Summary – CPRA Advisory Board, December 14, 2010

Objective: To receive input from practitioners about curricula and other matters related to better educating RPTS students, conducting research and enhancing outreach through Extension programs;

In Attendance: Chris Nunes (PARD Director, Woodlands), Tony Cisneros (former PARD Director, College Station), Jay Daniels (Park Superintendent, Houston PARD), Gary Ellis, David Scott, John Crompton, Bob Rossman, Lou Hodges, Jamie Rae Walker, Scott Shafer (all of Recreation, Park and Tourism Sciences TAMU).

Below are some of the questions asked and points made during our discussion.

1) There seemed to be general consensus that our students should be doing more to develop work related experience before graduation. While we require an internship we should also encourage students to seek summer employment in the RPTS field prior to that. Should we consider reviving the volunteer requirement prior to the internship?

Chris Nunes suggested that we develop a set of guidelines for on-site intern coordinators or supervisors that provides direction on what the department hopes students will achieve during an internship experience. He also felt it was helpful to see evidence of a student being “vested” in this field. Vesting would be achieved through work experience, involvement in student and professional associations, etc.

A way to get students more experience may be through a practicum of some type. Jamie Rae Walker suggested that we use groups of students to address Extension projects.

2) Feedback on curriculum focused on two areas. First, the possible need for more operations experience. Jay Daniel indicated that operations would be useful for all types of students and is an area in which knowledge seems to be dropping more quickly among today’s students. Second, there was a strong feeling that students need a firm grasp of “the business model” in public agencies. They need to know that policy makers will always want to know the bottom line and if it meets an expected level of economic efficiency.

Tony Cisneros stressed that this is still a people oriented field and that students need many opportunities to work with people and make presentations to people. Valuable projects may sometimes be “messy” in that they do not include hard and fast rules or expectations. Students should occasionally have to work through a process with little guidance as in many “real world” situations.
Portfolios are seen as a good tool but the contents need to be oriented toward products that show involvement in team processes, projects that solved a problem, analysis-synthesis skills, and evidence of written and/or verbal communication.

3) There was generally a positive orientation within the group regarding an on-line masters program geared toward PARD professionals. The feeling was that it would be well accepted and that demand exists (at least at this point in time). The need for attention to quality in such a program was emphasized and several possible models were offered. RPTS and TAMU are seen as having a very good reputation among Park and Recreation professionals which could make an on-line degree offering from our department attractive to people from Texas, the U.S. and beyond.
Parks and Conservation Advisory Faculty Meeting

Met with advisory panel on 9/21/2010

In attendance: Jim Gramann, Jim Miculka, Scott Shafer, Gary Ellis, Susan Scott, Ann Williams, Gerard Kyle, Louise Hose, Michael Schuett, Scott Shafer

Discussed ways to address concerns expressed by advisory panel.

Recommendations:

• Hire instructor to:
  1. Teach RPTS336: Development and Management of Protected Areas
  2. Teach RENR489: Outdoor Recreation Consortium
  3. Advise parks and conservation students on career options and assist with field placements.
  4. Meet with students each semester to advise coursework plan that is congruent with career goals.
  5. Maintain relationships with alumni.

Michael Schuett discussed the professional masters degree, it’s content, and potential market.
Hi All,

This is a note to say thank you to those who attended our Advisory Committee meeting last week in San Antonio, and to let those who couldn’t make it know what was discussed. The primary goal of the meeting was to give an overview of what our department offers, with a secondary goal being to begin discussion on areas that we could better prepare our students for future careers in industry. Some of the important things that we as a department learned from the meeting include:

- The need to find opportunities for our students to get entrepreneurial opportunities and learning lessons
- The importance of knowledge in the area of technology use as it applies to the tourism industry
- The need for our students to better understand the use of spreadsheets
- The continuing need of getting our students to be better at both verbal and non-verbal communication
- A skill that seems to be lacking in our students is “initiative”, and
- Planning should be incorporated as a principle in our tourism classes

We further agreed that a Spring meeting would be beneficial and that the committee would like to see copies of our syllabi, and to better understand what we currently teach prior to the meeting. The goal of the next meeting will be to find areas in our curriculum that are not being taught, and to determine areas in which our curriculum can better prepare our students for real world jobs. We’ll get back with each of you soon, as we choose dates and times for our next meeting.

On behalf of Dr. Ellis and our entire faculty, we thank each of you for your service to our department. We greatly desire and respect your input in our offerings.

Respectfully,

Jim Petrick

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James F. Petrick, Ph.D. – Professor, Research Fellow &
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2010

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2011

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Jamie Rae Walker

* Opening Comments by Dr. Soper.

- Dr. Soper gave a history of ISIT and an overview of future ideas for funding and growth of Student Population. New courses and Certificate programs (see handout).

- Welcome from Dr. Soper (a gift from one donor). Guest, a farm in Ghana given for research.

- A discussion of Extension and the different divisions in it. Costs and Funding, Projects and trail developments and plans.

- A lot of professors do outreach without being considered Extension. Many facets to Extension.

- Don't 'specialize' our students out of varied jobs. Don't pick apart the curriculum in terms of the broad picture.

- We need to make our students realize that it is all connected, recreation of the core curriculum, not cutting. France, Comm, etc. (i.e., class choices and keeping cost in check.

- We are all in the same business.

- As mentioned in another area (Recreation Therapy) Changing to Physical Therapy where there will be large salaries and a lot to fill when people retire of job openings. How do we handle in the Parks areas and the hot areas. Health related.

- Don't anyone to fill these positions. Need to prepare and understand these students as to the future.

- Discussion of the Comments from last year.

* Event planning is an essential course that will help and is needed in all areas of community planning.
* Getting Students out with "hands on" field trips and "real" world projects.

