I. Catalog Description: Comprehensive analysis of levels of leisure service delivery including needs assessment, program planning, inclusion and diversity issues, policy implementation, evaluation of program impact.(3)

II. Prerequisites: Graduate Standing

III. Course Objectives: Upon completion of the course the student will be able to:

   A. Articulate an understanding of the role of leisure in contemporary society.
   B. Identify the theories and philosophical foundations of program delivery.
   C. Apply basic theories and approaches to program delivery in the development of program plans.
   D. Develop strategies for exploring community needs.
   E. Articulate the impact of life stage and diverse characteristics on program choices and development.
   F. Apply the programming cycle to the successful design and implementation of programs.
   G. Establish program objectives and outcomes.
   H. Evaluate program impact on participants and stakeholders.
   I. Articulate professional issues and societal trends impacting the delivery of leisure services.

IV. Expectations of the Student:

   A. Each student will participate actively in class discussions.
   B. Each student will complete course assignments and examinations.
   C. Each student will analyze and present case studies in class.
   D. Each student will complete a comprehensive program delivery analysis of a leisure services agency.

V. Course Content: Hours

   A. Leisure in Contemporary Society  2
      1. Concepts of Leisure, Recreation, & Play
      2. Philosophy of Programming
      3. Leisure Experience as a Service
      4. Leisure Services Benefits to Community
B. Programming Concepts  
1. Historical Perspectives  
2. Programming Theories & Strategies  
3. Service Roles  
4. Application of Philosophy/Theories in Programming Decisions  

C. Impact of Participant Characteristics & Demographics  
1. Life Stages & Age Groups  
2. Dimensions of Diversity  
   a. Cultural & Ethnic  
   b. Physical/Cognitive Abilities  
   c. Socioeconomic Status  
   d. Educational Background  

D. Designing Leisure Service Delivery for Maximum Impact  
1. Needs Assessment Basic Concepts  
2. Approaches to Assessment  
3. Need Typologies  

E. Program Development  
1. Programming Cycle  
2. Program Areas & Formats  
3. Congruence with Organizational Mission & Strategic Plan  
4. Benefits-Based Approach/Establishing Goals & Objectives  
5. Program Design  
   a. Pre-experience  
   b. Experience  
   c. Reflection  

F. Programming Systems  
1. Marketing & Promotion  
2. Budgeting & Resource Attainment  
3. Pricing & Cost Benefit Analysis  

G. Program Implementation  
1. Customer/Leader Interaction  
2. Management Strategies  
3. Working with Volunteers  

H. Evaluation of Program Outcomes  
1. Anticipated Outcomes  
2. Evaluating Actual Outcomes  
3. Quality Assurance  

I. Future Trends of Community Leisure Services  
1. Forecasting & Anticipating Needs/Trends  
2. Entrepreneurial Approach  
3. Future Programming Directions  

Total Hours: 45
VI. **Textbook:**


**Additional Resources:**


VII. **Basis for Student Evaluation:**

The weight of evaluation criteria may vary at the discretion of the instructor and will be indicated at the beginning of each course

- Examinations (2 @ 15% each): 30%
- Case Study Analyses: 20%
- Program Observations: 10%
- Program Analysis Project: 40%