

2012-2016

Strategic Plan:
Department of Recreation,
Park and Tourism Sciences



Faculty, Department of Recreation, Park and Tourism
Sciences

Texas A&M University, AgriLife Research, AgriLife
Extension Service

Thursday, May 10, 2012

Update: July 6, 2015

Department of Recreation, Park and Tourism Sciences

Mission

We enhance individual and social well-being and environmental and economic sustainability by generating and disseminating knowledge about the management and development of recreation, park, community, and tourism resources.

Vision

Our mission is achieved through undergraduate and graduate education, outreach, and research that integrate social science and natural resource management disciplines. We strive to understand and respond to the global and local implications of recreation, parks, tourism, and natural resource dimensions of diverse and changing societies. We endeavor to conduct an effective mix of theoretical and applied research, and liberal and professional education that prepares society-ready graduates and provides responsive service and outreach that meets the needs of our constituents.

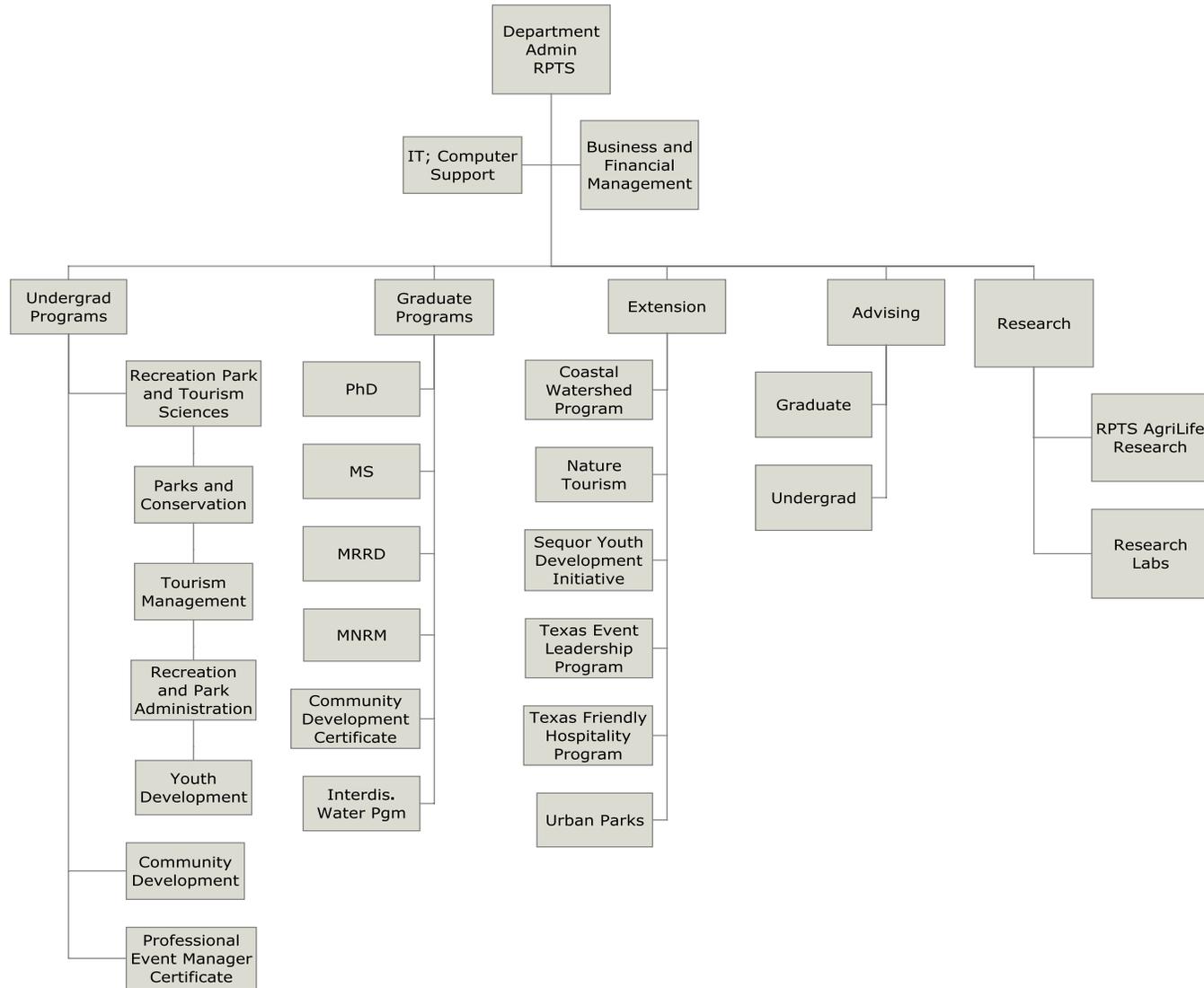
Core Values

- *We believe that our education, scientific research, and outreach programs contribute to the expansion of knowledge and to the enhancement of the quality of life.*
- *We believe that our primary responsibility is to the people of Texas; we believe that our contributions to the State of Texas will be enhanced by scholarly activities at the national and international levels.*
- *We value the contributions that parks, recreation, community development, and tourism can make to the health of communities*
- *We believe in preparing society-ready graduates, with a solid educational foundation that includes experiential and liberal education, and development of skills for career employment and lifelong learning.*
- *We believe that the process of education is a collaborative learning experience, and students, faculty, practitioners, and professionals from other fields are participants in this process.*
- *We recognize the growing demographic and geographic diversity of Texas and the United States; the value of diversity in thoughts and ideas among the faculty, staff, and students; and the opportunities presented by an international border.*
- *We recognize the value of human diversity and interdisciplinary collaboration in teaching, research, and extension, and affirm the individual strengths that people bring to the Department.*
- *We are committed to the contributions of recreation, parks, community development and tourism make to the sustainability and stewardship of cultural, historical, and natural resources.*
- *We are committed to the concepts of social and environmental justice.*
- *We value scholarship that is validated by peers and external audiences; and we believe that scholarship can be expressed through teaching, research, and extension.*

Tag Line

Quality experiences, lives, and communities

**Functional Organization:
Department of Recreation, Park and Tourism Sciences**



Department of Recreation, Park and Tourism Sciences Priorities Summary, AY 2013-AY 2015

Priority