* School Park explained as a "gift" park with its own endowment that will support what happens in parks and planning for the future. (Urban research lab, residence involved)

* Taking the CPR exam was discussed. Pros and Cons. vs Accreditation. The need for an online tutorial of the exam. May be of help in the future. A plus in job security.

* CPR, Aquatics, Reticule etc. The additional courses and certifications are a plus. The more you have, the more valuable you are.

* Mention of our online courses and Masters programs.

* More graduate education.

* The classroom hours were mentioned. Do we need to schedule classes in the evening? The classroom issue was discussed. Not enough classroom space. Or large enough classrooms.

* Health care. Mind set. Products that could be sold. Short course revenue. Open things up to continuing education.

* What are the information needs - what are the real numbers, users, potential users etc.

* High impact learning. Creating experiences where students spend time in the field talk to and collect data face to face. A short time in the classroom. Internships included in this.

* Learning Outcome discussion. These are the expectations from the market. Seeing this in black and white will help them prepare and give them a leg up on others in their field.

  * Additional classes required to fulfill these outcomes.

  * Certifications will be needed.

  * Examine classes to see which ones fill the need.

  * And make adjustments.

* How do we get the revenue to make this happen?

  * Webinars, revenue to be made here.
AGENDA

1. Introductions

2. Advisory Board Mission
   - To elevate and sustain quality of RPTS academic offerings by advising faculty and staff on matters of curriculum, instruction, internships, professional opportunities for students, research, outreach, and development.

3. Departmental Issues and Priorities

4. CPA Overview
   a. Current CPRA situation in RPTS
      - review and revision of curriculum
      - enhanced teaching of operations class (Schob Nature Preserve?)
      - team projects are becoming more common in classes
      - continuing to work to target internships
   b. Comments from last year
      - more work related experience during college
      - guidelines for intern supervisors would help them understand goals
      - enhance exposure to facility operations
      - opportunities to experience “real” projects and make presentations important including working with boards and councils, work in teams
      - could we integrate the CPRP exam into the curriculum?
      - on-line courses and degree offering were seen as positive steps for continuing education

5. Discussion
   - What are trends in the field that we should be paying attention to as we revise curricula?
   - How might we best use the AARPA Learning Outcomes Standards for Park and Recreation Administration?
   - There is university wide interest in developing more “high impact learning” experiences in for students. What sorts of activities, projects, field trips, lectures or other experiences would you recommend?
   - What information needs among Park and Recreation managers might RPTS faculty help meet?

6. Other Business

7. Future Agenda Items
November 7, 2012 11:30 AM  

Park and Conservation Adv. Committee

Attendees: Gramann, G. Kyle, Jim Bradle, Shafer, Barnes, Dabney, Schuett, Stronza, Miculka, Deborah Cowman

Introductions
Picture

- Review of RPTS Undergraduate Enrolment (see pg 5) discussion regarding classes, majors, degrees and student options. Review of the number of students.

  (George Mitchell Family/"The Woodlands" Montgomery Co. – Have we reached out to them?) Possible great opportunity.

- Comparison of employment to student enrollment
- "Theory" vs "hands on" exposure, bring in speakers, have fieldtrips, internships, (target related job agencies). Get students exposed to different aspects of Parks Conservation.

- Introductory course to get the (freshmen/sophomores) acquainted with areas of...

  Outdoor Adventures/Rec Sports, Leisure Studies and Services, Florida State.

- Society Of Outdoor Rec Professionals, aging group in this organization, future jobs.

  Build experience base, 3 field experiences, like Texas State

- freshmen orientation program/ropes course about conservation

- We put ourselves in silos, segregated

- Specialization vs Generalization degrees

- RPTS will give a generalist degree not a specialist degree

- US is not as popular as international parks and conservation

- We will be meeting next year with an action plan

- Get out better information and recruiting, RPTS 201

- Strong push to online teaching, this may have an impact

- More field trips

- Ann Alexander and Melyssa Anne MacWillie can be an integral part of guiding students.
Parks and Conservation Advisory Board Meeting

Monday, January 9, 2012

Attendees:

Walt Dabney
Fred Blumberg
Gary Ellis
Tim Bradle
Justin Harmon
Susan Scott
Lavelle Merritt
Ann Williams-Alexander
Debbie Barnes
Jim Gramann
Scott Shafer
Louise Hose
Gerard Kyle
Michael Schuett
Jim Miculka

Hosted by: Gerard Kyle

11:00 Introductions were made.
11:15 - 11:30 Brief lunch
11:30 Dr. Ellisspoke on the history of RPTS (handout). Dr. Kyle opens the meeting with a discussion on courses (handout). Discussion on the Spring trip to the Smokey Mountains/ Study Abroad/ need for more hands on courses. High impact learning issues discussed. Dr. Schuett brought up the new Masters program and the Distance Education Degree (handout). Approval for these is pending.

Mr. Dabney lead the undergrad discussion, and felt there was a need to be met due to the retirees in the Parks Department. We also need to have Alums come back to visit with and teach the students. Plan as a one day field trip. Efforts for the newer students to understand Parks and the job opportunities need to be made and be proactive. Suggested by Dr. Gramann. Dr. Merritt explains the value and opportunities of the Park Rangers, law-enforcement and the job opportunities there. Q & A followed.

Mr. Dabney recommends to Ann/Advisors that all Veterans/Military should be directed to the opportunities available at NPS. Degree planning and career planning were also discussed as well as a need to develop a foundation on Parks and Conservation. With people retiring there will be a great need in the next few years.

Discussion of water shed management, projects and proposals and the careers pertaining to these fields. The program certificate issue was discussed, do we need a certificate for specific courses or for Parks and Conservation. The general consensus was no. We do not need to provide a certificate.

