

Title	0001	02/06/2025
	by Lori Irwin in 2025 Revised COAPRT Annual Report	id. 49586568
	127 S. Franklin Finch Fieldhouse 102 - Central Michigan University Mt. Pleasant, Michigan 48859 United States 9897743858 Lori.irwin@cmich.edu	

Original Submission	02/06/2025
----------------------------	------------

About the Annual Report	The purpose of the Annual Report is to follow a program's current progress towards learning outcome assessment. This is a requirement to maintain accreditation. Submitting an Annual Progress Report provides statistics for the previous academic year, specifying improvements made, reporting any significant changes and reporting on status of the 1.0 series standards and standards 2.05.05, 3.06, 3.07, and the 7.0 series. Institutions with multiple accredited programs will be required to report on the 7.0 series for each individually accredited program. 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. The purpose of the Annual Report is to provide a snapshot of your student learning outcome data collection for the previous calendar year. (January - December) Posting requirements for the program's website include student learning outcome aggregate data from the most recent spring and fall academic year.
-------------------------	---

Section 1: Contact Information

Name of institution	Central Michigan University
Name of Accredited Program	Event and Recreation Management
Total number of students enrolled in this program.	105

Name and contact information of the Primary Contact for your COAPRT Accredited Program(s). All communications will be sent to this person.	Tim Otteman
Position Title	Department Chair
Address	1275 S. Franklin Street Finch Fieldhouse 215 Mt. Pleasant Michigan 48859 US 43.591196 -84.7740079
Email	ottem1tw@cmich.edu
Phone	+19897742505
Department Name	Recreation, Parks and Leisure Services Administration
Website	www.rpl.cmich.edu
Formal Name of your Institution's President	Dr. Neil MacKinnon
Section 2: Intent to Pursue Accreditation	
Does the academic unit intend to pursue continued 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 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

Section 4: 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.

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 Event and Recreation Management (ERM) program gives students experience and knowledge needed to be successful in the recreation and event industry. Through both classes and applied experiences, our curriculum focuses in the areas of foundations, programming, operations, administration/management, finance, facilities, strategic planning and professional skills. Students complete 36 hours of on-campus coursework and as a capstone complete the only professional, full-time 30 week, 30 credit internship in the United States. Upon graduation students are prepared to work in a variety of REM industry settings such as community centers, entertainment venues, non-profit organizations, festivals, recreation departments, event companies, theme and amusement parks, convention centers, military recreation, special event venues, faith-based recreation, and/or college and university settings.

<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>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 those industries; and the foundations of the profession in history, science, and philosophy.</p>
<p>Describe the method by which the learning outcome for Standard 7.01 was assessed:</p>	<p>(Direct Measure) The Final Internship Evaluation: The ERM major has developed the Final Internship Evaluation to reflect the content domain areas associated with the industry including foundations, program development and delivery, finance, operations, facilities, and strategic planning. Students must demonstrate a sound understanding of the background, nature, history, scope and philosophy of a recreation and event management organization.</p> <p>(Direct Measure) The Internship Final Paper is also an assessment tool for student mastery of this standard. The ERM major has developed the Internship Final Paper guidelines to reflect the content domain areas associated with the industry including foundations, program development and delivery, finance, operations, facilities, and strategic planning. Student will discuss and provide documentation regarding their foundational understanding of the background, nature, history, scope and philosophy of the recreation and event management organization at which they completed their internship experience</p>
<p>Indicate whether this outcome measure is Direct or Indirect.</p>	<p>Direct</p>

State your program's standard for demonstrating that your Student Learning Outcome for 7.01 was successfully achieved.	<p>Internship Final Paper: 75% of students will attain an average of 3.0 (demonstrates understanding of learning outcomes and application of concepts/skills) or higher on the Foundations section of the Internship Final Paper</p> <p>Internship Supervisor Evaluation: 75% of students will attain an average of 3.0 or (consistently achieves what is expected) higher on the Foundations section of the Final Internship Evaluation</p>
Result of the assessment of the learning outcome for Standard 7.01:	<p>Internship Final Paper: Spring - Fall 2024 Met 100% 4.60/5.0</p> <p>Internship Supervisor Evaluation: Spring - Fall 2024 Met 100% 4.4/5.0</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.	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.