- 1.0 Sustain excellence in our TAMU graduate and undergraduate teaching programs
- 2.0 Design and deploy development strategies to help us advance toward our department's mission and effectively manage growth in demand for our offerings
- 3.0 Sustain our status as the nation's top park, recreation, and tourism program in research productivity
- 4.0 Continue to elevate and fully document quality, impact, and efficiency of our Extension programs
- 5.0 Optimize our Department awards program

Priority 1.0:

Sustain excellence in our TAMU graduate and undergraduate teaching programs

Priority 1.1:

Design and deploy a new stable and sustainable model for staffing, curriculum, and enrollment management and time-to-degree that is optimal, given a) our reduction in financial resources, b) dramatic increase in demand for our academic offerings, c) continued lack of a funding mechanism linking numbers of students taught to Department income.

	Leadership
<p>1.1.1 Establish and implement a procedure that guarantees seniors access to all classes they need to graduate no later than Fall Semester, Academic Year 2013. <i>Update, Spring, 2014: The force system used by our advisors ensures that all seniors are able to access classes they need.</i> <i>Update, Summer, 2015: No change; students' needs are being met through our current processes.</i></p>	Undergraduate Committee and Department Head
<p>1.1.2 Stabilize our annual rate of change of number of RPTS undergraduate majors at no more than +/- 10% per year by implementing new procedures by AY 2013. <i>Update, Spring, 2014 The growth has stabilized, and change is no more than +/- 10% per year. Percent changes over the past three academic terms have been .22%, -3.65%, and -1.18%.</i> <i>Update, Summer, 2015: Our student numbers have stabilized at between 410 and 420 majors.</i></p>	Undergraduate Committee and Department Head
<p>1.1.3 Optimize CIP codes in terms of WSCH by submitting requested revisions by Fall Semester, 2013. <i>Update, Spring 2014 We will do this during the Summer Semester of 2014.</i> <i>Update, Summer, 2015. Done. We received approval for change of CIP codes for all undergraduate classes and our undergraduate programs. We will submit request for change of our graduate programs during AY 2016.</i></p>	Department Head Graduate Committee
<p>1.1.4 Elevate opportunities for students to interact with faculty outside-of-class contexts. <i>Update, Spring 2014 Two programs address this need. "Pig-out with a Prof" operates through our Aggie Reps at the Undergraduate Level. Our four student organizations are a notable asset. At the graduate level, our seminar program has become very successful under Dr. Jamal's leadership.</i></p>	Undergraduate Committee Graduate Committee

Update, Summer, 2015. Our student organizations continue to be strong and growing in interest, numbers, and enthusiasm. Our graduate seminar program continues to be successful. Theming the event, organizing it around lunch, and involving graduate students in primary planning roles seems to have been keys to the success.

1.1.5 Determine number of on-line classes majors will be permitted to include in their programs of study and implement that department guideline by Fall Semester, AY 2013.

