

California State University, Northridge

Recreation and Tourism Management

Core Course Assessment

Written Summary for Action

Fall 2013

This document serves as a written summary of the RTM Core Course Assessment conducted via Moodle at the end of Fall semester 2013. Enrolled students participated in the assessment voluntarily. Each core course is listed along with the number of students who completed the assessment. Any stated course objective or general essay prompt that did not meet the criteria (i.e. met = 2.5 mean score or greater, somewhat met = 2.0-2.49 mean score, or unmet = 1.99 mean score or less) is listed and numbered accordingly to identify items/areas of concern.

- I. RTM 202 (n=7)
 - A. All objectives/essay prompts were met.
- II. RTM 204 (n=4)
 - A. All objectives/essay prompts were met.
- III. RTM 278 (n=6)
 - A. Objective 5 (M=2.3) and Essay 1 (M=2.3) were somewhat met.
 - B. Objectives/essay prompts of concern:
 - 5. I can describe the early history and philosophy of play, recreation and leisure, hospitality, and tourism.
 - ESSAY 1: Analyze the contribution of parks, recreation, tourism and hospitality industries to the economic development of communities, regions, and nations.
- IV. RTM 300 (n=4)
 - A. Essay 1 (M=2.0), Essay 2 (M=2.0), and Objective 3 (M=2.2) were somewhat met, with **all** other objectives being unmet [Objective 1 (M=1.8), Objective 2 (M=1.8), and Objective 4 (M=1.8)].
 - B. Objectives/essay prompts of concern:
 - 1. I can describe the significance of the urban recreation movement in the United States, particularly as it relates to the evolution of

other human services (education, social services, youth authority, etc.)

- 2. I can describe the relevance of the parks, recreation and leisure services movement to community and institutional development.
- 3. I can describe the dynamic interrelationship among public (government), non-profit and private sectors in the evolution of the urban recreation, leisure services and park movement(s).
- 4. I can describe the recreation and leisure needs of diverse cultural and ethnic groups that claim the greater Los Angeles metropolitan area as “home”
- Essay 1: What is the potential of recreation to build/revitalize communities, address social problems and assist youth with navigating the pathways to responsible adulthood.
- Essay 2: What is the social, environmental and economic benefits of parks, recreation and tourism in supporting the concept of healthy communities.

V. RTM 302 (n=31)

A. All objectives/essay prompts were met.

VI. RTM 303 (n=5)

A. Objective 2 (M=2.0) and Objective 3 (2.4) were somewhat met.

B. Objectives/essay prompts of concern:

- 2. I can describe globalization and the role marketing plays with the global recreation and tourism context.
- 3. I can describe the importance of marketing in today’s society, especially as it relates to the leisure field.

VII. RTM 304 (n=9)

A. Objective 2 (M=2.2), Objective 3 (M=2.4), Objective 4 (M=2.2), Objective 5 (M=2.0), Objective 7 (M=2.4), Objective 8 (M=2.3), Objective 9 (M=2.0) and Essay 1 (M=2.0) were somewhat met. Objective 6 (M=1.9) was unmet.

B. Objectives/essay prompts of concern:

- 2. I can describe the marketing orientation theory for development for new services with emphasis on assessment of the marketplace for feasibility of the enterprise.

- 3. I can describe forms of business organization such as proprietorship, partnership, limited corporations and the risks and benefits of each design.
- 4. I can describe the alternatives sources of financing the new venture.
- 5. I can describe cash and accrual methods of financial accounting and development of financial reports.
- 6. I can describe the financial and operational issues of payroll management and taxation for the small business.
- 7. I can describe the importance of risk management and legal liability for protection of the entrepreneurial venture including types of insurance and the role accreditation/ certification within recreation and human services field.
- 8. I can explain the overview of information management system as it relates to the small business.
- 9. I can apply spreadsheet & database management software to the financial and information management systems.
- Essay 1: Describe cash and accrual methods of financial accounting and development of financial reports.

VIII. RTM 402 (n=3)

- A. Objective 1 (M=2.3) and Essay 2 (M=2.3) were somewhat met.
 B. Objectives/essay prompts of concern:

- 1. I can describe the conceptual foundations of play for all populations and settings.
- Essay 2: What is the critical thinking process as applied to play behavior.

IX. RTM 403 (n=1)

- A. All objectives/essay prompts were met.

