The University Of Toledo

New Course Proposal

College: Health Sciences
Contact Person: Eric L. Longsdorf
Email: eric.longsdorf@utoledo.edu

Dept: Health & Recreation Professions
Phone: x2742

Proposed title: Community Event Planning
Proposed effective term: Fall 2014
Planned enrollment per section: 20

Is the course cross-listed with another academic unit?  Yes  No
Is the course offered at more than one level?  Yes  No

If yes to either question, please list additional Alpha/Numeric codes, and submit a separate New Course form or Course Modification form for the course(s) referenced below.

a. RCRT - 4000
b. c.

Approval of other academic unit (signature): 

Name and title:

If course is to be offered at more than one level, attach an explanation of the different requirements that students must meet for each level. If the requirements are the same for each level, justification must be provided.
<table>
<thead>
<tr>
<th>Credit hours:</th>
<th>Fixed: X</th>
<th>or</th>
<th>Variable:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Delivery Mode:</td>
<td>Primary</td>
<td>Secondary</td>
<td>Tertiary</td>
</tr>
<tr>
<td>Activity Type:</td>
<td>Lecture</td>
<td>Select One</td>
<td>Select One</td>
</tr>
<tr>
<td>Minimum Credit Hours:</td>
<td>3</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Maximum Credit Hours:</td>
<td>3</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Weekly Contact Hours:</td>
<td>2.5</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Terms offered:  ☑ Fall  ☑ Spring  ☐ Summer

Years offered:  ☑ Every Year  ☐ Alternate Years

Are students permitted to register for more than one section during a term?  ☐ Yes  ☑ No

May the courses be repeated for credit?  ☐ No  ☑ Yes

Maximum Hours: 1

<table>
<thead>
<tr>
<th>Grading System</th>
<th>Undergraduate</th>
<th>Graduate</th>
</tr>
</thead>
<tbody>
<tr>
<td>☑ Normal Grading (A-F, PS/NC. PR, 1)</td>
<td>☑ Normal Grading (A-F, PS/NC. PR, 1)</td>
<td></td>
</tr>
<tr>
<td>☐ Passing Grade/No Credit (A-C, NC)</td>
<td>☐ Grades Only (A-F)</td>
<td></td>
</tr>
<tr>
<td>☐ Credit/No Credit</td>
<td>☐ Satisfactory/Unsatisfactory (G only)</td>
<td></td>
</tr>
<tr>
<td>☐ Grade Only (A-F, PR, I)</td>
<td>☐ Audit Only</td>
<td></td>
</tr>
<tr>
<td>☐ Audit Only</td>
<td>☐ No Grade</td>
<td></td>
</tr>
<tr>
<td>☐ No Grade</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Prerequisites (must be taken before):

a. -  
b. -  
c. -

☐ PIN (Permission From Instructor)  ☐ PDP (Permission From Department)

Co-requisites (must be taken together):

a. -  
b. -  
c. -

If course is to replace an existing, course(s) will be deleted, and when should that deletion occur?

<table>
<thead>
<tr>
<th>Course to be removed from inventory</th>
<th>Final Term to be offered</th>
</tr>
</thead>
<tbody>
<tr>
<td>a. -</td>
<td>(YYYYT. i.e. use 20064 for Fall’06)</td>
</tr>
<tr>
<td>b. -</td>
<td></td>
</tr>
<tr>
<td>c. -</td>
<td></td>
</tr>
<tr>
<td>d. -</td>
<td></td>
</tr>
</tbody>
</table>
Catalog Description (30 words Maximum):

This course provides the student study in the principles associated with event planning.

Attach a copy of a complete outline of the major topics covered. (Syllabus preferred)

Where does this course fit in the University/College/Department curriculum? (Be specific by course level, if applicable). Indicate prospective demand.

Elective course in the Master of Arts in Recreation & Leisure Studies

If the proposed course is similar to another course in the College or University, please describe the difference and provide a rationale for the duplication. (If this course duplicates material covered in another course within your department or college or in another college, attach a letter of endorsement from that area’s dean and department chairperson indicating their support. Clarify the manner in which this course will differ).

If the course is intended to meet a University Undergraduate Core requirement, submit a course syllabus and complete the following:

Please explain how this course fulfills the general education guidelines.

