

3-19-2012

Revision to Existing Graduate Curriculum in Recreation and Leisure Studies

The College at Brockport, College Senate

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The College at
BROCKPORT
STATE UNIVERSITY OF NEW YORK


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brockport.edu/collegesenate

Resolution # **08 2011-2012**
College Senate

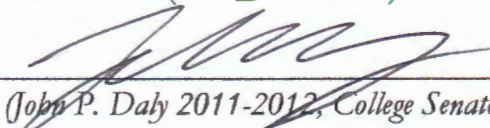
Supersedes Res #: _____

TO: Dr. John R. Halstead, College President

FROM: The College Senate: **March 19, 2012**

RE:  I. Formal Resolution (*Act of Determination*)
II. Recommendation (*Urging the Fitness of*)
III. Other, For Your Information (*Notice, Request, Report, etc.*)


SUBJ: **Revision to Existing Graduate Curriculum in Recreation and Leisure Studies (#15_11-12GC)**

Signed:  Date: 3 / 26 / 2012
(John P. Daly 2011-2012, College Senate President)

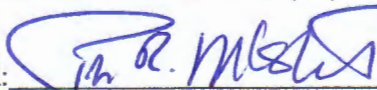
Please fill out the bottom portion and follow the distribution instructions at the end of this page.

TO: John P. Daly, College Senate President

FROM: John R. Halstead, College President

RE:  I. Decision and Action Taken on Formal Resolution (circle choice)
 a. Accepted - **Implementation Effective Date:** _____
 b. Deferred for discussion with the Faculty Senate on ____/____/____
 c. Unacceptable for the reasons contained in the attached explanation
 II, III. Response to Recommendation or Other/FYI
 a. Received and acknowledged ____/____/____
 b. Comment:

Resolution forwarded to Albany by President's Office for final approval. ___ YES ___ NO

Signed:  Date: 5/23/12
(Dr. John R. Halstead, President, The College at Brockport)

DISTRIBUTION:

**COLLEGE SENATE OFFICE
RESOLUTION PROPOSAL COVER PAGE
DEADLINE FOR SUBMISSIONS: FEBRUARY 28**

Incomplete proposals will be returned and proposals received after the deadline may not be reviewed until next semester.

| | |
|---|--|
| Routing Number <i>Routing # assigned by Senate Office 2011-2012</i> | #15_11-12GC <i>Use routing number and title in all reference to this proposal.</i> |
| This Proposal Replaces Resolution | |

INSTRUCTIONS

- Use committee guidelines and General Education forms available at brockport.edu/collegesenate/proposal.html.
- Prepare ONE complete document in **Word format**: include this proposal cover page, proposal, attachments and support letters from your department chair and dean.
- **Locate the Resolution # and date this proposal will replace at our "Approved Resolutions" page on our Web site.**
- Do not submit your proposal as a .pdf file unless using Gen Ed forms. They are difficult to merge.
- Email completed proposal to senate@brockport.edu. (General Education Proposals go to diamphron@brockport.edu first.)
- All revisions must be resubmitted to senate@brockport.edu with the original cover page including routing number.
- Questions? Call the Senate office at 395-2586 or the appropriate committee chairperson.

1. **PROPOSAL TITLE:** Please be somewhat descriptive, ie. *Graduate Probation/Dismissal Proposal* rather than *Graduate Proposal*.

Revision to Existing Graduate Curriculum in Recreation and Leisure Studies

2. **BRIEF DESCRIPTION OF PROPOSAL:**

Reduction of two concentrations into one program

3. **WILL ADDITIONAL RESOURCES AFFECTING BUDGET BE NEEDED?** NO YES **EXPLAIN YES**

4. **DESCRIBE ANY DATA RELATED TO STUDENT LEARNING OUTCOMES ASSESSMENT USED AS PART OF THE RATIONALE FOR THE REQUESTED SENATE ACTION.**

Changes to the program reflect requirements by the New York State Board of Education and industry trends.

5. **HOW WILL THIS EFFECT TRANSFER STUDENTS:**

None

6. **ANTICIPATED EFFECTIVE DATE:**

Fall 2012

7. **SUBMISSION & REVISION DATES: PLEASE DATE ALL REVISED DOCUMENTS TO AVOID CONFUSION.**

| <i>First Submission</i> | <i>Updated on</i> | <i>Updated on</i> | <i>Updated on</i> |
|-------------------------|-------------------|-------------------|-------------------|
| | | | |

8. **SUBMITTED BY: (contact person)**

| <i>Name</i> | <i>Department</i> | <i>Phone</i> | <i>Email</i> |
|---------------------------|-------------------|-----------------|--------------------------------|
| <i>Dr. Lynda Sperazza</i> | <i>REL</i> | <i>395-5490</i> | <i>lsperazza@brockport.edu</i> |