Update, Spring, 2014. The Undergraduate Committee has not yet resolved this issue. All sources of evidence indicate that on-line classes are at least as effective as in-person classes in achieving learning outcomes.

Update, Summer, 2015. This item continues to be discussed during undergraduate committee meetings. We seem to consistently arrive at the conclusion that no problem exists at present and existing literature suggests that on-line learning is at least equal in quality to in-person learning. No action has been taken.

Undergraduate Committee
Graduate Committee

Priority 1.2

Ensure quality implementation of new TAMU teaching programs: a) Professional Event Manager Certificate Program, b) MRRD, c) Athletics and Nontraditional Students, d) Schob Professorship, f) “high-impact learning” (Industry Immersion, service learning, study abroad), g) “Activity 2” (TOP) Programs

Leadership

<p>1.2.1 Secure sustainable funding for Professional Event Management Certificate faculty position by Fall Semester, AY 2014. <i>Update, Spring 2014. Dr. Jinmoo Heo and Mrs. Debe Shafer provide leadership to this program. The appointment of Dr. Heo to a tenure-track position fulfills our commitment to the College to fill this position when funding became available.</i> <i>Update, Summer, 2014. No further developments.</i></p>	<p>Department Head</p>
<p>1.2.2 Ensure optimal coordination of Texas Event Leadership Program and Professional Event Management Certificate Program by the leaders of each program serving on the advisory committee of the other every year and holding an annual meeting to discuss event management curricula. <i>Update, Spring, 2014. Done.</i></p>	<p>Department Head, PEMCP Leader, TELP Leader</p>
<p>1.2.3 Develop undergraduate certificate programs in youth development and tourism management to be implemented Fall Semester, AY 2015. <i>Update, Spring, 2014. In process.</i> <i>Update, Summer, 2015. A new on-line program in Tourism-Hospitality Management was implemented during this Academic Year. Dr. Linda Lelo was hired to coordinate the program. By the end of the Spring semester, 22 students had enrolled.</i></p>	<p>Youth Development Team Tourism Management Team</p>
<p>1.2.4 Achieve critical mass of five students in the MRRD program by beginning of Fall Semester of Academic Year 2014, and ten students by beginning of Fall Semester of Academic Year 2015. <i>Update, Spring, 2014. Following a recommendation of Academic Program Review (2013) to “do less with less,” we are no longer admitting students into the MRRD program.</i> <i>Update, Summer, 2015. No new developments. We do not intend to admit students to this program.</i></p>	<p>Mike Schuett, Dept. Marketing Specialist, Department Head</p>
<p>1.2.5 Offer at least one class in the Bright Complex each year, beginning AY 2013. <i>Update, Spring, 2014. Investigation of this goal led to the conclusion that it is ill-advised. We are no longer pursuing this goal.</i> <i>Update, Summer, 2015. No new developments.</i></p>	<p>Associate DH, Athletics Program Coordinator</p>
<p>1.2.6 Complete “Activity 1” initiatives with level of quality that yields full funding for AY 2013, 2014, and 2015. <i>Update, Spring, 2014. Done. We sustained our funding level for 2014.</i> <i>Update, Summer, 2015. We sustained our funding level for AY 2015.</i></p>	<p>Department Head, Leaders of funded programs</p>
	<p>Department Head and Leaders</p>

<p>1.2.7 Complete “Activity 2” initiatives at a level of quality that yields sustainable programs. <i>Update, Spring, 2014. We have not identified sustainable funding for our after-school program.</i> <i>Update, Summer, 2015. We have not identified sustainable funding for our after-school program, but have elevated that project to top priority with our Development office. Our new Texas A&M Foundation colleague, Jennifer Burnett will be working with us on this. The vision is to partner with local youth serving organizations, who would provide facilities. Our youth development lab would consist of programs delivered on one or more of those sites.</i></p>	of funded programs
<p>1.2.8 Each specialization area will meet with its respective advisory committee at least once per year to review curriculum and explore opportunities for collaboration. <i>Update, Spring, 2014. Done.</i> <i>Update, Summer, 2015. Done. This year, our Parks and Conservation advisory board met in Bastrop. In the Spring semester, we held a joint advisory board meeting on our campus in College Station. The joint meeting focused on management curriculum needs of masters students who do not intend to seek doctoral studies.</i></p>	Department Head Specialization Area Coordinators

