

**George Mason University
College of Education and Human Development
School of Sport, Recreation, and Tourism Management**

**RMGT 310 –Program Planning and Evaluation
3 Credits, Fall 2023
Monday 4:30om – 7:10 pm, Horizon Hall 4012, Fairfax**

Faculty

Name: Hung-Ling (Stella) Liu, Ph.D.
Office: 213 Krug Hall (School of Sport, Recreation, and Tourism Management)
Office Hours: 3:00 PM – 4:00 PM or by appointment
Email: hliu35@gmu.edu
Office Phone: 703-993-6843

Prerequisites: SRST 200, PRLS/RMGT 210, SPMT 201, or TOUR 200.

University Catalog Course Description: Introduces fundamental principles and techniques of the planning process for sport, recreation and tourism programs, including assessment of needs and goals, objectives, and mission statement; generating solutions; Planning programs for implementation and evaluation.

Course Overview: Using theoretical models, students will design a written plan that outlines all of the programs to be accomplished in (a) twelve activities using (b) twelve program classifications with the “Health and Wellness Weekend” as the theme of at least (c) fourteen hours in length. It will be designed as if it would occur in the future on the Fairfax Campus and incorporate (1) the Johnson Center; (2) Eagle Bank Arena; (3) Aquatic and Fitness Center; (4) Student Unions; (5) outsidess spaces; and (6) one off-site venue in Fairfax County. During the semester, you will also be required to volunteer/observe for a program of your choice and write up a program observation and report.

Course Delivery Method: This class will be delivered using in-person lectures, activities, and discussions format. While it is an in-person class, we will use Blackboard (Bb) course site for assignment submissions, learning materials, and weekly announcements. Please access Bb by using your Mason email name (everything before @masonlive.gmu.edu) and email password.

The main focus of our in-person meeting in classroom seating is on active learning and replaces traditional in-class lectures with interactive discussions and activities. Therefore, students’ preparation and engagement are critical to the success of the class. Various teaching techniques will be used, including student presentations, discussion, media, writing, reading, technology, web-enhanced material, and individual or collaborative activities.

As an upper-level class with flipped classroom design, students should bring their A-game every time they come to the in-person meeting and finish all required learning materials and assignments. So vital, the in-class lecture will be minimum and only used to extend and amplify material from the reading.

Expectations:

- **Class meeting:** Because this class is in-person, we do have a “fixed” meeting day. Our week will start on Monday, August 21, 2023, from 4:30pm to 7:10pm. We will be meeting every Monday evening this semester except on university holidays. Please BE ON TIME.
- **Log-in Blackboard frequency:** Students must actively check the course Blackboard site and their GMU email for communications from the instructor, class discussions, and/or access to course materials at least 2 times per week.
- **Participation:** Students are expected to actively engage in all course activities throughout the semester, which includes viewing all course materials, completing course activities and assignments, and participating in course discussions and group interactions.
- **Technical competence:** Students are expected to demonstrate competence in the use of all course technology. Students who are struggling with technical components of the course are expected to seek assistance from the instructor and/or College or University technical services.
- **Technical issues:** Students should anticipate some technical difficulties during the semester and should, therefore, budget their time accordingly. Individual technical issues are not an acceptable excuse for late submissions.
- **Workload:** Please be aware that this course is NOT self-paced. Students are expected to meet *specific deadlines* and *due dates* listed in the **Class Schedule** section (p.7) of this syllabus. It is the student’s responsibility to keep track of the weekly course schedule of topics, readings, activities, and assignments due.
- **Instructor support:** Students may schedule a one-on-one meeting to discuss course requirements, content, or other course-related issues. Those unable to come to a Mason campus can meet with the instructor via telephone or web conference. Students should email the instructor to schedule a one-on-one session, including their preferred meeting method and suggested dates/times.
- **Accommodations:** Students who require effective accommodations to ensure accessibility must be registered with George Mason University Disability Services.

Course Objectives: This course is designed to enable students to do the following:

1. Formulate a personal programming philosophy.
2. Justify the Written Program Plan's benefits for participants after choosing program elements within their concentration/degree of health, fitness and recreation resources’ parks and outdoor, therapeutic recreation; or sport management; or tourism and events management.
3. Prepare measurable objectives relevant to their target participants and setting.
4. Accurately demonstrate in the Written Program Plan the responsibilities of programming professional.
5. Complete a polished Written Program Plan for submission that can be used in future RHT courses, for documentation towards a 490 internship, and/or for professional placement.

