

GEORGE MASON UNIVERSITY
School of Recreation, Health and Tourism
PRLS 405—Planning/Design/Maintenance-Recreation Facilities (3)
Summer Session A

DAY/TIME: M, T, W, R – 9:30 – 11:20 AM LOCATION: BR 257
INSTRUCTOR: Don L. Jones, Ph.D., ACSM-CPT EMAIL ADDRESS: djones31@gmu.edu
OFFICE LOCATION: Freedom Center Administration PHONE NUMBER: 703-993-8483
OFFICE HOURS: By Appointment FAX NUMBER: 703-993-8478

PREREQUISITES: PRLS 310 or permission of instructor, and 60 credits

COURSE DESCRIPTION:

Principles and techniques of planning, design and maintenance associated with parks, recreation and sports facilities. The course will cover the facility planning process and design standards for facilities. The importance of market analysis in facility planning and design, programmatic and operational objectives to be met, including user comfort and convenience, crowd management and traffic flow. A variety of leisure facilities will be examined including recreation centers, health clubs, athletic field complexes, playgrounds and golf courses.

Covers quantity, location, and design standards for facilities. Includes safety, functionality, durability, and maintenance demand criteria in planning and design; programmatic and operational objectives to be met, including user comfort and convenience, crowd management, and traffic flow, and space relationships. Includes field study of local facilities

COURSE OBJECTIVES:

At the completion of this course students should be able to:

1. Describe the process for developing parks and recreation facilities for a community.
2. Discuss the role of market analysis in facility planning and its importance in helping a facility realize its use and revenue potential.
3. Identify the factors of site and facility design that have the greatest impact on the operation, revenue potential and use of a variety of recreation and athletic facilities.
4. Function as a productive member of a facility management team.

Upon completion of this course, students will meet the following competencies of The Council on Accreditation of Parks, Recreation, Tourism and Related Professions (COAPRT):

<u>7.03</u>	<u>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.</u>
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REQUIRED READINGS:

Saywer, Thomas H, (Ed.) 2009. **“Facility Management for Physical Activity & Sport” 13th ed.** New York: Sagamore Publishing Co.

Medical Fitness Association Facility Certification Guidelines – PDF will be available online for \$12.00

IMPORTANT: Other readings will be required prior to participation in weekly class discussions. These readings will be posted on Blackboard. You will need to check Blackboard on a **daily basis** as new articles can and will be posted at any time.

EVALUATION:

Students are responsible for all information presented in the course, including that delivered through the textbook, guest lectures, audio-visuials, and handouts. Students are expected to attend all class sessions, actively participate in class discussions, and complete all assignments. Assignments must be turned in at the beginning of class on the specified date due or no credit will be given. Only students with extreme emergencies, a documented medical excuse or university-sponsored functions discussed with the instructor prior to the due date will be given consideration for exception.

It is recommended that students retain copies of all written work submitted.

**"Facility Analysis #1 – Facility Comparison
25 points (15% of final grade)**

1 1/2 to 2 page written summary of findings

Assignment is due June 24th by the start of class

Assignment is to be submitted electronically on Blackboard

The Assignment:

- Independently visit and conduct a comparison of two facilities of the same type (i.e., campus recreation center, community recreation/aquatics center, private gym, athletic field complex, park, etc.).
- The facilities do not need to be on the same campus or in the same jurisdiction, but they need to be of the same type.

Rubric:

1. Description of Facilities (10 points each)

- Name and location of each facility (include name of university or park system, if applicable)
- Amenities/Services/Experiences offered at each (Be as specific as you can)
- Describe three positive attributes of each (Be as detailed as you can)
- Describe three perceived challenges for each (Be as detailed as you can)

2. Which facility did you like better and why? - two to three paragraph narrative (5 points)

3. Deduction if facilities are too disparate (-2)

4. Deduction for missing the submission deadline (-3 to -25)"

Requirements

Facility Analysis	15%	
Semester Project	15%	
Midterm	30%	
Final	<u>40%</u>	<u>10%</u>
Total	100%	