Priority 1.3

Ensure continued excellence of our TAMU education offerings

	Leader
Community Development Major	
<p>1.3.1 Increase the number of students in our major by 15% annually starting next fall, until capacity of 60 students is achieved. <i>Update, Spring, 2014. Following a result of our 2013 Academic Program Review to “do less with less,” our goal is to maintain a critical mass of 30 students in this program.</i> <i>Update, Summer, 2015. No change.</i></p>	CD Faculty
<p>1.3.2 Offer a Community Assessment course starting in the fall of 2013. <i>Update, Spring, 2014. Done, embedded in RPTS 308</i> <i>Update, Summer, 2015. No change.</i></p>	CD Faculty
<p>1.3.3 Establish a Community Development Study Abroad opportunity by 2015. <i>Update, Spring, 2014. In process</i> <i>Update, Spring, 2015. Dr. Matarrita provided a study abroad experience to Costa Rica for Community Development Students</i></p>	CD Faculty
Youth Development Specialization	
<p>1.3.4 Implement a Distance Education Professional Masters Degree in the Fall of AY 2014. <i>Update, Spring, 2014. In process. New vision is for the program to be available to several Texas Universities by AY 2017.</i> <i>Update, Summer, 2015. No significant developments, yet this continues to be a discussion item among youth development faculty.</i></p>	YD Faculty

<p>1.3.5 Establish a Youth Development Study Abroad opportunity in the Summer of 2013 with at least 10% of the UG and Grad YD students participating <u>Update, Spring, 2014.</u> <i>A study abroad program to Trinidad has been established.</i> <u>Update, Spring, 2015.</u> <i>No further developments.</i></p>	<p>YD Faculty</p>
<p>1.3.6 Establish a Youth Development program sponsored afterschool Lab in the Spring 2013 with at least 10% of the UG and Grad YD students participating <u>Update, Spring, 2014.</u> <i>Done. Pursuing options for sustainability. These include Extension and 21st Century grant.</i> <u>Update, Summer, 2015.</u> <i>See update, Summer, 2015 for 1.2.7.</i></p>	<p>YD Faculty</p>
<p>1.3.7 Develop and Offer a Youth Development UG course - <i>RPTS 372: Programs & Services For Youth</i> in the Fall of AY 2013 <u>Update, Spring, 2014.</u> <i>Done. RPTS 372.</i> <u>Update, Summer, 2015.</u> <i>No further developments.</i></p>	<p>YD Faculty</p>
<p>1.3.8 Develop and Offer two New Youth Development Graduate courses (TBD) starting in the Fall of AY 2014 <u>Update, Spring, 2014.</u> <i>Done.</i> <u>Update, Summer, 2015.</u> <i>No further developments.</i></p>	<p>YD Faculty</p>
<p>1.3.9 Identify three Youth Development Undergraduate Students to participate in the Youth development Honors Research Program in the Fall of 2012 <u>Update, Spring, 2014.</u> <i>Not completed. New target date Fall, 2015</i> <u>Update, Spring, 2014.</u> <i>Not completed. New target date Fall, 2016</i></p>	<p>YD Faculty</p>

Priority 1.3, continued

Ensure continued excellence of education programs in our existing specialization areas

Leader

		Leader
	Tourism Management Specialization	
1.3.10	Create and submit for approval a graduate Tourism Management certificate that can be completed online by 3/15/13. <i>Update, Spring, 2014. Done. The focus is on hospitality management.</i>	Tourism Mgt Faculty
1.3.11	To offer a Cruise Management course, taught mostly at sea, during the summer of 2012. <i>Update, Spring, 2014. Done. The class will be taught for the fourth time in summer of 2015.</i>	Tourism Mgt Faculty
1.3.12	Create and circulate a newsletter highlighting the efforts of the tourism specialization area for 2012 by 1/31/13. <i>Update, Spring, 2014. Not yet complete.</i> <i>Update, Summer, 2015. Not yet complete.</i>	Tourism Mgt Faculty
1.3.13	Establish a study abroad exchange program of a semester or longer in duration with a University in Europe, Australia, Central America, South America, or Asia by the beginning of Academic Year 2015 (September, 2014). <i>Update, Spring, 2014. Not done. Initiative with University of Barcelona was not completed due to complexities associated with College study abroad reciprocal agreement guidelines.</i> <i>Update, Summer, 2015. Not done. Given expansion of programs in tourism, this goal is no longer a priority.</i>	Tourism Mgt Faculty
1.3.14	Develop and implement a system for improved frequency of communication with our tourism management advisory board by September 1, 2014 (New goal, Spring, 2014)	Tourism Mgt Faculty
1.3.15	Provide at least two "Legends in the Texas Travel Industry" visits per year. (New goal, Spring, 2014) <i>Update, Spring, 2014. Done.</i> <i>Update, Summer, 2015. Logistical problems prevented us from offering the program in Spring of 2015. We should be on target for AY 2016.</i>	Tourism Mgt Faculty
	Recreation and Park Administration Specialization	
1.3.16	Create a lecturer program for park and recreation administration professionals to make a presentation to RPTS 201, with implementation beginning Fall Semester, Academic Year 2013. <i>Update, Spring, 2014. New target, Fall Semester, Academic Year 2015. Dr. Scott agreed to provide leadership to this program.</i> <i>Update, Summer, 2015. We need to formalize this program.</i>	RPA Faculty
1.3.17	Include at least one class visit per academic term to our Schob Preserve, beginning Fall Semester, Academic Year 2012. <i>Update, Spring, 2014. Appointed Dr. Scott Shafer first Senior Schob Scholar in January of 2014. Programming will begin in AY 2015.</i> <i>Update, Summer, 2015. Done.</i>	RPA Faculty

