

ATTACHMENT A

**PROGRAM PROPOSAL
“OUTDOOR RECREATION
MANAGEMENT”
TWO-YEAR A.A.S. DEGREE
AND
ONE-YEAR CERTIFICATE PROGRAM**

**DAWSON COMMUNITY COLLEGE
GLENDALE, MONTANA**

I. PROPOSED PROGRAM DESCRIPTION:

A. Introduction:

Dawson Community College – Glendive, proposes to initiate a program in Outdoor Recreation Management. This program will prepare students with the knowledge and skills to engage in the operation and management of outdoor recreational enterprises. Students will receive instruction in outdoor recreational skills, safety, management practices, and human relations needed to successfully operate a business that provides outdoor recreational services.

Outdoor recreation is, perhaps, the best use of natural resources. It is totally renewable without damaging the environment. Students will be taught to practice wilderness ethics, leaving little, if any, trace of their activity.

B. Proposed Program Title: Outdoor Recreation Management

C. Length of Program: Associate of Applied Science – Two Years or Four Semesters / Certificate – One Year or Two Semesters

D. Credit Hours: A.A.S. – 69 hours / Certificate – 31 hours

E. Contact Hours: A.A.S. – 1,200 / Certificate – 600

F. Proposal Implementation Date: Fall Semester 2004

II. PROGRAM DEVELOPMENT AND DOCUMENTATION:

A. Brief Description of the Proposal:

This proposal represents an effort by Dawson Community College to implement a program in Outdoor Recreation Management that will offer both a Certificate and an Associate of Applied Science degree. The curriculum will provide training and experience that will prepare students to enter the field of outdoor recreation management. The A.A.S. degree will consist of 69 credit hours of coursework, 26 of which will be directly related to the subject while the remaining 43 credit hours will be made up of academic and supporting courses. Academic and support courses will include English, Math, Computer Essentials, Communication, Science, Fitness, Business, and History.

B. Appropriate Within Mission and Goals Statement:

The institution's mission states that it will "provide special occupational training and skill upgrading programs responsive to the needs of local economy." It further states that the college will "provide training in the skills required by a changing workplace, for students seeking entry into a variety of

careers.” This program will address both of these statements by providing a curriculum that is new and unique to Montana. The local area, as well as the entire state, will benefit from this program as it trains people to provide sustainable leisure activities for a nation anxious for such opportunities. The program will provide yet another way to keep Montanans in Montana and to help us utilize a wonderful natural resource that we often take for granted. Outdoor leisure activities will bring revenue into the state bolstering the economy and strengthening the social fiber of our rural communities.

C. Need for the Program:

As the legislature struggles to balance the state budget and the population moves away from rural areas, the economy seems to become more depressed every year. A program of this nature will permit Montana residents to take full advantage of the natural beauty and resources that characterize the State. State and local economies benefit from increases in money coming into our communities. As visitors arrive to enjoy Montana, they utilize our services for food, lodging, and transportation. Once they begin their actual participation in the activity for which they came, the economic impact increases many fold as outdoor recreation service providers infuse new dollars into the economy to support their families and businesses.

The program will establish partnerships with local service providers, government agencies, and equipment suppliers to assure the greatest potential for success. The college currently has adequate space to house the program as most of the hands-on teaching activities take place outdoors. The campus has ready access to Makoshika State Park and the Yellowstone River with thousands of acres of government land within easy reach.

Research indicates that there are only two other such programs in the western United States, one at Western Wyoming College and the other at Colorado Mountain College. The program would be unique to Montana and would help the state better serve the needs of visitors, thus attracting more of them and bolstering the economy.

D. Student Demand for the Program:

By virtue of the fact that this is a program that will be of national interest, it was important to look at national trends for leisure time activities as well as those within the state and region. Research from the Institute for Tourism and Recreation Research at the University of Montana indicate an increasing trend in the incidence of out-of-state visitations to Montana. This upward movement in the number of visitors to the state has been occurring for a number of years and is expected to continue well into the future. National statistics indicate an increasing trend in travel, lodging, food service, and participation in leisure time activity associated with some degree of travel. Economic studies indicate that discretionary income continues a steady climb as does interest in fitness and outdoor activity.

