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Fall 9-1-2001

### RECM 230.01: Programming in Recreation Management

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**Recreation Management - Programming 230**  
**Fall Semester 2001**  
**8:10-9:30am T & R, Forestry 305**

**Instructor:** Donna Gaukler 523-2754 or [dgaukler@ci.missoula.mt.us](mailto:dgaukler@ci.missoula.mt.us) **Hours:** by appointment.

**Course description:** Principles of program planning, implementation and evaluation of organized offerings in recreation. Recreation program services and leadership.

**Text:** Programming for Parks, Recreation and Leisure Services: A Servant Leadership Approach By DeGraaf, Jordan and DeGraaf.

**Syllabus:**

<b>Dates:</b>	<b>Topics: (topics &amp; speakers-tentative)</b>	<b>Assignment:</b>	<b>Program Development:</b>
T, 9/4	Intro to RECM 230/Basic concepts		Brainstorming and terms
R, 9/6	Program Selection/Getting started	Ch. 1	Meet in groups
T, 9/11	Basic Concepts	Ch. 1	
R, 9/13	Teambuilding, Volunteerism	Guest speaker/s	
T, 9/18	Service and Quality	Ch. 2	
R, 9/20	Program Theories	Ch. 3	Draft I due
T, 9/25	Program Philosophy	Ch. 4	
R, 9/27	Needs Assessment	Ch. 5	
T, 10/2	Programming for People	Ch. 6	
R, 10/4	EXAM 1		Chapters 1-6, Lectures
T, 10/9	Program Design	Ch. 7	
R, 10/11	Program Design cont. Risk Mgmt		Draft II
<b>COMMITTEE PROGRAMS BEGIN.....DRAFT III OF PROGRAM PLAN DUE MINIMUM OF 2 CLASSES BEFORE PROGRAM IS TO BEGIN. "Commercial" must be presented at least 3 classes before program occurs. Schedule through instructor. All students must volunteer a minimum of 2 hours for three programs other than their own.</b>			
T, 10/16	Program Design cont. Staffing, Program life cycles		
R, 10/18	Program Promotion	Ch. 8	Program updates.
T, 10/23	Pricing Programs/Services	Ch. 9	
R, 10/25	Facilitating the Participants Experience	Ch. 10	
F & Sa, 10/26-27	Programming experience and bonus opportunity!		
T, 10/30	Accounting/Funding/Program budget		
R, 11/1	EXAM 2 ...expectations	Chapters 7-10, Lectures	
T, 11/6	The Programmer	Ch. 11	
R, 11/8	The Essence of Program Evaluation	Ch. 12	
T, 11/13	Program Evaluation	Ch. 13	
R, 11/15	Evaluation...meeting and exceeding		
T, 11/20	Innovation, Professionalism, ...and Fun	Ch. 14	
R, 11/22	Happy Thanksgiving!		
T, 11/27	Special events, themes, competitions		
R, 11/29	Tournaments	Appendices	
T, 12/4	The final report. Disposition. Reimbursement.		
R, 12/6	Jobs, the "real world", Personal goals	Speaker Panel	
T, 12/11	Program reports: evaluations/disposition		Draft IV due
R, 12/13	Program reports: evaluations/disposition		Draft IV due
M, 12/17	EXAM 3 10am-12 noon		Chapters 11-14, Lectures

### What to expect.....

- Attend every class.
- Class is participatory. Discussion is welcome.
- Read your text as soon as possible.
- There will be in class assignments and handouts
- Expect to learn to develop, design, implement and evaluate programs.
- Expect to spend much time on this class for maximum knowledge gained.

### GRADING:

56%	225 points	Exams 1, 2 and 3
4%	15 points	Attendance, volunteering at, AND evaluating 3 committee's programs <i>in addition to your own</i> @ 5 points/program.
2%	10 points	In class assignments/quizzes/participation
38%	<u>150 points</u>	Program success, committee work and final draft report, final self and group evaluations.
	400 points	A=360, B=320, C=280, D=240, F<239

- Bonus work is available. Options are as follows:
  - a) Up to 15 hours as a volunteer in a recreation program/s **not** related to any other class or to a current job you hold. *Must have **prior** approval to earn up to 15 points.* Must complete abbreviated program plan and final evaluation. (Earn approximately 1 point per hour of on-site volunteer time.)
  - b) Attend a *pre-approved* state, regional, or national conference or workshop and write a report on what you learned and how it will help you as a professional. Earn up to 10 points.

### Program Plan Drafts:

- I. Include items 1-5 from Program Plan - due 9/20
- II. Include items 1-7 plus #8 Pert/Gantt chart from Program Plan - due 10/11
  - Commercial due at least 3 class periods before program.
- III. Include items 1-8 from program plan - due 2 classes BEFORE your program
- IV. Includes all evaluation results, reports, and final disposition plus all items 1-9 from Program Plan, plus final oral/multi-media report. Include self and group reports. Provide info for reimbursement. - due 12/11

### Program Parameters and Other Info

- No alcohol
- No cash prizes without prior approval
- Food concessions require Health Dept Permits
- Use of USFS lands and other federal, state, county or city lands require permits
- Communicate with sponsors. Keep your promises!
- Thank you cards or letters MUST be sent to all sponsors.

