CALIFORNIA POLYTECHNIC STATE UNIVERSITY
San Luis Obispo
May 2010
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.   **Required Background or Experience**
RPTA 101 consent of instructor

3.   **Expected Outcomes**

Upon successful completion of this course, students will be able to:

1. Demonstrate entry-level knowledge of the scope and practices of the profession.
   (7.03.01)
   a. Understand conceptual foundations of play, recreation, and leisure
   b. Knowledge of program related terminology and concepts
   c. Knowledge of impact of leisure behavior on program selection

2. Apply entry-level knowledge of professional in decision making about policies,
   procedures, practices, techniques, and related ethical and professional issues.
   (7.03.03)
   a. Develop program/event outcome-oriented goals and objectives
   b. Identify unique planning requirement based upon selected program format
   c. Describe the organization role in program selection and delivery
   d. Understand the program development cycle

3. Design experiences reflecting the application of knowledge from relevant facets of
   contemporary professional practices, science, and philosophy. (7.04.01)
   a. Select and coordinate programs, events and resources
   b. Identify the primary planning and design considerations
   c. Development of registration materials and procedures
   d. Understand the variety of programs and services
   e. Ability to develop and write a program plan

4. Facilitate recreation and leisure experiences for diverse clientele, settings, cultures,
   and contexts. (7.04.02)
   a. Ability to select and coordinate programs, events and resources
   b. Ability to design and implement programs and services
   c. Understanding current issues and trends impacting program development

   d. Understand basic program supervision skills
   e. Development of program animation designs
   f. Analysis of program staffing requirements

5. Evaluate service and experience offerings and to use evaluation data to improve the quality of offerings. (7.04.03)
   a. Understand the role of design goals in program evaluation

6. Recognize and apply basic facts, concepts, principles, and procedures of marketing/public relations. (7.05.01 & 7.05.02)
   a. Understand promotional strategies used to market program and events
   b. Develop flyer and Pubic Service Announcements

7. Understand the basic principles and practices of safety, emergency, and risk management related to recreation programs.
   a. Assess program safety
   b. Understand common risk management practices

4. **Text and References**

Texts: Rossman, J.R., & Schlatter, B. (2008). Recreation Programming: Designing Leisure Experiences, 4th ed. IL: Sagamore Publishers

REC 210 Laboratory Manual.

References:

Russell, R. and Jamieson, L (2008). Leisure Program Planning and Delivery.,Champaign, IL,
Human Kinetics
Kraus, Richard (1997). Recreation Programming: A Benefits-Driven Approach. Needlham Heights, MA: Allyn and Bacon.
DeGraaf, D, Jordan, D. and DeGraaf, K. (1999) Programming for Parks, Recreation, and Leisure Services. PA: Venture Publishing
Edginton, C., Hudson, S., Dieser, R., & Edginton, S. (2004). Leisure Programming: A service-Centered and Benefits Approach. New York, N.Y.: McGraw-Hill Company.
Busser, J. (1990). Programming for Employee Services and Recreation. Sacramento, CA: Sagamore Publishing.
Farrell, P. and Lundegren, H. (1990). The Process of Recreation Programming: Theory and Technique. 3rd edition. PA: Venture Publishing.
Gera, Holly (1990). Ideas are the Heart of the Program. Virginia: NRPA
Jackson, R. and Wood, S. (1990). Special Events: Inside & Out. Sacramento, CA: Sagamore Publishing

5. **Minimum Student Materials**
Access to computer, notebook

6. **Minimum University Facilities**

Classroom with ample chalkboard space, computer lab and library.

7. **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 Films
e.   Written Assignments
f.   Written Examinations

8.   **Method of Evaluating Outcomes**

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