The meeting wrapped up a little after 1:00 pm.
Hi All,

I’d like to thank all who attended today's Tourism Advisory Committee Meeting. It was invigorating hearing industry input, and a great pleasure being at Natural Bridge Caverns. Paul Serf, Robert Starnes, Travis Wuest, Jose Quintana, Carson Watt, Gary Ellis, Miles Phillips, and Jim Petrick were in attendance. A copy of the meeting's agenda is attached, and some of the recommendations that came from the meeting include:

1) It was suggested that we look at the number of students we serve per faculty as a metric to compare our department to other departments on campus.

2) It was determined that Skip Wagner, of the Houston Livestock Show, would be an excellent candidate to be the next Texas Travel Industry Legends Distinguished Speaker.

3) The role of policies and politics in tourism operations, and was deemed a potential area in which more emphasis is needed in our tourism curriculum.

4) The Board was in support of the development of a tourism management/marketing certificate, as well as the pursuit of certificates in hospitality through the American Hotel and Lodging Association.

5) It was recommended that pursuing an "Endowed Chair", might be worded incorrectly. Calling it a "Tourism Research Center" was proposed as a more attractive to potential donors.

6) It was recommended that going through John Sharp or Governor Perry, might be beneficial in getting the Office of the Governor to assist in supporting the Endowed Chair/Tourism Research Center.

7) It was suggested that the Board be expanded to increase the potential for input and and be recognized in department newsletters, etc.

8) It was further suggested that we have Advisory Board members pay to be on the Board.

As per a request from the Board, I have also attached copies of a White Sheet describing the vision of the Endowed Chair/Tourism Research Center, as well as file revealing some of the talking points. For those in attendance, please feel free to edit or add to any of the above notes.

Respectfully,

Jim
On 11/26/2012 2:14 PM, Jim Petrick wrote:

Hi All,

This is just a reminder that we will be having our Advisory Committee Meeting tomorrow (Tuesday) from 11:00 to 1:00 at Natural Bridge Caverns. I’ve attached an electronic copy of our agenda as well as our Department’s most recent newsletter. For those who are not able to attend, we will forward results of the meeting as quickly as we can. We look forward to seeing all who can make it tomorrow.

Respectfully,

Jim Petrick

From: Jim Petrick
Sent: Friday, November 09, 2012 10:40 AM
To: Paul Serff; Shannon Overby (Shannon@BCSCVB.ORG); jose@adventgx.com; Bob Starnes (bobstarnes@ontra.com); Miles Phillips; kyle woosnam (woosnam@tamu.edu); Gary Ellis; Travis Wuest; wine@messinahof.com
Cc: Jim Petrick
Subject: Texas A&M Department of RPTS Advisory Committee Meeting

Hi All,

I’d like to first thank each of you for serving on our Department’s Tourism Advisory Committee. We are currently attempting to set up a meeting to discuss the direction of our tourism curriculum, the competencies our students should be getting, and the direction each of you believe our department should be heading. Travis Wuest has graciously offered us meeting space at Natural Bridge Caverns, north of San Antonio. Please respond to the following Doodle Poll (just click the link) to let us know your availability for meeting on either the 26th or 27th of this month: http://www.doodle.com/vyt75bk967gtm2t

Respectfully,

Jim Petrick
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(979) 845-8806
www.tourismdoc.com

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Hi All,

I'd like to thank all who attended today's Tourism Advisory Committee Meeting. It was invigorating hearing industry input, and a great pleasure being at Natural Bridge Caverns. Paul Serf, Robert Starnes, Travis Wuest, Jose Quintana, Carson Watt, Gary Ellis, Miles Phillips, and Jim Petrick were in attendance. A copy of the meeting's agenda is attached, and some of the recommendations that came from the meeting include:

1) It was suggested that we look at the number of students we serve per faculty as a metric to compare our department to other departments on campus.

2) It was determined that Skip Wagner, of the Houston Livestock Show, would be an excellent candidate to be the next Texas Travel Industry Legends Distinguished Speaker.

3) The role of policies and politics in tourism operations, and was deemed a potential area in which more emphasis is needed in our tourism curriculum.

4) The Board was in support of the development of a tourism management/marketing certificate, as well as the pursuit of certificates in hospitality through the American Hotel and Lodging Association.

5) It was recommended that pursuing an "Endowed Chair", might be worded incorrectly. Calling it a "Tourism Research Center" was proposed as a more attractive to potential donors.

6) It was recommended that going through John Sharp or Governor Perry, might be beneficial in getting the Office of the Governor to assist in supporting the Endowed Chair/Tourism Research Center.

7) It was suggested that the Board be expanded to increase the potential for input and and be recognized in department newsletters, etc.

8) It was further suggested that we have Advisory Board members pay to be on the Board.

As per a request from the Board, I have also attached copies of a White Sheet describing the vision of the Endowed Chair/Tourism Research Center, as well as file revealing some of the talking points. For those in attendance, please feel free to edit or add to any of the above notes.