9. **COMMITTEES TO COPY: (Senate office use only)**

| Standing Committee | Forwarded To | Dates Forwarded |
|--|------------------------------|------------------------|
| <input type="checkbox"/> Executive Committee | Standing Committee | |
| <input type="checkbox"/> Enrollment Planning & Policies | Executive Committee | |
| <input type="checkbox"/> Faculty & Professional Staff Policies | Passed GED's to Vice Provost | |
| <input type="checkbox"/> General Education & Curriculum Policies | Senate | 2-27-12 3/19 Approved |
| <input checked="" type="checkbox"/> Graduate Curriculum & Policies | College President | |
| <input type="checkbox"/> Student Policies | OTHER | |
| <input type="checkbox"/> Undergraduate Curriculum & Policies | REJECTED -WITHDRAWN | |

NOTES:

1. Comparison of new program to old program

The current graduate curriculum in Recreation and Leisure Studies has not undergone a self review since 1997. An increasing number of our graduate students are attending full time. We have a strong record of averaging 25 graduate students per year. Currently students in the masters program are offered two concentrations; recreation management and therapeutic recreation. In response to requirements by the New York State Department of Education, program history and the trends within the industry, the following program revisions are proposed.

a. Increase of the program from 33 to 36 credits.

A program of 36 credits is within the norm of graduate recreation programs nationwide. The faculty feels strongly that this change best reflects the mission of the department and educational needs of future recreation professionals while best utilizing resources and facing constraints. This increases the rigor of the program.

b. Elimination of Concentrations.

Graduate enrollment numbers over the past five years have indicated less than 5 graduate students enrolled at one time in the Therapeutic Recreation (TR) concentration. It has been observed that the current graduate TR concentration does not adequately provide students with a solid foundation in Therapeutic Recreation. Achieving certification as a Therapeutic Recreation Specialist is the focus of our undergraduate concentration program. Students wishing to work toward obtaining professional certification in TR will be required to obtain a second bachelor's degree. The enrollment in the Recreation Management concentration has maintained a solid retention rate over the past 14 years.

c. Bring capstone experience into compliance with state requirements.

Currently, students have three options to complete a capstone experience. One of them, permitting a student to take additional courses put the program out of compliance with state education regulations. The department proposes to eliminate this option and only permit student to perform a special project or write a thesis.

The following charts show the existing program and the proposed program changes.

**Current REL Graduate Program
Two Concentrations**

Recreation Management Concentration

Therapeutic Recreation Concentration

| Course Number | Course Title | Credits | Course Number | Course Title | Credits |
|-------------------|--|-----------|-------------------|--|-----------|
| MTH 541 | Statistical Methods I or equivalent | 3 | MTH 541 | Statistical Methods I or equivalent | 3 |
| REL 600 | Philosophical Analysis of Leisure | 3 | REL 600 | Philosophical Analysis of Leisure | 3 |
| REL 602 | Social and Psychological Analysis of Leisure Behavior | 3 | REL 602 | Social and Psychological Analysis of Leisure Behavior | 3 |
| REL 610 | Advanced Program Design and Evaluation | 3 | REL 610 | Advanced Program Design and Evaluation | 3 |
| REL 715 | Seminar: Research Design | 3 | REL 715 | Seminar: Research Design | 3 |
| REL 796 | Internship in Administration or Guided Elective * | 3 | REL 796 | Internship in Administration or Guided Elective * | 3 |
| | *elective is used when a student already has a REL practicum or has a GA experience meeting requirements | 3 | | *elective is used when a student already has a REL practicum or has a GA experience meeting requirements | 3 |
| | Sub Total | 18 | | Sub Total | 18 |
| Choice of: | | | Choice of: | | |
| REL 797 | Research Project | 6 | REL 797 | Research Project | 6 |
| REL 798 | Thesis | 6 | REL 798 | Thesis | 6 |
| Or | Two additional graduate REL or PAD courses | 6 | Or | Two additional graduate REL courses | 6 |
| | Sub Total | 6 | | Sub Total | 6 |
| | Total Core | 24 | | Total Core | 24 |
| Required | | | Required | | |
| REL 514 | Planning, Design, and Management of Facilities | 3 | REL 612 | Assessment and Evaluation of TR Services | 3 |
| REL 605 | Problems in the Administration of Organizations | 3 | REL 613 | Administration of TR Services | 3 |
| and | Guided Graduate Elective | 3 | and | Guided Graduate Elective | 3 |
| | Sub Total | 9 | | Sub Total | 9 |
| | | | | | |
| | Total Curriculum Credits | 33 | | Total Curriculum Credits | 33 |

