

**PARKS AND RECREATION MANAGEMENT
Western Carolina University**

STUDENT HANDBOOK



**THINGS EVERY PRM MAJOR
REALLY
NEEDS TO KNOW**

Parks and Recreation Management Program
Human Services Department
College of Education and Allied Professions.

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This handbook is to help students through the process of completing a PRM Major. It should be read in conjunction with the *Current Undergraduate Catalog*, found online: “catalog.wcu.edu”, which comprehensively covers all the university rules and regulations. You are ultimately responsible for your own program.

General Information

The B.S. in Parks and Recreation Management (PRM) consists of the Liberal Studies requirements, a generalist core, a focus area and electives. The generalist core gives you the broad knowledge that parks and recreation professionals need wherever they choose to work in the profession whether it is employee recreation, county recreation, military recreation, resorts, tourist attractions, or the land agencies (Parks, Forest Service, Army Corps, etc.). You choose a focus area that fits the field of specialization that most interests you. The focus areas are, Community Recreation, Outdoor Leadership and Instruction, Commercial and Resort Recreation, Community Health & Wellness, and Recreation Resource Management (for the Parks, Forest Service, Army Corps etc.). We do focus on program planning and administration. Many graduates will begin their professional careers as program planners and will have management and administration skills “under their belts” so they can move up the ladder of promotion. The mission of the Parks and Recreation Management Program is as follows.

Much of the information in this handbook is also featured on our PRM webpage which can be found here: <http://www.wcu.edu/academics/departments-schools-colleges/CEAP/ceap-depts/humanserv/prm/index.asp>

Mission Statement

The mission of the Parks and Recreation Management Program is to promote resourcefulness, independent thinking, the ability to cope with change, and service to society -- by preparing leaders in the recreation resource and outdoor education professions. The program strives to maintain an intellectual and caring environment through cooperation and collaboration in active learning. Experiential education is also an important component to encourage application and modification of theories learned.

The program prepares professionals to design, plan, promote, and deliver the physical and social components of the leisure service industry. This includes skills in administration, management, research and evaluation, leadership, and instruction. Graduates will be prepared to manage resources, facilities and programs, and to lead and instruct for programs in commercial, public, and non-profit settings.

As you can see we believe in experiential learning -- where you apply the concepts that you learn, and we believe in Cooperative Learning where you learn to work in groups. There are some underlying ideas that we would like you to consider very carefully as they will help you get the most out of the PRM program and enable you to get a good job once you graduate. These ideas are about *commitment, studying, involvement, time management, maturity and writing skills*. We feel that we should be pretty blunt about these so here goes....

Declaring the major

Write your required essay to declare PRM as your major. Instructions are located in the Appendix A. Most students write this essay while enrolled in PRM 250. The PRM Program Director will review your essay and then assign you an advisor based on your area of focus and interest. It is your responsibility to set up an appointment with your PRM advisor and complete your strategic plan that details how to tie in extra curricular activities, certificates, special

projects and service to your program as a whole. This will give you an excellent resume by the time you are ready to graduate.

Commitment

Turn up for meetings, *be on time* and *get yourselves a good reputation* amongst your fellow students and faculty. This will be reflected in any reference that you get from the faculty. Often prospective employers do call us. We have to be honest in our response, so make it easy for us to give out glowing praise. Also, turn up to classes -- there is a strong correlation between good grades and class attendance.

Studying

Put in the time to complete projects and to study. Be serious about this. For the PRM program a 2.5 GPA is a requirement. This will require that you put in the time to study and complete projects satisfactorily. Don't aim for just scraping through with an A. There are comprehensive examinations in the Senior Seminar so you **need to save** all your notes and worksheets. We also suggest that you selectively buy some of your textbooks. If you lose your notes etc., then how can you study for your comprehensive finals or prepare for your Interview Portfolio?

Involvement

All employers ask about this. They are looking for 'go-getters' who will be highly involved and show resourcefulness. They can tell how much you got involved by reading your resume (and from your references). *Get involved*.

Time Management

Start projects early. Library research often requires inter-library loan material. Don't expect that you can get these on short notice. Early starts also enable good peer reviewing. If you catch each other's mistakes through good peer editing then everyone's grades will go up. Do the readings for each class before that class period to enable you to ask intelligent questions on the readings. This will also help you to retain information more easily. Trying to cram for several courses the last week of the semester is an extremely poor practice as the amount of information will simply be too much for you to cope with.

Writing

Peer-edit each other's work and do it brutally and honestly. It is better for you to catch each other with English/spelling/typo's on your written communication than the instructor. Unless you are really the expert with your English, then visit the Writing & Learning Commons for assistance. For a lot of your projects -you will have to make edits after your final grade so that the documents are suitable for your portfolio. You do not want to present poor examples of your work in an interview. We check that you do make these changes in the Senior Seminar so you may as well do the best editing you can *before* you hand in work for your initial grades. This makes less work later and increases your grades at the same time. We know when you visit the Writing and Learning Commons as we receive a notification about your visit. This will gain you points as we regard this as a good thing to do. The ability to write will only improve with continual feedback. The standard of your writing can affect whether you get a job and if you do get a job -- how long you stay. Embarrassingly written reports will not get you up the promotion

ladder, nor will they secure your position in an organization. Please use correct English, rather than text message shorthand for any kind of correspondence with professors.

