may want to synthesize the results of their prior assessments. Again, include the questions the program will be exploring.

III. Appendix Material: Please upload (or update) the following in your OneDrive appendices folder:

- a. [Program Learning Outcomes](#): Please review your PLOs located in the Appendix Materials folder on OneDrive. Are they still current? Y Do they need refinement? For assistance, please contact Jack Phelan in Academic Programs and Planning (jgphelan@calpoly.edu).
- b. [Comprehensive Assessment Plan](#): This CSU template is provided to help programs develop their long-term assessment plan. If you already have a long-term assessment plan, please upload the plan to your OneDrive folder. If you do not have a long-term assessment plan, please contact Jack Phelan (jgphelan@calpoly.edu) to help you develop one.

Assessment Plan is current in appendix materials on OneDrive. The EIM Faculty will be developing a new assessment plan as part of our COAPRT Self-Study/Program Assessment.

- c. [Curriculum Map](#): This map illustrates where in the curriculum the program learning outcomes are introduced, developed and mastered. Most programs will already have created one as part of their self-study. If you have a current map, please upload the document to your OneDrive folder. If you do not currently have one, please contact Jack Phelan (jgphelan@calpoly.edu) to help you develop one.