Respectfully,

Jim

Jim Petrick, Ph.D.
Professor, Research Fellow and
Graduate Program Coordinator
Dept. of Recreation, Park & Tourism Sciences
Tourism Advisory Committee
Agenda

Meeting: 11/27 from 11:00 to 1:00 at Natural Bridge Caverns

I. Introductions

II. State of the RPTS Department (Gary)
   a. Current priorities
   b. Future Vision

III. Discussion on the Role of the Advisory Committee

IV. Tourism Activity in the Department
   a. Texas Travel Industry Legends Distinguished Speaker Series
   b. Potential Endowed Chair for Texas Tourism
   c. Nature Tourism (Miles)

V. Tourism Curriculum
   a. Current curriculum (UG, M.S. and Ph.D.)
   b. Proposed changes
   c. Certificates (Festivals, Hospitality and Tourism Management/Marketing)
   d. Distance Education potential

VI. Internship Program

VII. Discussion of perceived Opportunities and Threats to tourism

VIII. Discussion on the evolving role of the Advisory Committee

IX. New Business

X. Adjourn
Youth Development Adm. Comm. Meeting

Attendees: 11am - 11:30
Dr. Ecularo opens with KPS overview and
dr. Edwards - vision of Advisory Committees role.
Dr. Wilt - Dr. E explained the "big idea"
Dr. Sacher - proposals for Museum/ Shelters etc.
Dr. Oleary - Dr. Dally gave information on Program
Dr. Rowlett - updates: Students, articulation, grants, awards.
Dr. Justin - 15th floor room used to plan programs etc.
Dr. Jackson - High Impact Student learning funds.
Dr. Breman - Yield trips & work w/ organizations, plan So Africa trip - 2013

Hosted by: Dally. Act as IT funded under grad.
Dally / YDT are family. Job for Middle school. working w/ Ronnie Jackson on this. 2 year program
2 days a week.

Overdue - explains Youth Dev. Initiative
Our website a hub for Future City. Education with 55 undergrads. Rowlett.
And training, workshops. Dr. Edwards explains that double that
and events on all levels would be great.

- Monthly webinar.
Growing pool of faculty. B+ 6 chair in Hamilton, Rowlett has
been at ITM. And having grant construction as an avenue for Youth Development

- Feed back.
Wilt adds Sequin (4 year vet with Cit. @ Bryan) Emergency
- Foundation history.
- Jackson replies about needs
- Primarily on BAC for youth/gangs, drop outs, etc.
- Foundation funded - opportunities for growth.
10 year commitment. Coordinating assistance for youth.
- Provide grants for grad. @ National League of Cities. Technical assistance to interested cities.
- Planning for youth opportunities to plan.
- YDT on campus.
- Several other departments
- Cit. of Bryan - models for other cities
- YDT or Summer
- Mock funding/ Tech fest
- Texas Partnership for Out of School Time
• TexPost promotes youth development advocacy.

• Dr. Edwards reviews YDF Courses and gives explanation of the next specialization Area: Core Concepts.

• Podergyva/Outley discussion of student groups and their planning for projects and trips, etc. Done in groups. YDF requires an internship. Real world experience. Podergyva to the different (group vs internship).

• Is this adequate, working in the real world. Looking at different organizations, field trip to Austin (example).

• Podergyva explains group vs internship in situations and why both are great for students.

• Outley leads discussion on class separation management in groups.

• Edwards adds not every skill learned will be used right away.

• Jackson agrees that on every level interns need to be able to present and be comfortable doing so.

• Volunteer management brought up by Bethman.

• City of Bryan Clash Ten Court. Trends affected by what happens in our community.

• More investment in after school programs helps the community as well as the student and family.

• Is there a special needs program/course? Podergyva. Edwards says in the future Outley says "special courses" may become a short course. There is a special "sensitization" section in Dr. Scott's class.

• Diversity in youth must be made understood. Special needs and positive interaction has to be taught.

• Focus on early child care and education. Jackson impacts children and parents. Socialization skills.

• These are foundational skills that can be incorporated in a course. Outley.

• Need to impact parents also - early childhood development.

• Outley winds down with collaborations. Provide an intern that is fully aware and understand what is expected.

• Drones needed spring fall summer.
2010

| September | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 | 16 | 17 | 18 | 19 | 20 | 21 | 22 | 23 | 24 | 25 | 26 | 27 | 28 | 29 | 30 |
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| October   | 1 | 2 | 3 | 4 | 5  | 6  | 7  | 8  | 9  | 10 | 11 | 12 | 13 | 14 | 15 | 16 | 17 | 18 | 19 | 20 | 21 | 22 | 23 | 24 | 25 |
| November  | 1 | 2 | 3 | 4 | 5  | 6  | 7  | 8  | 9  | 10 | 11 | 12 | 13 | 14 | 15 | 16 | 17 | 18 | 19 | 20 | 21 | 22 | 23 | 24 | 25 |
| December  | 1 | 2 | 3 | 4 | 5  | 6  | 7  | 8  | 9  | 10 | 11 | 12 | 13 | 14 | 15 | 16 | 17 | 18 | 19 | 20 | 21 | 22 | 23 | 24 | 25 |

2011

| January   | 1 | 2 | 3 | 4 | 5  | 6  | 7  | 8  | 9  | 10 | 11 | 12 | 13 | 14 | 15 | 16 | 17 | 18 | 19 | 20 | 21 | 22 | 23 | 24 | 25 |
|-----------|---|---|---|---|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| February  | 1 | 2 | 3 | 4 | 5  | 6  | 7  | 8  | 9  |10  |11  |12  |13  |14  |15  |16  |17  |18  |19  |20  |21  |22  |23  |24  |25  |
| March     | 1 | 2 | 3 | 4 | 5  | 6  | 7  | 8  | 9  |10  |11  |12  |13  |14  |15  |16  |17  |18  |19  |20  |21  |22  |23  |24  |25  |
| April     | 1 | 2 | 3 | 4 | 5  | 6  | 7  | 8  | 9  |10  |11  |12  |13  |14  |15  |16  |17  |18  |19  |20  |21  |22  |23  |24  |25  |
| May       | 1 | 2 | 3 | 4 | 5  | 6  | 7  | 8  | 9  |10  |11  |12  |13  |14  |15  |16  |17  |18  |19  |20  |21  |22  |23  |24  |25  |
| June      | 1 | 2 | 3 | 4 | 5  | 6  | 7  | 8  | 9  |10  |11  |12  |13  |14  |15  |16  |17  |18  |19  |20  |21  |22  |23  |24  |25  |
| July      | 1 | 2 | 3 | 4 | 5  | 6  | 7  | 8  | 9  |10  |11  |12  |13  |14  |15  |16  |17  |18  |19  |20  |21  |22  |23  |24  |25  |
| August    | 1 | 2 | 3 | 4 | 5  | 6  | 7  | 8  | 9  |10  |11  |12  |13  |14  |15  |16  |17  |18  |19  |20  |21  |22  |23  |24  |25  |

Need to know what organization needs interns and how many. Do we need to set up a system.