Maturity

You will be representing the PRM Program in courses taught by other departments and other programs. Your actions will reflect on the PRM Program. Show your professors some respect by taking off your caps and acting like professionals. See yourself through their eyes. Appearance, dress and mannerisms can make a huge impression. You may be asking some of those professors for a reference and can only expect them to be truthful when they describe your professionalism to potential employers.

Myths and Realities

1. Myth: This degree is “easy”. Reality: In actual fact the PRM courses are tough and with high expectations. There is a tremendous amount of reading for comprehension, writing, critical thinking, and applied learning.

2. Myth: This (recreation) job involves teaching people. Reality: Some front line recreation jobs do like the front line leader/coach or outdoor instructors but often you will be more likely the program administrator/manager who sub-contracts the teacher/coach positions, which are often volunteers. You will be meeting the public more often in relation to what they want in regard to your planning.

More Realities

You could be working a lot while others are playing. There is a lot of seasonal work and some graduates work full time by combining two seasonal jobs such as Park Ranger and Ski Resort employee (for a time this can be exciting!). There are many full time jobs but you must be prepared to move to locations where they are. The better paid jobs such as Military Recreation (you work as a civilian) often require a higher G.P.A.

The Essay

To become a PRM Major we require that you write an essay on why you wish to become a major. To prepare for the essay, look at the resources in the Green Room (Reid 122) or do an internet search to get an idea of what the profession includes. There are many possibilities and directions to take in this field so we would like you to research these and then formulate some goals in your essay to start you off on the right foot. We will use this essay to help us in determining who should advise you and also to assist in putting together a strategic plan for you. We can also tell how much you need to work on your writing and appropriate strategies for this can be added to your plan. You will be given time in PRM 250 to prepare and write your essay if you wish to do it then. See Essay instructions in Appendix A.

Strategic Plan

You will develop a strategic plan with us so that you can show involvement on your resume when you leave. Involvement is what prospective employers are looking for. Many of you will have only two years to do that (if you come to us after the completion of Liberal Studies requirements or as a transfer student) so we have to ‘hit the ground running’. We will use another check sheet for this and assess how you are doing each advising session. See a sample

copy of the Strategic Plan Worksheet in Appendix B. Read the “PRM Career Options” handout to get some ideas – see Appendix C.

The Portfolio

All your projects, certificates, awards, documents from classes etc., will be used to build an interview portfolio. This will help you get a job and to help you do your job. Get a copy of the check sheet for what is expected. The Portfolio is a professional folder (Office Depot, Staples, Amazon. Average cost \$22-\$30), with most of what you produce while completing the PRM degree. It includes things like a Program/Grant Proposal, Program Evaluation, Research Prospectus, Business Plan, Risk Management Plan, certificates, and references from your mini internships. You would include whatever you think will help you but we have a “must include” list, so use the check sheet. This means of course that you *MUST save all your work* -- hard copies and disks. After a course is complete you will be given your work back with suggested changes to be made.

You will start the process of your Portfolio in PRM 350. In the Senior Seminar you will hand in the previous work with suggested corrections as well as the corrected work so we can check that improvements have been made. If documents are “lost”, then you must write another from scratch. However you do not want to be writing new documents in your senior seminar, so make copies as you go. Having one person in a group have the only copy is not a good idea; in fact it is a terrible idea. If you are working in a group to complete projects, then each team member must save everything.

The portfolio is extremely important. It is part of your ticket to getting your capstone internship and your first job as it is an *internship portfolio*. Think about that! You will be submitting examples of your work at an interview -- so the more you work on it at the “front end”, then the fewer corrections will be needed for the Senior Seminar version. You need to impress not depress a future employer. The quality of work then is very important. As the chances of getting a job hinge on this, your motivation to put the time in completing excellent work should be pretty high. Showing a prospective employer mediocre work would not make you very competitive in the job market!

All the documents in the portfolio are blueprints or models for you to use in the future. You will actually have something to help you when you are asked to produce such documents as part of your first or subsequent jobs.

This education has cost you and/or your family a lot of money and it has cost the state even more as your education is highly subsidized -- so look after your work. In the not-too-distant future when you go for an interview, the expectation will be that you present evidence of your ability to produce the type of work expected. Examples of your work will be as important as having a B. S. degree.

See the Interview Portfolio Instruction handout in Appendix D.

****Note:** It is also important to create an electronic version of your portfolio. You can do this by scanning projects or converting them to pdf’s. In PRM 350, you will have the opportunity to create a digital portfolio in an online platform such as LinkedIn.