Describe the method by which the learning outcome for Standard 7.02 was assessed:	<p>(Direct Measure) The Supervisor Internship Evaluation: The ERM major has developed the Final Internship Evaluation to reflect the content domain areas associated with the industry including foundations, program development and delivery, finance, operations, facilities, and strategic planning.</p> <ol style="list-style-type: none"> 1. As part of their internship, students are required to complete a capstone project in which they develop, implement, and evaluate a program/service/event for which they are totally responsible which is reflected in the Final Internship Evaluation. 2. A portion of the 'program development and delivery' assessment focuses on working with special/diverse population groups. 3. A portion of the 'program development and delivery' assessment focuses on program/event evaluation.
	<p>(Direct Measure) The Internship Final Paper is also an assessment tool for student mastery of this standard. The ERM major has developed the Internship Final Paper guidelines to reflect the content domain areas associated with the industry including foundations, program development and delivery, finance, operations, facilities, and strategic planning. Student will discuss and provide documentation regarding their ability to plan, deliver, and evaluate leisure programs and services for a recreation and event management organization at which they completed their internship experience.</p> <ol style="list-style-type: none"> 1. As part of their internship, students are also required to complete a capstone project in which they develop, implement, and evaluate a program/service/event for which they are totally responsible which is reflected in their Internship Final Paper. 2. A portion of student documentation and reflection in 'program development and delivery' assessment focuses on working with special/diverse populations. 3. A portion of student documentation and reflection in 'program development and delivery' assessment focuses program/event evaluation.
Please indicate whether this outcome measure is Direct or Indirect.	Direct
State your program's standard for demonstrating that your Student Learning Outcome for 7.02 was successfully achieved.	<p>Internship Final Paper 75% of students will attain an average of 3.0 (demonstrates understanding of learning outcomes and application of concepts/skills) or higher on the Program Development & Delivery section of the Internship Final Paper</p> <p>Internship Supervisor Evaluation 75% of students will attain an average of 3.0 or (consistently achieves what is expected) higher on the Program Development & Delivery section of the Final Internship Evaluation</p>

Result of the assessment of the learning outcome for Standard 7.02:	<p>Internship Final Paper Spring - Fall 2024 Met 100% 4.6/5.0</p> <p>Internship Supervisor Evaluation Spring - Fall 2024 Met 100% 4.85/5.0</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.	The Final Internship Evaluation: The REM concentration has developed the Final Internship Evaluation to reflect the content domain areas associated with the industry including foundations, program development and delivery, finance, operations, facilities, and strategic planning
Describe the method by which the learning outcome for Standard 7.03 was assessed:	<p>The Internship Final Paper is also an assessment tool for student mastery of this standard. The REM concentration has developed the Internship Final Paper guidelines to reflect the content domain areas associated with the industry including foundations, program development and delivery, finance, operations, facilities, and strategic planning.</p> <p>The Final Internship Evaluation and Internship Final Paper reflect the content domains including:</p> <ul style="list-style-type: none"> • Finances: Demonstrates the ability to use a variety of resources, processes and procedures in the financial operations of a recreation and event management organization. • Operations: Demonstrates the ability to use appropriate administrative, management and leadership techniques and strategies within a recreation and event management organization. • Facilities: Demonstrate the ability to effectively manage facilities within a recreation and event management organization including scheduling, maintenance, and risk management. • Strategic Planning: Demonstrates a sound understanding of processes and critical thinking used to optimize long-term outcomes and success of recreation and event management organizations.
Please indicate whether this outcome measure is Direct or Indirect.	Direct

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

ADMINISTRATION: To provide students with the necessary preparation in operations, strategic planning, facility management, and professional competencies related to the recreation and event management profession.

