The College of Education and Professional Studies and the Department of Kinesiology and Health Studies are committed to helping students learn by providing a range of transformative learning experiences in discipline knowledge and in the five core areas: leadership; research, creative and scholarly activities; service learning and civic engagement; global and cultural competencies; and health and wellness.

Course Description: The course will examine the principles and practical applications for designing, implementing, monitoring, promoting, and evaluating a wide variety of program forms in the recreation, leisure and fitness industry.

Course Prerequisites: KINS 2643


Specific Course Objectives:

Upon completion of this course, the student will be able to:
1) Demonstrate a knowledge and awareness of the programmer’s role in the scope of recreation programming and organization in society.

<table>
<thead>
<tr>
<th>KSA</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.11.1</td>
<td>Knowledge of the health/fitness instructor's role in administration and program management within a health/fitness facility.</td>
</tr>
</tbody>
</table>

2) Develop and articulate agency/program philosophy, mission, goals, and objectives

3) Demonstrate a knowledge and awareness to identify and utilize both human and community resources.

<table>
<thead>
<tr>
<th>KSA</th>
<th>Description</th>
</tr>
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<tbody>
<tr>
<td>1.11.11</td>
<td>Knowledge of networking techniques with other health care professionals for referral purposes.</td>
</tr>
</tbody>
</table>

4) Plan, organize, and implement programs to meet participant needs and interests for varying populations.

<table>
<thead>
<tr>
<th>KSA</th>
<th>Description</th>
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<tbody>
<tr>
<td>1.11.12</td>
<td>Ability to provide and administer appropriate customer service.</td>
</tr>
<tr>
<td>1.11.9</td>
<td>Ability to develop and administer educational programs (e.g., lectures, workshops) and educational materials</td>
</tr>
</tbody>
</table>
5) Market and promote programs

<table>
<thead>
<tr>
<th>KSA</th>
<th>Description</th>
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<tbody>
<tr>
<td>1.11.7</td>
<td>Ability to develop marketing materials for the purpose of promoting fitness-related programs</td>
</tr>
<tr>
<td>1.11.10</td>
<td>Knowledge of basic sales techniques to promote health, fitness, and wellness services.</td>
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</tbody>
</table>

6) Demonstrate knowledge of program evaluation and subsequent modifications

<table>
<thead>
<tr>
<th>KSA</th>
<th>Description</th>
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<tbody>
<tr>
<td>1.11.13</td>
<td>Knowledge of the importance of tracking and evaluating health promotion program results.</td>
</tr>
<tr>
<td>1.11.4</td>
<td>Knowledge of the importance of tracking and evaluating member retention.</td>
</tr>
</tbody>
</table>

**Instructional Methods and Techniques**
1. Lecture
2. Class and small group discussion/exercises
3. Audio/visual support
4. Other as needed

**Method of Evaluation**
A = 90% and above; B = 80% and above; C = 70% and above; D = 60% and above; F = below 60%

A final grade of “C” or better is required of all majors in KHS.

**Total Points Possible**

<table>
<thead>
<tr>
<th>Quiz</th>
<th>Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>Quiz 1</td>
<td>50</td>
</tr>
<tr>
<td>Quiz 2</td>
<td>34</td>
</tr>
<tr>
<td>Quiz 3</td>
<td>38</td>
</tr>
<tr>
<td>Quiz 4</td>
<td>45</td>
</tr>
<tr>
<td>Quiz 5 (Final)</td>
<td>40</td>
</tr>
<tr>
<td>Section one</td>
<td>50</td>
</tr>
<tr>
<td>Section two</td>
<td>35</td>
</tr>
<tr>
<td>Section Three</td>
<td>90</td>
</tr>
<tr>
<td>Section Four</td>
<td>25</td>
</tr>
<tr>
<td>Volunteer</td>
<td>50</td>
</tr>
<tr>
<td>Attendance</td>
<td>50</td>
</tr>
</tbody>
</table>

TOTAL 507 Points

**Course Requirements**
The final grade will be based upon total points possible including all of the areas listed below:

**Written Quizzes**: Students are expected to take all quizzes as scheduled. There are no makeup quizzes. Any quiz scheduled on a day of a University sanctioned event or military obligation must be taken early, at a time arranged with the instructor. If an emergency occurs that prevents the administration of the final quiz, the student’s final course grade will be calculated based on the work in the course completed to that point in time and the
faculty member’s considered judgment. Testing format may include multiple choice, short answer, and true false, and equation questions.