Courses and Sequencing

Use the PRM Curriculum sheet (found in Appendix E), the 8 Semester Plan document (found in Appendix F) to organize when you want to take your courses. Make sure that you do certain courses early. The major courses are described below.

PRM 250	Introduction, gateway course for PRM major. Complete essay.
PRM 254	Introduction to Outdoor Pursuits. This course is a pre-requisite for the outdoor concentration courses.
First Aid	You must complete a First Aid requirement. Choose from one of these three courses: Health 250, PRM 252, or PRM 356.
PRM 270	Leadership & Group Dynamics. Try to take this course with PRM 250 and PRM 254.
RTH 250	Inclusion & Recreation for People with Disabilities. Best semester to take it is spring, preferably sophomore or junior year.
PRM 350	University & Career Planning. Currently only offered fall semesters. Try to take with PRM 250, 270 or 361. Must be taken sophomore or junior year.
PRM 361	Program Planning, currently offered fall semester only, will add spring semester sections as needed. Must take BEFORE capstone internship. Best to take BEFORE PRM 430 and 461.
PRM 370	This is the Orientation to Internship course and must be done before The Capstone Internship (PRM 480 and PRM 483) as it gives you the skills to apply for it and prepares you for all the requirements (which are considerable). This course is only offered once a year in the spring semester -- so when you do your long range planning, slot it in before 480/483. This might mean three semesters ahead if you intend to do your internship in a spring semester.
PRM 383	The mini-internship is 50 hours in an agency of your choice (within reason). You attend the first session documented in the schedule to gain information on possibilities, then complete 50 hours at an agency. This has to be repeated three times. Start on these as early as you can. You can use one to get ‘the inside scoop’ on an agency that you might be considering for your capstone internship (big internship). It is possible to do two mini-internships in the summers. These experiences enable you to give some service to the community and to bring examples back to classes and get your three “To whom it may concern” references for your interview portfolios. <i>Get the references before you leave.</i>

- PRM 430 Entrepreneurship & Commercial Recreation, currently offered fall semester only. Best if taken junior or senior year in conjunction with PRM 433. Not recommended to take same semester as PRM 361.
- PRM 433 Outdoor Recreation, currently offered fall semester only. Best if taken with PRM 430.
- PRM 461 Management & Administration of PRM, currently offered spring semester only. Best if taken AFTER PRM 361 and 430.
- PRM 484 & 485 These courses are three credit internships that can be used to get further experience, they can be done any semester including the summer. They count as electives.
- PRM 486 This is a field experience class so that you can get credit for taking courses like Outward Bound, NOC or WFR course. You have to sign up for PRM 486 in advance of the course. This is an elective course.
- PRM 495 In this class, *you will be asked to turn in your completed portfolio and take a final comprehensive examination* so do not register for this course until your final spring or fall semester. The comprehensive examinations cover information from all the core courses (not the focus areas) so **SAVE ALL YOUR NOTES, WORKSHEETS, BOOKS, COPIES FROM SUPPLEMENTARY NOTES FROM RESERVE MATERIALS** as well as your **PROJECTS FOR YOUR PORTFOLIOS** -- in a safe place.

Elective Credit

You will need approximately a third of your degree requirements in elective credits. They can be truly elective courses and may include a minor. Your advisor will suggest courses that would help you with your career aspirations, these can also be found on “guided” electives sheets available from your advisor.

Other important things to remember

To graduate with the PRM Degree, you need to have completed 120 credits (with passing grades), of which 50% of major credits have to be upper division (300 and 400 level). To graduate from WCU you have to have a 2.0 G.P.A., however for the PRM program it is a **2.5 G.P.A.** Here’s another quirk -- if you pass a course with a low grade and then repeat it to get a better grade, then you must fill out the required grade replacement form for the Registrar’s Office, otherwise your cumulative G.P.A. will be incorrect on your transcript. This could result in us thinking you have 120 credits when in fact you only have 117! Of course you cannot graduate with three credits short and the Registrar’s office will almost certainly pick this up about a week before you are due to graduate!

After approximately 90 hours – do a comprehensive check with your advisor to make sure that you have all the courses needed to graduate on your long range planning check sheet.

Immediately after you have registered for courses the **semester before** you are due to graduate,

complete the online graduate application form in MyCat (this will initiate a graduation fee, so don't be surprised to get hit with this – it is to pay for the diplomas, gifts and ceremonies). There are deadlines for graduation - so do not dilly-dally in getting this done! **Missing the deadline could mean that you graduate a semester later than you had planned. You cannot graduate if you do not apply for graduation.** The next thing to do is to view a NEW audit/evaluation, which will show all your courses in blue if they are complete or registered for. If there is anything in red, this means that there is a problem like you haven't done a required course, or a substitution form hasn't been completed, or you haven't reached 120 hours, or you haven't got an overall GPA of 2.5., etc. For anything red, high tail it to your advisor to straighten it out – the SOONER the better.