COURSE APPROVAL:

<table>
<thead>
<tr>
<th>Signature</th>
<th>Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Department Curriculum Authority:</td>
<td>9/28/14</td>
</tr>
<tr>
<td>Department Chairperson:</td>
<td>2/26/14</td>
</tr>
<tr>
<td>College Curriculum Authority:</td>
<td>3/19/14</td>
</tr>
<tr>
<td>College Dean:</td>
<td>3/19/14</td>
</tr>
</tbody>
</table>

After college approval, submit the original signed form to the Faculty Senate (UH3320) for undergraduate-level courses; for graduate-level courses submit the original signed form to the Graduate School (UH3240). For undergraduate/graduate dual-level courses, submit the proposals to each office.

<table>
<thead>
<tr>
<th>Signature</th>
<th>Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Faculty Senate Undergrad. Curriculum Comm.:</td>
<td></td>
</tr>
<tr>
<td>Faculty Senate Core Curriculum Comm.:</td>
<td></td>
</tr>
<tr>
<td>Graduate Council :</td>
<td>[Signature]</td>
</tr>
<tr>
<td>------------------</td>
<td>------------</td>
</tr>
<tr>
<td>Office of the Provost:</td>
<td></td>
</tr>
<tr>
<td>Registrar’s Office:</td>
<td></td>
</tr>
</tbody>
</table>

4-1-2014
University of Toledo  
Department of Health and Recreation Professions  
Fall 2013  

RCRT5100: Community & Event Planning  
Meeting Days: Distance Learning (On-Line)  
Course Website: https://blackboard.utoledo.edu

Instructor:  
Eric L. Longsdorf, Ph.D.  
Associate Professor & Coordinator  
Division of Recreation & Leisure  
(419) 530-2742  
eric.longsdorf@utoledo.edu

Office / Office Hours:  
HH 1020  
Tuesdays 10:00am – 2:00pm  
Thursdays 1:00pm – 2:00pm  
By Appointment / Instructor Availability

Course Description  
This course provides the student study in the principles associated with event planning.

Course Overview  
The purpose of this course is to introduce the student to the elements of event planning including planning and budgeting, organization and timing, selecting locations, transportation, guest arrival, venue requirements, promotion, food and beverage and a variety of other considerations. Through mastery of the course curriculum, assignments, and testing the student will demonstrate competent event planning understanding and skill.

Course Objectives  
Upon completion of this course, the student will be able to:  
1. Demonstrate an understanding of the key elements of event planning  
2. Correctly use the key elements of event planning to plan a special event  
3. Demonstrate an understanding of the processes for planning and budgeting special events  
4. Demonstrate an understanding of the processes for organizing and timing special events  
5. Identify appropriate locations for special events  
6. Complete special event planning sheets  
7. Demonstrate an understanding of methods for promoting special events  
8. Demonstrate an understanding of methods for contracting vendors  
9. Demonstrate an ability to write a post event summary  
10. Demonstrate an understanding of coordinating transportation and lodging

Teaching Strategies  
This online course is designed to stimulate student learning through the web-based delivery of lecture materials, readings, as well as the completion of assignments demonstrating the ability to apply basic principles and practices of event planning.

Course Communication  
Communication for this course between instructor and students and students and their peers will be directed through assigned rocket email accounts. It is the responsibility of each student enrolled in this course to have access to their rocket email account for the entire semester. Note: All notifications, messages, and announcements, will be distributed via email. It is the responsibility of each student to regularly check their rocket email for course information. Communication may be sent to me at eric.longsdorf@utoledo.edu

Communication Schedule  
The Division of Recreation & Recreation Therapy feels strongly that communication between students and faculty is an integral part of each student’s educational experience. While today’s technology provides us 24/7 access to multiple outlets for communication, it is expected that communication between students and faculty, unless otherwise notified by a faculty member, will be conducted during normal business hours. Division business hours are as follows:  
Monday 9:00am – 4:00pm  
Tuesday 9:00am – 4:00pm  
Wednesday 9:00am – 4:00pm  
Thursday 9:00am – 4:00pm  
Friday 9:00am – Until faculty leave the office at their discretion

Further, it is the expectation of the Division that the following communication protocols be followed:  

Email / Voicemail Protocol  
All communication with faculty must be conducted through a faculty member’s office phone line or UTAD email account unless otherwise notified by a faculty member.

All student email correspondence to faculty must be sent from a student’s official UTAD email account. Faculty will not be held responsible for non-UTAD emails sent that have the potential to be filed within the faculty member’s junk mail or denied as spam.
All emails sent to faculty are expected to be written in a professional manner. Below are a few important points to remember when composing an email to Division faculty:

- Be sure to include a meaningful subject line; this helps clarify what your message is about and will also help the faculty prioritize reading your email.
- Just like a written letter, be sure to open your email with a greeting like Dear Dr. Jones, or Ms. Smith.
- Use standard spelling, punctuation, and capitalization.
- Write clear, short paragraphs and be direct and to the point; faculty use their email accounts to conduct daily business.
- Be sure to include a signature block that provides faculty all necessary information to reply to the email.

