Title	**0057**	03/17/2021
	by **Cathi McMahan** in **2021 COAPRT Annual Report**	id. 19573268
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Original Submission

03/17/2021

	Section 1: Contact Information
Name of institution	**Arkansas Tech University**
Name of Accredited Program	**Recreation and Parks Administration**
Total number of COAPRT Accredited Programs at this institution	**1**
Name and contact information of the Primary Contact for your COAPRT Accredited Program(s). All communications will be sent to this person.	**Cathi McMahan, Ph.D., CTRS**
Position Title	**Department Head/Professor**
Address	**404 North El Paso Avenue** **Russellville** **AR** **72801** **US**
Email	**cmcmahan@atu.edu**
Phone	**+14799680385**
Department Name	**Parks, Recreation, and Hospitality Administration**
Website	**https://www.atu.edu/prha/**
President of Institution	**Robin Bowen, Ph.D.**

President's Email	**rbowen@atu.edu**

Section 2: Intent to Pursue Accreditation

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

Section 3: Statistics Summary Report - Faculty

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 standard going forward and to provide program-level outcomes data, COAPRT is adding two questions to the annual report: graduate school acceptance rate and post-graduation employment rate. These are in addition to the program-level outcome of the six-year graduation rate currently reported. COAPRT recognizes reporting these new program-level outcomes will require additional planning and effort and your programs may not be currently collecting this information. If you do not have the graduate school acceptance rates or post-graduation employment rates for 2020 graduates, please enter "N/A" in the spaces below. In the "Notes" space, please provide a brief description of how you have collected relevant data, plan to improve what you have collected (if applicable) or will now plan to collect and report the data. In addition, provide a credible/acceptable response rate you will achieve for future annual reports. For the 2021 annual report (due March 2022), these data will be required, and N/A will not be accepted. This data will be collected and reported for each COAPRT accredited program within your department and not aggregated across multiple COAPRT accredited programs. Therefore, you will see these questions repeated in each COAPRT accredited program (e.g., therapeutic recreation, sports management, tourism) section. 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 (as previously required)	**65%**

Graduate school acceptance rate (new requirement)	**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. If data are not available for this year, please use the "Notes" space to briefly describe a plan to provide the data in a consistent manner in future annual reports. 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% Example C (did not have data) Number accepted to graduate school: n/a Percent of graduating students: n/a Method of measurement: n/a Response rate: n/a Notes: Items will be added to alumni survey, administered three months post-graduation, and monitored with follow-up reminders to secure a response rate of at least 80%**
Graduate School Acceptance Rate (new requirement)	**n/a**
Method of measurement	**n/a**
Response rate	**n/a**
Notes	**Items will be added to alumni survey, administered three to six month post-graduation, and monitored with follow-up reminders to secure a response rate of at least 80%.**

Post-graduate employment rate (newly required)	**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. If data are not available for this year, please use the "Notes" space to briefly describe a plan to provide the data in a consistent manner in future annual reports. 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% Example C (have partial data) Number of employed students: 23 Percent of graduating students: 43% Method of measurement: Anecdotal from academic advisor so not really complete Response Rate: n/a Notes: Items will now be added to alumni survey, administered four months post-graduation by advisor, and monitored with follow-up reminders to secure a response rate of at least 85%**
Post-graduate employment rate (new requirement)	**82%**
Method of measurement	**Anecdotal from academic advisors so really not accurate at this time**
Response rate	**n/a**
Notes	**Items will be added to alumni survey, administered 3-6 months past graduation and monitored with follow-up reminders to secure a response rate of 89%.**

Section 5: Narrative Report - Learning Outcomes Assessment For the next section, please report learning outcomes - one for each of the 7.01, 7.02, and 7.03 (for a total of three 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

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Section 5-1: Narrative Report - Learning Outcomes Assessment Please provide the following information

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| 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. | **The Recreation and Park Administration Program is housed in the Department of Parks, Recreation, and Hospitality Administration. The mission of the Recreation and Park Administration Program is to educate recreation and park professionals for self, community, and society. The Recreation and Park Administration Program offers four areas of emphasis for students: Natural Resource, Recreation Sport Management, Interpretation, and Therapeutic Recreation.** |

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.	**Students graduating from the program will demonstrate knowledge of the historical foundations of the profession.**
Describe the method by which the learning outcome for Standard 7.01 was assessed:	**Course Exam Questions in RP 1013 Principles of Recreation and Park Administration. We consider the outcome achieved if 70% of the students score 70% or higher on the exam questions.**
Indicate whether this outcome measure is Direct or Indirect.	**Direct**
Result of the assessment of the learning outcome for Standard 7.01:	**Combining Spring 2020 and Fall 2020 courses 81% of the students achieved the 70% threshold. This standard was met.**

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.	**Students will demonstrate the ability to design recreation programs that facilitate targeted human experiences that embrace personal and cultural dimensions of diversity.**
Describe the method by which the learning outcome for Standard 7.02 was assessed:	**A rubric is utilized to evaluate the program design assignment in RP 2003 Recreation Programming. We consider the outcome achieved if 70% of the students score 70% or higher on the assignment.**
Please indicate whether this outcome measure is Direct or Indirect.	**Direct**
Result of the assessment of the learning outcome for Standard 7.02:	**In Fall of 2020 82% of the students scored a 70% or higher on this assignment. This standard was met.**
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.	**Students will demonstrate the ability to apply the principles and procedures of human resource management.**

Describe the method by which the learning outcome for Standard 7.03 was assessed:	**Case studies in RP 3113 Human Resource Management in PRHA . We consider the outcome achieved if 70% of the students score 70% or higher on the exam questions.**
Please indicate whether this outcome measure is Direct or Indirect.	**Direct**
Result of the assessment of the learning outcome for Standard 7.03:	**In Fall of 2020 82% of the students scored a 70% or higher on this assignment. This standard was met.**
	Section 6: Narrative Report - Accountability and Informing the Public
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).	n/a
Please provide a link to the program's website that demonstrates compliance with Standard 2.05.05.	**https://www.atu.edu/prha/ACPHA_accreditation.php**

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).	n/a
Please provide a link to the program's website demonstrating compliance with Standard 3.06.	**https://www.atu.edu/prha/ACPHA_accreditation.php**
It is expected that the program has a practice of informing the public about their COAPRT accredited programs (Standard 3.07).	n/a
Please provide a link to the program's website demonstrating compliance with Standard 3.07.	**https://www.atu.edu/prha/ACPHA_accreditation.php**
	Section 7: Program Changes
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".	**Dr. Glen Bishop retired in December 2019 and Dr. Michael Bradley was hired as an Associate Professor/Tenure-Track in Fall 2020. The PRHA Department faculty offices remain off campus due to renovation of Williamson Hall (anticipated return date to Williamson Hall is Fall 2021).**