- Q and A about youth mission trips - Church based. Edwards says 75% of students do want to participate in mission trips.
- What else collaborative needs doing the Committee Chair, Butler asks.
- Camp for All Chap. to speak to newbies. Field trip.
- Guest speaking in grad classes.
- Ideas needed.
- Social media? Pedersen asks / Edwards tackling this
Youth Development Option Advisory Board Meeting  
January 12, 2012 • 11:00am – 1:000pm  
600 John Kimbrough Blvd., Suite 419. • Texas A&M University

AGENDA

1. Introductions  
2. Advisory Board Mission  
   - To elevate and sustain quality of RPTS academic offerings by advising faculty and staff on matters of curriculum, instruction, internships, professional opportunities for students, research, outreach, and development.
3. Departmental Overview  
   a. Current Resources  
   b. New programs under development  
   c. Budget reductions
4. YD Program Overview  
   a. Program Updates  
   b. Special Unit – Sequor Youth Development Initiative  
   c. Curriculum
5. Advisory Board Discussion  
   a. Based on your experiences, are the proposed curriculum changes sufficient?  
   b. What opportunities exist for collaboration between RPTS, Sequor YDI and youth-serving agencies to address mutual needs?
6. Other Business
7. Future Agenda Items
In attendance:

Dr. Jim Gramann (chair)
Mr. Dean Bibles
Mr. Fred Blumberg
Hon. Mary Bomar
Mr. Kevin Cheri
Dr. Deborah Cowman
Dr. Louise Hose
Dr. Lavell Merritt
Mr. Jim Miculka
Ms. Pamela Scaggs
Ms. Anna Pechenik Mausolf (notetaker)

Not present:

Mr. Walt Dabney
Ms. Stacey Laird Dickey
Mr. Greg Henington
Dr. Gerard Kyle
Dr. Michael Schuett
Ms. Susan Scott
Dr. Amanda Stronza

Agenda:

I  Gathering and Group Photo
II  Welcome, from Superintendent Mardi J. Arce
III  Introductions and lunch
IV  Video: Texas A&M Gardens and Greenway project
V  Updates since the most previous meeting, 2012
VI  New Business
VII  Presentation: San Antonio River Mission Reach project from James Oliver
VIII  Tour of Mission San José by NPS Staff Anna Martinez-Amos
IX  Adjourn
**News and Topics from Dr. Gramann:**

1. External review committee visited RPTS during Spring semester 2013. Strong support for Parks and Conservation (P&C) concentration, as well as Recreation and Park Administration concentration, even with smaller numbers of undergraduate student enrollment. Advice was to “do less with less”, which resulted in the suspension of the distance Master of Science degree program in Natural Resources Development. External review committee also liked our relationship with the National Park Service/ NPS on-site with our academic program.

2. Three undergraduate high-impact courses (Australia/western Pacific, Great Smoky Mountains, southeast Utah public lands) during spring break and Wintermester/Maymester breaks. One continuing graduate/undergraduate field course (Amazon) during Summer semester, and one new graduate field course (Greater Yellowstone) to be offered Maymester 2014.

3. Undergraduate program is restructuring, and the external review committee expressed support for the enhancement. Now with “certificates” instead of a single degree option, which appears on the printed degree. One of the certificates in Parks and Conservation. Students have the option of earning multiple certificates. So Parks and Conservation could be paired with a certificate in Tourism or in Youth Development. Begins in Fall 2014, pending approval of faculty senate.

4. In 2013—2014, only one student went on a parks and conservation-focused internship. Is that because there’s not interest, or are few positions available?

5. Students often identify themselves in silos, considering themselves students of a specific field such as ‘tourism’ or ‘hospitality.’ They see the differences between areas rather than the overlaps. Approximately 80% of undergraduates are in the Tourism and Youth Development concentrations, with 20% in Parks and Conservation, and Recreation and Park Administration.

   Undergraduate students at A&M may be thinking solely about the tourism part of the NPS, but the natural resources part of it is so important! (MB)

**Advisory Board Discussion and Recommendations:**

1. Texas A&M Gardens and Greenway Project

   A. Could this connect to the George Bush Library? (MB)
   B. Mark Hussey did a great job with the master plan of this project. (MB)
   C. RPTS planning class had input in early stages, Horticulture is in charge. (JG)
   D. Howdy farm is a currently running program; gardening & education. (LM)

2. Promote RPTS to Texas A&M Students. Marketing the P&C certificate to new and continuing students will be a project for the coming year (JG)
A. NPS may seem unapproachable to students.
   i. NPS does not have a directly formal internship training. Students asked me often how to get started with the NPS. (MB)
   ii. It is extremely difficult to be optimistic to students; even people with great credentials don’t have open positions to apply for. (LH)
   iii. Lots of pressure to hire veterans, even with the new NPS Pathways program. With how USAJobs works, people self-evaluate their skills, and under-qualified applicants can rank highly. (KC)
   iv. Make sure students know how to apply for government jobs—the 1-page resume commonly taught students doesn’t work for government jobs. (LM)
   v. I tell students to look for anything as a first step, foot in the door. Could we partner with other agencies for support internships? Tie an educational opportunity to a park-helping experience. Students may not always be able to volunteer for free. (KC)

