

GEORGE MASON UNIVERSITY
School of Recreation, Health, and Tourism
HEAL 323 001 – Program Leadership and Evaluation
Fall 2010

DAY/TIME:	9-10:15a T R	LOCATION:	Occoquan 302
PROFESSOR:	Dr. Rich Miller	EMAIL ADDRESS:	emiller@gmu.edu
OFFICE LOCATION:	Occoquan 220D	PHONE NUMBER:	703-993-2066
OFFICE HOURS:	8:30-10:30a MW	FAX NUMBER:	703-993-2025

COURSE DESCRIPTION

Covers leadership and evaluation of health, fitness, and recreation programs. Uses computer technology to study evaluative aspects of program planning and administration.

COURSE OBJECTIVES

At the completion of the course students will be able to:

1. demonstrate effective leadership and group processing skills.
2. critically analyze evaluation techniques, both summative and formative.
3. implement a planned program, using appropriate qualitative and quantitative evaluation.
4. demonstrate the ability to effectively price and market programs or events.

REQUIRED TEXTS AND READINGS

Henderson, K.A. and Bialeschki, M.D. (2002). *Evaluating leisure services: making enlightened decisions*, (2nd Ed). PA: Venture Publishing.

Jordan, D.J. (2007). *Leadership in leisure services: making a difference*, (3rd ed). State College, PA: Venture Publishing.

Additional course material including assigned readings are located at <http://courses.gmu.edu>

EVALUATION

15% - First test	20% - Program simulation
15% - Second test	25% - Participation
15% - Third test	10% - On/off-campus program observation and assistance

Grading: A+ 98-100, A 93-97, A- 90-92, B+ 87-89, B 83-86, B- 80-82, C+ 77-79, C 73-76, C- 70-72, D 60-69, F 0-59

PROFESSIONAL COMPETENCIES

Upon course completion, students will meet the following professional accreditation standards for NRPA Council on Accreditation (see Blackboard for more detailed description):

- 8.13 Understanding of the variety of programs and services to enhance individual, group, and community quality of life;
- 8.14 Ability to implement the following principles and procedures related to program/event planning for individual, group, and community quality of life;
 - 8.14.01 Assessment of needs;
 - 8.14.02 Development of outcome-oriented goals and objectives;
 - 8.14.03 Selection and coordination of programs, events and resources;
 - 8.14.04 Marketing of programs/events;
 - 8.14.05 Evaluation of programs/events;
- 8.15 Understanding of group dynamics and processes;
- 8.16 Ability to use various leadership techniques to enhance individual, group, and community experiences; and
- 8.22 Understanding of the principles and procedures related to agency marketing techniques and strategies.

LEARNING EXPERIENCES

Each Blackboard online test is composed of 50 multiple-choice questions. The tests are based on the content of the texts and Bb assigned readings as organized and presented in classroom lecture. Each test will be graded 0-100 points and weighted .15 of overall course grade. Points are deducted for not starting the test by its deadline. To best prepare for the tests, students should use their lecture notes to focus on important content in the textbook and Bb assigned readings. Multiple-choice items will measure students' abilities to identify/recall, differentiate, apply and analyze subject material.

The activity program simulation involves implementing to class (for no more than 30 min.) and evaluating an activity that was described in a PRLS 310 program design form. Students work as a small team of 3 members to meet the activity

program simulation guidelines posted at Blackboard. The activity program simulation will be team-graded 0-100 points and weighted .20 of overall course grade. The activity program simulation requirement represents cognitive, affective and psychomotor learning experiences.

Participation credit involves being in full attendance during each class day and actively involved in class activities. Absence [ABSE] results in no credit. Arriving late [LATE], taking an extended break [BRK] or leaving early [LEFT] from class results in partial credit. Student non-course computer use or cell use [NCCS] is not active involvement in class activities and, therefore, results in partial credit. Although medical excuses are not accepted, each student is entitled to two excused [EXCU] absence during the semester. The percent of attended days will be weighted .25 of overall course grade. Class activities are based on cognitive, affective, and psychomotor learning experiences and they will reinforce the important subject material on leadership and program evaluation.

The on/off-campus program observation and assistance assignment involves each student performing 10 hours of observation/assistance during the semester to an on/off-campus organization that provides a program service related to leisure/recreation, health/fitness, sports/athletics, or tourism/special events. You will observe and assist in the leadership and/or evaluation of the program/event offered by the organization. Your observation/assistance should comprise some element of leadership such as researching, planning, implementing, and evaluating a program/event and it must be reported through Blackboard. This assignment will be graded 0-10 points and factored directly into overall course grade. It is based on cognitive, affective, and psychomotor learning experiences.

TENTATIVE COURSE SCHEDULE (see Blackboard for dates)

Each class session will be a combination of lecture, small group work, discussion, self-assessments, case studies, guest speakers, program simulations, and other class activities.

	<u>Topic</u>	<u>Readings</u>
Week 1	Review of program processes	Bb assigned readings
Week 2	Evaluation - criteria	<i>Evaluating leisure services</i> - Unit I
Week 3	Evaluation - criteria and evidence	<i>Evaluating leisure services</i> - Unit 2
Week 4	Evaluation - evidence	<i>Evaluating leisure services</i> - Unit 3
Week 5	Evaluation judgment and wrap-up	<i>Evaluating leisure services</i> - Unit 4; Bb assigned readings
<i>First test covers readings from Aug 31-Sep 30</i>		
Week 6	Leadership; program simulations	<i>Leadership in leisure</i> - Ch 1
Week 7	Leadership; program simulations	<i>Leadership in leisure</i> - Ch 2
Week 8	Leadership; program simulations	<i>Leadership in leisure</i> - Ch 3, 4
Week 9	Leadership; program simulations	<i>Leadership in leisure</i> - Ch 4, 5
<i>Second test covers readings from Oct 5-Nov 2</i>		
Week 10	Leadership; program simulations	<i>Leadership in leisure</i> - Ch 6, 7
Week 11	Leadership; program simulations	<i>Leadership in leisure</i> - Ch 8
Week 12	Leadership; program simulations	<i>Leadership in leisure</i> - Ch 9, 10
Week 13	Leadership; program simulations	<i>Leadership in leisure</i> - Ch 11, 12
Week 14	Leadership; program simulations	<i>Leadership in leisure</i> - Ch 12, 13
<i>Third test covers readings from Nov 4-Dec 9</i>		



- ❖ All students are held to the standards of the George Mason University Honor Code [See <http://www.gmu.edu/catalog/apolicies/#Anchor12>]
- ❖ University policy states that all sound emitting devices shall be turned off during class unless otherwise authorized by the professor
- ❖ Students with disabilities who seek accommodations in a course must be registered with the Office of Disability Services (ODS) and inform the instructor, in writing, at the beginning of the semester [See ods.gmu.edu]
- ❖ For additional School of Recreation, Health, and Tourism information, please visit the website at <http://rht.gmu.edu>