

GEORGE MASON UNIVERSITY
College of Education and Human Development
School of Sport, Recreation, and Tourism Management

RMGT 260 001 Foundations of Campus Recreation

3 Credits, Fall 2024

T/R 1:30pm-2:45pm RAC 2001A (Overlook) FFX

FACULTY:

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Office Hours: By appointment

Office Location: 213 Krug Hall, FFX

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PREREQUISITES:

None

COURSE DESCRIPTION:

This course covers key processes and considerations for planning, delivering, managing, and evaluating campus recreation services.

COURSE OVERVIEW:

The learning experiences in this course are afforded through assignments, class participation, lecture, notes, discussion, group activities, program and facility visits, and technology assisted activities. Course content includes, but is not limited to, the following: contributions of campus recreation to the university environment, the significance of well-being as a consideration for campus recreation programming, targets and types of campus recreation programming, competitive sports as elements of campus recreation, key management operations for campus recreation, obtaining and retaining skilled personnel in campus recreation, and marketing considerations for campus recreation.

COURSE DELIVERY METHOD:

This course will be delivered using a lecture format. Some classes will incorporate visits to Mason Recreation programs and facilities.

LEARNING OBJECTIVES:

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

1. Describe the purposes of campus recreation services in college/university settings
2. Formulate plans for campus recreation programming
3. Address managerial functions for campus recreation programs and services
4. Identify human resource requirements for campus recreation programs and services
5. Generate marketing tactics for campus recreation programs and services

REQUIRED TEXT:

NIRSA (Eds.) (2008). *Campus recreation: Essentials for the professional*. Human Kinetics.

**Free PDF available via Blackboard*

COURSE PERFORMANCE EVALUATION

Students are expected to submit all assignments on time via Blackboard.

Assignments and Examinations:

There are 200 points available in this course as follows:

1. Topic Reflections 20 points (2 points for each of 10 reflections)
 - a. Due weekly by the day of the next class following the conclusion of the topic
2. Evaluation of a Mason Recreation activity: 50 points (40 points assignment, 10 points presentation)
 - a. Activity selection emailed to instructor by September 12
 - b. Assignment due October 10
3. Midterm Quiz: 35 points
 - a. October 10 in class
4. Campus Recreation website critique: 30 points
 - a. Institution for website critique emailed to instructor by October 22
 - b. Assignment due November 14
5. Analysis from Bluefishjobs: 30 points
 - a. Assignment due December 5
6. End of Semester Quiz: 35 points
 - a. December 5 in class

All requirements listed above must be completed and submitted as assigned in order to pass the course. Assignments are due by 11:59pm ET on the due date listed in the course schedule.

The quizzes are based on the text, lectures, and course activities. The topic reflections and three assignments are described below:

Topic Reflections:

At the conclusion of each of the ten main topics covered in this course, students will submit a 250-400 word, written assignment reflecting on their learning. Reflections may be typed and submitted directly through BlackBoard (i.e. submission of a separate

document with APA formatting is not required). Reflections should consider several or all of the following questions:

- What were your largest takeaways from the topic lecture and guest speaker/tour?
- What did you find most interesting or surprising about the topic?
- How might you apply what you have learned about this topic to your future career?
- Are there any questions that you still have regarding the topic?
- What are you hoping to learn about in the next topic?

Mason Recreation Activity Evaluation:

Students will engage in a Mason Recreation activity outside of class time to assess the program's strengths and weaknesses. Examples of potential activities include attending a group fitness class, playing in an intramural sports game/tournament, going on an outdoor adventure trip, visiting one of the facilities for an individual workout, participating in a special event, etc. **The activity you plan on attending must be approved by the instructor no later than September 12 to ensure the activity's suitability for this assignment and for the instructor to provide input on specific focus areas for evaluation.** It is recommended that you select a program and begin the assignment before that date.

