
Title	0067	03/01/2022
	by Candice Riley in COAPRT 2022 Annual Report	id. 22776642
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Original Submission 03/01/2022

Section 1: Contact Information

Name of institution	California University of Pennsylvania
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Name of Accredited Program	Parks and Recreation Management
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Total number of COAPRT Accredited Programs at this institution	1
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Name and contact information of the Primary Contact for your COAPRT Accredited Program(s). All communications will be sent to this person.	Candice Riley
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Position Title	Assistant Professor
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Address	250 University Avenue Campus Box 74 California PA 15419 US
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Email	riley@calu.edu
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Phone	+17249385288
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Department Name	Department of Business, Economics, and Enterprise Sciences (Parks and Recreation Management Program)
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Website	www.calu.edu
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Formal Name of your Institution's President	Dr. Dale-Elizabeth Pehrsson
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Section 2: Intent to Pursue Accreditation

Does the academic unit intend to pursue accreditation or re-accreditation as originally scheduled? **Yes**

Regional Accreditation: Is the institution currently accredited by the appropriate regional accrediting association approved by the Council for Higher Education Accreditation (CHEA) or by the current national accrediting body (Standard 1.02)? **Yes**

Section 3: Statistics Summary Report - Faculty

Are there a minimum of two full-time faculty members and a minimum of one additional full-time equivalent faculty position (FTE) assigned to and instruct in the program? (Standard 1.03) **Yes**

Do a minimum of two full-time faculty members hold a degree of masters or higher, and a degree of bachelors or above in parks, recreation, tourism or related field? (Standard 1.04) **Yes**

Do all individuals instructing in the program have the competence and credentials in the subject matter for which they are responsible?
(Standard 1.05)

Yes

Section 4: Statistics Report - Students Note: Council adopted the Graduation Rate definition used by the National Center for Education Statistics, <https://nces.ed.gov/ipeds/use-the-data/survey-components/9/graduation-rates>. As required by the Council on Higher Education Accreditation (CHEA), COAPRT is mandated to engage in “regular, critical, self-evaluation of its performance, standards, policies and impact” (CHEA Standard 12.M.1). This process includes “the review of aggregate information regarding the extent to which the accredited institutions or programs are achieving their expectations for student learning” (CHEA Standard 12.M.1). To meet this CHEA standards we are collecting the following program level data: Graduate school acceptance rate, post-graduation employment rate, and six-year graduation rate. This data will be collected and reported for each COAPRT accredited program within your department and not aggregated across multiple COAPRT accredited programs. Suggested sources of evidence for this program-level data could include alumni or senior exit surveys completed within x months of graduation, centrally collected data if it can be disaggregated for each of your programs, self-report in a department data-base, etc.

Six-year graduation rate

100

Graduate school acceptance rate

Report the number of last year’s graduates from the accredited program who indicated they have been accepted to graduate school, the percent of the graduating class this number represents, the method of data collection, and the response rate or percent of graduating students for whom you have data. See examples below: Example A (have data) Number accepted to graduate school: 7 Percent of graduating students: 11% Method of measurement: Survey collected three months post-graduation Response rate: 83% of graduating students responded to survey Notes: We will monitor and assure we continue to achieve a response rate of greater than 80% Example B (have data) Number accepted to graduate school: 3 Percent of graduating students: 18% Method of measurement: Self-report on department database Response rate: 53% of graduating students Notes: We haven't worked to increase our response rate but will now use a student-employee to help us secure a response rate of 85%

Graduate School
Acceptance Rate

1

Method of
measurement

Initial survey was sent via email (through Handshake) just before graduation. Five follow up emails were sent to non-responders, and phone calls were made to those who said they were "still looking." Data was also collected from LinkedIn profiles and faculty.

Response rate

75% of graduating seniors

Notes

We haven't worked to increase our response rate but will work closely with campus career services to help us secure a response rate of 85%

Post-graduate
employment rate

**Report the number of last year's graduates from the accredited program who indicate they are currently employed (your program needs to determine if it will count part-time, employment outside the PRT profession, if it will subtract out those students from the total count who are not seeking employment for whatever reason, etc.), the percent of the graduating class this number represents, the method of data collection, and the response rate or percent of graduating students for whom you have data. See examples below:
Example A (have data) Number of employed students: 56 Percent of graduating students: 78% Method of measurement: Self-report on department database up to three-months post-graduation. Academic advisor reminds students to submit their employment data during the three-month window. Response Rate: 89% Notes: Not applicable
Example B (have data) Number of employed students: 36 Percent of graduating students: 64% Method of measurement: Self-report on department database Response Rate: 44% of graduated students Notes: We haven't ever followed up with students to increase our response rate, we will have our part-time club advisor do that in the future to bring up our response rate to at least 80%**

Post-graduate
employment rate

3 Students indicated they are currently employed

Method of
measurement

Initial survey was sent via email (through Handshake) just before graduation. Five follow up emails were sent to non-responders, and phone calls were made to those who said they were "still looking." Data was also collected from LinkedIn profiles and faculty.

