

LEI 3400: Recreation Programming Design (Section 1377)
Spring 2009

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Class meets:
Monday, Wednesday and Friday 4:05 pm – 4:55 pm in FLG 265

Office Hours:
Wednesday and Friday 2:30 pm - 3:50 pm and by appointment

Class Website: <http://lss.at.ufl.edu> or
<https://elearning.courses.ufl.edu/webct/logon/2961170300021>
Please login or click the WebCT Vista Login. You need your Gatorlink Username and Password to login. Please keep monitoring for announcements, assignments and syllabus amendments.

Required Text:
Leisure Programming: Service-Centered and Benefits Approach (2003)
By Christopher R. Edginton, Susan D. Hudson, Rodney B. Dieser, and Susan R. Edginton

Course Description:
This course gives students the opportunity to plan programs and assume a leadership role in conducting leisure and recreation activities. The student will study principles and practices of leadership and program planning for a variety of activities and programs in the leisure service delivery system.

Course Objectives:
Upon completion of this course you should be able to:

- Demonstrate an understanding of the importance of leisure and recreation programs in today's environment.
- Demonstrate an understanding of the techniques and strategies required to plan successful leisure and recreation programs.
- Demonstrate ability to work as part of a team to complete a project.

Expectations:

- Come to class prepared to engage. Read before class for the date the reading assignment is due.
- Please be on time and do not leave class once class has begun. Please let the instructor know ahead of time if you must leave early.
- Participate in class discussions and activities.
- **TURN OFF CELL PHONES WHILE IN CLASS.**
- Be respectful of the instructor and others by giving them your full attention while they are speaking.

Course Materials and Information:

You are responsible for the information given in class, the readings from the textbook and assigned supplemental readings. Occasional homework readings may be assigned in addition to those listed on the syllabus. It is your responsibility to obtain materials or information provided during any absences. Some course materials will be posted on the class website as well as announced in class if not previously noted on the syllabus.

Accommodations for students with disabilities:

Students requesting classroom accommodation must first register with the Dean of Students Office. The Dean of Students Office will provide documentation to the student who must then provide this documentation to the Instructor when requesting accommodation.

Attendance:

You are expected to be in attendance during all scheduled class meetings.

- At the start of each class a sign-in sheet will be passed around. For each class it is **your responsibility to sign-in before class ends**. Singing somebody's name is a **violation of the Honor Code**.
- **Excused absences** must be supported with written material, and include: university sanctioned events with notes from the appropriate faculty member or coach indicating dates; illness with a written confirmation including date of absence/s from the health center, clinic, hospital, physician, or dentist, funeral in your immediate family; and military service.
- **Unexcused absences** include things such as: picking up family members from the airport, going on vacation, attending a friend to a funeral, conferences, oversleeping, car breakdowns, work, sickness without documentation, or court dates for traffic tickets, etc.

Exams:

Two in-class exams will be administered. Exams will cover material from assigned readings, class lectures, discussions, guest speakers, videos and assignments.

- Exams are to be taken during the scheduled time. **Do not make any plans that will conflict with exams**. Exceptions will be made only for documented illness and official university activities. Travel plans and flight reservations are not a valid excuse.
- If you are not performing well on the exams, please see me before it is too late (i.e., before the last week of classes) and get help.

Plagiarism:

Plagiarism is considered as submitting someone else's work as your own, please be very aware of university policies and punishments if you fail to heed this warning. All students are advised to go to <http://www.dso.ufl.edu/sccr/> and click on the “Honor code” and “Conduct Code” links and carefully read those sections. Students are reminded that they signed a copy of the Student Honor Code as part of their Application Process to this University and have agreed in writing to abide by it. Care should also be taken not to violate copyrights, and to give full attribution to sources used in completing assignments or projects. Part of the code is to report cheating or plagiarism that you witness or have knowledge of.

Individual Assignments and Group Projects:Student Information Card

Fill out the Student Information Card and submit it to the instructor. Please download the form at WebCT.