ADMINISTRATION OPERATIONS:

75% of students will attain an average of 3.0 (demonstrates understanding of learning outcomes and application of concepts/skills) or higher on the Administration-Operations section of the Internship Final Paper

75% of students will attain an average of 3.0 or (consistently achieves what is expected) higher on the Administration-Operations section of the Final Internship Evaluation

ADMINISTRATION: FINANCE

75% of students will attain an average of 3.0 (demonstrates understanding of learning outcomes and application of concepts/skills) or higher on the Administration-Finance section of the Internship Final Paper

75% of students will attain an average of 3.0 or (consistently achieves what is expected) higher on the Administration-Finance section of the Final Internship Evaluation

ADMINISTRATION: FACILITIES

75% of students will attain an average of 3.0 (demonstrates understanding of learning outcomes and application of concepts/skills) or higher on the Administration-Facilities section of the Internship Final Paper

75% of students will attain an average of 3.0 or (consistently achieves what is expected) higher on the Administration-Facilities section of the Final Internship Evaluation

ADMINISTRATION: STRATEGIC PLANNING

75% of students will attain an average of 3.0 (demonstrates understanding of learning outcomes and application of concepts/skills) or higher on the Administration-Strategic Planning section of the Internship Final Paper

75% of students will attain an average of 3.0 or (consistently achieves what is expected) higher on the Administration-Strategic Planning section of the Final Internship Evaluation

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

ADMINISTRATION: OPERATIONS:

Final Internship Paper: Spring - Fall 2024 Met 100% 4.4/5.0

Final Internship Evaluation: Spring - Fall 2024 Met 100% 4.8/5.0

ADMINISTRATION: FINANCE

Final Internship Paper: Spring - Fall 2024 Met 100% 4.0/5.0

Final Internship Evaluation: Spring - Fall 2024 Met 100% 4.2/5.0

ADMINISTRATION: FACILITIES

Final Internship Paper: Spring - Fall 2024 Met 100% 4.1/5.0

Final Internship Evaluation: Spring - Fall 2024 Met 100% 4.6/5.0

ADMINISTRATION: STRATEGIC PLANNING

Final Internship Paper: Spring - Fall 2024 Met 100% 4.2/5.0

Final Supervisor Evaluation: Spring - Fall 2024 Met 100% 4.6/5.0

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.

Students graduating from the program shall demonstrate, through a comprehensive internship of not less than 1,200 clock hours during a 30-week full-time internship, the potential to succeed as professionals at supervisory or higher levels in park, recreation, tourism, or related organizations.

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

The Event and Recreation Management program requires students to complete a 30-week, 1200-hour, professional internship as a capstone experience following the completion of all academic coursework. Students are required to take three classes related to the internship.

- RPL 310: Pre-Internship in Leisure Services – completed two semesters before the internship
- RPL 497: Seminar in Recreation Professional Development – completed last semester on campus before the internship
- RPL 320: Professional Internship in Recreation – completed during the internship experience

RPL 320 – Final Paper

Students must complete written documentation regarding application of

knowledge and skills during the internship experience. The final internship paper is the final reflection and requirement for graduation from the RPL – Recreation and Event Management program. Learning opportunities: each chapter of the paper must discuss and document correlated Internship Letter of Agreement goals and include information regarding actions taken, results and outcomes of those actions, tangible items, and discussion regarding what they learned as a professional.

RPL 320 Supervisor Evaluation

Students are required to work at a professional, entry-level position, and demonstrate that they have attained all of the internship Letter of Agreement (LOA) goals by receiving a rating of 3/5, “consistently achieves what is expected”. Goal categories for the LOA that are reflected in all internship evaluations include foundations, program development and delivery, operations, finance, strategic planning, facilities, and professional skills. Students complete monthly progress reports and three evaluations during the internship experience.

The Internship Letter of Agreement goals read as follows:

1. Student will receive a FOUNDATIONAL orientation/staff training that addresses:

- a. Orientation to the community served by the organization.
- b. Identification of the benefits of programs/services for communities, groups, families, and individuals.
- c. Mission, goals, and history of the organization.
- d. Professional development/community outreach opportunities.
- e. Programs, services, and facilities offered.