If Liberal Studies requirements are not completed correctly such as forgetting a science lab or the English Literature requirement, or doing the wrong course in a sub-section, or not completing the Upper Level Perspective (the most common error), you will be required to take a Liberal Studies course to correct the omission. So be very careful to complete all Liberal Studies requirements or you probably will have to come back an extra semester to take care of the omission.

Internships and Field Experiences

- | | |
|---|---|
| 383
Mini-internships | These are to get you started and to “get your feet wet”. Choose different agencies that will give you the experiences that will help you in your career. They also enable you to learn things that you can bring back for discussion in classes or to practice things that you have learned in classes. You get to choose these (within reason) but we can also help you find one. You can do a couple in the summers if you wish. There are three to complete (each one credit). |
| 483 Internship
480 Independent study | These courses are your CAPSTONE EXPERIENCE done at the end or near the end of your course of study. You must have completed the PRM 361 Program Planning course and PRM 370 Orientation to Internship course before you can do this. |
| 484 Internship
or 485 | These are extra internships that can be done throughout the year or in the summers. They count for upper division credit. They are considered electives. |
| 486
Field Experience | This is where you can gain elective credit for completing NOC, OB, WFR or NOLS type courses. These are considered electives. |

Focus Area Information

For information on the type of jobs you can get with strategies for helping you --see the "PRM Career Options" handout in Appendix C. The focus areas are Community Recreation, Outdoor Leadership and Instruction, Community Health & Wellness, Commercial and Resort Recreation, and Recreation Resources Management. Choose your focus area as early as you can, then you can choose research papers that you may be assigned to explore the area where you will be working in the future.

PRM Program Focus Areas

1. Community Recreation:

This focus area is designed for students who would like to work in the city, county recreation profession. Job duties would include planning community sporting activities (soccer, baseball, football, basketball), assisting with community events and celebrations, working in a community recreation center. Students should consider taking courses in parks and recreation management, health and physical education, business, sport management, and recreational therapy.

2. Outdoor Leadership and Instruction:

This focus area is designed for students who are interested in working in outdoor professional areas. Job possibilities include working for outdoor agencies, camps, boy and girl scouts, challenge courses, and experiential programs. Students should consider taking courses in parks and recreation, business and recreation therapy, and participating in an extended expedition style course.

3. Commercial and Resort Recreation:

This focus area is designed for students interested in working the "for profit" areas of recreation. Job possibilities include resorts, recreation businesses, snow sports, retail establishments and park areas. Students may also be interested in exploring their own commercial recreation business. Students should consider taking courses in parks and recreation, business, entrepreneurship, hospitality and tourism, accounting, and management.

4. Recreation Resource Management:

This focus area is designed for students interested in working for various land agencies such as the National Park Service, National Forest Service, Army Corps of Engineers, and state parks. Courses will be selected in consultation with your advisor.

5. Community Health and Wellness:

This focus area is designed for students interested in providing health promotion programming to the community. Students may find employment in recreation departments, health departments, local government, schools and national organizations. Students should consider taking course work in parks and recreation, sport management, health and physical education, environmental health, nutrition and political science.

Cooperative Learning and Distributed Leadership

Cooperative Learning is where you work in high functioning groups. It entails the use of five elements, which are integrated into classes. These elements are as follows.

1. Positive Interdependency

As a group you must believe that you will "sink or swim together." The perception must be that one cannot succeed unless everyone succeeds. Each person's efforts benefit all, creating a commitment to other people's success as well as one's own. This may require a real mindset change for baby boomers and general 'scrappers'. Remember the "other directedness"¹ concept. If there is no positive interdependence, there is no cooperation.

2. Individual and Group Accountability, and Personal Responsibility

Each member must be accountable for contributing a fair share of the work and not "hitch hike". It includes assessing who needs extra assistance, support and encouragement. The truth is that as you provide instruction to a group member who needs it you 'cement' your own knowledge. The purpose of using cooperative learning in groups is to help improve the individuals in that group. A commitment is required to ensure that everyone contributes and understands all the material connected with the project.

3. Face to Face Promotive Interaction

Cooperative Learning groups are both personal and academic support groups. Through interpersonal interactions, cognitive learning is increased. Things like oral explanations, discussions, connections to other learning, testing each other, and teaching each other all improve the learning. This fits nicely with the SQ3R method recommended for most effective studying. Remember - Survey, Question, Read, Recite, and Review. Often students without a group find it awkward or silly to recite material to themselves. Yet the actual recitation of the material is a significant part of learning it. Personal commitment is increased as the group promotes this kind of work together.

4. Interpersonal and Small Group Skills

To get the task accomplished most effectively, groups must function as a team. This requires that all members practice good team skills which include; effective leadership, decision-making, trust building, communication, and conflict management. Everyone must also be *motivated* to use these skills. Remember -- you will need these skills when you enter the workforce.

