

George Mason University
College of Education and Human Development
School of Recreation, Health & Tourism

PRLS 323– Program Leadership and Evaluation
3 Credits, Fall 2016
Fairfax

Faculty

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Prerequisites

PRLS 310

University Catalog Course Description

Covers leadership and evaluation of health, fitness, and recreation programs.

Course Overview

This course will focus on leadership, implementation, and evaluation techniques among health education, fitness, sport management, tourism, and recreation programs. Course will cover various program evaluation and leadership topics. Students will learn basic program evaluation skills as well as have the opportunity to exercise learned leadership skills. The course will be delivered online using Blackboard learning system. You will log in to Blackboard using your Mason ID and password.

Course Delivery Method

Lecture, face to face

Objectives

This course is designed to enable students to do the following:

- Complete a plan and design for a health, fitness or recreation program
- Determine schedules for health, fitness or recreation programs
- Create promotional materials for programs
- Set up and analyze a budget and determine pricing for programs
- Implement programs, including appropriate qualitative and quantitative evaluation
- Critically analyze your own and other programs
- Demonstrate effective leadership and group processing skills

Professional Standards

Further, upon completion of this course, students will meet the following professional accreditation standards from the 2013 Council on Accreditation of Parks, Recreation, and Tourism Related Professions (COAPRT) standards met:

- 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.

Required Texts

Jordan, D. J. (2007). *Leadership In Leisure Services: Making a Difference (3rd ed.)*. State College, PA: Venture Publishing, Inc.

Henderson, K. A., & Bialeschki, M. (2010). *Evaluating Leisure Services: Making Enlightened Decisions (3rd ed.)*. State College, PA: Venture Publishing, Inc.

Additional articles may be posted on Blackboard.

Course Performance Evaluation	Points
Evaluation Questionnaire Development	5
Evaluation Questionnaire Distribution	10
Evaluation Questionnaire Assessment	5
Leadership Visit and Evaluation	15
Discussion Board Participation	15
Test 1 (Evaluating Leisure Services)	25
Test 2 (Leadership in Leisure Services)	<u>25</u>
	100

Course Performance Evaluation

Evaluation Questionnaire Development: Create a questionnaire appropriate for distribution to the Burke Lake Ghost Train event. Participants will be asked to assess on one page their satisfaction with the weekend Halloween event.

Evaluation Questionnaire Distribution (on location): Students will come to Burke Lake Park either Saturday, Oct. 29 or Sunday, Oct. 30 for three hours and one half hours to help evaluate this annual community event. After (1) checking in at the Volunteer Tent then (2) ride the Ghost Train to get a feel for the event before (3) heading to the Survey Tent to distribute the developed questionnaire. The face to face time will be three and one half hours either approximately 10:00a.m. to 1:30p.m. or 1:30p.m. to 5:00p.m. Saturday or Sunday.

Evaluation Questionnaire Assessment: Help tally questionnaires to gain data for distribution to Fairfax County Park Authority officials.

Leadership Visit and Evaluation: Identify a local community meeting (off campus) then get permission from the instructor prior to attending. Evaluate the experience using the rubric provided by the instructor.

Discussion Board Participation: Add to the weekly upload.

Test 1 on the (*Evaluating Leisure Services*) text
Test 2 on the (*Leadership in Leisure Services*) text

Grading Policies

GRADING

94 -100 A
90 - 93 A-
88 - 89 B+
84 - 87 B
80 - 83 B-
78 - 79 C+
74 - 77 C
70 - 73 C-
60 - 69 D
0 - 59 F

Professional Dispositions and Integrity

Students are expected to exhibit professional behaviors and dispositions at all times.

Core Values Commitment

The College of Education and Human Development is committed to collaboration, ethical leadership, innovation, research-based practice, and social justice. Students are expected to adhere to these principles: <http://cehd.gmu.edu/values/>.

GMU Policies and Resources for Students

Policies

- Students must adhere to the guidelines of the Mason Honor Code (see <http://oai.gmu.edu/the-mason-honor-code/>).
- Students must follow the university policy for Responsible Use of Computing (see <http://universitypolicy.gmu.edu/policies/responsible-use-of-computing/>).
- Students are responsible for the content of university communications sent to their Mason email account and are required to activate their account and check it regularly. All communication from the university, college, school, and program will be sent to students **solely** through their Mason email account.
- Students with disabilities who seek accommodations in a course must be registered with George Mason University Disability Services. Approved accommodations will begin at the time the written letter from Disability Services is received by the instructor (see <http://ods.gmu.edu/>).
- Students must follow the university policy stating that all sound emitting devices shall be silenced during class unless otherwise authorized by the instructor.

