

Title	<b>0073</b>	03/22/2024
	by <b>Michael Bradley</b> in <b>2024 COAPRT Annual Report</b>	id. 45985663
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## Original Submission 03/22/2024

Score	n/a
Each accredited program requires its own separate annual report.	For example if your institution has two accredited programs e.g. Therapeutic Recreation and Recreation Management you will complete two separate annual reports.
Section 1: Contact Information	
Name of institution	Arkansas Tech University
Name of Accredited Program	Parks, Recreation, & Hospitality Administration
Total number of students enrolled in this program.	75
Name and contact information of the Primary Contact for your COAPRT Accredited Program(s). All communications will be sent to this person.	Michael Bradley
Position Title	Department Chair

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Department Name Agriculture & Tourism

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Website [www.atu.edu/agri-tourism](http://www.atu.edu/agri-tourism)

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Formal Name of your Institution's President K. Russell Jones

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### Section 2: Intent to Pursue Accreditation

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Does the academic unit intend to pursue accreditation or re-accreditation as originally scheduled? Yes

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Regional Accreditation: Is the institution currently accredited by the appropriate regional accrediting association approved by the Council for Higher Education Accreditation (CHEA) or by the current national accrediting body (Standard 1.02)? Yes

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### Section 3: Statistics Summary Report - Faculty

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Are there a minimum of two full-time faculty members and a minimum of one additional full-time equivalent faculty position (FTE) assigned to and instruct in the program? (Standard 1.03)

Yes

Do a minimum of two full-time faculty members hold a degree of masters or higher, and a degree of bachelors or above in parks, recreation, tourism or related field? (Standard 1.04)

Yes

Do all individuals instructing in the program have the competence and credentials in the subject matter for which they are responsible? (Standard 1.05)

Yes

Section 4: Statistics Report - Students Note: Council adopted the Graduation Rate definition used by the National Center for Education Statistics, <https://nces.ed.gov/ipeds/use-the-data/survey-components/9/graduation-rates>. As required by the Council on Higher Education Accreditation (CHEA), COAPRT is mandated to engage in “regular, critical, self-evaluation of its performance, standards, policies and impact” (CHEA Standard 12.M.1). This process includes “the review of aggregate information regarding the extent to which the accredited institutions or programs are achieving their expectations for student learning” (CHEA Standard 12.M.1). To meet this CHEA standards we are collecting the following program level data: Graduate school acceptance rate, post-graduation employment rate, and six-year graduation rate. This data will be collected and reported for each COAPRT accredited program within your department and not aggregated across multiple COAPRT accredited programs. Suggested sources of evidence for this program-level data could include alumni or senior exit surveys completed within x months of graduation, centrally collected data if it can be dis-aggregated for each of your programs, self-report in a department data-base, etc.

Six-year graduation rate	43.7
Graduate school acceptance rate	Report the number of last year's graduates from the accredited program who indicated they have been accepted to graduate school, the percent of the graduating class this number represents, the method of data collection, and the response rate or percent of graduating students for whom you have data. See examples below: Example A (have data) Number accepted to graduate school: 7 Percent of graduating students: 11% Method of measurement: Survey collected three months post-graduation Response rate: 83% of graduating students responded to survey Notes: We will monitor and assure we continue to achieve a response rate of greater than 80% Example B (have data) Number accepted to graduate school: 3 Percent of graduating students: 18% Method of measurement: Self-report on department database Response rate: 53% of graduating students Notes: We haven't worked to increase our response rate but will now use a student-employee to help us secure a response rate of 85%
Graduate School Acceptance Rate	N/A
Method of measurement	N/A
Response rate	N/A
Notes	Arkansas Tech University does not track rates for graduate school acceptance/attendance. At this time, evidence is anecdotal, but we seem to have 1 to 2 (10-20%) students per year attend graduate school after matriculation.
Post-graduate employment rate	Report the number of last year's graduates from the accredited program who indicate they are currently employed (your program needs to determine if it will count part-time, employment outside the PRT profession, if it will subtract out those students from the total count who are not seeking employment for whatever reason, etc.), the percent of the graduating class this number represents, the method of data collection, and the response rate or percent of graduating students for whom you have data. See examples below: Example A (have data) Number of employed students: 56 Percent of graduating students: 78% Method of measurement: Self-report on department database up to three-months post-graduation. Academic advisor reminds students to submit their employment data during the three-month window. Response Rate: 89% Notes: Not applicable Example B (have data) Number of employed students: 36 Percent of graduating students: 64% Method of measurement: Self-report on department database Response Rate: 44% of graduated students Notes: We haven't ever followed up with students to increase our response rate, we will have our part-time club advisor do that in the future to bring up our response rate to at least 80%
Post-graduate employment rate	N/A