**ATTENDANCE AND CLASS PARTICIPATION**: Regular, attentive, and participatory attendance is essential to this course, and students are expected to attend all class meetings. Attendance recording begins the first day of class unless the student is not previously enrolled. The following attendance policy will be utilized: 0-2 absences = 50 points; 3 absences = 35 points; 4 absences = 20 points; 5 absences = 10 points; 6 absences = 0 points; More than 6 absences = Failure of course. Please note: Excused absences will only be granted due to documented illness or emergency or for University sanctioned events or military obligation with required documentation submitted beforehand.

Tardy/Early Departure Policy: Students are expected to be on time and remain the whole class period. Two “tardies” and/or “early departures” will equal one absence. Students arriving late or leaving early will be seated near the door to avoid disturbing others. Students with excessive texting during class will not receive attendance points for that class period.

**GENERAL ASSIGNMENTS**
1. Class Project/Program Development
2. Quizzes
3. Other as assigned

**Major Project - Rubric**

The major project is your opportunity to demonstrate your ability to apply the concepts and techniques covered so far in your degree plan. It should represent collegiate writing skills that are clear, concise, and accurate. APA format should be used throughout the project. Final sections should be submitted in a folder with brads and all components should be clearly labeled with headers. No section will be graded if there are more than 2 grammatical errors on the first page.

Imagine you are in the perfect programming job; your supervisor has asked you to prepare a full year program schedule. You may chose the type of organization you are working in and are limited only by your imagination regarding the types of activities, formats, experience, age, groups, etc., you select. The constraints of the project will be imposed by you selection because all projects must include the following sections and components of sections.

<table>
<thead>
<tr>
<th>Date</th>
<th>Project Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>January 30</td>
<td>Major Project – section 1 - 50 pts</td>
</tr>
<tr>
<td>February 29</td>
<td>Major Project – section 2 - 35 pts</td>
</tr>
<tr>
<td>April 13</td>
<td>Major Project – section 3 – 90 pts</td>
</tr>
<tr>
<td>April 27</td>
<td>Major Project – section 4 – 25 pts</td>
</tr>
</tbody>
</table>
Section One: - The Agency (50 points)
This section should include the following information:

A. Name descriptive overview of the agency/organization you work for – include a detailed description of:
   - the type of agency
   - it’s primary purpose
   - the facility
   - the organizational areas
   - the primary personal employed by the organization

B. Description the agency’s culture including: individual (patrons) - describe them in terms of demographic, social, economical and political indicators; organizational – including internal strengths/weakness and enmities; community – including threats and opportunities in your environment (see chapter 7)

C. Mission statement for the organization

Section Two: - Target Program Development (35 points)
This section should describe how your organization assesses your patron’s needs and set up goals and objectives to meet those needs. This needs assessment is to be done prior to beginning a new proposed program – it will help you justify why the program is needed and that the patrons have expressed an interest in this area.

A. Needs Assessment and market analysis – using the description from above in section one; clearly describe how and why you would assess your target population’s leisure needs, interests, desires, and willingness to participate.
   I. Define the target audience.
   II. Design a short survey that would be used for the justification of the program. A minimal of 7 questions should be used that can ascertain skills, attitudes, beliefs, intentions, financial situation, etc. Include minimal demographics (not part of the 7 questions)
   III. Describe IN DETAIL how the survey is administered and collected
   IV. Summarize results and strongly justify why this organization should include programming for the specified population

Section Three: - Operational Programs (90 points)
You must develop a program for an entire year cycle. The program must include at least three different activities. Collectively the activities within the program must represent a different format e.g. special event, drop in, etc.