Campus Resources

- Support for submission of assignments to Tk20 should be directed to tk20help@gmu.edu or <https://cehd.gmu.edu/api/tk20>. Questions or concerns regarding use of Blackboard should be directed to <http://course support.gmu.edu/>.
- The George Mason University Writing Center staff provides a variety of resources and services (e.g., tutoring, workshops, writing guides, handbooks) intended to support students as they work to construct and share knowledge through writing (see <http://writingcenter.gmu.edu/>).
- The George Mason University Counseling and Psychological Services (CAPS) staff consists of professional counseling and clinical psychologists, social workers, and counselors who offer a wide range of services (e.g., individual and group counseling, workshops and outreach programs) to enhance students' personal experience and academic performance (see <http://caps.gmu.edu/>).
- The George Mason University Office of Student Support staff helps students negotiate life situations by connecting them with appropriate campus and off-campus resources. Students in need of these services may contact the office by phone (703-993-5376). Concerned students, faculty and staff may also make a referral to express concern for the safety or well-being of a Mason student or the community by going to <http://studentsupport.gmu.edu/>, and the OSS staff will follow up with the student.

For additional information on the College of Education and Human Development, please visit our website <https://cehd.gmu.edu/>.

Class Schedule

TENTATIVE COURSE SCHEDULE

DATE	TOPIC	READINGS/ASSIGNMENT DUE
Week of Aug. 30	Introduction to Evaluation	EVAL 1.1, 1.2
Week of Sept. 6	Introduction to Foundations for Evaluation	EVAL 1.3, 1.4, 1.5, 1.6
Week of Sept. 13	Evaluation: Why, How, and When Models	EVAL 1.7, 1.8, 1.9, 1.10
Week of Sept. 20	Developing a Plan Quantitative vs. Qualitative data	EVAL 2.1, 2.4, 2.5, 2.6, 2.7, 2.8
Week of Sept. 27	Survey Instruments	EVAL 2.9, 2.10, 2.11, 2.12, 2.16

DATE	TOPIC	READINGS/ASSIGNMENT DUE
Week of Oct. 4	Observations	EVAL 3.2, 3.7
Week of Oct. 11	Data Reporting	EVAL 4.1, 4.2, 4.3, 4.4, 4.5, 4.6
Tuesday, Oct. 18	Midterm on <u>Evaluating Leisure Services</u>	Evaluation Questionnaire Development
Week of Oct. 25 Saturday, Oct. 29 or Sunday, Oct. 30	Understanding Leadership Leadership Theories & Styles Volunteer-Ghost Train, Burke Lake Park Volunteer-Ghost Train, Burke Lake Park	LLS CH 1 LLS CH 2 Evaluation Questionnaire Distribution (On Location)
Week of Nov. 1	Leadership and Human Development Group Dynamics	LLS CH 3 LLS CH 4
Week of Nov. 8	Communication Skills for Leaders Nonverbal Communication	LLS CH 5 LLS CH 6 Evaluation Questionnaire Assessment
Week of Nov. 15	Managing Difficulties Managing and Motivating Participant	LLS CH 7 LLS CH 8
Week of Nov. 22	Diversity and Leisure Services Leadership	LLS CH 9
Week of Nov. 29	Values and Ethics in Leisure Services Direct Leadership	LLS CH 10 LLS CH 12
Week of Dec. 6	Leadership in Practice	LLS CH 13 Leadership Visit and Evaluation Completed
Tuesday, Dec. 13	Exam on <u>Leadership in Leisure Services</u>	

Note: Faculty reserve the right to alter the schedule as necessary, with notification to students.

Leadership Visit Evaluation Rubric

Category	Qualities of Leadership	Points 1 (Lowest) to 5 (Highest)	Comments

Preparations	Handed out ahead of time Focus questions		
Content	Explanations clear Topics of general interest to audience Keeping topics relevant to agenda		
Discussion/Debate Methods	Engaging participants Variety of methods used All voices heard Guiding but not dominating Summarize points Discussion of different viewpoints		
Questions from audience	Encouraging participation		
Communication Skills	Eye contact Active listening Paraphrasing Summarizing Redirecting questions Voice Stance		

