

GEORGE MASON UNIVERSITY  
School of Recreation, Health, and Tourism

PRLS 323 – 001 —Program Leadership/Evaluation (3)  
Fall 2014

DAY/TIME:	M 7:20 – 10:00 p.m.	LOCATION:	Recreation/Athletic Complex 2203
Instructor:	Mena Nakhla	EMAIL ADDRESS:	<a href="mailto:mnakhla2@gmu.edu">mnakhla2@gmu.edu</a>
OFFICE HOURS:	By appointment only	PHONE NUMBER:	571-482-8331

#### PREREQUISITES/COREQUISITES

##### PRLS 310

The course PRLS 310 is the **prerequisite** for PRLS 323 and not a **co-requisite**. If you have registered for both PRLS 310 and PRLS 323 for the Fall '14 semester, you must take PRLS 310 first, and take PRLS 323 the following semester as it will be offered next semester. The two courses are meant to build upon each other. The School of Recreation, Health, and Tourism strictly adheres to this policy.

#### 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 this course students should be able to:

- Complete a plan and design for a health, fitness or recreation program
- Determine schedules for health, fitness or recreation programs
- Create promotional materials for programs
- Set up and analyze a budget and determine pricing for programs
- Implement programs, including appropriate qualitative and quantitative evaluation
- Critically analyze your own and other programs
- Demonstrate effective leadership and group processing skills

#### COURSE OVERVIEW

This course will focus on leadership, implementation, and evaluation techniques among health education, fitness, sport management, tourism, and recreation programs. Course will cover various program evaluation and leadership topics. Students will learn basic program evaluation skills as well as have the opportunity to exercise learned leadership skills.

#### PROFESSIONAL ASSOCIATION STANDARDS

Upon completion of this course, students will meet the following professional accreditation standards for NRPA Council on Accreditation:

- 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.

#### NATURE OF COURSE DELIVERY

Face to face

## REQUIRED READINGS

Jordan, D. J. (2007). *Leadership In Leisure Services: Making a Difference (3rd ed.)*. State College, PA: Venture Publishing, Inc.

Henderson, K. A., & Bialeschki, M. (2002). *Evaluating Leisure Services: Making Enlightened Decisions (3rd ed.)*. State College, PA: Venture Publishing, Inc.

## EVALUATION

Students are held to the standards of the George Mason University Honor Code. You are expected to attend all class sections, actively participate in class discussion, and fulfill all assignments. Assignments must be turned in at the beginning of class on the specified date due or no credit will be given. Assignments have been scheduled in advance to provide you with sufficient time to plan and complete the assignment. Only students with extreme emergencies, a documented medical excuse or university sponsored functions discussed with the professor prior to the due date will be given consideration for exception. It is further recommended that students make copies of all written work submitted

**This course will be graded on a point system, with a total of 100 possible points**

Requirements	Points
Midterm exam	25
Final exam	25
Case Study	10
Evaluation Project	10
Leadership Project	15
In-class Attendance and Participation in All Class Activities	15
<b>TOTAL</b>	<b>100</b>

## Grading Scale

A = 94 – 100	B+ = 88 – 89	C+ = 78 – 79	D = 60 – 69
A- = 90 – 93	B = 84 – 87	C = 74 – 77	F = 0 – 59
	B- = 80 – 83	C- = 70 – 73	

## TENTATIVE COURSE SCHEDULE

DATE			TOPIC	READINGS/ASSIGNMENT DUE
M	August	25	Syllabus Presentation, Introduction; Requirement of the Course.	EVAL 1.1, 1.2
M	September	1	Labor Day – NO CLASS	
M	September	8	Introduction to Foundations for Evaluation	EVAL 1.3, 1.4, 1.5, 1.6
M	September	15	Evaluation: Why, How and When? Models	EVAL 1.7, 1.8, 1.9, 1.10
M	September	22	Developing a plan Quantitative vs. Qualitative data	EVAL 2.1, 2.4, 2.5, 2.6, 2.7, 2.8
M	September	29	Surveys	EVAL 2.9, 2.10, 2.11, 2.12, 2.16
M	October	6	Observations Experiments and Data Analysis	EVAL 3.2, 3.7 EVAL 4.1, 4.2, 4.3, 4.4, 4.5, 4.6
T	October	14	<b>Case Study - Group Presentations</b>	
M	October	20	<b>Midterm Exam</b>	

