

Assignment 1: Mission Statements and Goals and Objectives (5 pts)

Deadline: Monday, October 28 by midnight

The first assignment (Mission Statement and Goals & Objectives is a difficult assignment. See pp. 51-53 in the text.

Objectives must be measurable (have a number) and a time frame (date).

Program objective: To create one new teen Jazzersize class by August 2011.

To be measurable you need a number in this case "one teen Jazzersize class" and a time frame "by August 2011."

Goals are not measurable and would go something like:

Program Goal: To provide outstanding fitness and wellness programs and activities to our community.

It is not measurable so it is a good goal. This seems easy but proves very difficult to most students.

Directions:

A. Include the name of the recreation center, the name of the director (your name) and the recreation center's address (street, city and state). You may make up this information if you are not using a real recreation center as your example.

NOTE: You must keep this same recreation center and address for ALL of the following assignments.

B. Write an agency mission statement . Be sure to include the name of your recreation center in the mission statment.

C. Prepare one goal and two (2) objectives for each of the following areas:

- Program;
- Staff;
- Facility;
- Finance; and
- Marketing.

Submit this assignment attached to an email as a single file or document.