Response rate

75% of graduated students

Notes

Items added to alumni survey, administered four months post-graduation by advisor, and monitored with follow-up reminders to secure a response rate of at least 85%

Section 5: Narrative Report - Learning Outcomes Assessment For the next section, please report learning outcomes - one for each of the 7.01, 7.02, and 7.03 (for a total of three measures) of student learning and the related outcomes for each program. These outcomes should be a part of your program's annual assessment plan as indicated in COAPRT standard 2.05.05 and will also be published on the COAPRT Program List webpage. You will complete this for each of your COAPRT accredited programs. For instance, if you have two accredited programs such as a Recreation Program and a Therapeutic Recreation Program, you will submit two sets of learning outcomes - one set for each program. It is strongly suggested that you have your outcomes with you as you complete this questionnaire. TWO of the three outcomes must use direct measures. Some examples of DIRECT measures include the following: Capstone Assignment Quality Comprehensive Examination Internship Evaluation Performance of Relevant Skill Portfolio Evaluation Pre/Post Test Result Presentation Quality Project Quality Standardized Test Result Thesis/Project Quality Video/Audiotape Production Quality Written Assignment Evaluation Writing Exam Result Some examples of INDIRECT measures include the following: Advisory Board Evaluation Alumni Survey Curriculum Review Result Employer Survey Result Exit/Student Interview Result Focus Group Result Graduate School Acceptance Rate Honors/Awards Received by the Program

Section 5-1: Narrative Report - Learning Outcomes Assessment Please provide the following information COAPRT expects all programs to demonstrate that student learning outcomes associated with its 7.0 Series Learning Outcomes are met at a 70% level. Therefore, student achievement will be judged as appropriate when 70% or more of the students being assessed demonstrate that they have accomplished the learning outcome.

PROGRAM (include name of program and description): Please provide a short description of this COAPRT program, it will be published on the COAPRT Program online directory.

The primary philosophy and goals of Park and Recreation Management is to improve the quality of life for our citizens and our communities. We are devoted to improving the health and wellness of our constituents through the provision and promotion of an active and healthy leisure lifestyle. Also, we are dedicated to the effective preservation, conservation, stewardship, management and use of our parks and protected areas while continuing to connect children to nature and improve our environment. Finally, our Program is committed to enhancing social equity and promoting equal access to parks, recreation and leisure opportunities for all.

Provide the program-specific learning outcome consistent with COAPRT Standard 7.01: Students graduating from the program shall demonstrate the following entry-level knowledge: a) the 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 these industries; and c) the foundation of the profession in history, science and philosophy.

Students will demonstrate entry-level knowledge in the nature and scope of the park, recreation, tourism, and hospitality professions and the historic, scientific, and philosophical foundations of the profession based on the evaluation of key class assignments.

Note: The items used in many of the COAPRT Outcomes Report items could not be used since any of the typical assignments that required in-person face-to-face student and faculty interactions were discontinued due to COVID and the shifting from face-to-face classes to remote and online methodologies.

For example, we have been using the Cal U Health Fair Assignment for years, however due to COVID the Health Fair has been cancelled for Fall 2020 and Fall 2021 therefore this assignment and many others were unavailable. In it's place we typically used selected online Quizzes and Exam questions or occasionally remote hybrid teaching technologies via the Internet (i.e. synchronous in-class assignments taught via Zoom).

Describe the method by which the learning outcome for Standard 7.01 was assessed:

Course-specific assignments, activities and test/quiz items were used to assess compliance with the learning outcomes.
REC 362: Park/Recreation Facility Design Evaluation
REC 374: Commercial Recreation Business Profile Paper
REC 374: Commercial Recreation Issues Assignment
REC 412: Program Benefits of Peters Township Halloween Event
REC 365, Recreation Resource Management: Quiz on Prominent People in Recreation Resource Management

Indicate whether this outcome measure is Direct or Indirect.

Direct

State your program's standard for demonstrating that your Student Learning Outcome for 7.01 was successfully achieved.