5. Group Processing

Group processing includes discussing how the group is working. How effective are relationships? Are the goals being met and is the task being accomplished? How well? How can the group improve? Is the group standing by the group norms set by the group? What can you do when group norms are ignored or dysfunctional behavior happens?

For the group to be a high functioning cooperative learning group, **all** of the above five elements need to be used. If the group gets the motivation to build in all these elements then a

¹Other directed' meaning selflessness is a term used by Paul Petzoldt in his outdoor education teachings

higher functioning team will grow with more learning. You can help by being a good group member --

- Be reliable
- Show commitment
- Be supportive
- Be open minded
- Do your share of the work.

We would like you to work on “distributed leadership”, which means that anyone and everyone will take on leadership roles in the group to move the group forward in the task or relationship. This requires functional or helpful group roles such as those mentioned above. Dysfunctional roles such as being unreliable or piggybacking will make the group dynamics unpleasant and the group ineffective. This all subsequently affects your grades.

You will have to work in groups in the work place so learn the skills now. In fact, the ability to work in a team is usually placed above anything else when comparing job skills. Read The Group Book - Cooperative Skills for Effective Groups (required in PRM 270) to help you with an understanding of this, along with strategies to get things going toward being an effective group with ongoing maintenance of relationships.

Examinations

You may be asked to *bring a Scantron sheet, #2 Pencil and a pencil sharpener to an examinations*. Some exams will be given online. Some tests will require extensive writing. Make sure you know what is required for each of your examinations.

Study individually and study in groups. For essay questions, seriously plan potential question areas by drawing out cognitive maps, which you can memorize and integrate into carefully prepared answers with critical thought. Write using good techniques such as carefully stating your thesis, then continually referring to it with a good chain of reasoning and good boiler plating. You can only receive points for quality information given. Careful preparation for examinations then, requires many hours of serious study.

The PRM Club

The PRM Club is part of SGA at WCU (as long as it is registered each semester) and receives funding to help with club expenses. Additional funds can be accessed through SGA for special projects. Being a member of the club enables you to get to know other PRM students which, helps you to make friends on campus, broadens your network of professional contacts, for when you have graduated. This can help you in future job searches and can help you whenever you need peer advice on whatever project you may be given. The club does quite a lot of service in the region including being part of the Adopt a Trail and Campsite program for the Great Smoky Mountains National Park.

We encourage you to use the club to gain leadership experience. Several students have led trips to the Grove Park Inn, a city parks and recreation agency, or a tourism attraction. Some students have organized a club BBQ, a ropes course experience, a tournament or hikes in Panthertown, Slickrock and Shining Rock wilderness areas. Some students have done service projects for the community such as a Halloween Party with the Great Smoky Mountain Railroad

for REACH kids, or organized events such as “Walking Wednesdays” at Cullowhee Valley School. There are lots of opportunities to practice your leadership skills. Think of how you will answer the question that will most certainly be asked at your first job interview -- “What leadership roles have you taken?” The club is extremely important as it is the best avenue for you to develop both a strong professional network and your own leadership. Other avenues to do this are through fraternities and sororities, Base Camp Cullowhee or through Last Minute Productions at the University Center. However with other organizations, you may not be developing a network of Recreation Professionals who may help you as professionals in your future careers.

Don’t forget that prospective employers are looking for graduates who have shown INVOLVEMENT through their resumes and references. Anyone can get involved in a variety of ways. To be competitive in the job market, you need to be involved -- that is the major reason for the club’s existence.

At the end of each Spring Semester the club organizes an awards banquet for PRM Majors, which usually consists of a nice dinner in some restaurant. Awards are presented in the form of plaques, certificates, and Mars bars followed by slides of the year gone by.

Over 20 years ago, PRM Program started the Regional Adventure Education Conference. We organized it for four years then started a rotation with other colleges in the region, Warren Wilson, SCC, Montreat College, and Brevard College. The club gets to run this every 5th year or so now. The conference is for students and run by students and costs very little -- another great way to get involved!

For more information on PRM Club activities, check out their Facebook Group:

<https://www.facebook.com/groups/PRMclub/>

Wilderness Education Association (WEA)

Currently we offer wilderness expedition courses each May or Summer session which qualify students to receive the WEA’s Outdoor Leader Certificate. The focus of the expedition course includes leadership, judgment and decision making within the context of a small group experience. Courses may include backpacking, mountaineering, rock climbing or canoeing. The PRM program regularly rotates course locations and modes of travel to offer a variety of training experiences for students. Completing an expedition is highly recommended – either with the PRM program, another WEA accredited institution, the National Outdoor Leadership School or Outward Bound.