PROPOSED Graduate Program Curriculum

| | | |
|----------------------------|--|-----------|
| REL 514 | Planning, Design, and Management of Facilities | 3 |
| PAD 687 or HLS 684 | Statistical Methods I or equivalent (MTH 541 is no longer offered) | 3 |
| REL 600 | Philosophical Analysis of Leisure | 3 |
| Replace REL 602 | Executive Processes of Leisure Organizations (NEW) | 3 |
| REL 605 | Administration & Management in Leisure Services (Title change) | 3 |
| REL 610 | Comprehensive Program Planning (Title Change) | 3 |
| REL 715 | Seminar: Research Design | 3 |
| REL 796 | Internship in Administration (400 hours) or Guided Elective * | 3 |
| | Sub Total | 24 |
| Choice of: | | |
| REL 797.1 | Research Project I | 3 |
| REL 797.2 | Research Project II | 3 |
| or | | |
| REL 798.1 | Thesis I | 3 |
| REL 798.2 | Thesis II | 3 |
| | Sub Total | 6 |
| | Total Core | 30 |
| 2 Electives: | Graduate courses are chosen in relation to either the core or an area of emphasis with approval of the academic advisor. For example, many students choose from Public Administration. | 6 |
| | Sub Total | 6 |
| | Total Curriculum Credits | 36 |

Notes:

- Existing policy: Students must complete the graduate internship requirement if they do not have a BA/BS in Recreation and Leisure Studies with an internship in administration or who have not had a minimum of two years of relevant experience in recreation and leisure service management. Students who do satisfactorily meet these conditions, in consultation with their academic advisor, must then select another course at the 500 level or higher to satisfy the degree requirements.
- Deactivation of REL 502, 507, and 512 will occur. This leaves REL 414/514 and REL 406/506 as the only swing courses the department will offer.
- Students will have to choose to complete a research project or a thesis. Removal of option with two additional courses, meets NY State Education Requirements.

2. **Mission, Market, Quality**

The Department of Recreation and Leisure Studies at the College at Brockport offers a competitive master's degree program that supports student success through an academic environment that fosters scholarship, critical thinking, and creativity. Our program prepares graduates for employment in leadership and management positions as well as the pursuit of further educational studies.

The current Master of Science consists of a common core of 24 credits in recreation and leisure-related philosophical, behavioral, statistics, and research courses. Professionally experienced graduate students select an appropriate graduate elective, while others complete a graduate internship at an approved site. The remainder of the core is either the completion of a research project, the completion of a master's thesis, or two guided electives. The new program increases the core to 30 credits, eliminates the two guided elective option, and permits 6 credits in electives; reflecting a total of 36 credits for the degree.

Our graduate program is built on the tradition of an accredited undergraduate program and expertise of a nationally respected faculty. The program provides a specialized approach to academic advisement, a contemporary outlook on the discipline, and access to excellent library resources and state-of-the-art computing facilities. Students gain the education and experience needed for advanced education and experience needed for advance practice in the discipline and for admission into doctoral programs nationwide.

Since 1994, the Master's of Public Administration (MPA) program in collaboration with our graduate program offers students a Non Profit Specialization under the General Emphasis of the MPA. These courses are designed to enhance their degree with the broader area of public administration in order to open up career paths in city management or human resources administration. By now permitting 6 credits (instead of 3) in electives, this allows students the ability to continue pursuing this element with their degree.

As a department we are committed to providing a competitive master's program. Revising the current program will enable us to streamline the program and attract a wider pool of potential students, but without compromising the overall integrity. It allows us to increase the rigor in our program.

3. **Course Description**

See the attached subject outline for the new REL 602 course- Executive Processes of Leisure Organizations

4. **Staffing**

This proposal requires no additional full time or part time faculty resources.

5. **Academic Administration Commentary**

Please see attached letters of support from the Chair of the Recreation and Leisure Studies Department, Chair from the Public Administration Program, the Dean of Health and Human Performance, and the Assistant to the Provost for Graduate Studies.

6. **Resources, facilities, and non-teaching staff needed to implement the program**

The current library and ITS resources are sufficient for the revised program.

7. **Letters of support impacting other departments**

None required

Course outline for new REL 602 course- Executive Processes of Leisure Organizations

The following topical areas will be covered.

