Title	**0045**	03/16/2021
	by **Laurie Harmon** in **2021 COAPRT Annual Report**	id. 19562590
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	Section 1: Contact Information
Name of institution	**University of Wisconsin-La Crosse**
Name of Accredited Program	**Recreation Management**
Total number of COAPRT Accredited Programs at this institution	**2**
Name and contact information of the Primary Contact for your COAPRT Accredited Program(s). All communications will be sent to this person.	**Laurie** **Harmon**
Position Title	**Department Chair**
Address	**1725 State Street** **2036 Health Science Center** **La Crosse** **WI** **54601** **US**
Email	**lharmon@uwlax.edu**
Phone	**+16087858213**
Department Name	**Recreation Management & Therapeutic Recreation**
Website	**https://www.uwlax.edu/rec-management-and-therapeutic-rec/**
President of Institution	**Joe** **Gow**

President's Email	**jgow@uwlax.edu**

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 standard going forward and to provide program-level outcomes data, COAPRT is adding two questions to the annual report: graduate school acceptance rate and post-graduation employment rate. These are in addition to the program-level outcome of the six-year graduation rate currently reported. COAPRT recognizes reporting these new program-level outcomes will require additional planning and effort and your programs may not be currently collecting this information. If you do not have the graduate school acceptance rates or post-graduation employment rates for 2020 graduates, please enter "N/A" in the spaces below. In the "Notes" space, please provide a brief description of how you have collected relevant data, plan to improve what you have collected (if applicable) or will now plan to collect and report the data. In addition, provide a credible/acceptable response rate you will achieve for future annual reports. For the 2021 annual report (due March 2022), these data will be required, and N/A will not be accepted. This data will be collected and reported for each COAPRT accredited program within your department and not aggregated across multiple COAPRT accredited programs. Therefore, you will see these questions repeated in each COAPRT accredited program (e.g., therapeutic recreation, sports management, tourism) section. 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 dis-aggregated for each of your programs, self-report in a department data-base, etc.
Six-year graduation rate (as previously required)	**96**

Graduate school acceptance rate (new requirement)	**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. If data are not available for this year, please use the "Notes" space to briefly describe a plan to provide the data in a consistent manner in future annual reports. 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% Example C (did not have data) Number accepted to graduate school: n/a Percent of graduating students: n/a Method of measurement: n/a Response rate: n/a Notes: Items will be added to alumni survey, administered three months post-graduation, and monitored with follow-up reminders to secure a response rate of at least 80%**
Graduate School Acceptance Rate (new requirement)	**Number accepted to graduate school: 2 Percent of graduating students: 7%**
Method of measurement	**Every year UWL's Office of Institutional Research, Assessment and Planning (IRAP) collects data on UWL undergraduate employment and post-graduation status via a "First Destination" survey sent to all graduates 6-months post graduation from UWL. The data from several terms are aggregated into the annual report (Fall, J-term, Spring, and Summer).**
Response rate	**71.4%**
Notes	n/a

Post-graduate employment rate (newly required)	**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. If data are not available for this year, please use the "Notes" space to briefly describe a plan to provide the data in a consistent manner in future annual reports. 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% Example C (have partial data) Number of employed students: 23 Percent of graduating students: 43% Method of measurement: Anecdotal from academic advisor so not really complete Response Rate: n/a Notes: Items will now be 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%**
Post-graduate employment rate (new requirement)	**Number of employed students: 17 Percentage of graduating students: 60.7%**
Method of measurement	**Every year UWL's Office of Institutional Research, Assessment and Planning (IRAP) collects data on UWL undergraduate employment and post-graduation status via a "First Destination" survey sent to all graduates 6-months post graduation from UWL. The data from several terms are aggregated into the annual report (Fall, J-term, Spring, and Summer).**
Response rate	**71.4%**
Notes	n/a

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

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Section 5-1: Narrative Report - Learning Outcomes Assessment Please provide the following information

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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.

Recreation Management Program
The Recreation Management Program at UW-La Crosse is the only nationally accredited recreation management program in the University of Wisconsin System. The mission of the program is to train students in the skills of the recreation profession and instill an appreciation of the vital role of leisure in people's lives. An experiential approach to our teaching makes students uniquely competitive in the recreation job market and provides an excellent transition into the recreation profession.
The program serves students interested in a wide range of professional recreation careers. Four emphasis areas (tourism, community-based recreation, outdoor recreation, and generalist) provide the opportunity to create a personalized program of study. Graduates of the recreation management program find employment in government agencies, YMCAs, Boys and Girls Clubs, camps, environmental education, military bases, tourism enterprises including resorts, and other for-profit recreation organizations ranging from retail operations to direct service providers.

