



RECREATIONAL

Program Proposal

The Goal of this assignment is to allow your Capstone work group an opportunity to demonstrate and apply your Program Planning skills and knowledge coupled with your creativity, in developing a proposal for a theoretical new recreation program. As small assigned planning committees or work groups, you and a few other students will coordinate / collaborate to synthesize your ideas, in writing and application, for multiple components of the planning process.

Point Structure:

DRAFT Submission (for Peer Review) = 50 points total

- *Parts 1, 2, & 4 (part 3 omitted for draft peer review) = 20 points
- *Peer Review (scores from others) = 20 points (average from two peer reviews)
- *Quality of Peer Reviews = 10 points (5 x 2 reviews)

FINAL Submission of all parts (Instructor Graded) = 155 points total

- *Parts 1 & 2 (Written portions) = 100 points
- *Part 3 Online Registration via RecDesk.com = 30 points
- *Part 4 Online Evaluation via Surveymonkey.com = 20 points
- *Part 5 Peer Feedback Reflection = 5 points

Please submit your:

- **DRAFTS** for Peer Review -- in OUTLINE format (with appropriate headings/sub-headings and/or narratives where requested in directions) as ONE complete electronic document in either: Word [.doc or .docx]; Rich Text Format [.rtf]; or Portable Document Format [.pdf] to the **Blackboard Peer Review Pod File Exchange** so others in your Peer Review Grading Pod will have easy electronic access to the document. (NOTE: Part 3 – Online Registration – is not included for Draft Peer Review).
- **FINAL** copy for Instructor Grading -- in OUTLINE format (with appropriate headings/sub-headings and/or narratives where requested in directions) as ONE complete electronic document in either: Word [.doc or .docx]; Rich Text Format [.rtf]; or Portable Document Format [.pdf] to the **Blackboard Assignment link**. (NOTE: Part 3 will be verified with an individual automated email confirmation from RecDesk to the instructor - see details below).

Refer to course schedule for specific DUE dates

The Scenario:

Your small group now works (*fictitiously*) as city Department of Parks and Recreation employees for a somewhat isolated, smaller City with a population of 75,000 - 100,000 people, surrounded by public lands and varied recreational opportunities (you can use Flagstaff or a similar city of your choosing). The City Parks and Recreation Director (PRM 275 Instructor) has asked you and your fellow Recreation employees to prepare and submit comprehensive program proposals (one proposal per team). It is the Director's hope that the following task will generate a large pool of quality programming ideas to choose from; implementing the best proposals in the coming year - to better serve and enhance the recreational desires and needs of your citizens.

Guiding direction for types of programs:

Use the following statement to help guide you -- In a recent public meeting, when asked about the development of new City recreation programs and events, your Parks and Recreation Director commented:

"I want to see more programs that tie into and support our community and families in a way that allows us to learn about and celebrate the unique setting we live in.

It would be great to successfully create comprehensive thematic programs that allow for multiple format offerings, perhaps including an educational element where recreational & leisure opportunities are being supported and specific skills/outcomes are being developed, measured, improved upon and carried on and then celebrated in a final special event. The hope is that we will be in better alignment with our target of providing inclusive benefits-based programming. Maybe it could consist of something that highlights recreational opportunities found in our surrounding region. Perhaps some of our new programs will get people excited about exploring the outdoors or tie into and highlight the values that our citizens hold dear and support. Whatever it is, I am certain with the help of my talented programming staff the ideas and possibilities are truly endless!"

The following guidelines have been laid out by the Director regarding the proposal submissions, as standardization of formatting the written proposal will ease in their evaluation:

- Title/Cover Page - Include a unique name of the proposed program; a professionally appealing image/graphic; your class prefix and number; your name(s) and date of submission
- Font - Utilize a 12 point font of your choice uniformly throughout the body of the document text (exceptions can be made for budgets, fliers, and other supporting appendices)
- Line Spacing –
 - **DRAFT** = *Double-spacing* for body of the document text
 - **FINAL** doc = *Single-spacing* for the body of the document text
- Margins - 1 inch margins, all the way around; top and bottom - left and right
- Page numbers in lower right corner (not including title page)
- ALL papers should follow general [APA formatting](#) for form and include APA citations (for body of text and end of paper Reference List) for any researched/referenced information. This would include your Textbook and any websites that you have used for information while creating your plan.

