

Leisure Program Planning and Delivery

By Ruth V. Russell, Lynn M. Jamieson

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Leisure Program Planning and Delivery will guide your students in

-employing a comprehensive three-step plan for successful program planning, implementing, and evaluating;

-learning the essentials of successful recreation programming theory through real-world case studies and examples; and

-building a professional programming portfolio through completion of class assignments.

Leisure Program Planning and Delivery will prepare recreation students for 21st-century programming. The book provides a comprehensive three-step plan for successful programming of services, program leadership, and understanding operational management of program systems in recreation and leisure service organizations. The scope of the book makes it practical either for preparing students and new professionals or for retooling your recreation program for today's challenges.

Grounded in contemporary professional practice and real-world applications, the book provides a systematic plan for students to learn the essentials of successful recreation programming, with examples of a variety of activities in community, outdoor, sport, cultural arts, and tourism sectors of the field. A companion Web site provides support for recreation professors with sample course syllabi, chapter review questions, PowerPoint presentations, and a test bank.

Each chapter of *Leisure Program Planning and Delivery* includes the following student-friendly features:

-Learning objectives

-An opening vignette with a real-world example tied to the theme of the chapter

-Photographs, tables, and figures

-Examples of specific chapter programming concepts taken from actual programming for outdoor, sport, tourism, cultural arts, and community recreation organizations

-A continuing case study highlighting the City of Westerville, Ohio, Parks and Recreation Department, a 2001 and 2007 Gold Medal Awardee

-A chapter summary keyed to the learning objectives

-A glossary of key terms

A bound-in CD-ROM contains chapter-by-chapter activities and assignments that apply programming concepts and professional best practices from the text; Internet sites for interactive learning; and forms for planning, implementing, and evaluating programs. At the end of the course, the student assignments can be combined to create a student programming portfolio.

Throughout the text, the City of Westerville, Ohio, Parks and Recreation Department—a 2001 and 2007 Gold Medal Awardee—serves as a case study. The case illustrates how program concepts and practices apply in the real world of recreation programming.

Leisure Program Planning and Delivery is the foundational text to prepare students and practicing professionals for situations they will encounter on the job. As a reference, the book contains the essentials of programming and offers cutting-edge programming techniques, support tools, and forms that will help professionals meet challenges in leisure programming, making it a text that students will keep long after their course work is completed.

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course work is completed.

Ruth V. Russell, ReD, is a full professor in the department of recreation, park, and tourism studies at Indiana University. She is a former trustee of the National Recreation and Park Association and a former president of the Society of Park and Recreation Educators. She has programming experience with San Diego Recreation and Parks Department, San Diego-Imperial County Girl Scout Council, a variety of Girl Scout camps, the Book Works retail store, Allied Gardens, and Chateau La Jolla Retirement Complexes. Dr. Russell is the author of numerous textbooks, technical reports, book chapters, and journal articles pertaining to recreation program planning.

Lynn M. Jamieson, ReD, is chair and full professor in the department of recreation, park, and tourism studies at Indiana University. Previously, she served as curriculum coordinator of the recreation administration program at California Polytechnic State University and spent 12 years in administrative positions as a recreation administrator, with special emphasis on recreational sport management. She has coauthored four texts and more than 50 articles about various aspects of management in leisure services.

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