Professional Association Standards: Further, upon completion of this course, students will meet the following professional accreditation standards for the Council on Accreditation of Parks, Recreation, Tourism, and Related Professions (COAPRT):

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.

Required Texts: Rossman, J. Robert and Schlatter, Barbara E. (2019). *Recreation Programming: Designing, Staging, and Managing the Delivery of Leisure Experiences* (Eight Edition). Sagamore Publishing.

Technical Requirements: To participate in this course, students will need to satisfy the following technical requirements:

- High-speed Internet access with a standard up-to-date browser, either Internet Explorer or Mozilla Firefox is required (note: Opera and Safari are not compatible with Blackboard).
- Students must maintain consistent and reliable access to their GMU email and Blackboard, as these are the official methods of communication for this course.
- Students may be asked to create logins and passwords on supplemental websites and/or to download trial software to their computer or tablet as part of course requirements.
- The following software plug-ins for PCs and Macs, respectively, are available for free download:
 - Adobe Acrobat Reader: <https://get.adobe.com/reader/>
 - Windows Media Player: <https://support.microsoft.com/en-us/help/14209/getwindows-media-player>
 - Apple Quick Time Player: www.apple.com/quicktime/download/

Email Policy

Students are expected to receive all course-related correspondence via their Mason email account. When sending an email to the instructors (hliu35@gmu.edu), the subject line **must** be formatted **RMGT 310 Your Subject Title** (e.g., preview quiz 1, program plan form, etc.). Students should write formal and professional emails to the instructor and classmates: For example - start with “Hello (Name)” and end with “thank you”. Any email not complying with these requirements may not be received or answered.

- Students can expect an email reply from instructors within 24-48 hours from Monday to Friday, except some business travel dates. The instructors will NOT be checking emails regularly during weekends. So please keep that in mind when sending emails.

Course Performance Evaluation: Students are expected to submit all assignments on time in the manner outlined by the instructor (e.g., Blackboard, VIA, hard copy). The final grade will result from specific areas of student responsibility. One’s performance level in each will be represented by a point value. We use performance-based evaluation for the class and the instructor will provide additional assignment guidelines or rubrics throughout the semester on Bb.

All the assignments are due by 11:59 PM of the date indicated on the course schedule, **except the preview quiz** (due on Monday at 12:00 PM). Late work will not be accepted without the instructor’s approval. Each late work will be discounted 10% in grade each day. No work will be accepted after a week late from the due day.

Written work is to be typed and spell-checked to avoid point deduction. Tests must be taken on assigned days unless approved ahead of time and no class participation make-ups will be available. The following is an approximate breakdown of the point values placed on each area of course content:

| Item | Points |
|---|--------------------------------------|
| Examination | |
| Exam #1 | 40 pts. |
| Exam #2 | 40 pts. |
| Preview quiz (6 out of 8) | 10 pts. each, drop 2 lowest, 60 pts. |
| Program Plan (completed in teams) | |
| Written program plan | 100 pts. |
| Program plan presentation | 50 pts. |
| Reflection | |
| Meeting with Dr. Liu + reflection | 10 pts. |
| Volunteer hours and reflection | 30 pts. |
| Participation (attendance, peer review, programming form, class note, etc.) | 70 pts. |
| Total Points | 400 points |

The following table indicates the percentage and points for the grade:

| Grade (%) | Points | Grade (%) | Points | Grade (%) | Points | Grade (%) | Points |
|-----------------|---------|----------------|---------|----------------|---------|---------------|---------|
| A+ (97-100%) | 388-400 | B+ (87-89%) | 348-359 | C+ (77-79%) | 308-319 | D (60-69%) | 240-279 |
| A (93-96%) | 372-387 | B (84-86%) | 336-347 | C (74-76%) | 296-307 | F (0-59%) | 0-239 |
| A- (90-93%) | 360-371 | B- (80-83%) | 320-335 | C- (70-73%) | 280-295 | | |

Attendance Policy

Mason's attendance policy in the catalog:

- "Students are expected to attend the class periods of the courses for which they register. In-class participation is important to the individual student and to the class as a whole. Because class participation may be a factor in grading, instructors may use absence, tardiness, or early departure as de facto evidence of non-participation. Students who miss an exam with an acceptable excuse may be penalized according to the individual instructor's grading policy, as stated in the course syllabus."

RMGT 310 attendance policy:

Class participation grades are taken daily and any unexcused absence will result in a zero (0) for that day. There is NO make-up work.