B. Include multiple agencies.
   i. Not just the NPS (Though we all love NPS 😊) Don’t forget other national, state, and private agencies. (LM)
   ii. For example, American Village Citizenship Trust. (MB)
   iii. Dependent children go to parks with their parents, but teens to mid-twenties are very under-represented in national parks. In undergraduate wildland recreation management class (RPTS 316) students receive extra credit if a required video is done in a state park and uploaded to the America’s State Parks Ambassador’s Program. This is for young adults (18-28 years) to promote state parks to other young adults, peer-to-peer communication. (JG)

C. Innovative partnerships.
   i. Perhaps reach out to high school students, so that they come in as recreation majors instead of discovery majors? (KC)
   ii. Don’t talk about continuously cutting programs, consider spending more as private industry to foster relationship with students, creating interest. (DB)

3. Promote Parks and Conservation Certificate to A&M Students
   (Please continue to email Jim Gramann with future ideas and suggestions!)

A. Guest speakers
   i. In the 1980s, BLM directors came and visited classrooms which helped students get interested in the field. Guest speakers could be inspirational. (DB)
   ii. Younger rangers as guest speakers are a good idea, as well as other beginning professionals in the field. (LM)
iii. Currently, the academic department has no formal way of comprehensively tracking parks and conservation alumni after graduation. (JG)

B. Showcase diversity
   i. If students don’t see representation in the field they may not see opportunity. I was never asked to speak with students when I was in Utah or Arkansas. Let’s go to them and prove credibility. (KC)
   ii. I’ve got diverse NPS ProRanger students! Let’s video conference or have them speak with current A&M students. (LM)

The meeting concluded with Dr. Gramann asking advisory council members to email him additional suggestions for marketing the new Parks and Conservation certificate.

(submitted by Anna Pechenik Mausolf)
Professional Event Manager Certificate (PEMC) Program
Advisory Committee Meeting
April 3, 2013 12:00pm Room 409, AGLS Building

Agenda Items

11:45am PEMC–AC members arrive
NOON Welcome and Introductions of each member (GE/KF/ALL)
12:10PM Working Lunch (All)
12:30 New and revised program (KF)
   a. Curriculum
   b. Core courses
   c. Allied courses
   d. Volunteer hours
   e. Pre and post tests
12:50 Exemplar(s) (KF/MM)
12:55 Advisory Committee opening & recruitment (KF)
1:00 Advisory Committee responsibilities (KF)
   a. Example of contribution funds
1:15 Future direction, dates & take-a-ways (KF)
   a. Online/distance
   b. Non-degree seeking students
1:30 Adjourn
Professional Event Manager Certificate (PEMC) Program
Advisory Committee Meeting
April 3, 2013 12:00pm, AGCT 201

Agenda Items

11:45am PEMC–AC members arrive begin lunch process
NOON Welcome and Introductions of each member (GE/KF/ALL)
          Call distance members
12:10PM Working Lunch
12:30 New and revised program (KF)
          a. Curriculum
          b. Core courses
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12:55 Advisory Committee responsibilities (KF)
          a. Example of contribution funds
1:10 Future direction, dates & take-a-ways (KF)
          a. Online/distance
          b. Non-degree seeking students
1:15 Adjourn
PEMC - Professional Event Manager Cert. Program

- Background on this program, being new to RPTS.
- SEPT - Student Event Planning
  - Est. by Dr. Ellis and Dr. Hodges, taken over by Dr. Fee.
  - New Sports and online support.
  - Tier in stages and integrate into what the students learn.
    - Take new direction, templates of what they want and
      terminology to communicate with students.

- Learning outcomes, assessment and interdisciplinary areas.

- Student reflective experiences

- Involve "College" more with the program. The fun things
  that are put on through out the year.

- Course Capacity?

- Sport Management Events - Do you want the 400 undergrads
  in Sport Mgmt in PEMC? What would be the Capacity
  for Students?

- Dr. Ellis says "yes." RPTS will meet the needs of Students.

- Should this be a minor?

- Size print is huge in events.

- MOOR move - offer introductory program for other
  Massive Open Online Course

- Massive try to partner with someone to offer internship in
  Ordinary area.

- Have making internship?
Deborah A. Barnes (RPTS)

From: David Matarrita
Sent: Wednesday, January 28, 2015 2:59 PM
To: Gary Ellis
Cc: Deborah A. Barnes (RPTS)
Subject: Re: Community Development Committee meeting

Dr. Ellis,

We have reached all our goals and made all of the modifications possible with the resources we have in the CD program. Our committee is well informed of all these changes, our challenges, and the reality of our program. I am not sure I want to convoke all these busy people for a meeting where we won’t have much new to report from last year. Can you provide any suggestions of what we can talk about in this meeting specifically this year?

Thank you for any suggestion.

David

From: Deborah A Barnes <DABarnes@ag.tamu.edu>
Date: Wednesday, January 28, 2015 at 2:17 PM
To: David Matarrita <DMatarrita@ag.tamu.edu>
Subject: Community Development Committee meeting

Hi Dr. Matarrita,

It’s time to start getting your CD committee meeting organized. I believe your last one was June 30, 2014. Can we set a date for this years?

Best regards,
Debbie

Deborah Barnes
Administrative Assistant to the Department Head
Recreation, Park and Tourism Sciences
Texas A&M University
College Station, Texas
979-845-7324
dabarnes@ag.tamu.edu

We are located in the Agriculture and Life Sciences Building which is on West Campus across the street from the northwest side of Reed Arena on John Kimbrough Blvd. Click link for view of location on campus, http://aggiemap.tamu.edu/?Bldg=1535.
Summary of Community Recreation and Park Administration Advisory Board Meeting

Meeting date - March 18, 2014

Meeting started at approximately 6:10 p.m. in the 4th floor RPTS Foyer area. Chris Nunes, Jay Daniel, Warren Bird, Tony Cisneros, Larry Pressler, David Scott, Jamie Rae Walker, Lou Hodges, Susan Scott, Morgan __________, Gary Ellis and Scott Shafer were present. Joe Turner indicated beforehand that he would not be able to attend.