A Color Printed Photo of Yourself (Size: 1x1 inch)

Submit a photo of yourself to the instructor. It should be color printed with your full face and front view. The size should be around 1x1 (inch). I also encourage you to post your photo in the Roster section of WebCT.

Group Project

The instructor will form groups of five to work on this project. Each group is expected to develop the program planning and make a presentation. In addition, each student will be evaluated by their group members with regards to the level of participation within the group. Detailed information on requirements for this assignment will be handed out later.

Late Work:

- All assignments, including individual assignments, a case study and the program planning, are due at the beginning of class on the due date.
- You are expected to turn in a hard copy of the assignment.
- Emailed assignments are not acceptable.
- **Work that is turned in late will lose 10% for each day it is late.**

Grade Distribution:

A	90 – 100 %
B+	85 – 89 %
B	80 – 84 %
C+	75 – 79 %
C	70 – 74 %
D+	65 – 69 %
D	60 – 64 %
E	59 % and below

Grading System:

Individual Assignments	(20 pts)
Student Information Card	10 pts
A Color Printed Photo of Yourself	10 pts
Group Project	(200 pts)
Case Study	25 pts
Program Planning	100 pts
Presentation	50 pts
Evaluation of Team Participation	25 pts
Exams	(200 pts)
Exam 1	100 pts
Exam 2	100 pts
Participation	(80 pts)
Class Attendance	30 pts
Class Participation	50 pts
Total	500 pts

Class Schedule – Spring 2009
 (Schedule is subject to change)

Day	Date	Topic	Reading (Assignment)	Group Project
W	1/7	Introduction		
F	1/9	Leisure and recreation	Ch 1	
M	1/12	Programming concepts	Ch 2 (Student Information Card, A Color Printed Photo of Yourself)	
W	1/14	Program area identification	Ch 8	
F	1/16	Program area identification Case Study		Organizational structure
M	1/19	Martin Luther King Jr. Day		
W	1/21	Strategic planning	Ch 3	
F	1/23	Case Study	(Case Study)	
M	1/26	Understanding customer	Ch 4	
W	1/28	Environment assessment	Ch 5	
F	1/30	Environment assessment		SWOT analysis
M	2/2	Program development	Ch 6 & 7	
W	2/4	Program development		
F	2/6	Program development		Vision and mission statement
M	2/9	Target market identification		
W	2/11	Target market identification		Internal and external target markets
F	2/13	Program formats	Ch 9	
M	2/16	Goal and objectives		Goal and objectives
W	2/18	Exam 1		

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Day	Date	Topic	Reading (Assignment)	Group Project
F	2/20	Human resource/volunteer management		
M	2/23	Human resource/volunteer management		Human resource/volunteer management
W	2/25	Promotion	Ch 10	
F	2/27	Promotion		
M	3/2	Promotion		Promotion
W	3/4	Budgeting and resource attainment	Ch 11	
F	3/6	Budgeting and resource attainment		
Spring Break (3/7-15)				
M	3/16	Budgeting and resource attainment		Budget
W	3/18	Delivering programs	Ch 12	
F	3/20	Delivering programs		
M	3/23	Delivering programs		Program management
W	3/25	Memorial Day		
F	3/27	Evaluation	Ch 13	
M	3/30	Evaluation		Evaluation
W	4/1	Risk management		
F	4/3	Collaboration and coordination	(Program Planning)	
M	4/6	Presentation preparation		
W	4/8	Exam 2		
F	4/10	Future trends		
M	4/13	Presentation		
W	4/15	Presentation		
F	4/17	Presentation		
M	4/20	Presentation		
W	4/22	Evaluation of Team Participation		

Program Planning Contents

1. Organizational structure
2. Vision and mission statement
3. Environment assessment (SWOT analysis)
4. Internal and external target markets
5. Goal and objectives

(Unofficial check: 2/18)

6. Human resource/volunteer management

7. Promotion

(Unofficial check: 3/4)

8. Budget

9. Program management

(Unofficial check: 3/27)

10. Evaluation

(“Program Planning” final submission: 4/3, Friday)