DATE			TOPIC	READINGS/ASSIGNMENT DUE
M	October	27	Understanding Leadership Leadership Theories & Styles	LLS CH 1 LLS H 2
M	November	3	Leadership and Human Development Group Dynamics	LLS CH 3 LLS CH 4
M	November	10	Communication Skills for Leaders Nonverbal Communication	LLS CH 5 LLS CH 6
M	November	17	Managing Difficulties Managing and Motivating Participant Behaviors	LLS CH 7 LLS CH 8
M	November	24	Diversity and Leisure Services Leadership Values and Ethics in Leisure Services Direct Leadership	LLS CH 9 LLS CH 10 LLS CH 12
M	December	1	<b>Review and reflection</b>	
M	December	15	<b>FINAL EXAM 7:30 p.m. – 10:15 p.m.</b>	

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

## TASKSTREAM REQUIREMENTS

### A. Case Study

Case studies allow for an opportunity to practice decision making as well as applying knowledge to real world situations. In groups, students will be asked to study a case and present it to the class. In your presentation, provide the class with an overview of the case assigned and answer the following questions:

- What decisions need to be made?
- What are the decision maker's objectives?
- What are the key issues at stake? What must be resolved?
- What would I do? Why?

Each student is expected to turn in an individual one page paper describing their experience working in the group and outlining any challenges faced and how the group overcame those challenges.

### C. Leadership Project

Each student must select a project demonstrating leading a program or activity. Completion of the program or activity must be verified by the office where the service was provided. Your supervisor at the site must verify your leadership, evaluation and the number of hours completed by sending an email to [mnakhla2@gmu.edu](mailto:mnakhla2@gmu.edu) stating the type of service performed and the number of hours served. You must record your experience in a leadership report. The report should be 3 pages, typed, double-spaced, using a Times New Roman 12 font. The paper should include the following:

- Name and location of the program or event
- Description of the program or event you lead
- Target audience of the program or event
- Your evaluation of the program or event (include what was successful and your suggestions for improvement)

In addition to the report, student must create a 4 - 5 question evaluation for the program or activity. In your evaluation, you must ask at least 3 questions collecting quantitative data and at least 1 question collecting qualitative data. Evaluations must be completed by program participants; data collected from survey will be used for the Evaluation Project. Evaluations collected from participants should be turned in with the evaluation assignment.

**IMPORTANT** – This is NOT a volunteer assignment. Students must demonstrate leading, implementing and evaluating a program or activity.

There will be an opportunity to participate in the Annual Ghost Train at Burke Lake Park to complete the Leadership and Evaluation project. More information will be provided in class.

**D. Evaluation Project**

Based on the evaluations collected from your Leadership Project, students are asked to analyze and tabulate data from surveys. Students will provide totals, averages and analyze non numerical data. Students will use tables for quantitative analysis. In a separate document, students will provide written recommendations based on their analysis of survey responses. Students should turn in the completed evaluations with their evaluation project.

**E. Class Participation and quizzes**

You are expected to come to each class well prepared and ready to contribute to the topic of the day! Attendance will be taken before the beginning of class; students arriving late will not receive credit for attending class. All reading should be completed by the start of class on the day for which an assignment is due. Class participation constitutes 15 points of your final grade. Text readings, guest speakers throughout the semester, and in-class assignments will serve as the basis for class discussion and participation. Your responses, comments, and general contributions will be the primary criteria for evaluation, but attentiveness in class will also be taken into consideration. Instructor reserves the right to administer pop quizzes during the semester.

**F. Exams**

Midterm exam: 25 points

Final exam: 25 points

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### *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.