- Three or more absences without advance permission or a doctor's note on letterhead will result in 0 points for class participation in the final grade.
- Absences, tardiness, or early departure are considered de facto evidence of non-participation. Three tardies, and/or early departures (including putting head on the desk and closing one's eyes) equal one absence.

- You are allowed one (1) sick day throughout the semester. You may take off one day without penalty; however, you should notify your instructor in advance or as soon afterward as possible in the event of unforeseen circumstances.
- If you don't miss any classes this semester, you will receive 5 additional points as a reward.
- Your grade for this course will reflect excessive absences and tardiness.

If you miss a class, it is your responsibility to obtain class materials (notes, handouts, etc.) from sources other than the instructor. Only then should you approach the instructor for questions.

Detailed Assignments and Examinations

Exam 1 & 2: 40 points each, a total of 80 points

Two examinations will be given during the semester that will cover all assigned reading materials, lectures and other material presented in class. Each will be worth 50 points.

Preview quiz: 60 points

There will be 8 quizzes (10 pts. each) that will cover the textbook materials. Six (6) highest quizzes will be included in the final grade. Students will have a week (Monday through Monday) to access the quiz related to the topics of the week. All the quizzes should be completed by Monday at 12:00 PM to prepare for our Monday in-class meetings (4:30 PM to 7:10 PM). The purpose of this assignment is to help you to learn the chapter materials and make our in-class time effective for discussion. Please make sure you read the textbook with the PPT before you take the quiz.

There is no time limit to complete your quiz. However, if you do not take each quiz during the assigned week, there will be no opportunity to make up these quiz points. The quizzes are intended to prepare students for in-class discussion and help students to stay “up-to-date” with learning materials.

Program plan and design: 150 points

This semester-long group project with both written and oral presentation portions. Students will work with other 2-3 students to design a wide range of programs for the Fairfax community.

- Written plan (100 pts.): Each group will design a written plan that outlines all of the programs to be accomplished in (a) twelve activities using (b) twelve program classifications with the “Health and Wellness Weekend” as the theme of at least (c) fourteen hours in length. Details will be provided and discussed in class.
- Oral presentation (50 pts.): Each group will prepare a professional presentation to “sale” your program plan to professionals and stakeholders. The presentation will cover all elements of the written program plan and highlight three individual programs. All group members must participate, and a visual presentation aid must be used (e.g., PowerPoint, Prezi, etc.).
- The instructor will provide a more detailed guideline and save in-class group work time for further discuss and assistance.

Reflection: 40 points

- Meeting with Dr. Liu + reflection (10 pts.): Each student will have an individual 15-minute meeting with Dr. Liu between week 3 and week 4. It will be a casual but

professional meeting style. Students can choose to meet in person or virtual. The purpose of the meeting is to help Dr. Liu to get to know more about you and your career interests. You also can ask any questions you have too. Just be you and share your stories and passion with Dr. Liu!

- Volunteer hours and reflection (30 pts.): Students must serve as a volunteer in a community-based recreation program(s) for at least 6 hours. The instructor will provide additional information for possible activities/events. Students also need to write a reflection to summarize their learning progress and discuss the most meaningful lessons learned from hands-on experience, community engagement, interaction with people in the community, and challenges encountered or overcome.

Participation: 70 points

We are back to “normal”. While the instructor is flexible and considerate of students’ situations, students are expected to actively participate in class discussions and activities. Your class participation will also affect your overall participation points. Please see more details in the class attendance policy.

Students’ overall participation will be evaluated based on both quantity (e.g., attendance) and quality (e.g., engagement). Students should be fully engaged in the learning experience: (a) asking thoughtful and thought-provoking questions, (b) offering insightful observations about the topic being discussed, and (c) embellishing the discussion with appropriate examples.

There will be a number of in-class activities/attendance/assignments (5-10 points each) that will cover the readings and material discussed in class. The course places a significant amount of emphasis on your active involvement in and out of class with the material. In-class activities will be given randomly and you must be present in class to earn these points. There will be NO opportunity to make up these in-class activity points if you do not have an excused absence.

Professional Dispositions: Students are expected to exhibit professional behaviors and dispositions at all times. See <https://cehd.gmu.edu/students/policies-procedures/>.

