

California State University, Northridge
Department of Recreation and Tourism Management
(RTM) 202 and 202L
Event Planning for Recreation Experiences

“The harder you work, the harder it is to surrender”
Vince Lombardi

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Office Hours: Tuesday: 1-2pm

Course Description:

Prerequisite: Lower Division writing requirement. An overview of the program and event planning process as it relates to the provision of human and leisure services through play, recreation, and leisure experiences for a variety of service recipients.

Course Objectives: As a result of active participation in this course, the student will be able to:

1. Understand the conceptual foundations of play, recreation, and leisure for all populations and settings. (NRPA Accreditation Standard 8.01). Student Learning Outcome (SLO) 1, 2
2. Understand the psychological, sociological, and physiological significance of play, recreation, and leisure from an historical perspective for all populations and settings. (8.02), SLO 1, 2
3. Understand the technological, economic, and political significance of play, recreation, and leisure in contemporary society. (8.03), SLO 1, 2
4. Understand the significance of play, recreation, and leisure throughout the life cycle relative to the individual's attitudes, values, behaviors, and use of recreation. (8.04), SLO 2
5. Understand the interrelationship between leisure behavior and the natural environment (8.05), SLO 1, 2
6. Understand the history and development of the leisure services profession. (8.06), SLO 2
7. Knowledge of a variety of methods for assessing community and user needs (e.g., strategic planning, needs assessment, etc.), SLO 1
8. Understand the concept of a profession and professional organizations as related to leisure services. (8.08, 8.10, and 8.11), SLO 2
9. Knowledge of the role and content of leisure programs/services.
10. Ability to organize and conduct leisure programs and services in a variety of settings. (8.13), SLO 1, 2
11. Understand the ability to facilitate the concept of leisure lifestyle for continued individual development and expression throughout the human life span. (8.08), SLO 2
12. Understand the concept and use of leisure resources to facilitate participant involvement. (8.20), SLO 1, 2
13. Understanding of and the ability to analyze programs, services, and resources in relationship to participation requirements. (8.21), SLO 1, 2
14. Understanding of procedures and techniques for assessment of leisure needs. (8.21), SLO 1, 2
15. Understanding of principles and procedures for planning leisure services, resources, areas, and facilities. (8.22), SLO 1, 2
16. Ability to formulate, plan for implementation, and evaluate extent to which goals and objectives for the leisure service and for groups and individuals within the service have been met. (8.17, 8.27, 8.28, 9A.05), SLO 1, 2
17. Complete field experiences prior to internship. (8.41), SLO 1

18. Understand and apply recreation/event programming concepts and processes.
19. Research, organize, lead, and evaluate holistic approaches to recreation/event programs for diverse users and in varied settings. (8.14, 8.19), SLO 1, 2
20. Utilize traditional and innovative approaches to program development by incorporating knowledge of social indicators, goals, measurable objectives and evaluation criteria. SLO 1
21. Demonstrate understanding of the dynamic interplay between facility/space design and utilization, program/event planning, and user experience. (8.23, 8.32), SLO 1, 2
22. Demonstrate knowledge and application of principles of equal access to and participation in recreation activities and events for all user groups.
23. Gain community-based volunteer experience in the provision, development, implementation and evaluation of recreation events/programs for diverse user groups. SLO 2

Lab Objectives:

As a result of participation in this course a student will be able to:

1. Understand and apply recreation programming concepts and processes. (8.15)
2. Research, organize, lead and evaluate holistic approach to leisure and human service programs for diverse groups and in varied settings. (8.16, 8.17)
3. Utilize traditional and innovative approaches to program development by incorporating knowledge of social indicators, goals, measurable objects and evaluation criteria. (8.27)
4. Gain individual and group experience with leisure and human service programs. (8.39)
5. Demonstrate understanding of the dynamic interplay between facility/space design and utilization, program planning, and user experience
6. Demonstrate knowledge and application of principles of equal access to participate in leisure activities for all user groups
7. Gain community-based volunteer experience in the provision, development, implementation and evaluation of leisure services for diverse user groups. (8.41)

Required Texts:

DeGraff, D.G., Jordan, D.J., DeGraff, K. (1999). *Programming for parks, recreation, and leisure services: A servant leadership approach*. State College, PA: Venture Publishing.

Course Requirements:

Event Analysis: You will observe (3) play, recreation, and/or leisure event/activity (e.g. basketball game, banquet, fundraiser, etc...) and write an analysis of your observation for each event. Your analysis will describe the event and analyze it in depth. You will need to answer the following questions: What is the event, what was the mission/goal of event, who attended, how many persons participated/demographics, who organized it, was there equal access and participation in the recreation activity/s and events for all user groups, how was the event evaluated, and what was the outcome of the event/program? Typically, your paper will be 3-6 pages in length and double spaced. Each paper is worth 100pts for a total of 3 analysis totaling 300pts of your grade in the class.