1.3.18	<p>Offer a high impact field course that emphasizes the role of parks in community development and the quality of life of residents.</p> <p><i>Update, Spring, 2014. New target date, AY 2016</i></p> <p><i>Update, Summer, 2015. Dr. Shafer will be focusing on a high impact learning class in parks during his AY 2016 Faculty Development Leave.</i></p>	RPA Faculty
1.3.19	<p>Improve educational quality in Community Recreation and Park Administration</p> <p>Revised: Create a process for facilitating student success on CPRP exam for RPA certificate students by AY 2016.</p> <p><i>Update, Spring, 2014. New target date, AY 2016</i></p> <p><i>Update, Summer, 2015. Our new faculty member, a Professor of the Practice with experience as a Director of Parks and Recreation, CAPRA Board member, and COAPRT Board member has indicated significant interest in providing leadership to this program. He will begin his appointment in August of 2015.</i></p>	RPA Faculty
1.3.20	<p>Increase awareness of community parks as a career option among our undergraduate students.</p> <p><i>Update, Spring 2014. New approach to staffing (Mrs. Scott teaching RPTS 201) met this goal. New curriculum very well received.</i></p> <p><i>Update, Summer, 2015. Progress continues. Dr. Shafer taught a section of RPTS 201 this year.</i></p>	RPA Faculty
1.3.21	<p>Develop our relationship with the Department of Landscape Architecture and Urban Planning to foster teaching and research opportunities for students interested in community recreation and parks.</p> <p><i>Update, Spring, 2014. Done. Senior Schob Scholar appointed; graduate student to be placed in the residence, and programming to commence AY 2015.</i></p>	RPA Faculty
1.3.22	<p>Elicit annual input from the Community Park and Recreation Advisory Board on curriculum and implement at least one recommendation made each year.</p> <p><i>Update, Spring, 2014. The advisory board meets each year. The focus for 2014 is integrating curriculum with CPRP exam.</i></p> <p><i>Update, Summer, 2015. A joint advisory board meeting was held in April of 2015. The meeting focused on masters program curricula in management and marketing.</i></p>	RPA Faculty
1.3.23	<p>Invite professionals in the community recreation and park field to interact with students and faculty on a regular basis. (Eliminated Spring, 2014, See 1.3.14)</p>	RPA Faculty
1.3.24	<p>Increase career options in Community Recreation and Park Administration. (Eliminated Spring 2014)</p>	RPA Faculty
1.3.25	<p>Work with the Department of Recreational Sports to employ more RPTS students in part time work while taking classes in College Station.</p> <p><i>Update, Spring, 2014. Three meetings with colleagues in Recreational Sports were held during Spring of 2014.</i></p> <p><i>Update, Summer, 2015. No progress. Financial mechanisms preclude progress. We are finding no innovative solutions to this problem.</i></p>	RPA Faculty

	<i>Parks and Conservation Specialization</i>	RPA Faculty P&C Faculty
1.3.26	Establish a new “high-impact learning” class in park ecology and management by AY 2014. <i>Update, Spring, 2014.</i> <i>A field experience in Yellowstone National Park was planned for AY 2014, but that class did not attract a sufficient number of students to be offered.</i> <i>Update, Summer, 2015. No additional progress to report.</i>	
1.3.27	Increase the number of “high-impact learning” classes in the set of electives for the parks and conservation specialization area by two classes by AY 2013. <i>Update, Spring, 2014. We have implemented two “high impact learning” classes. One of these is a section of RPTS 300 that engages students infield experiences in park management (Dr. Shafer, Dr. Scott, and Mr. Dabney leadership). The other is a section that involves students in the Great Smokey Mountains Symposium on park and natural resources management (Dr. Kyle’s leadership)</i>	P&C Faculty
1.3.28	Implement parks and conservation marketing program to TAMU Corps of Cadets by December of 2014. (New goal, Spring, 2014) <i>Update, 2015. We conducted a follow-up meeting with representatives from Veteran’s services and the Corps of Cadets. We are beginning to witness increased numbers of veterans in our programs.</i>	P&C Faculty
1.3.29	Offer a distance section of RPTS 316 by Fall Semester, AY 2016 (New goal, Spring 2014) <i>Update, Summer, 2015. This class has not been created. We did, though, secure support for development of an online section of RENR 201.</i>	P&C Faculty
1.3.30	Further strengthen involvement of former National Park Service Directors with our Parks and Conservation Advisory Committee by end of AY 2015. (New goal, Spring 2014) <i>Update, Summer, 2015. Former Director Mary Bomar and Superintendent Kevin Cheri now serve on the Advisory Board.</i>	P&C Faculty