Based upon this type of information and research indicating that Montanans want to stay in Montana, programs of this type seem to be a natural fit to the state's economy. A recent community needs assessment indicates a significant interest in areas that will be covered in this program. Outdoor Recreation Management could well be a stimulus that causes a significant change in the economy of eastern Montana. Rather than simply driving through this area, visitors may begin to see this region as more of a destination as the beauty and attractions of the plains receive more attention.

E. Advisory Committee:

The program will utilize an advisory committee made up of current outdoor recreation providers, rescue and safety experts, and government agency representatives. The group will provide invaluable input on program development and operation. As with all working advisory groups, the committee will be used to help align the program with the latest industry trends, suggesting curriculum adjustments and helping to develop internship possibilities for students.

The committee's membership has not been established as of the date of submittal of this program. Several community members and faculty have been consulted in order to determine the preliminary direction of this proposal.

F. Articulation with Public Secondary Schools:

Courses in this program are such that they may be included in the Tech Prep program or arranged by concurrent enrollment. As secondary schools are visited in the normal course of communication, this new program will be promoted along with others. The college will provide tuition assistance for students who show interested motivation toward the program. Every effort will be made to coordinate instructional activity to its maximum possible potential.

G. Articulation with Higher Education Institutions:

The academic portion of the curriculum is sufficient to permit students to transfer a significant number of hours to a university. There are universities that have programs at the baccalaureate level which are similar enough to possibly interest some students. Those senior institutions in Montana that could logically accept transfers from this program will be contacted to determine their interest in such an articulation program. This should be possible with a minimal loss of credits.

H. Coordination with Other Work Force Training Sources:

Dawson Community College will work with the Montana Department of Labor and the Job Service to provide placement services and related follow-up activities. The college will also coordinate with these agencies to assure proper program development.

I. Resources:

This program will train individuals to enter the field of Outdoor Recreation. Graduates may become licensed guides, outfitters, or will work for companies that provide these services. The curriculum will be designed to be much more comprehensive than that of a traditional guide and outfitting school that primarily focuses on hunting and fishing. These sports will be included but will not be the main focus of the program. In order to maximize the profit potential of an outdoor recreation enterprise, the company must offer clients a spectrum of activity options. This program will, therefore, provide training in a number of diverse fields of outdoor recreation.

The college is well into a process of building expansion, as such, space will become available in which to establish a new program such as this. Given the nature of the instruction, a regular classroom will be more than adequate. A large portion of the instruction will naturally take place outdoors. The outdoor instruction, by necessity, will often need to take place off campus. The college will need to plan the purchase of a large capacity van capable of high clearance, off-road travel. Additionally, the college will need to purchase equipment that will be used in the training of students for each of the major activity types that will be included in the curriculum. College officials will work with outdoor gear manufacturers and distributors to help provide this needed equipment. Training materials will be obtained from organizations that specialize in the support and promotion of outdoor recreation. Potential sources of information include the National Outdoor Leadership School, Boy Scouts of America, Wilderness Press, Adventure Cycling Association, and the Outdoor Industry Association, to name a few.

Students will receive a solid academic foundation, learn about running a business, get detailed safety and rescue instruction and also learn the skills needed to guide others in the enjoyment of the Montana outdoors. Every major component of the industry will be covered. Basic instruction, as well as advanced skills, will be stressed and assessed by the demonstration of knowledge and skill competencies.

Instructors will be experienced industry experts with a combination of education and practical experience necessary to train responsible, ethical outdoor recreation leaders. Course descriptions included within this proposal will more adequately describe courses that will be specifically designed for this program. The curriculum will be comprehensive, to match industry standards and to permit a novice to become a confident outdoor guide.

Fiscal support for program initiation will be drawn from a college endowment set aside for the express purpose of funding the start-up and operation of vocational programs. This source will facilitate the operation of the program until the enrollment reimbursement can generate the resources necessary for continuation. At this point, there is sufficient space within the FTE allocation to absorb the projected enrollment of this program.