The National Ski Patrol (NSP)

The PRM Program is also accredited through the National Ski Patrol. Completing the NSP’s Outdoor Emergency Care Certificate through PRM 356 will qualify you to train with the Ski Patrol at Cataloochee or Sapphire Valley Ski Resorts. This qualification is also regarded as being the equivalent of a Wilderness First Responder -- the first aid qualification currently regarded as the standard in the outdoor profession for outdoor leaders. The certification can be maintained by attending the annual updates provided by the National Ski Patrol throughout the country. Courses are also offered in professional rescuer CPR each year for students wishing to become involved with the ski patrol.

Forms to Guide You

The following forms are designed to help you through the strategic planning process and through the academic curriculum. They are available in the Appendix section or on our PRM webpage.

- PRM Career Options
- Curriculum Check Sheet
- PRM Essay Instructions
- Student Strategic Planning Check Sheet
- Guided Electives Check Sheets (see your advisor)
- Portfolio Check Sheet (PRM 350 and 495)

Study Abroad

There are possibilities to study abroad for around the same cost as studying at Western. We have a special agreement with the Galway Mayo Institute of Technology in Ireland and have had international exchanges for a few years now. Studying in Ireland would require a year commitment and is best done early. We have also developed an agreement with a university in Victoria, Australia for a semester exchange. It is a great experience to do study abroad. Ask for further details.

Final Thoughts

“Work hard and play hard”, that old adage holds especially true for PRM majors at WCU. Our location gives us some of the finest recreation areas in the country. Take advantage of this as you study hard and produce the best work that you can -- strike a good balance of recreation, play and work to make your experience here at Western both fruitful and enjoyable. We wish you well in your endeavors.

APPENDICES

Appendix A

WCU Parks & Recreation Management Essay Instructions

In order to assist us in helping you with your major in Parks and Recreation Management, we would like you to put some thoughts in writing for us. This essay will not be graded, but it will be used in assigning an advisor to your program and will be used during your strategic planning. Your essay should include:

Part 1 – Your past experiences.

What experiences in your past have brought you to Parks and Recreation Management as a major? Examples: your parents introduced you to the outdoors, you attended camp as a child, you have worked during the summer with your local recreation park, your parents visited national parks or forests, you enjoy a variety of outdoor activities, you were a boy/girl scout when you were growing up, you enjoy participating and helping others lead a healthy lifestyle, etc.

Part 2 – Goal or goals.

What goal or goals would you like to achieve in the Parks and Recreation Management field? Which PRM focus area do you have the most interest in (see page 2 for descriptions)? Where do you see yourself working some day? Examples: you always wanted to work in a community recreation program, you would like to work in a national park or state park, you would like to lead others in outdoor recreation activities, you want to work with youth in a sport or fitness setting, etc.

Part 3 – Strategies.

What strategies will help you to achieve your goals? Examples: classes you should take in the major, focus area, and as electives, summer jobs that would benefit you, internships or volunteer positions that you should explore, involvement in PRM club or other organizations on campus, experience through Base Camp Cullowhee or the Campus Recreation Center, involvement in off campus organizations and conferences, membership in professional organizations and groups, certifications you plan to acquire.

Part 4 – Summarize.

How do you want to proceed? What questions do you currently have for your new advisor? Is there anything else your PRM advisor needs to be aware of to support you in this degree? Are you ready to start taking classes in your focus area or do you need to try out a variety to see which one fits your goals the best? If you could summarize why you want to be a PRM major in one sentence, do so here.

Key Points to Remember:

1. Please type your essay. Make sure you check for spelling, grammatical, and sentence structure errors. This essay reflects your writing style and ability. Comprehensive, critical writing is a skill that all PRM professionals need to be proficient in.
2. Include any references that you used to gather your information for the essay. Please use APA formatting when citing.
3. Be professional, yet let us see (read) your personality, your interests, what are you passionate about, why do you want to be in this major, etc.
4. Complete the essay in a timely manner so you can be ready to meet with your PRM advisor to create your strategic plan.

PRM Program Focus Areas

1. **Community Recreation:**

This focus area is designed for students who would like to work in the city, county recreation profession. Job duties would include planning community sporting activities (soccer, baseball, football, basketball), assisting with community events and celebrations, working in a community recreation center. Students should consider taking courses in parks and recreation management, health and physical education, business, sport management, and recreational therapy.

2. **Outdoor Leadership and Instruction:**

This focus area is designed for students who are interested in working in outdoor professional areas. Job possibilities include working for outdoor agencies, camps, boy and girl scouts, challenge courses, and experiential programs. Students should consider taking courses in parks and recreation, business and recreation therapy, and participating in an extended expedition style course.

3. **Commercial and Resort Recreation:**

This focus area is designed for students interested in working the “for profit” areas of recreation. Job possibilities include resorts, recreation businesses, snow sports, retail establishments and park areas. Students may also be interested in exploring their own commercial recreation business. Students should consider taking courses in parks and recreation, business, entrepreneurship, hospitality and tourism, accounting, and management.