After introductions an update was given on the state of the department by Gary Ellis.

An overview of curriculum changes (move to certificates) was provided along with a brief look at the new Schob Preserve opportunity. In the certificates area advisory members encouraged diversity in the event management training as they are seeing a spike in competitive events – e.g., runs, triathlons.

There was some discussion about initiating a new “high impact” field course on community parks. Advisory members seemed to feel this could be a good opportunity for students and expressed a willingness to partner on such a venture. Two concerns were expressed 1) Departments would be busy in May and through the summer but could probably plug in for a few hours with a class on-site. 2) The Maymester has many RPTS offerings and this course might be better placed in the first summer session (June). Faculty will work on this as an offering for summer 2015.

The placement of the CPRP exam into the RPTS curriculum was discussed. In general the advisory group felt this was a good idea and indicated that CPRP certification would be useful to students. There has been some concern in municipalities about funding staff travel to keep up with the CEUs required to maintain certification once it is in place. The RPTS undergraduate committee will work on way to provide students with better information about the CPRP opportunity and for ways to offer preparation for the exam.

Thoughts about key issues were offered at the end of the meeting. They included 1) the continued need to help our students understand more about operations and facility management and 2) the need to help students examine the usefulness/importance of both the business and social service models to guide decisions and help justify what it is community parks and recreation programs mean to people.

We were dismissed at approximately 8:15.
Tourism Advisory Committee
Minutes for 5/19/14 Meeting


Absent: Bob Starnes, Shannon Overby, Kyle Woosnam, Amanda Stronza

The meeting started at 12:05 pm

1. All persons present introduced themselves
2. Gary Ellis gave an overview of the department’s priorities pertaining to tourism, and explained that while we received funding for two lecturer positions, we were denied our request for an Assistant Professor position. Discussion included ways in which our department can better position themselves for these requests. Miles suggested focusing more on “Agri-tourism” as a buzzword. Additionally, it was discussed by the group to use the board to inform the College of our needs for future faculty.
3. Jim gave an overview of the Advisory Committee’s role
4. Tourism Activity in the Department including each of the following was discussed:
   a. Texas Travel Industry Distinguished Speaker Series
      i. Past speakers were discussed and a call for future speakers was made. Paul recommended that we go directly to Jerry Jones to see if he can come in for a high profile event. It was also mentioned that we might want to go after Adam Goldstein from Royal Caribbean Cruise Line as a future speaker.
   b. Potential Endowed Chair for Texas Tourism
      i. The lack of progress was discussed
   c. Tourism Marketing Lab: cruise industry endowment?
      i. There is potential of having the Cruise Line Industry Association endow the lab, though they want a person to be in Washington DC full-time
   d. Nature Tourism/Extension
      i. Miles informed the Board of the role that Extension plays in our department, and discussed the National Tourism Extension Conference that will be hosted in College Station.
   e. Benefits of Travel Special Issue in Journal of Travel Research
   f. Afghanistan/Ghana/Dubai cultural exchange project
   g. Hospitality online offerings and certificate
i. Information about the new certificate was given to the Board, and discussion included the possibility of offering the certificate to professionals in the field. This could potentially be done with CEU’s.

h. RPTS 300: Attraction and Destination Management and Development
   i. Paul Serf gave an overview of how well the course went in Houston, and informed of the upcoming visit to San Antonio

i. Tourism Management and Tourism Hospitality lecturer positions
   i. Discussion of Angela Durko and Linda Enoh’s skills that they will be bringing to our department were stated

j. New tourism Assistant Professor position??
   i. Discourse took place to find ways to better position the department for these requests. Hunter Goodwin and Todd Staples were mentioned as potential new Advisory Board Members that could help state our case to the College.

k. Tourism faculty and newsletter (what does industry want?)
   i. The board agreed that dissemination of what we are doing would be beneficial

5. Information related to the Tourism curriculum, internships and our new certificates was provided to the board. A short discussion about the potential for distance education followed. Our use of “Quality Matters” as being integral to doing distance education well was stated by Gary as well, as the ability for the department to generate funding via distance education.

6. Perceived opportunities and threats to tourism was tabled for a future discussion.

7. The meeting was adjourned at 1:42 pm
June 3, 2015
PEMC Advisory Committee Meeting Began at 11:30 a.m.

Attendees:
Debe Shafer
Scott Shafer
Debbie Barnes
Gary Ellis
Marc Chaloupka
Jennifer Martin
Greg Bennett
Jinmoo Heo
Leah Hudspeth
Melyssa-Anne Stricklin
Tracy Rutherford

Debe Shafer began the introductions.

See agenda;

Shafer reported on
*Current PEMC member numbers

*Study guide coming soon for exit exam

*Curriculum, Discussion on 3.0.....
  -very few students knocked out because of 3.0 requirement
  -*"higher standards show commitment" Marc Chaloupka
  -possible appeals process discussed for certain cases

*Question of allowing students to retake classes for higher grades
  -negative responses towards it
  -if you don't make the grades at least you have the experience
  -the requirements are known going into the program
  -*"If you are going to have a certificate program, the standards should be high" Greg Bennett

*Volunteer hours

*Marketing, seeking more males to take the courses, Mr, Chaloupka offered that IT and back end lighting would entice males. Video conference and Comicon conference. Add additional curriculum to the courses. Possible adding sport management-events as an elective-Bennett. Marketing plan writing is necessary- Ms. Martin. More sports related events-Jinmoo.
*SEPA, Student Event Planners Assoc. Very active group. Offer free assistance in events for the community.