2. Student will be involved in all phases of the PROGRAM DEVELOPMENT AND DELIVERY process including:

- a. Planning programs and services.
- b. Supervising programs and services.
- c. Marketing, promotions, and public relations activities for programs, events, and services
- d. Risk management, safety, & health practices.
- e. Working with special population groups (seniors, persons with disabilities, etc.).
- f. Student will have one program or service for which s/he has total responsibility for planning, organizing, promoting, conducting, and evaluating.

3. Student will be involved in or be exposed to the FINANCIAL OPERATIONS of the organizations including:

- a. Handling routine financial transactions/financial record keeping and reporting.
- b. Bidding and purchasing procedures.
- c. Program/service cost analysis, cost recovery, pricing.
- d. Organization and/or program and event budget development.
- e. Seeking external funds/resources with grants, contracts, fund raising, partnerships, sponsorship.

4. Student will be involved in or exposed to MANAGEMENT AND ADMINISTRATION – OPERATIONS within the organization including:

- a. Day to day office administration and operations.

- b. Understanding some of the workplace politics that occur within an organization; formal and informal.
- c. Participate in the development or implementation of policies and procedures.
- d. Exercise of oral and written communication skills.
- e. Staff/volunteer/vendor/contractors leadership and management opportunities including selection, hiring, training, supervision, and/or evaluation.

5. Student will be involved in or exposed to MANAGEMENT AND ADMINISTRATION – FACILITIES including:

- a. Scheduling and use of facilities.
- b. Facility supervision and staffing.
- c. Critical maintenance and operation issues.
- d. Emergency procedures and regulatory requirements.

6. Student will be involved or exposed to the processes of MANAGEMENT AND ADMINISTRATION - STRATEGIC PLANNING to optimize long-term outcomes for the success of the organization including:

- a. Industry issues and trends.
- b. Needs assessment, competitive analysis, and service/program forecasting.

7. Student is expected to begin the internship working at an entry level capacity in a variety of areas/departments in the initial weeks of the internship and then progress to a professional level for the remainder of the internship.

All Internship Evaluations directly correlate with the Internship LOA. Internship Supervisors submit three evaluations throughout the student experience so that the student, supervisor and faculty advisor have the opportunity to communicate about student performance and experience. The ranking system for the Internship Evaluation per goal statement in each category is as follows:

- 5 = Consistently exceeds what is expected
- 4 = Occasionally exceeds what is expected
- 3 = Consistently achieved what is expected
- 2 = Occasionally fails to achieve what is expected
- 1 = Consistently fails to achieve what is expected

A final overall internship performance score is also indicated by the internship supervisor which uses a 0-10 point scale – 10 indicating the highest score possible. Goal category scores and the overall performance score are computed and converted into overall Internship Evaluation grade.

The Internship Evaluation tool includes the following feedback categories:

FOUNDATIONS: Demonstrates a sound understanding of the background, nature, history, scope and philosophy of a recreation and event management organization.

- 1. Identifies the philosophy, mission and goals of the organization
- 2. Articulates the organization's background and history
- 3. Identifies the needs and interests of the population whom the

organization serves

4. Identifies how the programs and services contribute to the mission and goals of the organization
5. Articulates the benefits of leisure service for communities, groups, families, and individuals
6. Identifies opportunities for continuing professional development

PROVISION OF SERVICES – PROGRAM DEVELOPMENT AND DELIVERY: Demonstrates the ability to plan, deliver, and evaluate leisure programs and services for a recreation and event management organization.

1. Demonstrates a knowledge of a range of programming options
2. Defines program objectives with determined action plans to attain short and long term goals
3. Identifies appropriate resources (i.e. venues, leisure equip/supplies, staff, etc.)
4. Utilizes appropriate marketing & promotion
5. Plans for event safety & risk management
6. Demonstrates ability to accommodate participants of varying (dis)ability or special populations
7. Demonstrates ability to evaluate programs and services

MANAGEMENT AND ADMINISTRATION – OPERATIONS: Demonstrates the ability to use appropriate administrative, management and leadership techniques and strategies within a recreation and event management organization.