4. **Recreation Resource Management:**

This focus area is designed for students interested in working for various land agencies such as the National Park Service, National Forest Service, Army Corps of Engineers, and state parks. Courses will be selected in consultation with your advisor.

5. **Community Health and Wellness:**

This focus area is designed for students interested in providing health promotion programming to the community. Students may find employment in recreation departments, health departments, local government, schools and national organizations. Students should consider taking course work in parks and recreation, sport management, health and physical education, environmental health, nutrition and political science.

Appendix B

PRM Individual Student Strategic Planning Sheet

Name _____

Date _____

Career Direction (type of professional position) _____

On this form include extra curricular activities that will show that you have been involved in professional recreation activities while attending WCU. The number one aspect on an application for an internship or job that employers are looking for is **involvement**, the second being able to work with other people **cooperatively**, the third aspect is the **ability to write**.

Strategies	NOTES
Focus Area	
Certifications	
Mini-Internships Capstone Internship Summer jobs? Employment in Focus Area?	
Conferences Professional Workshops	
Professional Associations	
PRM Club WCU Involvement	
Study Abroad WCU Away	
Landmark Learning (summer semester) NOLS Outward Bound	
Community College or Other College Courses	
Digital Presence (Linked In, Facebook, Twitter, Blog, Webpage)	

Appendix C

Parks & Recreation Management: *What Can I Do With This Degree?*

Community Recreation

Areas	Employers	Strategies
Program leader, coordinator Department administrator Facility manager After school program director Aquatics director Senior Center administrator Campus recreation coordinator Recreation Coordinator	City & country parks and recreation centers Community centers YMCA/YWCA Military recreation College campus recreation Public and Private K-12 schools 4 seasons resorts, ski industry, golf & tennis clubs, hotels, city & country recreation departments, private recreation facilities	Choose appropriate mini-internship sites. Gain experience through summer employment. Choose capstone internship in an agency similar to where you would like to work. Join NRPA. Attend professional meetings and conferences. Be involved with LMP and Base Camp. Be involved with PRM club activities. Take elective classes in SM, HPE, PSC, HM.
Camp Counselor Summer camp director Program Director	Camps	Choose appropriate mini-internship sites. Gain experience through summer employment. Choose capstone internship in an agency similar to where you would like to work. Join NRPA and ACA. Attend professional meetings and conferences. Be involved with LMP and Base Camp. Be involved with PRM club activities. Take elective classes in SM, HPE, PSC, RTH, ELEM

Community Health and Wellness

Areas	Employers	Strategies
Group Exercise/Fitness Instructor Personal Trainer Campus Recreation coordinator Aquatics director After school physical activity coordinator Health and Wellness Instructor/Director Recreation Leader/Supervisor Senior Fitness Instructor-Trainer Health and Wellness Program Coordinator Physical Activity Coordinator Grant Writer	YMCA-YWCA City, county recreation departments Public and Private K-12 schools Senior Centers or developments Health Departments Colleges, universities School districts Health Departments Cooperative Extension agencies Private, for profit fitness centers Non-profit after school programs Youth Centers Non-profits promoting physical activity and wellness	Choose appropriate mini-internship sites. Gain experience through employment. Choose capstone internship in an agency similar to where you would like to work. Join NRPA, Attend professional meetings and conferences. Be involved with LMP and Base Camp. Be involved with PRM club activities. Take elective classes in SM, HPE, PSC, ENVH, ND. Obtain certifications required for future jobs: FA-CPR, Instructor, Personal Trainer, Wellness Coach, other certifications for lifetime sports. Write a grant as part of a class project. Volunteer for after school programs. Get involved with wellness and physical activity initiatives.

Notes:

Commercial & Resort Recreation

Areas	Employers	Strategies
Recreation Program Director Recreation Manager Activity Director Activity Instructor Events Manager	4 seasons resorts, ski industry, golf & tennis clubs, hotels, city & country recreation departments, private recreation facilities	Choose appropriate mini-internship sites. Gain experience through summer employment. Choose capstone internship in an agency similar to where you would like to work. Join NRPA, PSIA-AASI. Attend professional meetings and conferences. Be involved with LMP and Base Camp. Be involved with PRM club activities. Take elective classes in SM, HPE, PSC, HM
Conference & Event Planner	Resorts, outdoor industry private businesses, convention centers, city/county recreation departments	Choose appropriate mini-internship sites. Gain experience through summer employment. Choose capstone internship in an agency similar to where you would like to work. Become active in PRM club, LMP, Base Camp, and volunteer for special events in area. Take elective classes in SM, PSC, HM
Adventure Travel Guide Trip Leader Travel Guide Planner	Outdoor companies such as NOC, Mountain Sobek, Backroads and non-profits such as Sierra Club and Audubon Society. Entrepreneurial opportunities. Road Scholar and college study abroad programs.	Choose appropriate mini-internship sites. Gain experience through summer employment. Choose capstone internship in an agency similar to where you would like to work. First aid certifications, proficiency in an outdoor skill, travel experience, 2 nd language skills. Travel agency experience. Take elective classes in MFL, HM, GEOG, HIST, NRM, SM, COMM. Do personal adventure trips.
Commercial Recreation Attractions Manager, director, employee	Railroads, theme parks, amusement attractions, destination theme resorts, cruise ships, packaged resorts	Same as all of the above.