Priority 1.3, continued

Ensure continued excellence of education programs in our existing specialization areas

		Leader
	<i>Graduate Program</i>	
1.3.31	Increase the WSCH for RPTS Graduate Courses by 5% in CY 2012 in comparison to CY 2011. <i>Update, Spring, 2014 Done.</i> <i>Update, Summer, 2015. Done.</i>	Graduate Committee
1.1.32	To offer both Tourism Economics (RPTS 616) and Ecotourism (RPTS 660) during calendar year 2013. <i>Update, Spring 2014. RPTS 616 was not offered. We are considering redirecting energies to focus on tourism product development, i.e., tourism experience, customer satisfaction, customer service, and quality management.</i> <i>Update, Summer, 2015. No progress to report.</i>	Graduate Committee

1.3.33	To create a system for tracking and recording where our graduate students go after they graduate. To be completed before 12/20/12. <i>Update, Summer, 2015. We gained access to a new system that allows us to communicate electronically with Former Students who are within the Association of Former Students database.</i>	Graduate Committee
1.3.34	Develop an annual schedule of graduate course offerings by September 1, 2014 (New goal, Spring 2014) <i>Update, Summer, 2015. Done.</i>	Graduate Committee
1.3.35	Complete two recruiting visits to other institutions by 12/30/14 (New goal, Spring 2014) <i>Update, Summer, 2015. Visits to Clemson University and Baylor University both yielded recruitment of graduate students, one from each site.</i>	Graduate Committee
1.3.36	Recruit at least one new doctoral student who has expertise in hospitality management and on-line teaching, beginning AY 2015 (Fall semester of Calendar Year 2014) (New goal, Spring 2014) <i>Update, Summer, 2015. One doctoral student, Mr. Steven Micgaz has extensive experience as an owner and manager in the restaurant business.</i>	Graduate Committee
1.3.37	Secure a new tenure-track faculty position in tourism management by AY 2016 (New goal, Spring 2014) <i>Update, Summer, 2015. Not secured. The need for this position has been communicated to the Dean through both formal and informal processes. No commitment for this position has resulted.</i>	Department Head
1.3.38	Secure resources for a lecturer in hospitality management for AY 2015 (New goal, Spring 2014) <i>Update, Summer 2015. Dr. Linda Enoh was hired to serve as coordinator of our new hospitality management program.</i>	Department Head
Undergraduate Programs		
1.3.39	Complete undergraduate curriculum revision that will allow us to serve greater numbers of students, eliminated “bottlenecks,” and provide students with opportunities to earn additional transcribed certificates without increasing the number of credit hours required by AY 2014. <i>Update Spring 2014. Done. New curriculum will be implemented Fall semester, AY 2015 (September, CY 2014)</i>	Undergraduate Committee
1.3.40	Implement “high activity learning” programs at a level of quality that leads to sustained funding for those programs. <i>Update, Spring 2014. Done. We have sustained funding for our high impact learning programs.</i>	Department Head, and Program Leaders
1.3.41	Implement interdisciplinary programs funded through “activity 2” reallocation at a level of quality that leads to sustained funding. <i>Update, Spring 2014. Done.</i>	Department Head, and Program Leaders

Priority 1.4

Partially compensate for lack of faculty and staff salary increases in FY 2011 and FY 2012

Leadership

1.4.1	Complete “contract compression” for all faculty members who wish to be on 10-month contracts, effective September, 2012 (AY 2013). <u>Update, Spring 2014. Done.</u>	Department Head
1.4.2	Offer summer school teaching opportunities to faculty whose contracts are less than 12 months, effective AY 2013. <u>Update, Spring 2014. Done.</u>	Department Head and Associate Department Head
1.4.3	Provide additional administrative leave for all deserving and eligible staff members. <u>Update, Spring 2014. Done.</u>	Department Head and Chief of Staff
1.4.4	Identify and implement mechanisms to reduce work-related expenses of staff <u>Update, Spring 2014. Done.</u>	Department Head Chief of Staff