REC 362: Park/Recreation Facility Design Evaluation: 90% of students earned an 80% or higher on this assignment.
REC 374: Commercial Recreation Business Profile Paper: 90% of students earned an 80% or higher on this assignment.
REC 374: Commercial Recreation Manager Issues Assignment: 90% of students earned an 80% or higher on this assignment.
REC 412: Program Benefits of Peters Township Halloween Event: 90% of students earned an 80% or higher on this assignment.
REC 365: For most major assignments/projects, quizzes and exams we want 80% of the students to achieve a "B" or higher for their grade. A grade of 80% or higher is needed to get a "B" at CAL U of PA

Result of the assessment of the learning outcome for Standard 7.01:

REC 362: Park/Recreation Facility Design Evaluation: 90% of students earned an 80% or higher on this assignment.

Minimum passing score = 80%; 15 students total, 5 - 100/100; 3 - 96/100; 3- 93/100; 1 - 86/100; 3- 0/100; Avg = 77/100

REC 374: Commercial Recreation Business Profile Paper: 90% of students earned an 80% or higher on this assignment.

Minimum passing score = 80%; 14 students total, 5 - 100/100; 3 - 96/100; 1- 92/100; 1 - 88/100; 2—84/100, 1- 80/100, 1- 0/100; Avg = 87/100

REC 374: Commercial Recreation Manager Issues Assignment: 90% of students earned an 80% or higher on this assignment.

Minimum passing score = 80%; 14 students total, 3 - 100/100; 5 - 96/100, 3- 92/100, 1- 80/100, 1- 60/100, 1- 0/100; Avg = 85/100

REC 412: Program Benefits of Peters Township Halloween Event: 90% of students earned an 80% or higher on this assignment.

Minimum passing score = 80%; 23 students total, 6 - 100/100; 14 - 96/100, 3- 92/100; Avg = 96/100

Spring 2021, 7.01a - REC 365 – Recreation Resource Management: Assignment: Prominent People)

Assessment Measure: Four Matching Items with 5 Prominent People in Recreation Resource Management with the associated 5 Descriptions (20 item matches @ 5 points each)

Direct Measure: In-Class Student presentations of the Prominent People in Parks & Recreation; Multiple choice matching items questions based on class presentations & text book (

Outcomes: 15 students total; 5 - 100/100; 4 - 90/100; 3 - 80/100; 1 - 70/100; 1 - Missing (0); Avg = 79.6/100

Please provide the program-specific learning outcome consistent with COAPRT Standard 7.02. 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.

Students will demonstrate the ability to design, implement, and evaluate services that facilitate targeted human experiences and that embrace personal and cultural dimensions of diversity.

Describe the method by which the learning outcome for Standard 7.02 was assessed: **Course-specific assignments, activities and test/quiz items were used to assess compliance with the learning outcomes.**
REC 362: Playground Assignment
REC 374: Local Commercial Recreation Business Profile
REC 412: Needs Identification & Assessment for the Peters Township Halloween Event

Please indicate whether this outcome measure is Direct or Indirect. **Direct**

State your program's standard for demonstrating that your Student Learning Outcome for 7.02 was successfully achieved. **REC 362: Playground Assignment: 90% of students earned an 80% or higher on this assignment.**
REC 374: Commercial Recreation Business Profile Paper: 90% of students earned an 80% or higher on this assignment.
REC 412: Needs identification & Assessment of Peters Township Halloween Event: 90% of students earned an 80% or higher on this assignment.

Result of the assessment of the learning outcome for Standard 7.02: **REC 362: Playground Assignment: 90% of students earned an 80% or higher on this assignment.**
Minimum passing score = 80%; 15 students total, 13 - 100/100; 1 - 85/100; 1- 0/100; Avg = 92/100
REC 374: Commercial Recreation Business Profile Paper: 90% of students earned an 80% or higher on this assignment.
Minimum passing score = 80%; 14 students total, 5 - 100/100; 3 - 96/100; 1- 92/100; 1 - 88/100; 2—84/100, 1- 80/100, 1- 0/100; Avg = 87/100
REC 412: Needs identification & Assessment of Peters Township Halloween Event: 90% of students earned an 80% or higher on this assignment.
Minimum passing score = 80%; 23 students total, 4 - 100/100; 7 - 96/100, 2- 92/100 4- 88/100, 1- 84/100, 1- 80/100, 2- 72/100, 1- 64/100, 1- 56/100; Avg = 88/100