*What the future holds.... Establish a former student network (start with facebook group or linkedin). Guest speakers needed. A lecture series. Go to the round table/Q&A type of series. Develop a flyer that shows what needs can be met by our students, helping the outside with events- Chaloupka.

Recommendations;
- Presidential debate will need a lot of volunteers. Oct. 2016. Mr. Chaloupka
- A minor is more valuable. Should be a certificate and minor. Tracy Rutherford
- Electives classes, may need to add 441 and Dr. Durkos customer service, Dr. Rossman's 307.
- Are there evaluations? Do the students know how to evaluate an event.
  IF student didn't complete the hours satisfactorily, they don't have to sign or may put a comment. Did you represent us well.
  Possibility of putting some kind of grading scale for supervisors
    scale ranging from "exceeded expectations" to "did not meet expectations"
- 4-H Round-up

Meeting adjourned.
Tourism Advisory Committee
Agenda

Meeting: 5/19/14

I. Introductions

II. State of the RPTS Department (Gary)
   a. Current Priorities
   b. Future Vision

III. Discussion of the Role of the Advisory Committee

IV. Tourism Activity in the Department
   a. Texas Travel Industry Distinguished Speaker Series
   b. Potential Endowed Chair for Texas Tourism
   c. Tourism Marketing Lab: cruise industry endowment?
   d. Nature Tourism (Miles Phillips)
   e. Benefits of Travel Special Issue in Journal of Travel Research
   f. Afghanistan/Ghana/Dubai cultural exchange project
   g. Hospitality online offerings and certificate
   h. RPTS 300: Attraction and Destination Management and Development
   i. Tourism Management and Tourism Hospitality lecturer positions
   j. New tourism Assistant Professor position??
   k. Tourism faculty and newsletter (what does industry want?)

V. Tourism Curriculum
   a. Current curriculum (UG, M.S. and Ph.D.)
   b. Certificates
      i. Tourism Management
      ii. Festival Management
      iii. Hospitality Management (in progress)
   c. Distance education potential

VI. Internship Program

VII. Discussion of perceived Opportunities and Threats to tourism

VIII. Discussion of the evolving role of the Advisory Committee

IX. New Business

X. Adjourn
Joint Advisory Committee Meeting
April 14, 2015

Professionals in Attendance
Dean Bibles, State Director, Bureau of Land Management
Warren Bird, Director of Parks and Recreation, City of Garland
Tony Cisneros, Director, College Station Parks and Recreation
Russell Fishbeck, Texas Parks and Wildlife
Hunter Goodwin, Real Estate Developer
Jamie Hackett, Texas Parks and Wildlife
Greg Hennington, Owner and Manager, Far Flung Adventures
Chis Nunes, Director, The Woodlands Parks and Recreation
Shannon Overby, Director, College Station Convention and Visitors Bureau
Kurt Podeszwa, Director, Camp for All
Paul Serff, President-Emeritus, Texas Travel Industry Association
Bob Starnes, Owner ONTRA Corporation
Joe Turner, Director, Houston Parks and Recreation
Carson Watt, Texas A&M AgriLife Extension Service (Retired)

Faculty in Attendance
Gary Ellis
Chris Harrist
Tazim Jamal
Jill Martz
Jim Petrick
Michael Schuett

Characteristics of a professional masters degree in the experience industry

Gary’s Group
1) Significant opportunities to customize studies to meet the interests of individual students
2) Substantial opportunities for working directly with professionals in planning, analytics, evaluation, problem solving, and continuous quality improvement.
3) Technical Skills:
   a. Financial management for managers
   b. Human resources management
   c. Staff development
   d. Supervision
   e. Analytics, monitoring process outcomes
   f. Planning: strategic plans, marketing plans, and business plans
   g. Critical Thinking
   h. Risk and liability for managers
   i. Leadership
4) A capstone that fully engages students with an agency or business opportunity or challenge
5) Strategic branding is vitally important

Mike’s Group
1) Studies should align with career goals
2) Lifelong learning/career changes
3) Specific Skills to be developed through professional MS: (with consideration for Private, Public & NGOs)
   a. Strategic Planning
   b. Critical Thinking
   c. Business Skills
Jim's Group

1) Branding of the name will be key
   a. Name will need to be specific to industry like “Hotel and Restaurant Management” is
2) Trying to encompass our entire department in one degree would likely water it down
   a. Private sector audiences would be driven by “will the person produce revenue for me”
      i. Group believed public sector is moving toward private operations, and to have degree be
         focused here.
   b. Public sector audiences would be driven by “preserving the park experience”
      i. Would want a course in community engagement while private sector wouldn’t
3) Must incorporate at a minimum an internship, and hopefully a capstone experience
4) Technical skills necessary:
   a. Accounting/Financial/Budgeting
   b. Communication (oral, writing and in electronic media)
   c. Human resources related to compliance
   d. Marketing
   e. Management
   f. Technological systems
   g. Overview of Recreation and Tourism
   h. Applied statistics
   i. Ethics

Tazim's Notes

1) Practical curriculum; focus on technical skills
2) Flexibility in curriculum tailored to students' career goals
3) Is eight hour capstone course adequate?
4) Build industry experience and connections throughout the two year period
5) Students might be employed for a minimum of one year (management training program) but how to vie
   experience lie this and do in-class courses. Perhaps one year full-time on campus/online, followed by 1 year
   with organization?
6) Must know who our target market(s). What needs are being addressed?
7) Courses: leadership, business ethics, risk management, business, marketing, human resources development,
   financial management