X. RTM 490 (n=9)

- A. Objective 4 (M=2.3) and Essay 1 (M=2.4) were somewhat met.
 B. Objectives/essay prompts of concern:

- 4. I can integrate theory and practice in the analysis of professional practice for leisure profession.
- Essay 1: Express your personal definition and philosophy of the profession, and vision/mission statement.

Reflections for Faculty Discussion

- 1) The second pilot test of the Core Confidence Survey demonstrated that student compliance is still too low. Future semesters should require all professors to commit a short period of class time for the survey administration.
- 2) Results for all surveys should be distributed to teaching faculty by section to create awareness of the 'gaps' of objectives not met or being somewhat met. The greatest concern seems to be for RTM 300 and RTM 304.

SAMPLE CORE CONFIDENCE SURVEY - RTM 302

The survey collects information about your confidence in having learned about certain knowledge or skills in your class. The survey is not about teacher effectiveness or appreciation (you may have loved or hated them) nor is it about your grade (you may have scored high or low) but rather it is about how well you believe you learned certain material. Please provide honest responses to the survey questions. Thanks for your help.

Assign values of 1, 2, or 3 to your confidence at doing each of the tasks in the table below. Refer to the same rating scale:

1. I don't really know much about this topic OR am not confident I could answer the question or demonstrate the skill.
2. I understand the question and could probably answer at least 50% correctly, Or I know precisely where I could look to get additional information that would allow me to write a good answer for grading in less than 20 minutes.
3. I am confident I could answer this question or demonstrate that skill.

	1	2	3
I can describe the classic leadership/management theory and research.	option 1 <input type="checkbox"/>	option 2 <input type="checkbox"/>	option 3 <input type="checkbox"/>

I can describe communication theory as it relates to leadership effectiveness and demonstrate competency in listening skills and personal communication effectiveness including multi-cultural settings.	option 1 <input type="checkbox"/>	option 2 <input type="checkbox"/>	option 3 <input type="checkbox"/>
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I can practice decision-making theory as it relates to leadership influence in groups and demonstrate competency in generation of new ideas and analysis of alternatives, evaluation of consequences (safety management), and implementation strategies. option 1 option 2 option 3

I can practice group process theory as it relates to leadership influence in creating & sustaining effective teams and managing conflict and discipline issues in groups. option 1 option 2 option 3

I can describe motivation theory as it relates to sustaining involvement in groups and as it relates to the recruitment, review, and termination of employees with reference to legal issues related to the hiring and termination process. option 1 option 2 option 3

I can describe the theories of personal time management and techniques for managing personal goal attainment. option 1 option 2 option 3

Question # 2: Response Required

How well could you write an essay in response to the following questions. Assign values of 1, 2, or 3 to your confidence at responding to each question in the table below:

1. I don't really know much about this topic OR am no confident I could answer the question.
2. I understand the question and could probably answer at least 50% correctly OR I know precisely where I could look in the resource materials to get additional information, such that twenty minutes later I could start writing a good answer.
3. I am confident I could answer this question.

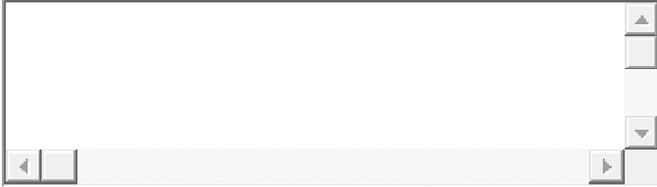
	1	2	3
Essay 1: Explain the influence of personal value systems in leadership effectiveness.	option 1 <input type="checkbox"/>	option 2 <input type="checkbox"/>	option 3 <input type="checkbox"/>

Essay 2: Explain the role of temperament theory or strengths theory on personal leadership and in sustaining effective teams.	option 1 <input type="checkbox"/>	option 2 <input type="checkbox"/>	option 3 <input type="checkbox"/>
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Question # 3

During your semester in RTM 302 Leadership in Recreation and Human Service you have participated in different in-class experiences and out-of-class assignments. Think about two or three professional competencies that you have developed and/or significant topics that you learned about this semester. List the topic or skill and describe as specific as possible the 'learning' and how that came about (e.g. assignment, reading, lecture, experiential event, discussion, field experience, test, etc.)

A large empty rectangular box with a scroll bar on the right and bottom, intended for writing the response.