## **RECREATION MANAGEMENT 230**

### **THE PROGRAM DESIGN OR PLAN**

1. Program title
2. Programmer details (a) committee members, positions or responsibilities, phone and (b) program details: for who, by who, what, where, when, how, why, \$
3. Committee philosophy of programming. Organizational profile, approach to programming, programming theory.
4. Program Mission statement
5. Need for program-does your target group need this program, do others offer it, are their conflicts. Your Needs Assessment.
6. Benefits of program: include overview of community, benefit statements, how this will be used to sell program, measurable objectives to show benefit really does occur in this program. State and verify non-profit beneficiary of your program should you generate a profit.
7. Design goals. Program objectives (measurable and benefit based). Outputs and outcomes. Approach. Theory. Format.
8. Operation details-the Management Plan. Designing the Program. How will you make the program actually happen? Pre-Program Experience and then....
  - Flow chart (calendar of events chronologically). Use Pert and/or Gantt Charts
  - Promotion plan-who is target audience? How does this affect your Promotion plan? Include copies of all flyers, PSA's, press releases, (*let me proof before you print*)
  - Committee "live" commercial
  - List of all contacts made. Record of all resources.
  - Program budget: include all income, in-kind services, donations, expenses
  - Pricing: show how you determined price
  - Registration procedure-include any forms
  - Staffing and orientation: include staff titles, job description, training, incentive
  - Supply and material needs-list everything you need to collect
  - Facility plan: include drawings
  - Program format (in detail)
  - Risk management plan
  - Cancellation plan-back up plan for weather, low registration, other
  - Animation plan-this is exactly how the day will occur
  - Program evaluation plan: Include evaluation forms and responses. Include evaluation of participants, committee members, class volunteers and disposition.
  - Disposition plan: Include recommended changes. This final report is both written into your program manual and oral in front of class.
9. Final report: Includes all of the above information, plus committee and self-evaluations. Receipt for donation to non-profit beneficiary. This is Draft IV.

## RECM 230 --PROGRAMMING IN RECREATION

### Programming Assignment

Value 38% of final grade

Getting Started: Each committee shall select, design, develop, implement and evaluate an actual recreation program.

1. Select a committee.
2. Select a program and program date. (Must be held between October 19 and December 9)
3. Exchange phone numbers and addresses with committee members.
4. Assign committee members--chairperson, secretary, treasurer, marketing, risk manager, staffing, evaluations, etc
5. Establish meeting times for committee.

#### WHAT TO DO.....

1. Once program or event has been selected, determine feasibility.
2. Determine your mission, goals and objectives. What are the benefits to the individual, society, economy and environment. What are the long term outcomes?
3. Answer the W's of your program: Who, when, where, why, what, how, why?
4. Will your program meet your mission? Is it feasible, doable, measurable, marketable?
5. What program theory, approach and format will you use?
6. How will you market your program?
7. Consider finances. Keep an accurate budget. You **MUST** break even. You will have a \$50 starting budget. ***You must save the original of every receipt if you wish to get reimbursed for up to the \$50 amount.*** You must use a class purchase order to spend your \$50. Accurate financial reports must be kept.
8. Refer to "The Program Plan" handout and your text for information on "how to".
9. Program drafts will be required. See syllabus.
10. Each program must be evaluated. You will also evaluate yourself and each committee member on the items listed at the conclusion of your program. These evaluations shall determine your grade for the program assignment, which is 38% of your final grade. Evaluation topics: amount of time contributed, attendance at meetings, motivation, initiative, effort, reliability, dependability, communication skills, compatibility with others, enthusiasm, quality of work, complexity of event, creativity, success of event-did you meet goals and why or why not, participant evaluations, ability to use projective imagery, quality of final report, organization of event and reaction to any unforeseen problems at event, marketing skills, did you sell and do you understand the benefits of your event.

## **RECM 230 - Programming**

### **Terms & (more) definitions:**

**Recreate:** Latin - to create again. To refresh by means of relaxation and enjoyment. To restore or refresh physically or mentally.

**Recreation:** Refreshment by means of some pastime, agreeable exercise, or the like. A pastime, diversion, exercise or other resource affording relaxation and enjoyment. Recreation must be socially and morally acceptable in terms of prevailing values and standards. Recreation brings balance to our lives.

**Leisure:** Latin - to be permitted. Freedom from demands of work or duty. Free or unoccupied time. Unhurried ease.

**Play:** Exercise or action by way of amusement or recreation.

### **Alternative definitions of recreation:**

Any activity/experience a person engages in during ones leisure in which awards are intrinsic.

1. Occurs during leisure
2. Freedom of choice
3. Experience involves internal focus.

**Recreation is any non-debilitating consummatory experience.**

**Program:** An opportunity to experience leisure / (recreation)

**Programming:** Development of leisure opportunities by manipulating and creating an environment to maximized probability that participant will find the satisfaction they seek. OR the process that uses human, fiscal and other physical resources of an agency to provide recreation and leisure activities and services to community resident or to member of an organization.

**Program Development:** Overall process. Assesses needs, design programs, operated and evaluate programs.

**Games:** Leisure experience with rules. Rules equalize, define focus. Important to programmer.

**Benefit:** Anything helping to improve conditions. Recreation benefits are individual or personal, community or society, economic and environmental.