Priority 2.0

Design and deploy development strategies to help us advance toward our department’s mission and effectively manage growth in demand for our offerings

<p><u>Priority 2:</u> <i>Design and deploy development strategies based on loyalty giving, passion giving, or fund-raising programs that yield flexible funds that we can apply toward our department’s mission and help us manage growth in demand for our offerings.</i></p>	Leadership
<p>2.1 Sustain and ensure quality in the <i>fund raising</i> dimension of development. <i>Update, Spring 2014.</i> Our distance education programs continue to grow. These are yielding significant revenue that helps us expand programs (e.g., new hospitality management program), address bottleneck needs, and meet needs of nontraditional students. Four members of our faculty are “Quality Matters” certified, and our Undergraduate Committee continues to scrutinize distance programs to ensure quality <i>Update, Summer, 2015.</i> No change. Our fund raising initiatives will generate approximately .5 million dollars during AY 2016.</p>	Department Head
<p>2.2 Sustain our partnership with the Department of Athletics, which yields a 9-month lecturer in our department; agreement for AY 2013 acknowledged by July 1, 2012. <i>Update, Spring 2014.</i> Sustained. <i>Update, Summer, 2015.</i> Sustained. We added a tutoring component this year, and we secured approval for students who complete degrees to continue their studies to earn certificates that we offer.</p>	Department Head
<p>2.3 Create a fund-raising event through our professional event manager certificate program classes, by Spring Semester, AY 2013. <i>Update, Spring 2014.</i> Done. Under new leadership, the program may direct its energies toward a spring event for graduating RPTS students and our scholarship banquet instead of a fund raising event. <i>Update, Summer 2015.</i> Sustained.</p>	Department Head and Professional Event Manager Certificate Program Coordinator
<p>2.4 Endow two new endowed professorships or chairs by Fall Semester, 2015. <i>Update, Spring 2014.</i> The Schob Senior Scholar program was formally established in AY 2014. <i>Update, Summer, 2015.</i> The program was fully implemented, including placement of an RPTS student in the residence and engagement of classes.</p>	Department Head and Specialization Area Coordinators
<p>2.5 Grow the Department Excellence Fund by 10% for each of the next three years through solicitation of loyalty gifts, fund raising events, and continuing education programs. <i>Update, Spring, 2014.</i> We have created mechanisms to facilitate giving to our excellence fund, but it has not proven to be popular in meeting giving needs of our donors. <i>Update, Summer, 2015.</i> We have targeted the Excellence fund as a target for giving associated with our 50th anniversary celebration during AY 2016.</p>	Department Head

Priority 3.0

Sustain our status as the nation's top park, recreation, and tourism program in research productivity

Priority 3.1

Sustain our research productivity of AY 2009-AY 2011*

Leadership

<p>3.1.1 Publish no fewer than 50 journal articles per year, with at least 22 of those being collaborative projects involving TAMU, AgriLife Research, or Extension faculty and graduate students. <u>Update, Spring, 2014.</u> Total numbers of articles are 60, 54, and 61 for CY 2011, 2012, and 2013, respectively. Collaborative articles for that period are 26, 35, and 26 <u>Update, Summer, 2015.</u> Total numbers of articles are 60, 54, 61, and 56 for CY 2011-2016. The number of collaborative articles was 24 for CY 2014.</p>	<p>Dept. Head</p>
<p>3.1.2 Contribute no fewer than 35 published abstracts and proceedings per year. <u>Update, Spring 2014.</u> Not met. Our number of published abstracts for the past three years are 17, 22, and 17. In AY 2014, we budgeted \$2,000 per faculty member to support travel to professional meetings. Perhaps this investment will yield a greater number of contributions to professional meetings. <u>Update, Summer, 2015.</u> We published 27 abstracts during CY 2014.</p>	<p>Dept. Head</p>
<p>3.1.3 Submit no fewer than 38 proposals for extramural funding per year. <u>Update, Spring 2014.</u> Met. Numbers are , 56, 57, and 58 for CY 2011, 2012, and 2013, respectively <u>Update, Summer, 2015.</u> Met. We submitted 61 proposals during CY 2014.</p>	<p>Dept. Head</p>
<p>3.1.4 Sustain ratios of grant submission to awards of 3:1 or lower for each calendar year. <u>Update, Spring, 2014.</u> Ratios for 2011, 2012, and 2013 are 1.18:1, 1.7:1, and 1.6:1, respectively <u>Update, Summer, 2015.</u> The ratio for CY 2014 was 3.05:1.</p>	<p>Dept. Head</p>

Priority 3.2

Contribute significantly to the knowledge discovery missions of AgriLife Research and AgriLife Extension Service.