You will engage in your approved activity. Your final report will be 2-3 pages long and include the following:

- Name and description of the activity, including:
 - Time, date, and location
 - Target demographic
 - Implicit or explicit benefits/goals of the activity
- Evaluate the activity quality by commenting on its strengths and weaknesses in the areas of:
 - Customer service
 - Cleanliness and safety
 - Accessibility
 - Contributions to wholistic well-being
 - Overall participant satisfaction
- Provide recommendations for the future (based on your analysis), considering both what should be retained or strengthened, and also what might be changed or improved, and why

Campus Recreation Website Critique

Evaluate the website of a campus recreation program from a college or university other than George Mason. No two students can do the same institution. Your program choice must be approved by the instructor no later than October 22. It is recommended that you make your choice and begin your assignment before that date.

Your report will consider strengths and weaknesses of the site in terms of the following:

1. Ease of use
2. Clarity of information provided
3. Utility of information provided
4. Information not provided that would have been useful

Conclude with recommendations for the site based on your analysis

The report should be 2-3 pages. Given that websites can be extensive, it is recommended that you comment generally on the overall design of the website and then focus on one or two subsections of the website in greater detail. Screenshots and hyperlinks to the website should be added to the report to support your analysis, but they do not count toward the assignment page length.

Analysis from Bluefishjobs:

Go to <https://careercenter.bluefishjobs.com>. Browse the selection of campus recreation jobs that are listed and select two positions that you believe you would be interested in applying. Review the position descriptions and external information on the positions' departments and colleges/universities.

In 2-3 pages, include the following:

- Briefly describe each job. Include the Bluefishjobs posting website URL in your report.
- What interests you about each position?
- What skills do you currently have that match the job requirements, and what skills would you need to build or improve to make you a strong candidate for the job?
- How could these jobs prepare you for future career advancement?
- What are the pros and cons of each job when compared to one another?

CLASS ATTENDANCE AND PARTICIPATION:

It enhances your academic success to be in class; therefore, you should attend all scheduled class meetings in accordance with George Mason University policy. In-class participation is important not only to the individual student, but to the class as a whole. We will have fun if everyone is engaged. To be engaged you have to keep up with the reading and be refreshed when you attend class. It is important that everyone arrive on time as late arrivals are a distraction to the conduct of the class.

COURSE GRADING SCALE:

A+= 98%-100%

A = 94%-97.9%

A- = 90%-93.9%

B+ = 88%-89.9%

B = 84%-87.9%

B- = 80%-83.9%

C+ = 78%-79.9%

C = 74%-77.9%

C- = 70%-73.9%

D = 60%-69.9%

F = below 60%

USE OF GENERATIVE AI

Use of Generative AI tools should be used following the fundamental principles of Mason's Academic Standards. This includes being honest about the use of these tools for submitted work and including citations when using the work of others, whether individual people or Generative AI tools.

PROFESSIONAL DISPOSITIONS:

Throughout study in the College of Education and Human Development, students are expected to demonstrate behaviors that reflect the positive dispositions of a professional. See <https://cehd.gmu.edu/current-students/cehd-student-guide>.

COURSE SCHEDULE:

Date	Topic	Readings	Due Dates
Tuesday, August 27	Course Introduction/Overview/Intro to Campus Recreation	Syllabus	
Thursday, August 29	Overview of Campus Recreation	NIRSA Chapter 1 and 2; Chapter 3 optional	
Tuesday, September 3	Fitness and Wellness	NIRSA Chapter 5	
Thursday, September 5	Fitness and Wellness		
Tuesday, September 10	Aquatics	NIRSA Chapter 7	Fitness and Wellness reflection due via BlackBoard
Thursday, September 12	Aquatics		Activity selection emailed to instructor
Tuesday, September 17	Outdoor Recreation	NIRSA Chapter 8	Aquatics reflection due via BlackBoard
Thursday, September 19	Outdoor Recreation		
Tuesday, September 24	Administration of Intramural and Extramural Sports	NIRSA Chapter 6	Outdoor Recreation reflection due via BlackBoard
Thursday, September 26	Administration of Intramural and Extramural Sports		
Tuesday, October 1	Sport Clubs	NIRSA Chapter 9	Intramural Sports reflection due via BlackBoard
Thursday, October 3	Sport Clubs		
Tuesday, October 8	Review of Foundations and Programming		Sport Clubs reflection due via BlackBoard
Thursday, October 10	Midterm Quiz		Activity evaluation assignment due via Blackboard
Tuesday, October 15	Activity Evaluation Presentations		Upload presentation file to Blackboard
Thursday, October 17	Facilities	NIRSA Chapter 10	
Tuesday, October 22	Facilities		Website critique institution emailed to instructor
Thursday, October 24	Marketing for Campus Recreation	NIRSA Chapter 12	Facilities reflection due via BlackBoard
Tuesday, October 29	Marketing for Campus Recreation		
Thursday, October 31	Business Planning for Campus Recreation	NIRSA Chapter 11	Marketing reflection due via BlackBoard
Tuesday, November 5	ELECTION DAY – NO CLASS		