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.	**REC 151 (Introduction to Recreation). This course includes a stand-alone unit where students learn entry-level knowledge of the nature and scope of basic park, recreation, tourism, and related professions and their associated industries (7.01a) and the associated techniques and processes used by professional (7.01b),** **REC 351 (Civic Engagement in the Recreation Profession): This course requires students to demonstrate an understanding of techniques that may be used to effectively involve the public in recreation issues and decision making (7.01b).** **REC 150 (Foundations of Recreation). This course includes a stand-alone unit where students learn the** **philosophical foundations of leisure and the history and development of recreation (7.01c).**
Describe the method by which the learning outcome for Standard 7.01 was assessed:	**REC 151: A summative unit exam is provided which includes a series of questions assessing each of the three subsets of 7.01 (that is, a, b, & c). Our goal is for 80% of students to achieve 70% or better on the exam.** **REC 351: Unit B from a summative exam is given which includes a series of questions assessing students' understanding of 7.01b techniques. Our goal is for 80% of students to achieve 70% or better on the exam.** **REC 150 - The summative unit exam is used as a direct measure of student learning and the goal is for 80% of** **students to achieve a 70% or better on the exam**
Indicate whether this outcome measure is Direct or Indirect.	**Direct**

Result of the assessment of the learning outcome for Standard 7.01:	**7.01a - REC 151** **FA 19: 85.3% (n=29/34) of students achieved 70% or better on Unit Exam** **SP 20: 100% (n=10/10) of students achieved 70% or better on Unit Exam** **7.01b - REC 351** **FA 19: 100% of students achieved 80% or better on part B of the exam** **SP 20: 100% of students achieved 80% or better on part B of the exam** **7.01c - REC 150** **FA19 section 1, 2, 3 combined: 93% (n=67/72) of Students achieved 70% or better on Unit Exam.** **SP20 section 1, 2, 3 combined: 95% (n=43/45) of Students achieved 70% or better on Unit Exam**
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.	**REC 400 (Planning for Park and Recreation Facilities). This course assesses the ability to: a) assess and implement relevant federal, state, and local statutes specific to a park and recreation comprehensive plan; b) engage citizenry in the park and recreation planning process; and, c) analyze park and recreation facility plans for effectiveness [7.02(a) & 7.02(c)].** **REC 340 (Evaluation Methods & Practices) This course assesses students' abilities to: 1) write properly worded mail & phone survey questions; b) describe the proper steps used to complete surveys; c) use basic statistical applications to interpret data; and d) write a survey report with findings & recommendations [7.02(a), 7.02(b), & 7.02(c)].**
Describe the method by which the learning outcome for Standard 7.02 was assessed:	**REC 400 - 7.02(a) is assessed through the direct measure of the Semester Planning Project with a goal of 95% of students achieving 70% or better. 7.02(c) is assessed through the direct measure of Inventory & Analysis sub-component of the Semester Planning Project with a goal of 95% of students achieving 70% or better.** **REC 340 The summative Final Research Presentation is the direct measure with a goal of 95% of students achieving 70% or better.**
Please indicate whether this outcome measure is Direct or Indirect.	**Direct**

Result of the assessment of the learning outcome for Standard 7.02:	**7.02a - REC 400** **FA19: 85% (n=17/20) of students achieved 70% or better.** **SP20: 91.6% (n=11/12) of students achieved 70% or better.** **7.02c - REC 400** **FA19: 100% (n=20/20) of students achieved 70% or better.** **SP20: 75% (n=9/12) of students achieved 70% or better.** **7.02a, 7.02b, & 7.02c - REC 340** **FA19: 100% of students achieved 70% or better** **SP20: 100% of students achieved 70% or better**
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.	**REC 351 (Civic Engagement in the Recreation Profession). This course assesses the ability to assess a recreation management issue** **by identifying and meeting with stakeholders, researching the issue, and developing a professional report with recommendations for resolution [7.03].**
Describe the method by which the learning outcome for Standard 7.03 was assessed:	**REC 351** **The Class Case Study is a summative direct measure with the goal of 90% of students achieving 80% or better.**
Please indicate whether this outcome measure is Direct or Indirect.	**Direct**
Result of the assessment of the learning outcome for Standard 7.03:	**FA 19: 76% of students achieved an 75% or better on the class case study assignment** **SP 20: 100% of students achieved an 75% or better on the class case study assignment.**
	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.uwlax.edu/rec-management-and-therapeutic-rec/student-outcomes/**
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.uwlax.edu/rec-management-and-therapeutic-rec/accreditation/**
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.uwlax.edu/rec-management-and-therapeutic-rec/**
	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".	**Last year due to University-wide (and UW System-wide) budgetary cuts, our RMTR Department had one vacant FTE Tenure-Track position put on indefinite hold.**