Part One – Agency Culture and Target Program Development, (30 pts) chapters 7 – 10

This section describes the agency you have chosen in its entirety and should include:

- **The Name and an Overview of the Agency** -- be sure to describe the type of agency you're working for and give a brief overview of the agency; *pretend that you're describing the agency to a family member or friend who has no knowledge of recreation agencies.* This should be in narrative form.
- **A Complete and Detailed Description of the Agency Culture** – be sure to include, *at a minimum*, information describing the following:
 - **Individual** - who are your patrons? You may have to reference Census Data or other resources to describe your patrons in terms of:
 - **demographic**
 - **social**
 - **economic**
 - And, **technological/political** indicators
 - Other...? etc.
 - **Organizational** - Detail the **Strengths and Weaknesses** of the your Agency
 - **Community** - What are the **Threats and Opportunities** in your environment? Where can you make a difference?

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- **Mission Statement** – List the Mission Statement, by either: 1) creating your own mission statement; 2) borrowing directly from Flagstaff’s City Recreation mission statement, or a similar community that you are choosing to fictitiously use as your Agency/employer.
- **Agency's Organizing Authority** - this section should include information about the agency's organizing authority and structure. Provide detail of where and by whom funds are raised and distributed, essentially who, ultimately, is in charge and how the is power relegated. Include in this section:
 - **A narrative statement that explains the organizations structure.** Research it if need be, make it up if you will – but it should be logical in presentation and match who/what you are representing.
 - an **Organizational Chart** - detail the organization (from top to bottom), show where your team members are located within the organizational hierarchy (many word processing software have flow chart templates to utilize if you do not want to completely re-invent the wheel),
 - **Job Descriptions** of all recreational and administrative personnel positions.
- **A Description of Agency Areas and Facilities** (**describe** and provide an overview of the areas and facilities your agency operates/maintains – include all parks, trails, open-space areas, buildings, venues, etc.). An overview map may be useful if available.

Part Two – Operation Strategies and Program Plan, (70 pts) Chapters 13 -19

This section details the creation and implementation of the program plan.

- The selected program – should contain:
 - **Program Title;** this should reflect the over-arching program theme. Then include a brief, introductory, descriptive paragraph indicating the who, what, when, where, why, and how of the program. After reading this paragraph, the reader should have basic familiarity with the leisure experience the program is attempting to create.
 - **Selected Formats;** your group must choose three (or more) different preferred format offerings from the six programming formats listed below to be integrated into the program. Describe in narrative your selected offering formats. For example, in Flagstaff we have a title/themed Halloween Harvest Festival with 3 (or more) specific format offerings that support the festival - *Drop-in* Haunted Tours of old downtown, various themed *Competitions* such as a Pumpkin Carving Contest, and the celebration comes to fruition with a final *Special Event* sort of Carnival on Halloween in the downtown Heritage Square (reference your text page 48 & 54 for more on format offerings):
 - The 6 formats described in your text –**
 - **Self-directed, Noncompetitive**
 - **Clubs and Groups**
 - **Open House, Drop-in**
 - **Competition Leagues and Tournaments**
 - **Special Events**
 - **Skill Development**
 - **General Mission and Programming Philosophy of the Agency;** a statement of the agency’s mission and its programming philosophy should be included in the plan to *make it apparent why the agency is involved in producing this program*. This is not a restatement of the agency’s mission statement, but rather, how the mission statement applies and is connected to this particular proposed program.
 - **Patron's Needs Assessment And Market Analysis;**
Provide a statement of the need (essentially a justification) for the program. It should answer the question: Why is this program needed and how was this need determined? Describe what strategy would propose to use to assess your target

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population's leisure needs/desires/interests and their willingness to participate in your proposed program. Link this to the agency's philosophy, organizational structure, and goals (there are 3 – 4 example needs assessments in the additional course resources folder in BBLearn & Chapter 9 in text).