1. Displays the capacity to positively motivate others toward determined goals/mission
2. Demonstrates good rapport with staff, peers, stakeholders, and participants
3. Demonstrates appropriate leadership skills for staff and volunteers
4. Follows agency administrative policies and procedures
5. Demonstrates ability to assess and evaluate staff performance

MANAGEMENT AND ADMINISTRATION – FINANCIAL OPERATIONS: Demonstrates the ability to use a variety of resources, processes and procedures in the financial operations of a recreation and event management organization.

1. Demonstrates knowledge and understanding of the organization budget & fiscal procedures
2. Demonstrates ability to conduct cost analysis, cost recovery and pricing
3. Demonstrates ability to plan for and implement strategies for fund raising
4. Understands local, state and national sponsorships
5. Demonstrates ability to identify and leverage potential partnerships
6. Demonstrates ability to understand financial reports

MANAGEMENT AND ADMINISTRATION - STRATEGIC PLANNING: Demonstrates a sound understanding of processes and critical-thinking used to optimize long-term outcomes and success of recreation and event management organizations.

1. Demonstrates ability to identify trends and issues in the field
2. Understands needs assessment and forecasting services for consumers
3. Understands competitive analysis and the identification of the

strengths/weaknesses of current and potential competitors or partners

MANAGEMENT AND ADMINISTRATION – FACILITIES: Demonstrate the ability to effectively manage facilities within a recreation and event management organization.

1. Demonstrates knowledge of facility maintenance and operations
2. Effectively plans for facility supervision
3. Follows procedures for scheduling and use of facilities
4. Knows emergency procedures and regulatory requirements related to facility operations

PROFESSIONAL SKILLS, BEHAVIORS AND ATTITUDES: Demonstrates professional skills, behavior, and attitudes for a recreation and event management organization.

1. Acts in an ethical manner
2. Demonstrates effective written communication skills
3. Demonstrates effective verbal communication skills
4. Shows willingness to accept and utilize constructive criticism
5. Demonstrates effective use of technology
6. Demonstrates dependability
7. Pursues personal professional development
8. Uses technology and social media appropriately

Please indicate whether this outcome measure is Direct or Indirect.

Direct

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

In addition to using the Internship Evaluation and Internship Final Paper as outcome assessment measures, the ERM program also tracks the overall grade average of students' final paper grade and final internship grade. The 30 overall credits (RPL 320 - Internship Experience) for the internship are recorded as 22 credits of applied experience and eight credits that include progress reports, professional communication and the final internship paper. While this data is not used as CMU university outcome assessment measures, it is tracked for internal program quality indicators. 75% of students must achieve the grade of a 'C' (75%) or better to pass their internship and to indicate the SLO's were achieved.

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

RPL 320 - Internship Experience: 8 Credits of written reflections, professional communication, final internship paper
Spring - Fall 2024 Met 100% 3.50 A-

RPL 320 - Internship Experience: 22 Credits of Applied Experience, Supervisor Evaluations
Spring - Fall 2024 Met 100% 94% A-

Section 5: 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).

Please provide a link to the program's website that demonstrates compliance with Standard 2.05.05.	https://www.cmich.edu/docs/default-source/colleges/college-of-education-human-services/rpl/coaprt-annual-report-feb-2023-erm.pdf?sfvrsn=105ae33e_6
--	---

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).

Please provide a link to the program's website demonstrating compliance with Standard 3.06.	https://www.cmich.edu/docs/default-source/colleges/college-of-education-human-services/rpl/chea-overview-statement.pdf?sfvrsn=47e19aeb_4
---	---

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

Please provide a link to the program's website demonstrating compliance with Standard 3.07.	https://www.cmich.edu/academics/colleges/college-education-human-services/departments/recreation-parks-leisure-services-administration/coaprt-accreditation
---	---

Section 6: 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".	None
--	------

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