Method of measurement	N/A
Response rate	N/A
Notes	<p>Arkansas Tech University does not track rates for employment after graduation at the institutional level. The state tracks employment for all degree holders. At this time, evidence is anecdotal, but all students who wish to be employed upon graduation are employed. Most of them are employed within the organization where they completed their internship. Few students decide to take gap years before seeking full time employment.</p> <hr/> <p>Section 5: Narrative Report - Learning Outcomes Assessment For the next section, please report learning outcomes - one for each of the 7.01, 7.02, 7.03, and 7.04 (for a total of four measures) of student learning and the related outcomes for each program. These outcomes should be a part of your program's annual assessment plan as indicated in COAPRT standard 2.05.05 and will also be published on the COAPRT Program List webpage. You will complete this for each of your COAPRT accredited programs. For instance, if you have two accredited programs such as a Recreation Program and a Therapeutic Recreation Program, you will submit two sets of learning outcomes - one set for each program. It is strongly suggested that you have your outcomes with you as you complete this questionnaire. TWO of the three outcomes must use direct measures. Some examples of DIRECT measures include the following: Capstone Assignment Quality Comprehensive Examination Internship Evaluation Performance of Relevant Skill Portfolio Evaluation Pre/Post Test Result Presentation Quality Project Quality Standardized Test Result Thesis/Project Quality Video/Audiotape Production Quality Written Assignment Evaluation Writing Exam Result Some examples of INDIRECT measures include the following: Advisory Board Evaluation Alumni Survey Curriculum Review Result Employer Survey Result Exit/Student Interview Result Focus Group Result Graduate School Acceptance Rate Honors/Awards Received by the Program</p> <hr/> <p>Section 5-1: Narrative Report - Learning Outcomes Assessment Please provide the following information COAPRT expects all programs to demonstrate that student learning outcomes associated with its 7.0 Series Learning Outcomes are met at a 70% level. Therefore, student achievement will be judged as appropriate when 70% or more of the students being assessed demonstrate that they have accomplished the learning outcome.</p>

<p>PROGRAM (include name of program and description): Please provide a short description of this COAPRT program, it will be published on the COAPRT Program online directory.</p>	<p>The Recreation program was established at Arkansas Tech University in 1965 as part of the Department of Health, Physical Education and Recreation (HPER). The first Bachelor of Science degrees in Recreation were conferred in 1966. The Recreation Program was moved out of the HPER Department in 1968. In 2023 the program found a new home in the Department of Agriculture and Tourism.</p> <p>The Recreation and Park Administration Program was first accredited by the Council on Accreditation National Recreation and Park Association (NRPA) and the American Association for Physical Activity and Recreation in 1997. The program was reaccredited in 2002 and 2007, and 2013.</p>
<p>Provide the program-specific learning outcome consistent with COAPRT Standard 7.01: Students graduating from the program shall demonstrate the following entry-level knowledge: a) the nature and scope of the relevant park, recreation, tourism or related professions and their associated industries; b) techniques and processes used by professionals and workers in these industries; and c) the foundation of the profession in history, science and philosophy.</p>	<p>Our program utilizes the COAPRT language for our programmatic SLOs. 7.01 Students graduating from the program shall demonstrate the following entry-level knowledge: a) the nature and of the scope of the relevant park, recreation, tourism or related professions and their associated industries; b) techniques and processes used by professionals and workers in these industries; and c) the foundation of the profession in history, science, and philosophy. 7.01-A Students will demonstrate entry-level knowledge of the services of public and nonprofit recreation and park agencies and the contributions of commercial recreation. 7.01-B Demonstrate knowledge of the theoretical foundations of the profession. 7.01-C Students will demonstrate knowledge of the scientific foundations of the profession. 7.01-C Students will demonstrate knowledge of the philosophical foundations of the profession. 7.01-C Students will demonstrate knowledge of historical events that contribute to the foundation of the profession.</p>
<p>Describe the method by which the learning outcome for Standard 7.01 was assessed:</p>	<p>7.01, A, B, &amp; C are assessed via a variety of methods, including exam questions in RP 1013 (Principles of Recreation and Park Administration), RP 3033 (Entrepreneurship in Experience Industries), RP 3063 (Outdoor Education), and RP 4001 (Senior Seminar).</p>
<p>Indicate whether this outcome measure is Direct or Indirect.</p>	<p>Direct</p>