2023 Fall RMGT 310 Course Schedule

| Week/Date | Topic | Activity/Assignment | Due | Pts. |
|--------------------|----------------------------------|---------------------------|-------|------|
| W1 8/21-8/27 | Introduction | Syllabus | | |
| | Brief course review | | | |
| W2 8/28-9/3 | Basic programming concepts (CH1) | Quiz 1 (CH1-2) | 8/28 | 10 |
| | Leisure experience (CH2) | | | |
| W3 9/4-9/10 | Labor Day (NO class) | Meeting with Dr. Liu week | | - |
| W4 9/11-9/17 | VRPA Conference | Conference or assignment | | * |
| | Conference/Assignment | Meeting reflection | 9/18 | 10 |
| W5 9/18-9/24 | Key elements (CH3) | Quiz 2 (CH3-4) | 9/18 | 10 |
| | Outcome-based (CH4) | Team established | 9/18 | * |
| W6 9/25-10/1 | Collaboration strategies (CH5) | Quiz 3 (CH5-6) | 9/25 | 10 |
| | Mission (CH6) | Teamwork agreement | | 10 |
| | Guest speaker #1 | | | |
| W7 10/2-10/8 | Strategic direction (CH7) | Quiz 4 (CH7-8) | 10/2 | * |
| | Participant input (CH 8) | Group project | 10/2 | * |
| | Exam 1 Review | | | |
| W8 10/9-10/15 | Fall Break | Exam 1 | 10/10 | 50 |
| | Exam 1 | | | |
| W9 10/16-10/22 | Program design (CH 10) | Quiz 5 (CH9-10) | 10/16 | 10 |
| | Outcome statements (CH 9) | Program form | | * |
| W10 10/23-10/29 | Intentional design (CH11) | Quiz 6 (CH11-12) | 10/23 | 10 |
| | Creative programming (CH 12) | Program forms | | * |
| | Guest speaker #2 | | | |
| W11 10/30-11/5 | Volunteer hours & reflection | Volunteer reflection | 10/30 | 30 |
| | Group project | | | |
| W12 11/6-11/12 | Preparing plan (CH 13) | Quiz 7 (CH13-14) | 11/6 | 10 |
| | Promotion (CH 14) | | | |
| W13 11/13-11/19 | Registration (CH 15) | Quiz 8 (CH15-16) | 11/13 | 10 |
| | Staffing and supervising (CH 16) | | | |
| W14 11/19-11/26 | Evaluation (CH 20 & 21) | Program forms | 11/20 | * |
| | Teamwork day | | | |
| W15 11/27-12/3 | Final Presentation | In-class presentation | 11/28 | 50 |
| | | Written plan | 12/4 | 100 |
| W16 12/4-12/10 | Reading Day | Peer evaluation | 12/4 | * |
| | | | | |
| Finals week | Exam 2 | Exam 2 | 12/11 | 30 |

*= scheduled for participation and in-class activities. Please note that class participation grades are taken daily, and any absence will result in a 0 for that day.

Note: (1) Faculty reserves the right to alter the schedule as necessary, with notification to students; (2) A few extra points opportunities (e.g., mid-term feedback, conference participation) will be provided throughout the semester.

GMU Policies and Resources for Students:

Policies

- Students must adhere to the guidelines of the Mason Honor Code (see <https://catalog.gmu.edu/policies/honor-code-system/>).
- 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 Mason 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 with disabilities who seek accommodations in a course must be registered with George Mason University Disability Services. Approved accommodations will begin at the time the written letter from Disability Services is received by the instructor (see <https://ds.gmu.edu/>).
- Students must silence all sound emitting devices during class unless otherwise authorized by the instructor.

Campus Resources

- Support for submission of assignments to VIA should be directed to viahelp@gmu.edu or <https://cehd.gmu.edu/aero/assessments>.
- Questions or concerns regarding use of Blackboard should be directed to <https://its.gmu.edu/knowledge-base/blackboard-instructional-technology-support-for-students/>.
- For information on student support resources on campus, see <https://ctfe.gmu.edu/teaching/student-support-resources-on-campus>

Notice of mandatory reporting of sexual assault, interpersonal violence, and stalking:

As a faculty member, I am designated as a “Responsible Employee,” and must report all disclosures of sexual assault, interpersonal violence, and stalking to Mason’s Title IX Coordinator per University Policy 1202. If you wish to speak with someone confidentially, please contact one of Mason’s confidential resources, such as Student Support and Advocacy Center (SSAC) at 703-380-1434 or Counseling and Psychological Services (CAPS) at 703-993-2380. You may also seek assistance from Mason’s Title IX Coordinator by calling 703-993-8730, or emailing titleix@gmu.edu.

For additional information on the College of Education and Human Development, please visit our website <https://cehd.gmu.edu/students/>.