Leadership

<p>3.2.1 Establish and maintain at least one research program in conjunction with the Ukulima Farm initiative <u>Update, Spring, 2014.</u> Although the AgriLife Research initiative at Ukulima Farm did not develop as expected, Dr. Stronza has initiated a very significant multi-year project in Botswana that is funded by the Buffett Foundation. <u>Update, Summer, 2016.</u> Sustained. Dr. Stronza's project extends for five years.</p>	<p>Dept. Head</p>
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<p>3.2.2 Establish and maintain at least one research program in conjunction with the Urban Living Laboratory Initiative <i>Update, Spring 2014. The Urban Living Laboratory project did not evolve.</i></p>	Dept. Head
<p>3.2.3 Secure at least two RREA grants per year to advance the scholarship of Extension <i>Update, Spring 2014. The IRNR is under new leadership, and the RREA grant program is operating under a new program that will permit departments to submit two proposals per year. We received funding for one proposal during 2013 (Phillips), and a proposal for 2014 (Walker) is pending.</i> <i>Update, Summer, 2015. We did not submit an RREA proposal this year.</i></p>	Dept. Head and Extension Program Leader

Priority 4.0

Continue to elevate and fully document quality, impact, and efficiency of our Extension Programs

Priority 4

Continue to elevate and fully document quality, impact, and efficiency in our Extension Programs.

		Leadership
<p>4.1 By June 2013, develop and implement a broader marketing strategy for RPTS Extension programing (especially eLearning resources) as an effort to move beyond typically acquired word-of-mouth constituents to reach more constituents. <i>Update, 2014. We have not made substantial progress toward this priority.</i> <i>Update, Summer, 2015. We have not made substantial progress toward this priority.</i></p>	Extension Faculty	
<p>4.2 By June, 2013 double the number of online education efforts offered through RPTS Extension. <i>Update, 2014. Our online education efforts have not doubled.</i> <i>Update, Summer, 2015. Our online education efforts have not doubled.</i></p>	Extension Faculty	
<p>4.3 By December 2012 increase by 50% the number of extension specialists and county agents RPTS has contact with. <i>Update, 2014. Several initiatives have enhanced interaction with County Extension Agents. In addition to initiatives in nature tourism, youth development, urban parks, and event management, we are exploring placement of specialists in Centers in Dallas and Austin. We believe that working out of those offices will increase the frequency and intensity of interactions between specialists and county agents.</i> <i>Update, Summer, 2014. Our involvement with County Extension Agents has increased through programs offered by Mr. Brueggerhoff, Mr. Phillips, and Dr. Walker.</i></p>	Extension Faculty	
<p>4.4 Maintain 100% unit reporting for monthly, quarterly, annual and other occasional requests. <i>Update, Spring, 2014: Done.</i> <i>Update, Summer, 2014. Done.</i></p>	Extension Faculty	

Priority 5.0

Optimize our Department Awards Program

Priority 5

Optimize our Department awards program.

Leadership

<p>5.1 Fully identify possible outstanding faculty/staff/student nominees for college, university and external awards. Work with nominees to prepare quality award nomination packets <i>Update, Spring, 2014. We continue to excel in awards. Faculty, staff, and graduate students have received significant awards for teaching excellence, research excellence, administrative excellence over the past two years. During 2013, our department received a faculty award for teaching excellence (Woosnam), a graduate student award for teaching excellence (Durko), a team award for research productivity (McIntosh), an award for administrative excellence (Ellis), and an advising award (Alexander). Update, Summer, 2015. Our awards program continues to succeed under Dr. Schuett's leadership.</i></p>	<p>Executive Committee/ Awards Committee</p>
<p>5.2 Identify faculty to assist others in preparing outstanding award nomination packets <i>Update, Spring, 2014. In 2013, the Department chose to charge the Executive Committee with the responsibility for administering the awards program. As a member of the Executive Committee, Dr. Schuett assumed leadership of our awards program. He is actively advancing nominations and assisting others in preparing nominations. His leadership of our awards program is commendable.</i></p>	<p>Executive Committee/ Awards Committee</p>
<p>5.3 Hold an informational session by October 2012 each year with all faculty informed about awards available and their criteria <i>Update, Spring, 2014. This goal has not been pursued. An awards calendar will be included on the faculty meeting agenda for Academic Year 2015. Update, Summer 2105. Met. The Department maintains an annual awards calendar.</i></p>	<p>Executive Committee/ Awards Committee</p>