Welcome to the Recreation Management Graduate Program at UWL

The Master of Science in Recreation Management Program prepares students for positions in public, private, and commercial recreation agencies. The curriculum consists of learning experiences critical for assuming high-level management positions in the leisure service profession.

This program is designed to provide students with individualized continuing education to develop competencies specifically related to recreation career development and professional growth. The emphasis is on individualizing the student's program.

Graduates are prepared to:

- Plan, develop, and manage recreation programs in public and private agencies, commercial enterprises, and tourism business
- Use diverse community, natural, institutional, and human service resources to enhance programs
- Apply common and innovative management techniques for budgets, service pricing, cost analysis, business feasibility, market analysis, and promotions
- Use leadership strategies to strengthen leisure experiences for all, including those with special needs
- Apply evaluation, survey, and research methods to ensure continued improvement in leisure services
- Apply management techniques for recruitment, selection, training, and evaluation of staff and volunteers

Graduates are employed in:

- Local recreation and park agencies; federal natural resource agencies
- Resorts, cruise ships, ski resorts, private campgrounds, and hospitality and travel industries
- Private corporations and tourism agencies
- Health clubs and recreational fitness centers
- Youth agencies
- Boy Scouts, Girl Scouts, YM/YWCA
- Condominium developments, convention/visitor bureaus, ice arenas, marinas, golf courses, and theme parks

The Master of Science is also available in therapeutic recreation (http://catalog.uwlax.edu/graduate/programrequirements/therapeuticrecreation).

2018-19 Faculty/Staff

The following is the graduate faculty and staff as of the publication date of this catalog. This list will not be updated again until the next catalog is published in June.

**Associate Professor**

Kate Evans, Ph.D.
Laurie Harmon, Ph.D.
Kari Kensinger, Ph.D.
Gretchen Newhouse, Ph.D.
Nancy Richeson, Ph.D.

**Assistant Professor**

Namyun Kil, Ph.D.
Brian Kumm-Schaley, Ph.D.
Dan Plunkett, Ph.D.

**Senior Lecturer**

Daniel Widuch, M.S.Ed.

**Lecturer**

Michelle Rhoades, M.S.
Lisa Savarese, M.S.

**Associate Lecturer**

Tara DeLong, M.S.
Lindsey Kirschbaum, M.S.

**Administrative Support**

Janet Craig, Academic Department Associate
Maureen Nelson

**Graduate degree**

- Recreation management - MS (http://catalog.uwlax.edu/graduate/programrequirements/recreationmanagement/recreation-management-ms)

**Recreation Management Courses**

REC 400/500 Cr.3

**Planning for Park and Recreation Facilities**

Designed to equip the student with the basic knowledge necessary to understand and implement the planning process in the development of park and recreation facilities. This course is also designed to familiarize the student with federal, state and local statutes, and other related documents (U.S Census, Wisconsin Administrative Codes, county and municipal ordinances). Offered Fall, Spring.
RE 402/502 Cr.3
**Risk Management in Leisure Service Organizations**
This course will identify the primary components of risk management and deals with the legal aspects of tort liability and contracts in leisure service organizations. It is designed to provide students with the basic knowledge necessary to understand and manage legal risks associated with leisure service organizations. Offered Fall, Spring.

RE 404/504 Cr.3
**Budgeting in the Recreation Enterprise**
Emphasis is placed on budget development, implementation and management decision-making within the recreation and park enterprise. This course introduces students to various contextual operational budgets within governmental and non-profit enterprises. Offered Fall.

RE 420/520 Cr.3
**Revenue Management in Recreation Enterprises**
This course covers prices and pricing from both managerial and behavioral perspectives in recreation, parks, and tourism settings. While the managerial aspects of pricing include pricing policy/strategy and revenue management (defined as selling perishable service products to the right customer at the right time for the right price), the behavioral aspects include psychology of pricing, price fairness, price perceptions, and willingness-to-pay for non-market goods. This course is taught largely at an undergraduate level. Graduate students will have additional course requirements/expectations. Offered Fall, Winter, Spring, Summer.