Goals and Objectives; focus on **Participant Goals/Objectives for outcomes you would like to facilitate**. It is recommended to include a minimum of one goal and three objectives for each of the three Learning Domains: Cognitive, Affective and Psychomotor (where appropriate). A total minimum of 3 goals and 9 supporting objectives are required).

The **Operation Details** should create a detailed record of instructions about how your specific program is to be implemented and operated. One must provide enough details so that another professional programmer could obtain the plan and reproduce the program.

- a. **Venue Arrangements;** Venues are locales used to stage leisure experiences and include buildings, special facilities, and park areas. Clearly **describe** the areas and facilities you will be using **including a diagrammatic layout**. If these do not belong to the agency, include rental fees for use in the budget.
- b. **Special Arrangements;** Programs often require special arrangements with agencies or businesses outside of the recreation agency, such as contractual agreements for transportation, entertainment, land agency special use permits, concessions, etc. Describe the special arrangements necessary for your program to be a success.
- c. **Inclusion Plan;** Detail what arrangements are being made accommodate people with disabilities.
- d. **Equipment, Supply and Material Needs;** an exhaustive/detailed list of equipment, supplies and materials needed to operate the program should be included in this section.
- e. **Promotion Plan;** details about the types of promotional materials, their distribution, and the time line for implementing the promotion plan should be included in narrative form (your group is responsible for also creating 2 promotional products – **include both a news release, AND a promotional flier** – to be attached within the document as appendices). How to develop promotional materials is discussed in **Chapter 14**.
- f. **Budget and Pricing Information;** a budget for the program (including revenues, income projections, expenses, and how the price for participation was determined) along with the agency's pricing philosophy and means to meet the budget should be included in narrative form (the actual budget(s) spreadsheets are to be embedded at the end of the document as appendices). How to budget and price programs is discussed in **Chapters 17-19**.
- g. **Registration Plan;** when registration will occur, who will conduct it, where it will occur, and how it be conducted should all be specified in narrative form. The actual online registration will be developed in RecDesk.com as in Part Three of the overall assignment (see directions below). How to conduct registration is discussed in detail in **Chapter 15**.
- h. **Staffing and Staff Orientation Plan;** the number **and qualifications** of the staff needed to operate the program should be specified. How the staff is to be hired, oriented, and trained should also be specified. Staffing is discussed in **Chapter 16**.
- i. **Management Plan;** you will create a Flow Chart Management Plan which 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 leading up to the actual delivery of the program, and the relationship of the activities of each function to each other and the overall program. How to create a Flow Chart Management Plan is discussed in detail in **Chapter 13**.
- j. **Cancellation Plan;** a plan that details what will happen if the program is canceled should be included. Contingencies need to be specified, and for events for which a fee was paid, detail refund information.

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- k. **Set-Up**; Detailed plans for program set-up should be specified (who/what/when/where – may be included / referred to as part of the Management Plan).
- l. **Risk Management Plan**; Plans should be made to ensure that the safety of all persons involved in the program, detail unique safety procedures as well as how emergencies would be handled.
- m. **Program Wrap-Up**; Detail how (who/what/when/where) the program will be cleaned up – essentially a list of responsibilities.

**** Please DO NOT FORGET TO INCLUDE an APA CITATIONS section at the end of your document to indicate where/what/who your group collected information from – OTHERWISE YOU COULD BE IN VIOLATION OF PLAGIARISM.** There are also [APA citation reference](#) materials in your BBLearn course shell in the Additional Course Resources folder for your reference.