Unless given permission, students are not to contact faculty via a faculty member’s cell phone for general business. Faculty cell phone numbers, when provided to students, are for emergency contact only.

Do not email more than one faculty member at a time requesting correspondence.

Phishing for a desired response after receiving a return correspondence from a faculty member will not be tolerated.

Students communicating with Division faculty via email or voice mail should expect a response from the faculty member contacted within 24 – 48 hours.

Do not forward a duplicate correspondence to another faculty member until the 48 hour expected response time has expired. Email or voicemail communication sent after 3:00pm on Fridays will be responded to by Tuesday of the next business week. This excludes official University holidays.

Students should not expect email or voicemail responses during scheduled University holidays or during weekend hours. Emails or voicemails received during scheduled University holidays or weekend hours will be responded to within 24 – 48 hours beginning the first business day following a holiday break.

**Faculty / Student Meeting Protocol**

Faculty are required to hold a minimum of 5 office hours per week. Students may schedule or stop in to meet with a faculty member during a faculty member’s posted office hours.

Non-office hour appointments may be made at the discretion of Division faculty.

A 24-hour notification is expected for any scheduled appointment cancellation. Below is the Division’s missed appointment policy:

- 1st Missed Appointment: Meeting will be rescheduled by faculty member at faculty member’s discretion based on availability.
- 2nd Missed Appointment: There will be no meeting rescheduled. Student may meet with faculty member during posted office hours.

**Advising Appointments**

Advising appointments require that students bring all advising paperwork needed to conduct the appointment including at minimum a copy of the students plan of study / degree program check sheet and copy of the students unofficial transcript.

**Course Organization**

The course will be organized into weekly or biweekly modules as required based on curriculum content. Unless otherwise notified, modules will be posted at the beginning of each week, with availability no later than 5:00pm on the first day beginning the business week (Typically this will be the Monday of each business week except when altered by scheduled holidays).

**Work Week**

The course will be organized into weekly or biweekly modules as required based on curriculum content. Unless otherwise notified, modules will be posted at the beginning of each week, with availability no later than 5:00pm on the first day beginning the business week and closing at 9:00pm on Sundays. (Typically this will be the Monday and Sunday of each business week except when altered by scheduled holidays). Begin each business week by checking the course in Blackboard for all weekly content.

**Technical Skills**

To succeed in this course, it will be important for learners to possess the following technical skills:

1. Rename, delete, organize, and save files.
2. Create, edit, and format word processing and presentation documents.
3. Copy, paste, and use a URL or web address.
4. Competency in APA writing.
5. Send and receive email with attachments.
6. Locate and access information using a web search engine.
Allen, J. (2009). Event planning: The ultimate guide to successful meetings, corporate events, fundraising galas, conferences and conventions, incentives and other special events. (2nd ed.). Mississauga: Ontario, Wiley and Sons

Technology Requirements

Browser Check Page
Students need to have access to a properly functioning computer throughout the semester. The Browser Check Page will enable you to perform a systems check on your browser, and to ensure that your browser settings are compatible with Blackboard, the course management system that hosts this course: http://www.utdli.edu/utlv/Bb9BrowserCheck/innovation/blackboard/browsercheck.html

Software
Student computers need to be capable of running the latest versions of plug-ins, recent software and have the necessary tools to be kept free of viruses and spyware. The computer needs to run the following software, available in the Online Learning Download Center at http://www.utoledo.edu/dl/main/downloads.html:

- Word Processing Software
- Adobe Acrobat Reader
- Apple QuickTime Player
- Java Plugin Console
- Adobe Flash Player
- Adobe Shockwave Player
- Mozilla Firefox Browser - Recommended

Internet Service
High-speed Internet access is recommended as dial-up may be slow and limited in downloading information and completing online tests. This course does contain streaming audio and video content.

Use of Public Computers
If using a public library or other public access computer, please check to ensure that you will have access for the length of time required to complete tasks and tests. A list and schedule for on-campus computer labs is available at http://www.utoledo.edu/it/CS/Lab_hours.html.

UT Virtual Labs
Traditionally, on-campus labs have offered students the use of computer hardware and software they might not otherwise have access to. With UT's Virtual Lab, students can now access virtual machines loaded with all of the software they need to be successful using nothing more than a broadband Internet connection and a web browser. The virtual lab is open 24/7 and 365 days a year at http://www.utoledo.edu/it/1Lab/index.html.