Financial Management

- I. Foundations
 - a. Basic economic principles and their relevance to recreation service provision
 - b. Social issues, political aspects, public pressures, legislative control and financial dependence
- II. Revenue through taxation
 - a. General property taxes, sales taxes, capital funding mechanisms, revenue bonds
- III. Other revenue sources
 - a. Fees and charges, donations, corporate interests
 - b. Philanthropy and fundraising
- IV. Pricing recreation services
 - a. Purpose, type, and establishing price
- V. Purchasing
 - a. Bidding process, low price and quality, delivery considerations
- VI. Budgeting
 - a. Process, forecasting, formats.
 - b. Agency analysis and economic impact studies
- VII. Issues
 - a. Economic distress
 - b. Management of investment funds

Marketing

- I. Building customer value
 - a. Effectiveness, barriers, loyalty, and quality
- II. Understanding, developing, and applying market research
 - a. Types, challenges, ethics, and feedback
- III. Developing a marketing strategy for the recreation and leisure experience
 - a. Achieving marketing objectives
 - b. Branding design, management, and positioning
- IV. Relationships: community, partnerships, sponsorships, and stewardship
- V. Social media marketing
 - a. Business culture, customer buy in, and strategies
 - b. Issues



The College at
BROCKPORT
STATE UNIVERSITY OF NEW YORK

January 18, 2012

To: Brockport College Senate
Frank Short, Dean School of Health & Human Performance

From: Arthur Graham, Chair

Subj: Proposal for revising the Recreation & Leisure Studies Graduate Curriculum

I am writing in support of the attached proposal the Recreation & Leisure Studies has developed to evolve our master's degree program. The curriculum is twenty years old and has never been reviewed or revised. The department over the past three years performed an analysis of the curriculum. A job analysis was conducted and programs of peer institutions were examined. The department believes its efforts have produced a curriculum that will meet the needs of students for the next twenty years, while simultaneously being efficient (no need to increase resources).

Highlights of the proposal:

1. The curriculum will no longer have tracks or concentrations. The curriculum will be a generalist approach to train middle and upper echelon managers.
2. Either a special project or thesis will be required by all students rather than being permitted to take additional courses.
3. One, 3 credit course was added, increasing the total number of credits to 36.

The department and I concur that the revisions made will keep the curriculum current, meet the needs of students, while not requiring an increase in resources.

Dr Lynda J Sperazza
Assistant Professor
Department of Recreation and Leisure Studies
21 C Hartwell Hall

January 23, 2012

Dear Dr. Sperazza:

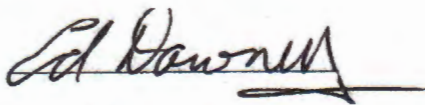
The Department of Public Administration at the College at Brockport supports the Department of Recreation and Leisure Studies by working with the department to assist graduate students to achieve a Certificate in Non Profit Management in Public Administration in conjunction with their master's program in Recreation and Leisure Studies. Cooperation between the programs is long standing and has been going on for the last eighteen years.

Courses offered by our department are designed to enhance the Recreation and Leisure Studies degree by addressing public administration theory and practice which is of value to the career paths of Recreation and Leisure Studies graduates.

The Department of Public Administration will continue to support this program and work with the Department of Recreation and Leisure Studies to enhance it.

Regards,

Ed Downey



Prof. Edward Downey
Department Chairperson
Department of Public Administration
SUNY College at Brockport



The College at
BROCKPORT
STATE UNIVERSITY OF NEW YORK

School of Health and Human Performance

To: College Senate
From: Francis X. Short, Dean School of Health & Human Performance
Subj.: REL Graduate Curriculum Proposal

Date: January 19, 2012

Please accept this brief memo in support of a proposal to revise the graduate curriculum in the Department of Recreation and Leisure Studies. The proposal does several things. First, it combines the two current concentrations into a single program and, given that the Therapeutic Recreation concentration has been under-enrolled in recent years, this seems to be a prudent strategy. Second, it requires all students to do a culminating research project, a requirement that is consistent with the research-based orientation of many master's degree programs. And, third, it adds an additional course to the program in an effort to improve the overall quality of the students' experience. In my opinion, this proposal streamlines the program (from two options to a single option) and increases the rigor of the program (by requiring a culminating experience of all students and by increasing the program to 36 hours), and does so without additional cost. I support the proposal. Thank you for the consideration.



The College at
BROCKPORT
STATE UNIVERSITY OF NEW YORK

Graduate Education and Scholarship

Date: 1/18/12

To: Dr. Lynda Sperazza
Graduate Program Coordinator
Recreation and Leisure Studies

From: Dr. Susan Seem
Assistant to the Provost for Graduate Education and Scholarship

Re: Revised graduate program

I strongly support the proposed revisions to the Department of Recreation and Leisure Studies graduate program. The elimination of the concentration of Therapeutic Recreation at the graduate level reflects market trends. The proposed revised graduate curriculum in recreation management allows faculty to focus their graduate efforts in one general area. The substitution of 600 level courses for 500 level courses and the addition 6 credits, including a capstone experience, raises the rigor of this program.