<p>State your program's standard for demonstrating that your Student Learning Outcome for 7.01 was successfully achieved.</p>	<p>70% of students will achieve an average score of 70% or higher on questions related to this learning outcome on the course exam</p>
<p>Result of the assessment of the learning outcome for Standard 7.01:</p>	<p>Rates varied across questions used for assessment within the exams and across courses, ranging from 65%-100%. We discussed slight modifications to content delivery, including more high-impact practices, and will discuss assessment at the conclusion of the Spring 2024 semester.</p>
<p>Please provide the program-specific learning outcome consistent with COAPRT Standard 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.</p>	<p>Our program utilizes the COAPRT language for our programmatic SLOs. 7.02 Students graduating from the program shall demonstrate the ability to design, implement, and evaluate services that facilitate targeted human experiences and that embrace personal and cultural dimensions of diversity. 7.02-A Students will demonstrate the ability to design recreation programs that embrace personal and cultural dimensions of diversity. 7.02-B Students will demonstrate the ability to design recreation areas and facilities. Site Plan Assignment (RP 3034) Site Plan Assignment Rubric (RP 3034) 70% of students will earn a 70% or higher on Site Plan Assignment Course not offered this fall. Look to change the content of this course and depth of projects and assignments. 7.02-C Students will demonstrate the ability to implement and/or lead recreation programs. 7.02-D Students will demonstrate the ability to evaluate leisure services and experiences. 7.02-E Students will demonstrate the ability to use data to improve the quality of services and experiences.</p>
<p>Describe the method by which the learning outcome for Standard 7.02 was assessed:</p>	<p>7.02, A, B, C, D, and E are assessed via a variety of methods.  7.02-A: Assessed via recreation program plan and rubric (RP 2003) and programming assignment and rubric (RP 4114/4116)  7.02-B: Assessed via site plan assignment and rubric (RP 3034)  7.02-C: Assessed via program implementation (RP 4114), kid festival program (RP 2003), camp stormy program (RP 3063), and leadership program (RP 2033).  7.02-D: Assessed via program implementation (RP 4114), kid festival program (RP 2003), and evaluation and assessment assignment (RP 4023),  7.02-E: Assessed via research project &amp; poster (RP 4023)</p>
<p>Please indicate whether this outcome measure is Direct or Indirect.</p>	<p>Direct</p>

<p>State your program's standard for demonstrating that your Student Learning Outcome for 7.02 was successfully achieved.</p>	<p>Specific language varies across assignments/assessments, however, in general, we seek 70% of our students score at 70% or higher on all assignments/assessments within 7.02.</p>
<p>Result of the assessment of the learning outcome for Standard 7.02:</p>	<p>Rates varied across questions used for assessment within the exams and across courses, ranging from 70%-82%. We discussed slight modifications to content delivery, including more high-impact practices, and will discuss assessment at the conclusion of the Spring 2024 semester.</p>
<p>Please provide the program-specific learning outcome consistent with COAPRT Standard 7.03. 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.</p>	<p>Our program utilizes the COAPRT language for our programmatic SLOs. 7.03 Students graduating from the program shall be able to demonstrate entry-level knowledge about operations and strategic management/administration in parks, recreation, tourism, and related professions. 7.03-A Students will demonstrate the ability to recognize the principles and procedures of management and/or administration. 7.03-B Students will demonstrate the ability to recognize the principles and procedures of infrastructure management. 7.03-C Students will demonstrate the ability to recognize the principles and procedures of financial management 7.03-D Students will demonstrate the ability to recognize the principles and procedures of Syllabus and course exam (RP 3113) Course Exam Questions (RP 3113) 70% of students will achieve an average score of 70% or higher on questions related to this learning outcome on a course exam 76% (fall) and 79% (spring) of students scored 70% or above on the questions related to this outcome. Continue to monitor. human resource management. 7.03-E Students will demonstrate the ability to recognize the principles and procedures of marketing and/or public relations. 7.03-F Students will demonstrate the ability to apply principles and procedures of management and/or administration. 7.03-G Students will demonstrate the ability to apply the principles and procedures of infrastructure management. 7.03-H Students will demonstrate the ability to apply the principles and procedures of financial management. 7.03-I Students will demonstrate the ability to apply the principles and procedures of human resource management. 7.03-J Students will demonstrate the ability to apply the principles and procedures of marketing and/or public relations.</p>



Describe the method by which the learning outcome for Standard 7.03 was assessed:

7.03, A, B, C, D, E, F, G, H, I, and J are assessed via a variety of methods.

7.03-A: Course exam questions (RP 4013), comprehensive exam (RP 4001), and management assignment (RP 4116).