Academic Integrity

Policy Statement on Academic Dishonesty: Department of Health and Recreation Professions:
Academic dishonesty will not be tolerated. Students are responsible for knowing what constitutes academic dishonesty. If students are uncertain about what constitutes academic dishonesty, they should seek the instructor’s advice. Examples of academic dishonesty include, but are not limited to:

- Plagiarizing or representing the words, ideas or information of another person as one’s own and not offering proper documentation; Plagiarizing includes: (a) copying materials from other students from previous years or using another student’s work, (b) unauthorized collaboration in the preparation of reports, term papers or theses, and (c) adopting, paraphrasing or reproducing ideas, opinions, theories, formulas, graphics, or pictures of another person without acknowledgment.
- Giving or receiving, prior to an examination, any unauthorized information concerning the content of that examination;
- Referring to or displaying any unauthorized materials inside or outside of the examination room during the course of an examination;
- Communicating during an examination in any manner with any unauthorized person concerning the examination or any part of it;
- Giving or receiving substantive aid during the course of an examination;
- Commencing an examination before the stipulated time or continuing to work on an examination after the announced conclusion of the examination period;
- Taking, converting, concealing, defacing, damaging or destroying any property related to the preparation or completion of assignments, research or examination;
- Submitting the same written work to fulfill the requirements for more than one course, without the instructor’s permission.

Should cases of academic dishonesty be found among students, the instructor may choose any of the following actions:

- The instructor may provide a verbal warning to the student.
- The student may be assigned an F for the work in question.
• The student may be assigned an F for the course. In this case the instructor should inform the Chair of the department, the Dean and the student of this action. The Chair and/or Dean will make certain that the student receives the F grade and is not permitted to withdraw from the course.

• The student may be placed on probation or suspended for some definite period of time, dismissed or expelled by the Dean if either the seriousness of the offense or a record of repeated offenses warrants it. A notation that such a sanction has been imposed will be made part of the student’s permanent record. It is expected that the Dean will consult with the instructor and the student in making such a judgment, and that the Dean will notify the student of the sanction imposed and of the appeals procedure.

Note: A record of the academic dishonesty will be filed with the Department of Health and Recreation Professions.

Netiquette
It is important to be courteous and civil when communicating with others. Students taking online courses are subject to the communication regulations outlined in the Student Handbook. To ensure your success when communicating online, take time to familiarize yourself with the “dos” and “don’ts” of Internet etiquette: http://www.albion.com/netiquette

Assignment Expectations
All written assignments submitted for this course must be typewritten and free of spelling and grammatical errors. It is the expectation that students will proof read their work prior to submission. All assignments that require citation of sources and references must be submitted in the proper APA format (see: http://owl.english.purdue.edu/). For unique assignments where the above expectations are not applicable (i.e. journaling, posters, worksheets, etc.), assignment expectations will be set forth by the course instructor. Assignments or other materials with established dates of submission, including exams, must be completed and submitted no later than the due date assigned. Late materials will not be accepted. The make-up of examinations is at the discretion of the instructor.

GRADING POLICIES
Student work will be assessed as follows. Specific guidelines, grading criteria, and a timeframe for grades and feedback will be provided as each required assignment is announced:

<table>
<thead>
<tr>
<th>% of Final Grade</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Examinations</td>
<td>70%</td>
</tr>
<tr>
<td>Special Event Participation</td>
<td>15%</td>
</tr>
<tr>
<td>Special Event Design Plan</td>
<td>15%</td>
</tr>
<tr>
<td>Total</td>
<td>100%</td>
</tr>
</tbody>
</table>

Final course grades will be assigned based on student performance in accordance with the grading scale below.

Note: A grade of “C” or higher is required in this course for graduate credit.

A 95-100% Achievement of Outstanding Quality
A- 90-94% Achievement of Slightly Less than Outstanding Quality
B+ 87-89% Achievement of Slightly More than High Quality
B 83-86% Achievement of High Quality
B- 80-82% Achievement of Slightly Less than High Quality
C+ 77-79% Work of Slightly More than Acceptable Quality
C 73-76% Work of Acceptable Quality
C- 70-72% Work of Slightly Less than Acceptable Quality
D+ 67-69% Work Slightly Below the Quality Expected
D 63-66% Below the Quality Expected
D- 60-62% Barely Above Failure
F  ≤ 59% Failure

Americans with Disabilities Act
The Americans with Disabilities Act (ADA) requires that reasonable accommodations be provided for students with physical, sensory, cognitive, systemic, learning, and psychiatric disabilities. In accordance with the ADA and university policy, if you have a documented disability and require accommodations to obtain equal access in this course; please contact the instructor at the beginning of the semester to discuss any necessary accommodations. Please contact the Office of Accessibility for verification of eligibility at 419-530-4981 (voice) or 419-530-2612 (TDD).