J. Community Participation:

Local involvement will be demonstrated by the active participation of an advisory committee that will guide program development, implementation, and operation. As the program develops, instructors will work with local service providers to establish working relationships that will yield expert instruction, internship potential, and curriculum development. Membership of the advisory committee will be made up of industry representatives and by community leaders who can help guide the program into successful operation. Student recruitment will take place at the local, state, and national levels.

K. Impact on Other Programs at DCC:

The Outdoor Recreation Management program will have a positive impact on the college by increasing the enrollment in a number of academic and support courses. The program, as planned will include 39 credit hours of these related courses with the net effect of filling seats that may now be empty. The Science department will be asked to develop a course in Geology, this will be the only new support course needed at this time. All other new courses will be directly associated with the programs prescribed curriculum. The curriculum of the Certificate program will include courses in mathematics, communications, and human relations as prescribed in the guidelines of the Northwest Association for such programs. Administratively, the program will be grouped with other occupational degrees and funded accordingly.

L. Evolution of the Program Concept:

Initialization of the program began with public input and research that indicated a positive educational and economic impact from the program. Once the proposal was written, it was introduced to the DCC Academic Affairs committee for study and approval. Upon approval, the proposal was forwarded to the DCC Board of Trustees for their approval of the program and for funding to initiate it. The proposal will then be submitted to the Montana Board of Regents for final approval before implementation.

Both institutional and public support for the program has been overwhelmingly positive. Outdoor Recreation Management has the potential to exert a very positive influence on the campus, the community, and the state.

M. Program Costs:

These costs are based on an initial enrollment of 12 students with one instructor.

	Startup	Operation
Instructional Materials	\$ 5,000.00	\$ 2,000.00
Specialized Equipment	\$ 40,000.00	\$15,000.00
Travel	\$ 10,000.00	\$10,000.00
Personnel Costs (salary and benefits)	\$ 36,000.00	\$36,000.00
Vehicle (4X4 Van)	\$ 38,000.00	\$
	\$ 6,000.00	\$
Totals	\$135,000.00	\$53,000.00

N. Enrollment Impact and Expected Revenues:

Enrollment Impact:

12.0 Annualized FTE minimum per full-time instructor

Expected Revenue (from one full-time instructor):

Tuition and Fees (12 students) \$ 16,523.00

FTE Reimbursement \$ 36,283.00

Total \$ 52,806.00

III. CURRICULUM

A. Curriculum Design:

A.A.S. Degree:

OR105	Outdoor Recreation Leadership	3 credits
OR120	Safety, Survival, and Rescue	4 credits
OR150	Wilderness and Wildlife Ethics	3 credits
OR220	Outdoor Recreation Skills	4 credits
OR230	Summer Activities	4 credits
OR250	Fall Activities	4 credits
OR270	Winter Activities	<u>4 credits</u>
		26 credits

AG105	Range and Range Plants	4 credits
BU161	Intro to Business	3 credits
BU220*	Human Relations in the Workplace	3 credits
CA109	Software Applications	3 credits
CM110	Information Literacy	2 credits
CM159*	Interpersonal Communications	3 credits
EN101	Composition I	3 credits
GE280	Geology	4 credits
HI219	Montana History	3 credits
MA105*	Finite Math	3 credits
PE106	Conditioning and Fitness	1 credit
SC103	Astronomy	4 credits
SC107	Meteorology	4 credits
SC209	Conservation Ecology	<u>3 credits</u>
		43 credits

Total 69 credits

* Courses that meet requirements for communications, computation and human relations.

Certificate:

BU220*	Human Relations in the Workplace	3 credits
CM159*	Interpersonal Communications	3 credits
EN101	Composition I	3 credits
MA105*	Finite Math	3 credits
PE106	Conditioning and Fitness	1 credit
SC107	Meteorology	4 credits
OR105	Outdoor Recreation Leadership	3 credits
OR120	Safety, Survival, and Rescue	4 credits
OR150	Wilderness and Wildlife Ethics	3 credits
OR220	Outdoor Recreation Skills	<u>4 credits</u>
		31 credits

* Courses that meet requirements for communications, computation, and human relations.