RE 481/581 Cr.1-3
**Outdoor Pursuits**
This course provides skill development and leadership techniques in outdoor recreation activities commonly associated with wilderness and roadless areas. Backcountry ethics and safety will be stressed. A field trip will be required. Examples: backpacking, canoeing, bicycling, rock climbing, fishing, camping, and/or cross-country skiing. Repeatable for credit – maximum six. Offered Occasionally.

RE 491/591 Cr.1-3
**Workshops in Recreation and Parks**
Group study of varying recreation and parks topics. University professors as well as visiting lecturers will be invited to address the students and conduct specialized phases of the workshops. Repeatable for credit under different topics. No student may earn more than six credits in RE 491/591 and RTH 491/591. Offered Occasionally.

RE 700 Cr.1-6
**Internship in Guided Learning**
Application of the methods and techniques of recreation leadership and administration through a supervised internship experience. Repeatable for credit – maximum six. Prerequisite: completion of all required REC/RTH courses; approval of recreation management internship coordinator. Offered Fall, Spring, Summer.

RE 701 Cr.3
**Philosophical Foundations of Leisure, Play and Recreation**
In-depth study of past and current theories of leisure, play and recreation; concepts of work and time; the influence of technology and societal changes and the role of recreation in modern day society. Offered Fall, Winter, Spring, Summer.

RE 704 Cr.3
**Current Issues and Problems**
An examination of current factors that are affecting the field of recreation, parks, and leisure with a major emphasis on special problem areas. Subject matter may vary in areas of interest or experience of the student and the instructor. Offered Occasionally.

RE 710 Cr.3
**Entrepreneurship in Recreation**
This course focuses on management processes that the entrepreneur in recreation uses to create new recreation or entertainment services or to reenergize faltering services. Because entrepreneurs create services that are unusual, innovative, or unique, emphasis is given to planning and marketing processes. The course addresses market feasibility studies, business plan development, pricing, advertising, and public relations. Offered Spring.

RE 711 Cr.3
**Management of Leisure Services Organizations**
Designed to equip the student with the knowledge and skills necessary to manage a public, not-for-profit, or commercial leisure service organization or a division of a leisure service organization. Emphasis will be placed on management functions (planning, organizing, staffing, leading, and controlling) as they relate to the leisure service organization. Offered Spring.

RE 720 Cr.3
**Research Methods for Recreation, Parks, and Leisure**
The course introduces graduate students to research methods used in leisure research and recreation programs. Students learn to develop a research question, collect and analyze research literature, and conduct research using both quantitative and qualitative methods. The course is designed specifically to help students use methods relevant to the recreation field to take the initial steps for a graduate thesis or project. Offered Fall.

RE 731 Cr.3
**Data Evaluation and Management in Parks and Recreation**
This course covers best practices and emerging models for designing, collecting, and analyzing data used in managing parks, recreation, and leisure service delivery organizations and includes management strategies for applying and communicating evaluation results. Historical and current evaluative management tools will also be examined for their effectiveness in multiple contexts, e.g. VIM, SERVQUAL. Seven week course. Offered Fall, Winter, Spring, Summer.

RE 732 Cr.3
**Human Development and Group Dynamics**
This course is designed to introduce the basic principles of group dynamics and functioning. These principles are directly applicable to staff/team development and training, organizational leadership, facilitation, board development, and assessment/evaluation strategies. Students engage theories and models of human and group development, group effectiveness, as well as leadership and facilitation in relation to concerns directly germane to community, private, and commercial recreation setting. Seven week course. Offered Fall, Winter, Spring, Summer.

RE 733 Cr.3
**Diversity and Social Justice in Recreation Management**
This course explores the range of experiences and perspectives of diverse populations with a particular focus on the leisure experience. A focus will be placed on the experiences of members of minority populations including issues related to race, gender, sexual orientation, gender identity, religion, social status, age, and disability. Students will be introduced to factors that influence the experience of leisure and leisure service delivery. Seven week course. Offered Fall, Winter, Spring, Summer.
Occasionally.

**Experience Management**
This course is designed to help students understand how visitors impact organizations directly and indirectly tied to tourism. The course will examine the visitor experience and how the experience visitors are looking for impacts management and marketing decisions. The importance of customer service and the attitudes and perceptions of residents will be reviewed. The course will explore how organizations can prepare for visitors and make strategic decisions with both residents and visitors in mind. Seven week course. Offered Fall, Winter, Spring, Summer.