First: Describe in detail each of the three activities by including for each:
   - title of the activity
   - a brief statement of the need for the activity (link to assessment)
   - target population for each activity
   - For each of the three activities develop two staff oriented program goals and under each goal two objectives. (so a final of 6 goals and 12 objectives)
Next chose one of the three above mentioned activities and complete the following.

A. Operation details
   a. Venue arrangements – include building, special facilities, etc. How arrangements must be made and a diagram of the facility lay out
   b. Special arrangements – anything outside of the organization (travel, entertainment, etc.)
   c. Inclusion plan – arrangements or accommodations made for individuals with special needs
   d. Equipment, supply, and material needs
   e. Promotional plan – details about the types of promotional materials, distribution, and time line for implementation of the promotional items. Include: a sample new releases and a promotional flyer. (chapter 14)
   f. Registration plan – when, how, who will conduct it, where it will occur (chapter 15)
   g. Staffing and Staff orientation plan – number and qualifications of the staff needed to operate the program. Include information about staff hiring, orientation, and training. (chapter 16)
   h. Management plan – create a flow chart that identifies all activities that must be completed to implement the program and details their time line. The chart must be explicit about what needs to be accomplished, when it needs to be accomplished, and the relationship of the activities of each function to each other and the overall program. (chapter 13)
   i. Cancellation Plan – plan detailing what will happen if the program is canceled and the contingencies need to be specific including refund information.
   j. Risk management plan – plans to ensure all participants safety – detail unique safety procedures and emergency plans which should be dealt with.
   k. Wrap up – how program will be cleaned up and by whom

Section Four: - Program development cycle (25 points)
This section will include an evaluation plan (this a final evaluation – to be given at the end of a program to help assess it’s success and ability to meet patrons expectations) and a disposition decision letter.
A. Evaluation (use evaluation planner, p. 345 as a guide) Include:
   a. Purpose – why evaluation
   b. Audience – who is evaluation for
   c. Process – how is the evaluation conducted
   d. Issues – what questions should be addressed
   e. Resources – what resources are needed to conduct the evaluation
   f. Evidence – what should be collected (include the survey form)
   g. Data gathering – how can the evidence be analyzed
   h. Reporting – how are you going to report the findings and to whom

B. Disposition Decision – prepare a letter to your supervisor regarding what should be done with the program you developed. The letter should contain data from your evaluation and a recommendation about what should be done for each step of the program development cycle.
General Notes
- Students interested in strengthening personal writing skills may contact the Writing Center at “Tutoring Central” in West Hall, 974-2487.

Fatal Error Policy:
All written assignments must meet minimal presentation standards to be acceptable. These standards address spelling, punctuation, format and basic grammar. The term Fatal Errors refers to technical American English errors of form. Specifically, they include the following:

a) each different word misspelled;
b) each sentence fragment;
c) each run-on sentence or comma splice;
d) each mistake in capitalization;
e) each serious error in punctuation that obscures meaning;
f) each error in verb tense or subject/verb agreement;
g) lack of conformity with assignment format; and,
h) each improper citation, or lack of citation, where one is needed.

Papers with more than three (3) fatal errors marked by an instructor on any one page, or more than 12 non-repeated errors for the entire document will be returned to the student and subject to 20% off the grade immediately and may be subject to 10% off for each day until the paper is returned corrected.

Instructors will determine the number of resubmissions allowed for each assignment. Final course papers (where there is no time for a resubmission) will be docked one percent of the grade for each error including one percent off for each repeated error.