B. Program Outcomes

A.A.S. Degree:

Upon successful completion of the Outdoor Recreation Management A.A.S. Program, students will be prepared and able to:

1. Engage in the business of providing outdoor recreational services for the general public.
2. Obtain employment with a business that provides recreational experiences for the public.
 - a. Utilize his/her knowledge and skills to lead groups who engage in outdoor recreational activities.
 1. Have a working knowledge of scientific topics of interest to guides and clients participating in outdoor activities. Range and Range Plants, Conservation Ecology, Meteorology, Geology, and Astronomy.
 2. Be aware of best practices related to outdoor safety, survival and rescue as they are associated with the program curriculum.
 3. Be competent in the basic skills needed to assure success in outdoor recreation enterprises. Planning camping, cooking, hiking, packing, human relations, horsemanship, game care, ethics, and related topics.
 4. Be able to guide safe participation in a variety of outdoor leisure activities that commonly take place throughout the year.
 5. Demonstrate good practices of minimum impact camping and wilderness ethics.
3. Obtain employment with a government agency that deals with outdoor recreation.

Certificate:

Upon successful completion of the Outdoor Recreation Management Certificate Program, students will be prepared and able to:

1. Obtain employment with a company that is engaged in providing outdoor recreational services to the public.
 - a. Under direct supervision, use his/her knowledge and skills to lead individuals who wish to engage in outdoor recreational activities.
 - b. Be aware of best practices related to outdoor safety, survival and rescue as they are associated with the program curriculum.
 - c. Be competent in the basic skills needed to assure success in outdoor recreation activities; planning, camping, cooking, hiking, packing, human relations, horsemanship, game care, ethics, and related topics.
 - d. Be able to guide safe participation in a variety of outdoor leisure activities that commonly take place throughout the year.
 - e. Demonstrate good practices of minimum impact camping and wilderness ethics.

C. Course Descriptions:

OR105 Outdoor Recreation Leadership 3 cr

The basic fundamentals of Outdoor Recreation Management are covered in this course. Students learn about essential concepts that are needed to assure the best chance for success in the field. Topics will include planning, marketing, legal issues, liability, market trends, equipment sources, and most importantly, leadership development and responsibility.

OR120 Safety, Survival and Rescue 4 cr

Topics to be stressed will be safety in all aspects of the outdoor recreation operation. Each activity has inherent safety issues, all conceivable situations will be covered. Survival is an issue due to the location of many outdoor activities. The curriculum will include wilderness navigation, health and safety issues, exposure, nutrition/hydration, shelter and comfort, protection and related issues. The rescue component will cover proper techniques for the extraction of the victims of back-country emergencies. GPS and first responder certifications will also be included.

OR150 Wilderness and Wildlife Ethics 3 cr

The intent of this course is to cover the philosophical issues associated with back-country activities. Topics will include minimum impact travel and camping, trail etiquette, fish and game regulations, and the development of an attitude that is conducive to human interactions with a wild environment.

OR220 Outdoor Recreation Skills 4 cr

This course will teach the knowledge and skills needed to enhance the wilderness experience as well as the details of travel, recreation, and living in the outdoors. Specific topics will include wilderness travel, camping considerations, cooking outdoors, food storage for safety and protection, and entertainment.

OR230 Summer Activities

4 cr

Skills required for activities that commonly take place during the summer months. Topics will include fishing, backpacking, photography, mountain biking, whitewater boating, rock climbing, and wilderness trekking.

OR250 Fall Activities

4 cr

This course will focus primarily on the knowledge and skills needed to successfully guide hunters. Special consideration will be given to scouting and game location, landowner relations and leased hunting, stalking, ballistics, game care and hunter safety. Horsemanship and game packing will also be covered. Topics will include upland game, water fowl, and big game.

OR270 Winter Activities

4 cr

Winter travel and survival will be the benchmark topics of this class. Cold weather camping and cooking will be covered as will the skills necessary for snowshoeing, Nordic skiing, ice fishing, snow-mobiling, and proper nutrition for cold weather activities. First aid and rescue considerations will also be studied.