Technical Support
If you encounter technical difficulties with Blackboard, please contact the UT Online Help Desk at (419) 530-8835 or udl@utoledo.edu. The Help Desk offers extended hours in the evenings and on weekends to assist students with technical problems. When calling after hours, leave a detailed message, including your Rocket Number and phone number, and an Online Learning staff member will respond on the next business day. The UT Online Help Desk website is available at: http://www.utoledo.edu/dl/helpdesk/index.html

Technical questions related to on-campus Internet access, virtual labs, hardware, software, personal website hosting, and UTAD account management can be directed to UT’s IT Help Desk at (419) 530-2400 or ithelpdesk@utoledo.edu. The IT Help Desk website is available at http://www.utoledo.edu/it/CS/HelpDesk.html.
Learner Support

The University of Toledo offers a wide range of academic and student support services that can help you succeed:

eTutoring Services
The Ohio eTutoring Collaborative, in partnership with The University of Toledo, now provides online tutoring support for all UT students. eTutoring Services are offered in a wide array of subjects, including Writing, Math, Calculus, Statistics, Accounting, Biology, Chemistry, and Anatomy and Physiology.
Learn more at: https://www.etutoring.org/login.cfm?institutionid=232&returnPage

eLibrary Services Portal
The eLibrary is a customized gateway to UT Libraries for online students. It was designed to help you locate the best online library resources without leaving Blackboard.
Learn more at: http://www.utoledo.edu/dl/students/elibrary.html

Office of Accessibility
The Office of Accessibility provides accommodations and support services to students with disabilities.
Learn more at: http://www.utoledo.edu/utlc/academicaccess/index.html

Counseling Center
The Counseling Center is the university's primary facility for personal counseling, psychotherapy, and psychological outreach and consultation services. The Counseling Center staff provide counseling (individual and group), mental health and wellness programming, and crisis intervention services to help students cope with the demands of college and to facilitate the development of life adjustment strategies.
Learn more at: http://www.utoledo.edu/studentaffairs/counseling/

Services for Online Students
Knowing what to do, when to do it, and who to contact can often be overwhelming for students on campus - even more so for distance learners.
Visit the link below to learn more about the wide range of services for online students.
Learn more at: http://www.utoledo.edu/dl/students/student_serv.html

Course Calendar

Note: Please Pay Particular Attention to Open or Close Dates in Red. These Reflect Shorter Weeks Due to University Holidays or Breaks.

<table>
<thead>
<tr>
<th>Week</th>
<th>Module Topic</th>
<th>Required Readings &amp; Assignments</th>
</tr>
</thead>
</table>
| Opens: Monday, August 18, 2014  
Closes: Sunday, August 31, 2014 | Basics of Event Planning  
Risk & Legal Aspects  
Inclusivity Law & Ethics | Module Notes |
| Opens: Tuesday, September 2, 2014  
Closes: Sunday, September 14, 2014 | Planning & Budgeting  
Organization & Timing  
Location Selection | Allen (pp. 1-133)  
Module Notes |
| Opens: Monday, September 15, 2014  
Closes: Sunday, September 28, 2014 | Transportation  
Guest Arrival | Allen (pp. 134-201)  
Module Notes |
| Opens: Wednesday, October 1, 2014  
Closes: Sunday, October 5, 2014 | Exam Review Assignment | Exam Review Materials |
| Opens: Monday, October 6, 2013  
Closes: Sunday, October 12, 2013 | Exam I | |
| Opens: Monday, October 13, 2013  
Closes: Sunday, October 26, 2013 | Venue Requirements  
Guest Hospitality | Allen (pp.202-246)  
Module Notes |
| Opens: Monday, October 27, 2013  
Closes: Sunday, November 9, 2013 | Food & Beverage | Allen (pp.247-297)  
Module Notes |
| Opens: Tuesday, November 11, 2013  
Closes: Sunday, November 23, 2013 | Other Considerations  
Event Conclusion | Allen (pp.299-350)  
Module Notes |
| Monday November 25 – Sunday December 1, 2013. No Module: Happy Thanksgiving |
| Opens: Monday, December 1, 2013  
Closes: Sunday, December 7, 2013 | Exam Review Assignment | Exam Review Materials |
| Opens: Monday, December 8, 2013  
Closes: Friday, December 112, 2013 | Final Exam | Allen (pp.340-350)  
Module Notes |