

**GEORGE MASON UNIVERSITY**  
**School of Recreation, Health, and Tourism**  
**HEAL 323 001 – Program Leadership and Evaluation**  
**Fall 2011**

DAY/TIME:	9-10:15a T R	LOCATION:	Bull Run 257
PROFESSOR:	Dr. Rich Miller	EMAIL ADDRESS:	emiller@gmu.edu
OFFICE LOCATION:	Occoquan 219A	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 the 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*, (2<sup>nd</sup> Ed). PA: Venture Publishing.

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

Additional course material at Blackboard: <https://mymasonportal.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

### **COURSE OVERVIEW**

Upon course completion, students will meet the following professional accreditation standards for National Recreation and Park Association (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] absences 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 8 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 1
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>First test covers readings from Aug 30-Sep 29</i>	<i>Evaluating leisure services</i> - Unit 4;
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>Second test covers readings from Oct 4-Nov 3</i>	<i>Leadership in leisure</i> - Ch 4, 5
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>Third test covers readings from Nov 8-Dec 8</i>	<i>Leadership in leisure</i> - Ch 12, 13



For additional School of Recreation, Health, and Tourism information, please visit: <http://rht.gmu.edu>

- Students must follow the guidelines of the University Honor Code. See <http://academicintegrity.gmu.edu/honorcode/> for the full honor code.
- Students with disabilities who seek accommodations in a course must be registered with the Mason Office of Disability Services (ODS) and inform the instructor, in writing, at the beginning of the semester. [See <http://ods.gmu.edu>].
- Counseling and Psychological Services (CAPS) offers a wide range of services to students that are provided by a staff of professional counseling and clinical psychologists, social workers, and counselors. The Center provides individual and group counseling, workshops, and outreach programs – experiences to enhance a student’s personal and academic performance. [See <http://caps.gmu.edu>].
- All students must follow the university policy for Responsible Use of Computing. [See <http://universitypolicy.gmu.edu/1301gen.html>].
- All communication from the university, college, school, and program will be sent to students through their Mason e-mail account only. Students are responsible for the content of university communication sent to their Mason e-mail account and are required to activate their account and check it regularly.
- University policy states that all sound emitting devices shall be turned off during class unless otherwise authorized by the professor.