

RCPT 423. Recreation Administration (3)

**Department of Recreation, Parks and Tourism
Radford University**

Fall, 2009

T R 3:30 – 4:45pm Waldron 200

Instructor: Dr. Teresa O'Bannon

Office: 142 Waldron Hall

E-Mail: tobannon@radford.edu

Office Phone: 831.7722

Office Hours: Monday thru Thursday, 2:00 – 3:00pm
and by appointment

Catalog Description:

Introduction to the administration of recreation, parks and tourism. Emphasis on fiscal management, personnel management, organizational structure, marketing techniques and legal foundations in recreation, parks and tourism departments.

Prerequisite:

RCPT 112, 210 and 315 or permission of chairperson

Expected Outcomes:

Upon successful completion of the course, students will be able to, or will exhibit the:

- Understanding of the fundamental principles and procedures of management **8.18**
- Understanding of the principles and procedures of human resource management **8.19**
- Understanding of the principles and procedures of supervisory leadership **8.20**
- Understanding of the principles and procedures of budgeting and financial management **8.21**
- Understanding of the principles and procedures related to agency marketing techniques and strategies **8.22**

Required Text:

Hurd, A.R., Barcelona, R.J., & Meldrum, J.T. (2008). *Leisure Service Management*. Champaign, IL: Human Kinetics.

Recommended Text:

Hurd, A., Mulvaney, J., Rossman, J.R. & McKinney, W.R. (2007). *Official study guide for the Certified Park and Recreation Professional Examination*. Ashburn, VA: National Recreation and park Association Division of Professional Services.

Supplemental readings from other sources will be assigned during the course of the semester.


It is vital that you activate your Radford e-mail account or have your Radford e-mail forwarded to your regular e-mail account. During the course of the semester, you must be able to receive e-mails from the instructor.

COURSE SCHEDULE

 text reading  assignment  handout  online resource  video  guest speaker

WEEK 1

Introductions; syllabus review
Management competencies

 Reading:

- Chapter 1 - The competent leisure service manager


WEEK 2

Management theory

Leadership

 Reading:

- Chapter 2 – Foundations of management

 Reading on WebCT:


- Olson, S. (2006). The secret great leaders know about emotion

 Quiz 1

WEEK 3

Levels of Management

Values, Vision and Mission

 Reading:


- Chapter 3 – Leisure service managers

 Boulder Colorado Parks & Recreation 2007 annual report video

http://www.bouldercolorado.gov/index.php?option=com_content&task=view&id=9930&Itemid=73

WEEK 4

Certified Parks and Recreation Professional designation 8.08

 Online resource:

<http://www.nrpa.org/content/default.aspx?documentId=26>

- “Recreation director achieves CPRP certification”

<http://www.townofmountpleasant.com/index.cfm?section=14&page=2&mesg=art426.28298>

- VRPS Professional Certification

<http://www.vrps.com/displaycommon.cfm?an=5>

 Reading:

- Chapter 4 – Legal foundations for managers


 Quiz 2

WEEK 5

Culture and Structure

 Reading:

- Chapter 5 – Organizational structure
- CPRP study guide: pages 44 – 53 (available in the TRC and Tourism Lab)

 Reading on WebCT:

- Knox, D. L. & Butzel, S. S. *What is Corporate Culture?*

WEEK 6

Policies, procedures, rules and standards

CPRP study session 8.18


 Reading:

- Chapter 6 - Coordination of Resources, Programs, and Services


 *Quiz 3*

WEEK 7

Strategic Planning 8.18

 Reading:

- Chapter 7 - Planning and Decision Making

 Interview project prep

WEEK 8

Marketing 8.22

 Reading:

- Chapter 8 – Marketing and Public Relations
- CPRP study guide: pages 53 – 65 (available in the TRC and Tourism Lab)

CPRP Study Session


 *Quiz 4*

WEEK 9

Internal and external communications 8.22

 Reading:

