

CALIFORNIA POLYTECHNIC STATE UNIVERSITY
San Luis Obispo
May 2017
RECREATION, PARKS, & TOURISM ADMINISTRATION

1. **Catalog Description**

RPTA 210 - Introduction to Program Design (4)

Methods of program planning, organization, implementation, and evaluation in public and private settings. Interrelationship of needs and interests of people, physical settings, and activity content. Emphasis on program construction and scheduling in recreation, parks, and tourism. 3 lectures, 1 activities. Prerequisite: RPTA 101 or consent of instructor.

2. **Learning Objectives**

Students shall be able to demonstrate entry-level knowledge about operations and strategic management/administration in parks, recreation, tourism and/or related professions. (7.01)

- Students will be able to identify, explain and create an effective mission, vision, values, and goals and objectives for a program
- Students will be able to identify staffing, equipment, resources, facilities, and budgeting needs for recreation programs.
- Identify sources of risk, create a plan to mitigate risk, apply day-of strategies to mitigate risk.

Students graduating from the program shall be able to demonstrate the ability to design, implement, and evaluate services that facilitate targeted human experiences and that embrace personal and cultural dimensions of diversity. (7.02)

- Students will be able to identify, define, and describe the parts of program/services, including the physical/logistical and interpersonal components/elements.
- Students will be able to illustrate and explain how to design, implement, and facilitate a program, and with consideration of all structural and interpersonal elements.
- Students will successfully design, implement, market, and implement a program in a small group and with the support of a community agency.
- Students will be able to identify potential barriers and constraints to participation, and will be able to adapt an event for a variety of diverse audiences.

3. **Text and References**

Rossmann, J. R. & Schlatter, B. E. (2011). *Recreation Programming: Designing and Staging Leisure Experiences, 6th Edition*. Champaign, Illinois: Sagamore Publishing.

4. **Minimum Student Materials**

Access to computer, notebook

5. **Minimum University Facilities**

Classroom with ample chalkboard space, computer lab and library.

6. **Expanded Description of Content and Method**

- a. Programming Foundation
 - 1. Program Development
 - 2. Leisure
 - 3. Recreation
 - 4. Play
- b. Definition of Program
 - 1. Relationship to people
 - 2. Relationship to community
 - 3. Differentials of various settings (environmental fields)
 - 4. Recreation program as dimension of lifestyle
- c. Classification of Programs, including:
 - 1. Agency Service Continuum
 - 2. Program Formats
 - 3. Programming Areas
 - 4. Program Content
- d. Planning Process
 - 1. Master program plan
 - 2. Overlays - major limiting factors
 - a) needs
 - b) budget
 - c) facilities
 - d) personnel
 - e) equipment
 - f) climate
 - g) calendar
 - h) local customs
- e. Program Design
 - 1. Design goals
 - 2. Design components
 - 3. Design tactics
 - 4. Staffing
 - 5. Registration
- f. Program Funding
 - 1. Program pricing philosophy
 - 2. Program costs
 - 3. Program pricing
 - 4. Program budget
- g. Promotion and Motivation
 - 1. Promotion devices - media
 - 2. Interests, attitudes, readiness
 - 3. Fulfillment
 - 4. Environment influence
 - 5. Status
 - 6. Planned progression
 - 7. Competition

8. Social facilitation
9. Awards
- h. Risk Management
 1. Master plan
 2. Facilities
 3. Personnel
 4. Equipment

Method

- a. Lecture - Discussion
- b. Laboratory Experience
- c. Collateral Reading
- d. Audiovisual
- e. Written Assignments
- f. Written Examinations

7. Method of Evaluating Outcomes

Laboratory experience; attendance/class participation; promotional material assignment; written programming assignments; written examinations

***Topics, Readings, and Assignments Calendar - RPTA 210
Spring, 2017***

Date	Topics	Assignments**
Week 1 T, 1/10	Welcome Course Overview	
W, 11/11 Activity	Group Formation and Assignments	
Th, 1/12	Foundations of Program Planning	Chapter 1 Release Form For University (Risk Mgmt.)
Week 2 T, 1/17	Benefit-Based Programming	Activity One
Wed, 1/18 Activity	Group Meetings: Meeting with Agencies at Agency Location	
Th, 1/19	Leisure Services and Formats Experiencing Leisure 4-4:30pm Groups Mtg with Peers	Activity Two
Week 3 T, 1/24	Trends and Mission Statements	
Wed, 1/25 Activity	Group Meetings: Meeting with Agencies at Agency Location	
Th, 1/26	Developing Your Agency	Activity Three Program Proposals Due
Week 4 T, 1/31	Goals and Objectives	Activity Four
Wed, 2/1 Activity	Meeting with Agency	
Th, 2/2	Sponsorships, Marketing, Flyers, PSA	

Week 5 T, 2/7	Design the Program: Key Elements	Activity Five <i>Draft Program Plan (1-4)</i>
Wed, 2/8 Activity	Meeting with Agency	
Th, 2/9	<i>Program Design Components – Amber Karson</i>	Bi-weekly Reports Due
Week 6 T, 2/14	Midterm Exam	
Wed, 2/15 Activity	Meeting with Agencies	
Th, 2/17	Staffing/Management Plans	Activity Six
Week 7 T, 2/21	NO CLASS – Monday/Tuesday Switch Day Meeting with Instructor/Groups – Time TBD	<i>Draft Program Plan (5-8)</i>
Wed, 2/22 Activity	Meeting with Agency	
Th, 2/23	<i>Risk Management – Dr. Kirk Sturm</i> Program Risk Management	Bi-weekly Reports Due
Week 8 T, 2/28	Program Participants	Activity Seven
Wed, 3/1 Activity	Meeting with Agency CPRS Conference	
Th, 3/2	<i>Event Management/Planning – Renoda Campbell</i> CPRS Conference	
Week 9 T, 3/7	3:10-4pm – <i>Programming, People, and Promotability</i> - Michele Reynolds Program Promotion	Activity Eight
Wed, 3/8 Activity	Meeting with Agency	
Th, 3/9	Program Registration	Activity Nine <i>Draft Program Plan (9-14)</i>
Week 10 T, 3/14	Program Registration Continued Group Presentations	
Wed, 3/15 Activity	Meeting with Agency	
Th, 3/16	Group Presentations and Wrap-up	Program Plans Due: Program Plans, Individual Assessments, Group Evaluations
Finals Week Th, 3/23	FINAL – 4:10-7 p.m.	