Ethical conduct is expected in this course; academic dishonesty will not be tolerated. Academic dishonesty includes, but is not limited to: plagiarizing; cheating on exams or in the preparation of academic work; copying from tests, reports, etc.; collaborating with others without prior authorization; reuse of work in more than one class without informing the instructor; possessing contents of an un-administered examination; and using materials during a test not authorized by the instructor. While collaboration with cohorts in study groups is encouraged, each student is responsible for his or her own work. Students may not, under any circumstances, turn in work that has been prepared by someone else.

Disciplinary action (as outlined by the Code of Student Conduct) will result in one of the following at the instructor’s discretion:
- A substitute assignment or examination
- A reduced grade for the assignment, examination, or course
- A grade of zero of F for the assignment, examination, or course
- A grade of F for the course

*NOTE: UCO subscribes to the Turnitin.com plagiarism prevention service. Students agree that by taking this course, all required assignments may be subject to submission for textual
similarity review to Turnitin.com for the detection of plagiarism. All submitted assignments will be included as source documents in the Turnitin.com restricted access reference database for the purpose of detecting plagiarism of such assignments. Use of the Turnitin.com service is subject to the Terms and Conditions of Use posted on the Turnitin.com website. Turnitin.com is just one of various plagiarism prevention tools and methods which may be utilized by your faculty instructor during the term of the semester. In the UCO Student Handbook, there is a process for contesting any plagiarism allegations against you.

Special Accommodations: The University of Central Oklahoma complies with Section 504 of the Rehabilitation Act of 1973 and the American with Disabilities Act of 1990. Students with disabilities who need special accommodations must make their requests by contacting Disability Support Services, at (405) 974-2516. The DSS Office is located in the Nigh University Center, Room 309. Students should also notify the instructor of special accommodation needs by the end of the first week of class.

“If an emergency occurs that prevents the administration of a final examination, the student’s final course grade will be calculated based on the work in the course completed to that point in time and the faculty member’s considered judgment. Final exams will not be rescheduled, and a grade of “I” will not be given as a result of the missed exam.”

UCO Weather Line: 974-2002 or access weather related closing info at www.uco.edu

Please see the Academic Affairs’ “Student Information Sheet and Syllabus Attachment” @ http://www.uco.edu/academic-affairs/files/aa-forms/faculty/StudentInfoSheet.pdf

Course -- *Tentative Schedule

*The above schedule is tentative and can be changed at the discretion of the Instructor.

Week 1
Introduction/Syllabus
Chapter 1: Basic Programming Concepts
Chapter 2: How Individuals Experience Leisure

Week 2
Exercise 2-1, page 22
Chapter 3: Six Key Elements of a Situated Activity System
Exercise 3-1 page 46

Week 3
Chapter 4: Benefits Based Programming
Chapter 5: Developing Leisure Service Products
Out of Class Assignment

Week 4
Section One Project Due Exercise 5-1 in class
Chapter 6: Using Goals and Objectives in Program Management
Quiz #1 (Chapters 1-6)

Week 5
Chapter 7: Developing the Agency’s Programming Mission
Chapter 8: Developing Strategic Directions
Out of Class Assignment
Week 6
Chapter 9: Obtaining Client Input
Quiz #2 (Chapters 7-8)
Chapter 10: Writing Program Design Goals

Week 7
In-class assignment
Section Two Project Due
Chapter 11: Program Design

Week 8
In class group exercise
Chapter 12: Creative Programming
Complete Study Guide (out of Class) Ch 9, 10, 11 and 12

Week 9
Chapter 13
Quiz #3 (Chapters 9-12)
Chapter 14

Week 10
In-class group exercise
Chapter 15
Chapter 16

Week 11
Chapter 17
In-class group exercise
Chapter 18

Week 12
Chapter 19
Volunteer paper
Section Three Project Due

Week 13
In-class exercise
Quiz #4 (Chapters 13-17)
Chapter 20: Volunteer Projects Due

Week 14
Section Four Project Due
Chapter 21
Chapter 22 Extra Credit Project Due

Week 15
Final exam Study Guide
Wrap-up/Grades

Final
Final Exam -- TBA