Part Three - Online Registration: utilizing RecDesk (30 pts)

- Each group will create an Online Registration for the Proposed Event/Program and Register participants... include all individuals in your Capstone work group and the instructor (Aaron Divine)
 - NAU Parks and Recreation Management program has purchased the rights to 20 website domains (accounts) that are hosted by RecDesk.com. Each Capstone Work Group will be provided an active weblink to their own account along with corresponding User ID and Password. This will occur around week 4 of the 8-week course.
 - Once accessing your group's account (using the information provided by the instructor) You will need to:
 - **Add a new Facility** (where your proposed Program/Event will take place, such as a gymnasium, soccer field, trailhead, etc.) - you must also set, capacity, hours of operation, etc. and select SHOW ON PORTAL; then,
 - **Add a new Program** (the event, program or activity you are proposing) - for purposes of this portion of the assignment - select "individual fee" of \$____ (should match the cost you have listed in your budget), and select SHOW ON PORTAL;
 - **Add new Members** – Create new members including: 1) Each Member of your Capstone work group and 2) Aaron Divine, make sure to use the correct email address **Aaron.Divine@nau.edu** and make up the rest of the instructor's information.
 - **Register Participants** – enroll all Capstone work group members as well as the Instructor, Aaron Divine, in your recently created program/event.
 - **Check Out:** To finalize the registration you must "checkout" from the shopping cart function. **Note that while in checkout you should select the instructor to be the person paying the bill so that RecDesk will automatically send an email registration/receipt confirmation to the instructor showing everyone who is registered for the event/program.** This RecDesk automated email is how we will verify proper enrollments and award you points for completing the registration portion of this overall assignment. Once the automated RecDesk email is received by the instructor a confirmation will be forwarded to the work group. Don't wait until the last night to complete the RecDesk portion of the assignment – doing so eliminates your opportunity to receive instructor confirmation that the process was completed correctly before the due date.

*** There is a short (2 page) tutorial "Quick Start Guide" located in the Additional Course Resources folder to aid with these functions. The program is one of the more "user friendly" online registration programs that we have recently tried. There are some limitations to the basic program offered by RecDesk, however, we believe that the user friendly format is a good way to expose beginners to the world of developing programs and events that will utilize online registration.*

Part Four – Follow-Up Analysis: utilizing SurveyMonkey (20 pts)

- Develop a sample Program Evaluation Form (for examples of Program Evaluations see Additional Course Resources folder) - **refer to chapter 20.**
 - Utilize the free online survey/evaluation software available at [SurveyMonkey](https://www.surveymonkey.com) to create your own user account – if you do not already have an account.
 - For Username: please use (Your Name underscore NAU User ID) -- (for example: **JoeStudent_js99**); then once your account is created,
 - You will need to:
 - Create a Survey Title: please use: PRM 275 - followed by NAU(no spaces workgroup #). For example: **PRM 275 NAU1**
 - Select a theme/look
 - Create / Design an evaluation of **10 questions**. *The questions should be directly related to your proposed event, program or activity; and focused on the quality of the program, addressing your stated goals/objectives, future participation interest, etc. Remember this is a tool to **evaluate the quality of your programming** and would in theory be sent to participants **AFTER** the event/program – **this should not be confused with the Needs Assessment portion** from Part 1 of the assignment.*
 - Collect Responses to your survey. Under the collect responses tab, select "Create a link to send in your own email message" and click "next step" and send yourself and all group members the email link.
 - Copy the assigned URL (for example: <http://www.surveymonkey.com/s/FKCRN62>), and paste the URL into the end of the finished document. **Make sure the link is working, active, and correct!**

*** SurveyMonkey offers a free basic online survey/evaluation program, which the free version is somewhat limited in capabilities although serves the purpose of this assignment very well. SurveyMonkey is becoming a VERY popular mode of conducting online evaluation and receiving feedback for varied organizations, and there is a good chance that a large portion of you have already taken an survey through this medium.*

Part Five - Peer Feedback Reflection (5 pts)

- Answer the following questions regarding the peer feedback you received from other work groups and **include at the end of your final write-up:**
 1. Which single portion of peer feedback did you find **most** useful in creating a more professional proposal? And, why?
 2. What peer feedback did you find **least** useful in creating a more professional proposal? And, why?
 3. What area of the proposal were you hoping to receive more critical feedback on?
 4. Did you feel that providing others with critical feedback and having the opportunity to view others work, in and of its self, improved the quality of work your group produced? Why or why not?
 5. Overall did you find the peer feedback process a positive experience? And, do you feel it should be retained in this assignment process?