Welcome Back Fall Picnic: This project is the Fall semester picnic for the Recreation and Tourism Management Department, which includes Alumni, faculty, staff, students, family and members of the CSUN community. As a class, you are going to develop, implement, and evaluate the program. Instructions and materials for the picnic will be discussed and handed out in class.

Lab Assignments: will be 1-2 pages in length double spaced. Assignments will cover, mission statements, evaluations, recreation, play, etc... You will observe and evaluate certain events on/off campus and report on a specific notion/concept/idea discussed in class that is in relation to the event. Each assignment is worth 20 pts and is due on lecture dates.

Grading: Your grade will be determined by your knowledge, engagement, and completion of assignment/projects in the lecture section and lab section of the course. Lab and lecture are divided up into 2 sections, the lecture grade will be a total of 300pts and the lab grade will be a total of 700pts for a combined total of 1000pts.

Grade Breakdown:

Welcome Back Picnic	300pts
Event Analysis (3) 100pts each	300pts
Organization Participation (RMA, Colleges Against Cancer, Int'l Club, etc...)	200pts
Lab Assignments (10 labs)	200pts
TOTAL:	1000pts

Course Grades Will Be Determined Using the Following Scale:

950-1000	= A
900-949	= A-
866-899	= B+
833-865	= B
800-832	= B-
766-799	= C+
733-765	= C
700-732	= C-
666-699	= D+
633-665	= D
600-632	= D-
0 -599	= F

Policies:

Due Dates – We are on a tight schedule. Assignments are due on assigned days. Extensions and make-ups are NOT available. Documented illnesses or emergencies are the only exception to this policy. If an emergency arises, you must contact the instructor **before** the class period in which the assignment is due.

Attendance and Participation are essential in a course of this nature since a major part of the course involves presenting and responding to presentations. Course grades will be adjusted on the basis of attendance and tardiness as follows:

1-2 absences	= NO DEDUCTION
3 absences	= 3% deduction from final grade
4 absences	= 4% deduction from final grade
5 absences	= 6 % deduction from final grade
6 absences	= 8 % deduction form final grade

7 absences = 10 % deduction from final grade
8 or more absences = FAILING GRADE IN THE COURSE

Excused Absences: Absences due to personal illness or medical emergencies must be cleared via written documentation **ON THE DAY YOU RETURN TO CLASS** (no exceptions). Changes in work schedule, personal celebrations (e.g., birthdays), transportation problems, etc. are **NOT** considered to be legitimate reasons for me to excuse an absence. If you are traveling on University related business, you should notify me **in advance** of your scheduled absence.

Participation – The quality and quantity of your participation may be used to determine course grades in borderline cases.

Academic Honesty – Students are responsible for understanding and adhering to University policies regarding academic honesty, as specified in the current CSUN Catalog and Schedule of Classes. Cheating in any form or plagiarizing any part or parts of any oral or written work is automatic grounds for receiving a failing grade in the course. In addition, a report will be filed with the Dean of Students for further possible action (including expulsion from the University). If you are uncertain about what constitutes cheating or plagiarism, consult the University catalog and schedule of classes for definitions and for information regarding your rights and responsibilities.

COURSE OUTLINE

<u>Schedule/Course Content</u>	<u>Week</u>
Ch.1 Basic Concepts	8/26
Ch. 2 Service and Quality in Programming	9/2
Ch. 3 Programming Theories	9/9
Ch. 4 Program Philosophy	9/16
Ch. 5 Needs Assessment: The First Step...	9/23
Ch. 6 Programming for People	9/30
Ch. 7 Program Design	10/7
Ch. 8 Innovation (and How to Find Inspiration)	10/14
Ch. 9 Program Promotion	10/21
Ch. 10 Pricing Program Services	10/28
Ch. 11 Facilitating the Program Experience	11/4
Ch. 12 The Essence of Program Evaluation	11/11
Ch. 13 Evaluation Tools, Techniques, and Data Analysis	11/25

ASSIGNMENT OUTLINE

<u>Assignment</u>	<u>Due Date</u>
Lab 1	TBA
Lab 2	TBA
Lab 3	TBA
Lab 4	TBA
Lab 5	TBA
Lab 6	TBA
Lab 7	TBA
Lab 8	TBA
Lab 9	TBA
Lab 10	TBA
<i>Event Analysis (1)</i>	<i>September, 30th</i>
<i>Event Analysis (2)</i>	<i>October, 30th</i>
<i>Event Analysis (3)</i>	<i>November, 25th</i>
<u><i>Final Project (RTM Picnic)</i></u>	<i>October 18th</i>

(This is a TENTATIVE schedule and may change at anytime)