Grading Scale

A	=	92 – 100
A-	=	90 – 91
B+	=	88 – 89
B	=	82 – 87
B-	=	80 – 81
C+	=	78 – 79
C	=	70 – 77
D	=	60 – 69
F	=	<u>0 – 59</u>

COURSE SCHEDULE

DATE	TOPIC	READINGS
May 19	Course Introduction and Introduction to Semester Project – Modifications to Medical Fitness Association’s Facility Certification Guidelines for University Health & Fitness Centers	PDF – Medical Fitness Association Facility Certification Guidelines
May 20	Facility Planning, Feasibility Studies, Market Analysis and Program Review, Public and Private Partnerships– SWOT Analysis	Chapters 3 and 4 – Textbook The Freedom Center Tripartite Agreement
May 21	Guest Speaker – Bob Boone – President of the Medical Fitness Association – “Wellness in University Recreation and Fitness Centers” “Blue Ocean Strategy”	Assigned Journal Articles Harvard Business Review – “Blue Ocean Strategy”
May 22	Tour and Initial Assessment of the Freedom Aquatic & Fitness Center Front Desk Operations – “Crowd Control: How to and How Not To”, Attrition calculation and why it’s important.	Chapter 9 - Textbook
May 26	Memorial Day Holiday – No Class	
May 27	Finances – Introduction to Finances for Health & Fitness Centers. Operations versus Capital Budgets.	Chapters 6 and 7 – Textbook “A Community-Based Model for Assessing the Economic Impact of Sport and Recreation Services” – Journal of Park and Recreation Administration, Vol. 19, No. 2.
May 28	Guest Speaker – Michael Wharton “How to Read and Understand Finances for Fitness Facilities”	Assigned Journal Articles “Balanced Scorecards: Improving Your Outcomes Measures”, ACSM’s Health & Fitness Journal, Vol. 10, No. 2, 2006.
May 29	Market Analysis and Program Review – Case Studies	TCWC Marketing Update Meritage Healthcare Strategies
June 2	Marketing for Health & Fitness Facilities – Print, Radio, TV, and/or Social Media? Which one to choose – or all? Guest Speaker – Amanda Meiklejon, Program Development and Marketing Manager - FAFC	Chapters 10 and 11 - Textbook
June 3	Safety and Emergency Preparedness for Health and Fitness Facilities	Chapter 12 - Textbook
June 4	Safety – Continued Guest Speakers – Sean Sepela, Aquatics Manager for FAFC and Tim Hinzman,	Assigned Journal Articles
June 5	Mid-Term Exam	
June 9	Human Resources in Health and Fitness Facilities Guest Speaker – Robin Knies, Human Resources Business Partner for FAFC	

DATE	TOPIC	READINGS
June 10	Maintenance Management Building and Facility Issues Guest Speaker – Scott Prescott, Building and Maintenance Manager for FAFC – includes tour of key maintenance areas at FAFC	Chapter 12 - Textbook
June 11	The Commercial Fitness Center – Past, Present and Future	Chapter 2 - Textbook
June 12	In Class - Project Work - Revised Facility Guidelines for University Fitness Centers	
June 16	Events Planning for Health and Fitness Facilities Guest Speaker, Olga O'Brien	Chapters 5 and 14 - Textbook
June 17	The Community Fitness Center – The New Wellness Center?	Assigned Journal Articles
June 18	Outdoor and Adventure Recreation – The Past and Future	Assigned Journal Articles
June 19	Parks and Recreation Departments and Centers	Assigned Journal Articles “It Takes a Village” to Promote Physical Activity: The Potential for Public Park and Recreation Departments” – Journal of Park and Recreation Administration, Vol. 19, No. 1.
June 23	Ancillary Area Design Considerations Guest Speaker, Dave Heath – The EDGE Tour of the EDGE	
June 24	Wrap up and Semester Review	
June 25	Project Presentation – Revised Facility Guidelines for University Fitness Centers	
June 26	FINAL EXAM	

Note: Faculty reserves the right to alter the schedule as necessary.

Student Expectations

- Students must adhere to the guidelines of the George Mason University Honor Code [See <http://oai.gmu.edu/honor-code/>].
- Students with disabilities who seek accommodations in a course must be registered with the George Mason University Office of Disability Services (ODS) and inform their instructor, in writing, at the beginning of the semester [See <http://ods.gmu.edu/>].
- Students must follow the university policy for Responsible Use of Computing [See <http://universitypolicy.gmu.edu/policies/responsible-use-of-computing/>].
- Students are responsible for the content of university communications sent to their George Mason University email account and are required to activate their account and check it regularly. All communication from the university, college, school, and program will be sent to students solely through their Mason email account.
- Students must follow the university policy stating that all sound emitting devices shall be turned off during class

unless otherwise authorized by the instructor.

Campus Resources

- The George Mason University Counseling and Psychological Services (CAPS) staff consists of professional counseling and clinical psychologists, social workers, and counselors who offer a wide range of services (e.g., individual and group counseling, workshops and outreach programs) to enhance students' personal experience and academic performance [See <http://caps.gmu.edu/>].
- The George Mason University Writing Center staff provides a variety of resources and services (e.g., tutoring, workshops, writing guides, handbooks) intended to support students as they work to construct and share knowledge through writing [See <http://writingcenter.gmu.edu/>].
- For additional information on the College of Education and Human Development, School of Recreation, Health, and Tourism, please visit our website [See <http://rht.gmu.edu/>].

PROFESSIONAL BEHAVIOR: Students are expected to exhibit professional behaviors and dispositions at all times.

CORE VALUES COMMITMENT: The College of Education and Human Development is committed to collaboration, ethical leadership, innovation, research-based practice, and social justice. Students are expected to adhere to these principles.