- Chapter 9 – Communications and Customers


 Interview project prep

WEEK 10

Human Resources 8.19

 Reading:

- Chapter 10 – Personnel procedures and practices
- CPRP study guide: pages 30 – 44 (available in the TRC and Tourism Lab)

 Personal budget exercise assigned

 *Quiz 5*

WEEK 11

Theories of Motivation 8.19

 Reading:

- Chapter 11 – Motivation, rewards, and discipline
- CPRP study guide: pages 30 – 44 (available in the TRC and Tourism Lab)

WEEK 12

Financial Practices 8.21

Sources of revenue

 Reading:

- Chapter 12 – Sources and methods of financing

 *Quiz 6*

Thanksgiving Break

WEEK 13

Finance

Types of budgets

📖 Reading:

- Chapter 13 – Budgets and financial cost analysis
- CPRP study guide: pages 15 – 30 (available in the TRC and Tourism Lab)

✍️ CPRP Practice Exam 8.18

✍️ *Personal budget exercise due*

WEEK 14

Interview discussion

✍️ *Interview papers due*

Group study session

Final Exam – Date and time to be determined

* Readings, above, are to be done ahead of time so that we can discuss the chapters on the days they are scheduled.

Assignments and Grading:

<i>Assignment</i>	<i>Points</i>	<i>Percentage</i>
Quizzes (6 @ 10 points each)	60	34%
Final Exam	50	29%
Attendance	25	14%
CPRP Practice Exam	20	11%
Interview Project	15	9%
Budget Activity	05	3%
Total points possible	175	

All out-of-class assignments, including short homework exercises, must be typed.

Staple multiple pages together. Multiple page assignments that are “dog-eared” together will not be accepted.

Exam and Quizzes:

Quizzes will be given on the dates presented in the schedule. One comprehensive final exam will be given at the end of the semester. Quiz and exam material represent all topics from the assigned textbook chapters and lectures. *Fulfills Standards 8.18, 8.19, 8.20, 8.21, 8.22*

Attendance Policy

Just as with any professional position, you need to be in attendance for all meetings. Role will be taken every class. You may use 2 sick days, 1 family leave day, and 1 personal day during the course of the semester. If an absence is necessary for another reason, please clear it in advance with the instructor. The proper paperwork must be completed in order to recoup the points. *Fulfills Standard 8.19 See illness policy below*

CPRP Study Sessions and Practice Exam

The Certified Park and Recreation Professional (CPRP) is a professional designation available through the National Recreation and Park Association (NRPA). Graduates from accredited programs such as ours are eligible to take the CPRP exam. Upon successfully passing it, the initials “CPRP” may be used after one’s name. The designation shows competence in the field.

The purpose of the study sessions and exam is to prepare students for administrative positions by covering material that is relevant to parks and recreation professionals, as well as preparing students for the exam. Study sessions will entail students answering questions and discussing answers. The exam is comprised of questions from the official NRPA CPRP study guide. *Fulfills Standards 8.18, 8.19, 8.20, 8.21, 8.22*

Interview Project

You will be interviewing an *administrator* of a parks and recreation agency, a non-profit agency, or a private business. You are required to research the administrator and their organization, write an introduction to the interview using this research, develop constructive questions, and document the answers you receive from the interviewee. The interview should be useful to you, providing information that will help you understand the nuances of administrative duties. *Fulfills Standards 8.18, 8.19, 8.20, 8.21, 8.22*

Budget Activity:

Each class member will estimate a personal monthly budget, then record and present actual spending using an Excel spreadsheet. You may be responsible for a million dollar budget someday. Understanding your personal budget is the first step in preparing for such a momentous task. In lecture, we will talk about different types of budgets. For this assignment, you will need to show income and expenses broken into cost centers. You will also receive budget assignments to complete in class. *Fulfills Standards 8.18, 8.21*

Readings:

Assigned readings from the textbook will be used in exams, and assignments. Lectures will not always include textbook information; however, you are responsible for the reading. *Fulfills Standards 8.18, 8.19, 8.20, 8.21, 8.22*

Grading:

A	100 - 90
B	89 - 80
C	79 - 70
D	69 - 60
F	59 and below

Points will be awarded for each assignment. Final grades will be based on total points earned. The instructor reserves the right to curve final grades. Grades are non-negotiable.