**Management Topics in Recreation and Leisure Services**
This course will cover topics related to various facets of management of recreation and leisure services. Topics will be determined by REC faculty based on the current needs of the field and interest of students. Seven week course. This course is repeatable in the same term for up to three credits. Repeatable for credit - maximum three. Offered Fall, Winter, Spring, Summer.

**Collaborative Approaches to Recreation and Leisure Service Delivery**
This course is designed to help students understand a variety of collaborative approaches to leisure service delivery. Students will focus heavily on the administration of various types of alternative funding models including fund development, grants, and capital campaigns. In addition, students will build an understanding of collaborative approaches to the operations of leisure services including partnerships, outsourcing, and privatization. Seven week course. Offered Fall, Winter, Spring, Summer.

**Contemporary Issues in Recreation Management**
This course includes topics not covered by present REC courses. The particular topics selected will be determined by the REC faculty according to the current needs of the field and student interest. Seven week course. This course is repeatable in the same term for up to three credits. Repeatable for credit - maximum three. Offered Fall, Winter, Spring, Summer.

**Capstone Seminar in Recreation Management**
The capstone is designed as a culmination of the graduate program experience. The course will allow students to integrate their skills and knowledge gained over the course of their program into an actionable plan for addressing an issue in recreation or leisure service delivery. The capstone project will require research on the topic of interest, the development of a proposal to address the issue, and formal dissemination of the work. This course will be taken during the student's final semester in the program. Seven week course. Offered Fall, Winter, Spring, Summer.

**Program Design and Administration of Therapeutic Recreation**
This course is designed to present a rationale and foundation for systematic program design, program implementation and program evaluation in various therapeutic recreation settings. This course is taught largely at an undergraduate level. Graduate students will have additional course requirements/expectations. Prerequisite: STAT 145; RTH 329 or admission to graduate therapeutic recreation. Offered Fall, Spring.

**Independent Study in Recreation**
Individualized study of areas not available in existing courses. Repeatable for credit - maximum six. Consent of instructor. Offered Fall, Spring, Summer.

**Graduate Project in Recreation**
An independent investigation of advanced level study in the leisure service profession. Examples of professional projects include development of agency manuals, development of agency comprehensive assessments, research projects, recreation business proposals, program development and evaluation, and recreation comprehensive plans. Repeatable for credit - maximum six. Consent of department. Offered Fall, Spring, Summer.

**A Comparative Approach to Leisure and Society**
This course will survey leisure practices throughout the world and make a comparison of how leisure is perceived in other societies. Prerequisite: REC 701. Offered Occasionally.

**Advanced Seminar - Recreation Management**
Various current professional and theoretical topics will be presented in workshop format. Visiting scholars will supplement faculty presentations. Repeatable for credit - maximum six. Offered Occasionally.

**Research: Master's Thesis**
Independent research project selected and executed under the direction of a graduate faculty member by students electing to write a thesis. The project may be in any area related to recreation and parks. Maximum six credits allowed toward degree for graduation. Consent of department. Offered Fall, Spring, Summer.

**Therapeutic Recreation Courses**

**Program Design and Administration of Therapeutic Recreation**
This course is designed to present a rationale and foundation for systematic program design, program implementation and program evaluation in various therapeutic recreation settings. This course is taught largely at an undergraduate level. Graduate students will have additional course requirements/expectations. Prerequisite: STAT 145; RTH 329 or admission to graduate therapeutic recreation. Offered Fall, Spring.

**Inclusive Recreation Program Administration**
This course is designed to provide the student with information relating to recreation in inclusive settings. General administration concepts, management concepts, advocacy, legislation, and therapeutic recreation as a related service in the schools will receive special emphasis in this course. Prerequisite: RTH 456/556. Offered Fall, Spring.
RTH 470/570 Cr.3  
Facilitation Techniques in Therapeutic Recreation  
This course presents an overview of concepts and interaction techniques used in the provision of goal-oriented therapeutic recreation services. Included are counseling techniques, leadership and instructional techniques appropriate for use in treatment, leisure education, and recreation participation. This course is taught largely at an undergraduate level. Graduate students will have additional course requirements/expectations. Prerequisite: STAT 145; RTH 329 or admission to graduate therapeutic recreation; RTH 456/556 or concurrent enrollment. Offered Fall, Spring.