Thursday, November 7	Business Planning for Campus Recreation		
Tuesday, November 12	Human Resources and Careers in Campus Recreation	NIRSA Chapter 17	Business Planning reflection due via BlackBoard
Thursday, November 14	Human Resources and Careers in Campus Recreation		Website critique assignment due via Blackboard
Tuesday, November 19	Risk Management	NIRSA Chapter 13	Human Resources and Careers reflection due via BlackBoard
Thursday, November 21	Risk Management		
Tuesday, November 26	Assessment	NIRSA Chapter 14	Risk Management reflection due via BlackBoard
Thursday, November 28	THANKSGIVING RECESS – NO CLASS		
Tuesday, December 3	Review of Facilities and Business Services		
Thursday, December 5	Final Quiz		Analysis from Bluefish Jobs due via Blackboard

Note: Faculty reserves the right to alter the schedule as necessary, with notification to students.

CEHD COMMITMENTS

The College of Education and Human Development is committed to fostering collaboration and community, promoting justice and equity, and advancing research-informed practice. Students are expected to adhere to, and contribute to, these commitments, the CEHD Mission, and Core Values of George Mason University. More information can be found here:

<https://cehd.gmu.edu/about/culture/>.

GMU POLICIES AND RESOURCES FOR STUDENTS

Policies

- Students must adhere to Mason’s Academic Standards (see <https://catalog.gmu.edu/policies/academic-standards/>)
- Students must follow the university policy for Responsible Use of Computing (see <https://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 your LMS should be directed to:
 - Blackboard Learn: <https://its.gmu.edu/knowledge-base/blackboard-instructional-technology-support-for-students/>
 - Canvas: <https://its.gmu.edu/service/canvas/>
- For information on student support resources on campus, see: <https://ctfe.gmu.edu/teaching/student-support-resources-on-campus>
 - TimelyCare: <https://caps.gmu.edu/timelycare-services/>
 - Writing Center: <https://writingcenter.gmu.edu/>
- For additional information on the College of Education and Human Development's Student Success Resources, please visit: <https://cehd.gmu.edu/students/>.

NOTICE OF MANDATORY REPORTING OF SEXUAL ASSAULT, SEXUAL HARRASSMENT, INTERPERSONAL VIOLENCE, AND STALKING:

As a faculty member, I am designated as a "Non-Confidential Employee," and must report all disclosures of sexual assault, sexual harassment, 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 or support measures from Mason's Title IX Coordinator by calling 703-993-8730, or emailing titleix@gmu.edu.

INSTRUCTOR EXPECTATIONS:

1. All assigned reading for each class is to be completed prior to coming to class.
2. All assignments must be typed in 12-point font, double spaced, and include appropriate citations in APA style as necessary.
3. Regular attendance and participation are expected. If you miss a class, it is your responsibility to obtain class materials.
4. We will refrain from the use of electronic devices in class during the lecture period, except to follow the presentation, take notes, or participate in class activities.
5. All required assignments must be completed fully and submitted as required in order to pass the course.

Alternative Work and Absences:

There is no make-up work of any kind, and late assignments will not be accepted. Absences supported by documentation, as per Mason policy, may be excused. Alternative work due to religious observances or participation in university-sponsored activities must be arranged prior to due date.