<p>Please provide the program-specific learning outcome consistent with COAPRT Standard 7.03. Students graduating from the program shall be able to demonstrate entry-level knowledge about operations and strategic management/administration in parks, recreation, tourism and/or related professions.</p>	<p>Students will demonstrate entry-level knowledge about operations and strategic management and administration in parks, recreation, tourism and/or related professions.</p>
<p>Describe the method by which the learning outcome for Standard 7.03 was assessed:</p>	<p>REC 362: Smithton Park Design Project REC 374: Commercial Recreation Business Plan REC 412: Peters Township Program Planning, Delivery & Evaluation Report</p>
<p>Please indicate whether this outcome measure is Direct or Indirect.</p>	<p>Direct</p>
<p>State your program's standard for demonstrating that your Student Learning Outcome for 7.03 was successfully achieved.</p>	<p>REC 362: Smithton Park Design Project: 80% of students earned an 80% or higher on this assignment. REC 374: Commercial Recreation Business Plan: 60% of students earned an 80% or higher on this assignment. REC 412: Peters Township Program Planning, Delivery & Evaluation Report: 90% of students earned an 80% or higher on this assignment.</p>
<p>Result of the assessment of the learning outcome for Standard 7.03:</p>	<p>REC 362: Smithton Park Design Project: 80% of students earned an 80% or higher on this assignment. Minimum passing score = 80%; 15 students total, 3 - 100/100; 1 - 96/100; 3- 88/100; 3- 86/100; 3- 84/100, 1- 78/100; 1- 50/100; Avg = 86/100 REC 374: Commercial Recreation Business Plan: 60% of students earned an 80% or higher on this assignment. Minimum passing score = 80%; 14 students total, 2 - 100/100; 4 - 98/100; 1- 92/100; 2 - 84/100; 1- 80/100; 1- 76/100; 1- 70/100; 2- 0/100; Avg = 77/100 REC 412: Peters Township Program Planning, Delivery & Evaluation Report: 90% of students earned an 80% or higher on this assignment. Minimum passing score = 80%; 23 students total, 13 - 100/100; 1 - 98/100, 1- 96/100 3- 86/100, 1- 84/100, 2- 79/100, 1- 60/100, 1- 59/100; Avg = 95/100</p>

Section 6: Narrative Report - Accountability and Informing the Public

An important aspect of accreditation is accountability. It is expected that the program annually posts 7.0 series aggregated data and additional evidence reflecting program academic quality and student achievement on their program and/or departmental website. Such information shall be consistent with The Family Educational Rights and Privacy Act (FERPA) requirements (Standard 2.05.05).

n/a

Please provide a link to the program's website that demonstrates compliance with Standard 2.05.05.

<https://www.calu.edu/academics/undergraduate/bachelors/parks-recreation-management/index.aspx>

It is expected that a program has a practice of informing the public about the harm of degree mills and accreditation mills (Standard 3.06).

n/a

Please provide a link to the program's website demonstrating compliance with Standard 3.06.

<https://www.calu.edu/academics/undergraduate/bachelors/parks-recreation-management/index.aspx>

It is expected that the program has a practice of informing the public about their COAPRT accredited programs (Standard 3.07).

n/a

Please provide a link to the program's website demonstrating compliance with Standard 3.07.

<https://www.calu.edu/academics/undergraduate/bachelors/parks-recreation-management/index.aspx>

Section 7: Program Changes

Clearly describe any major changes for the reporting year in the program's strategic plan, curriculum, resources, administration, or other areas of the program directly related to accreditation standards. Please include the Standard number. If there are no major changes in any of these areas, please just indicate "none".

Additional changes at California University of Pennsylvania (Cal U) include:

University:

• As mentioned in last year's report, California University of Pennsylvania, Clarion University, and Edinboro University are integrating into one university. This was approved by Pennsylvania State System of Higher Education (PASSHE) Board of Governors in July 2021. Pending approval by the Middle States Commission on Higher Education, these universities will become Pennsylvania Western University (PennWest) on July 1, 2022.

Program:

• In Pennsylvania Western University, Parks and Recreation Management is currently listed as a concentration in Bachelor of Science in Business Administration (B.S.B.A.) in Management in the Department of Management and Marketing. Dr. Susan Ryan (copied on this email) is Department Chair.

• While many of the courses to be offered in PennWest remain unclear, we are committed to maintaining COAPRT's 7.01 – 7.03 learning outcomes for Parks and Recreation Management.

Faculty:

• Parks and Recreation Management Faculty Dr. Thomas Wickham will remain in his role as Interim Assistant Dean until at least 2024.

• Parks and Recreation Management Faculty Dr. John Confer retired in August 2021

• The Department of Management and Marketing in PennWest does have faculty with degrees and expertise in Parks, Recreation, Tourism, and related fields to fulfill the faculty requirements for COAPRT accreditation. In addition to myself, Dr. Susan Ryan, our department chair, is Professor of Tourism Hospitality & Event Management. Dr. Nripendra Singh is a Professor of Marketing who has a Ph.D. in Hospitality Management.