RTH 476/576 Cr.3  
Assessment and Treatment Planning in Therapeutic Recreation  
Overview of individual client assessments used in therapeutic recreation practice; development of individualized treatment/program plans in a therapeutic recreation context; review resources, standards and issues related to client assessment and program planning in therapy, leisure education and recreation participation programs. This course is taught largely at an undergraduate level. Graduate students will have additional course requirements/expectations. Prerequisite: RTH 456/556, RTH 470/570. Offered Fall, Spring.

RTH 480/580 Cr.3  
Leisure Education  
This course is designed to provide a philosophical understanding and overview of leisure education as well as to emphasize the approaches and strategies that can be utilized in enabling people to enhance the quality of their own lives in leisure. The focus will be leisure education as a major component of therapeutic recreation services. Topics included are leisure theory, leisure education conceptual models, leisure education programming techniques, facilitation of leisure education groups for various ages. This course is taught largely at an undergraduate level. Graduate students will have additional course requirements/expectations. Prerequisite: RTH 456/556, RTH 470/570. Offered Fall.

RTH 491/591 Cr.2  
Workshops in Therapeutic Recreation  
Group study of varying therapeutic recreation topics. University professors as well as visiting lecturers will be invited to address the students and conduct specialized phases of the workshops. Repeatable for credit under different subtitles. No student may earn more than six credits in REC 591 or RTH 591. Offered Occasionally.

RTH 493/593 Cr.3  
Therapeutic Recreation Trends and Issues  
This course provides an examination of current issues, trends and professionalization concerns in therapeutic recreation, including professional organizations, ethics, current legislation, professional development, professional standards, credentialing, accreditation standards, improving organizational performance, and current professional controversies. Course should be taken last fall semester prior to internship. This course is taught largely at an undergraduate level. Graduate students will have additional course requirements/expectations. Prerequisite: STAT 145 and RTH 456/556. Offered Fall, Spring.

RTH 700 Cr.1-6  
Internship in Therapeutic Recreation  
Application of therapeutic recreation leadership and administration methods/techniques through an on-the-job or laboratory experience. Study of a significant problem, development of professionally related competencies, and/or acquisition of job-related knowledge. Conducted on or off-campus under the direction of a faculty member. Repeatable for credit - maximum six. Prerequisite: therapeutic recreation graduate student, RTH 456/556, RTH 470/570, RTH 476/576, RTH 480/580, or equivalents and/or approval of graduate program director and internship coordinator. Offered Fall, Spring, Summer.

RTH 702 Cr.3  
Foundations in Therapeutic Recreation  
This course will provide a graduate level overview of Therapeutic Recreation including: historical and philosophical foundations of Therapeutic Recreation; disability education and medical language; and Service Learning applications. This course is specifically designed to help Therapeutic Recreation graduate students who do not have a Therapeutic Recreation undergraduate degree. Offered Fall.

RTH 730 Cr.3  
Advanced Clinical Aspects/Therapeutic Recreation  
An investigation of the concepts and techniques utilized by the experienced and advanced Therapeutic Recreation Specialist including clinical issues, comprehensive program concerns, administrative functions and trends in the practice of therapeutic recreation service. Offered Fall.

RTH 790 Cr.1-3  
Advanced Seminar - Therapeutic Recreation  
Various current professional and theoretical topics will be presented in workshop format. Visiting scholars will supplement faculty presentations. Repeatable for credit - maximum six. Offered Occasionally.

RTH 795 Cr.1-3  
Independent Study in Therapeutic Recreation  
Individualized study of areas not available in existing courses. Repeatable for credit - maximum six. Consent of instructor. Consent of department. Offered Fall, Spring, Summer.

RTH 797 Cr.1-3  
Special Projects in Therapeutic Recreation  
Students pursue individualized study areas not available in existing courses or independent study. These projects will be completed under the supervision and direction of a faculty member within the department of recreation management and therapeutic recreation. Examples include: wheelchair sports/coaching, special recreation programs, Special Olympics, development of professional materials/programs, and other topics. Repeatable for credit - maximum six. Prerequisite: RTH 456/556; consent of instructor and student's advisor. Consent of instructor. Offered Fall, Spring, Summer.