7.03-B: Course exam questions (RP 4013 & RP 4063)

7.03-C: Course exam questions (RP 4013) and Comprehensive exam (RP 4001)

7.03-D: Course exam questions (RP 3113) and Comprehensive exam (RP 4001)

7.03-E: Course exam questions (RP 3013) and Comprehensive exam (RP 4001)

7.03-F: Case study (RP 4013) and Management assignments (RP 4114/4116)

7.03-G: Case study simulation project (RP 4063)

7.03-H: Case study (RP 4013), budget assignment (RP 4013)

7.03-I: Various case studies (RP 3113)

7.03-J: Marketing plan (HA 3013)

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Please indicate whether this outcome measure is Direct or Indirect.

Direct

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State your program's standard for demonstrating that your Student Learning Outcome for 7.03 was successfully achieved.

Specific language varies across assignments/assessments, however, in general, we seek 70% of our students score at 70% or higher on all assignments/assessments within 7.03.

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Result of the assessment of the learning outcome for Standard 7.03:

Rates varied across questions used for assessment within the exams and across courses, ranging from 57%-85%. We discussed slight modifications to content delivery, including more high-impact practices, and will discuss assessment at the conclusion of the Spring 2024 semester.

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Please provide the program-specific learning outcome consistent with COAPRT Standard 7.04. Students graduating from the program shall demonstrate, through a comprehensive internship of not less than 400 clock hours and no fewer than 10 weeks, the potential to succeed as professionals at supervisory or higher levels in park, recreation, tourism or related organizations.

Our program utilizes the COAPRT language for our programmatic SLOs. 7.04. 7.04 Students graduating from the program shall demonstrate, through a comprehensive internship of not less than 400 clock hours and no fewer than 10 weeks, the potential to succeed as professionals at supervisory or higher levels in park, recreation, tourism, or related organizations. 7.04-A Students shall participate in an internship of not less than 400 clock hours over no fewer than 10 weeks. 7.04 B Demonstrate the ability to succeed as a professional.

Describe the method by which the learning outcome for Standard 7.04 was assessed:

7.04A: weekly reports denoting clock hours worked and lessons learned (RP 4114)  
 7.04B: professional portfolio (RP 4001), initial and final student self-evaluations (RP 4114/4116), agency supervisor evaluation (RP 4114/4116).

Please indicate whether this outcome measure is Direct or Indirect.

Indirect

State your program's standard for demonstrating that your Student Learning Outcome for 7.04 was successfully achieved.

7.04A: Minimum of 400 work hours documented on weekly reports  
 7.04B: 70% of students will 70% or better on their portfolio, 70% of students will earn a mean score of 3 (out of 4) across all self and agency evaluations.

Result of the assessment of the learning outcome for Standard 7.04:

100% of students met 7.04A standards. 75% of students earned a 70% or higher on the agency evaluation, and 90% of students earned 70% or higher on the self evaluations. We discussed slight modifications to course delivery and updating the self and agency evaluations,. We will discuss assessment at the conclusion of the Spring 2024 semester.

An important aspect of accreditation is accountability. It is expected that the program annually posts 7.0 series aggregated data and additional evidence reflecting program academic quality and student achievement on their program and/or departmental website. Such information shall be consistent with The Family Educational Rights and Privacy Act (FERPA) requirements (Standard 2.05.05).

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Please provide a link [www.atu.edu/tourism](http://www.atu.edu/tourism) to the program's website that demonstrates compliance with Standard 2.05.05.

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It is expected that a program has a practice of informing the public about the harm of degree mills and accreditation mills (Standard 3.06).

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Please provide a link [https://www.atu.edu/tourism/ACPHA\\_accreditation.php](https://www.atu.edu/tourism/ACPHA_accreditation.php) to the program's website demonstrating compliance with Standard 3.06.

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It is expected that the program has a practice of informing the public about their COAPRT accredited programs (Standard 3.07).

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Please provide a link [https://www.atu.edu/tourism/ACPHA\\_accreditation.php](https://www.atu.edu/tourism/ACPHA_accreditation.php) to the program's website demonstrating compliance with Standard 3.07.

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### Section 7: Program Changes

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Clearly describe any major changes for the reporting year in the program's strategic plan, curriculum, resources, administration, or other areas of the program directly related to accreditation standards. Please include the Standard number. If there are no major changes in any of these areas, please just indicate "none".

Starting in August 2024, the degree will change to a Bachelor of Science in Tourism, essentially merging several degree titles into a singular degree.

The responses are self reported and the responsibility for the accuracy of the content is on behalf of the program.

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