

Western Carolina University
Parks and Recreation Management Program
Advisory Board Fall Meeting Minutes
Monday, November 11, 2019

Meeting: 3:00 – 4:30 p.m. in Private Room at Panacea Coffee Co.

Panacea Coffee Company
66 Commerce Street
Waynesville NC 28786-5738
Phone: 828-452-6200
www.panaceacoffee.com

Social: 4:30 – 5:30 or until people’s interest dwindles
Frog Level Brewery Next Door to Panacea

Invited: See list of Advisory Board Members and PRM Full-Time Faculty Attached

- 1) Welcome and Agenda Overview
- 2) Board Members
 - a. Introductions
 - b. “Trey” Kelly- Cumberland Gap law enforcement ranger (PRM alum)
 - c. Lynda Doucette- Retired NPS supervisor at GSMNP
 - d. Kent Cranford- Owner, Motion Makers Bicycle Shops
 - e. Alyse Ostreicher -North Carolina Outward Bound
 - f. Chris Moore- Fire Marshall WCU-long term career with forest service
 - g. Glenn Middleton- WCU PRM Faculty
 - h. Callie Schultz- WCU PRM Faculty
 - i. Barry Garst- Faculty, PRTM, Parks, Recreation, Tourism Management-Clemson
 - j. Andrew Bobilya- WCU PRM Faculty

 - k. Board Roster and Term Updates
 - Board is advisory and not decision making.
 - Spring meeting-dinner is provided; date is already set
 - This group provided tremendous assistance as we were planning the new Experiential and Outdoor Education Master’s degree.
 - We are thankful for the letter from the advisory board affirming the Master’s degree. The letter is currently at the UNC System Office with our “intent to establish” packet; we are awaiting final approval for the degree.
- 3) PRM program updates
 - a. Enrollment

Numbers are tricky to nail down, but 126 students are declared PRM we recently advised about 32 new students who are not in that 126.
 - b. New faculty member, Dr. Jeremy Schultz

Hired Dr. Jeremy Schultz as a tenure-track faculty member. Jeremy’s research/teaching interests are recreation resource management & sustainable tourism
 - c. Masters in Experiential and Outdoor Education (see attached curriculum overview)
 - i. UNC System Request to Establish a New Degree
 1. This has been submitted and is currently under review
 - ii. SACSCOC Submission

1. We have developed 20 syllabi and are waiting to hear from the state of NC; as soon as we hear, we will submit that packet

iii. Potential Start

1. We are still moving forward with an August 2020 start date
NCOBS wrote a letter of support for the program (and will potentially partner with the degree to fund/partially fund Graduate Assistantships); they currently have a retention rate of 4-5 years, they would like to extend this and support students going on for a Master's degree in EOE, and get managers to go to next level.

Our second letter of support for funding is through the Campus Recreation and Welfare and Basecamp Cullowhee for a Master's student to work perhaps in managing the climbing wall, leading trips, etc.

Suggestion: Social services agencies as potential funders for GAs

And, perhaps we could reach out to those agencies to let them know about our program in case students are interested in enrolling in the program

Suggest discussing partnerships with the EBCI

NPS-because of the adjustments in hiring-much of the positions are turned into "career seasonal" or "career conditional." A master's degree qualifies. you to apply for a GS-9 without the time (2 years saving of work experience). If you are able to qualify for the GS-9. Can pull up the salary charts so that you can see the starting pay for GS-5 vs. GS-9.

With the state agencies, it is an automatic pay increase; and it is substantial.

Federal Law Enforcement Training-SWCC is responsible to them for their training. They are very busy, lots of interest in the area.

Perhaps develop some more electives. Online electives are preferable.

NPS has a new program called "pathways." You don't have to have a permanent position available to hire an individual. Can advertise for "students only." We will want to explore this option for our future graduate students. Once you graduate a pathways program, you have 120 days where you can be placed in a permanent position without competition.

- d. Council on Accreditation of Parks, Recreation, Tourism and Related Professions (COAPRT) Accreditation preparation
We submit our self-study next winter. They may want to meet with a couple of our advisory board members when they are on campus.
- 4) Current Challenges & Opportunities in the PRM program at WCU – **Did not discuss**
 - a. Risk Management Review and Transportation Protocols
 - b. Program growth and field courses that must maintain small student: instructor ratios
- 5) Advisory Board Input
 - a. Industry Trends – What should we be aware of?
 - b. **EBCI has purchased a large expanse of land that abuts the fire mountain area. Also, Sylva is purchasing a large chunk of land that they will build a trail system on.**

- c. Congaree-in last three years, have grown by 300% the number of visitors; GSMNP is set to hit 12 million visitors this year.
- d. Question: Are these visitors diverse? Outdoor world in general is still very white, male dominant; bike world in particular-trying to attract women, different ethnicities, races, etc.
- e. Trouble is staffing with diversity initiatives; we need to hire more diverse staff, the trick is to find diverse staff, especially when pay is so low, this is a real barrier, various organizations are working hard to increase pay to work on those barriers
- f. We've got to get outdoor programs/early education and outreach is so important for the future of our field.
- g. What should the PRM program be aware of as we prepare PRM professionals?
- h. Diversity training is imperative.
- i. Suggestions for additional board members
- j. We would love to also have a more diverse board; both in practice (focus area) and in age, race, ethnicity, etc.
- k. Anything else?

6) Closing Comments and Move to Social at Frog Level Brewery

Next Meeting: Monday, March 23, 2020 (3:30-5 pm Meeting 5-6:30 Dinner) WCU, Cullowhee, NC