Because your assignments are graded using points, keep track of your points in order to determine your grade during the course of the semester. Upon request, a form can be provided to help you do this.

In the interests of academic decorum:

- Contested assignments and/or grades will not be discussed in the classroom or during the class period. Please visit the instructor during office hours or make an appointment to discuss your disagreement.
- Disruptive behavior in class will not be tolerated. This is to include but is not limited to sleeping, casual conversation during lecture, etc. You are future professionals and will please conduct yourselves as such in this environment.
- Any behavior that is deemed disruptive by the instructor will be addressed first by a verbal warning. Following the verbal warning, if the behavior is not corrected, the student will be issued a written warning. If the disruptive behavior continues following the written warning, 10 points will be deducted from the final grade for each occurrence.
- Cellular telephone, instant message/texting, and two-way pager use during the class period is prohibited. Cellular telephones, instant message/texting devices, and pagers must be turned off prior to the beginning of class. Exceptions to this rule will be made only for emergency and healthcare workers who are on-call.
- The use of electronic devices (i.e., laptops, PDA's, cell phones, instant messengers, etc.) during exams, beyond the uses approved by the instructor, is prohibited and will be treated as a violation of the Honor Code.

The Learning Assistance and Resource Center (LARC), located in 126 Walker Hall, is open to all students Monday through Friday from 9 a.m. until 5 p.m. Certified, trained tutors provide help with basic study skills, writing, reading, and content-specific material. An appointment is necessary and can be made by stopping by Walker 126, calling 831-7704, or IMing "rularcappt".

H1N1/Swine Flu Illness Policy: If you are sick (especially with flu symptoms), or if you are responsible for a sick child, please contact me by phone or e-mail, and I will make arrangements for you to miss class. No doctor's note is required. According to the CDC: Take everyday actions to stay healthy.

* Cover your nose and mouth with a tissue when you cough or sneeze. Throw the tissue in the trash after you use it.

* Wash your hands often with soap and water, especially after you cough or sneeze. Alcohol-based hands cleaners are also effective.

* Avoid touching your eyes, nose or mouth. Germs spread that way.

* Stay home if you get sick. CDC recommends that you stay home from work or school and limit contact with others to keep from infecting them.

Inclement Weather Policy: Class will be canceled in accord with the university policy for school closure. Decisions about closings and delayed openings are made by 6:00 a.m. and are posted on the university website. You may also call the University switchboard at 831-5000 for announcements. In the event that class is canceled, presentations, lectures and other "due dates" will be rescheduled for the next time the class meets.

WebCT Support

Course notes, relevant web sites and other information will be posted on the class WebCT page. Here are some tips for using WebCT.

- Use campus computer labs if your home PC does not work.

- Pop-ups must be allowed for the program to work properly
- Java Runtime Environment (JRE) should be installed.
- Internet Explorer (6) or Safari are the recommended browsers.
- You will need the Microsoft Office bundle to read .doc, .xls, and .ppt files. The bundle is available for purchase at the Bookstore for about \$11.00 dollars.
- You will need Adobe Acrobat Reader to see the PDF files.
- Call the Help desk for assistance: 831-7500 (instructional technology support option)

Honor Code - “By accepting admission to Radford University, each student makes a commitment to understand, support, and abide by the University Honor Code without compromise or exception. This class will be conducted in strict observance of the Honor Code.”

Changes may be made to this syllabus/schedule at the instructor’s discretion. Timely notice of any changes will be given to students.