Notes:

Outdoor Leadership & Instruction

Areas	Employers	Strategies
Instructor-youth at risk Instructor for people with disabilities Instructor for corporate programs	Non-profits such as Outward Bound and Project SOAR or State Agencies such as Camp Woodson or private camps such as Eckerd, entrepreneurial opportunities	Acquire outside certifications such as WEA, ACA, Outdoor Emergency Care, WFR, etc. Work outdoor summer jobs in camps, NOC, LMP, Base Camp, Project SOAR, and other agencies. Attend outdoor conferences and workshops. Organize common adventures with peers to gain experience in a variety of activities. Choose appropriate mini-internship sites. Choose capstone internship in an agency similar to where you would like to work. Take elective classes in RTH, NRM, SPED, HPE, PSY. Volunteer with youth programs.
Instructor of outdoor activities	Private companies such as NOC, Endless River Adventures, Backroads Tours. Non-profits such as NOLS, OB, & WEA, camps. Rafting companies, adventure travel companies. Entrepreneurial opportunities.	Acquire outside certifications such as WEA, ACA, Outdoor Emergency Care, WFR, etc. Work outdoor summer jobs in camps, NOC, LMP, Base Camp, Project SOAR, and other agencies. Attend outdoor conferences and workshops. Organize common adventures with peers to gain experience in a variety of activities. Choose appropriate mini-internship sites. Choose capstone internship in an agency similar to where you would like to work. Complete an expedition based course. Take elective classes in PRM, PSY, NRM, EMT.
Mountain Guide	Mountain guide companies such as Exum, Mountain Travel Sobek, NOLS, IWLS	Same as above plus: Attend mountain guide climbing camps such as Mt. Rainer or Mt. Hood. Go on an expedition/trip with a company you are interested in working for.
Snowsports instructor Ski Patrol Backcountry snowsports guide	Ski resorts	Acquire outside certifications such as WEA, ACA, Outdoor Emergency Care, WFR, etc. Acquire certifications with PSIA, NSP. Attend on snow clinics, outdoor conferences and workshops. Work with one of the area resorts such as Cataloochee, Sapphire Valley, Wolf Laurel. Choose appropriate mini-internship sites. Choose capstone internship in an agency similar to where you would like to work. Take electives in HPE, SM, HM, EMT.
Program or agency director	See all of the above	See all of the above pertaining to area of interest.

Notes:

Recreation Resource Management

Areas	Employers	Strategies
Ranger Interpreter Naturalist Trail Crew Resource Management	Park Service Forest Service Army Corps of Engineers State parks	Complete park ranger training course at SWCC. Get involved in volunteer rescue work, take search and rescue courses. Work with Base Camp, LMP, volunteer with GSMNP or area National Forests. Become involved with SCA and Adopt-A-Trail. Complete Project Wild, Aquatic Wild workshops. Take a course with the GSM Institute at Tremont. Find a mentor in the agency you are interested in working for. Choose appropriate mini-internship sites. Choose capstone internship in an agency similar to where you would like to work. Take electives in NRM, GEOG, GEOL, BIOL, ELEM, PRM, ART, CJ.

Appendix D

PRM 350 and PRM 495: Interview Portfolio Instructions

Purpose: As a PRM major, you are required to complete an interview portfolio, which can be used to secure a Capstone Internship position and in future job searches. This interview portfolio is reviewed and graded for the first time in PRM 350 (this class), will be used in PRM 370 (Internship Orientation), and will be a required assignment in PRM 495 (senior seminar).

HARD COPY PORTFOLIO

I. Requirements for the “hard copy” portfolio: (100 points)

1. **Professional looking binder, 3 ring, zippered preferred.** This can be found at Staples, Office Depot, Office Max, Amazon, or the WCU Bookstore.



The portfolio on the above can be found on Amazon. Deluxe Black Professional 3 ring Portfolio by BAGS FOR LESS, cost \$21, it does NOT have a zipper. http://www.amazon.com/Deluxe-Professional-3-ring-PortfolioLESSTM/dp/B00ASSRP6G/ref=pd_sim_sbs_op_18?ie=UTF8&refRID=1YRWQJ6CYNB41G6MWSKD



OR.. If you wanted a zippered portfolio, check out this one from the same company (\$28):

http://www.amazon.com/Deluxe-Zippered-Black-3-ring-Portfolio/dp/B008ME4MNC/ref=pd_sim_229_1?ie=UTF8&refRID=0CYNTWN6AJ3WGIJSY5G8&dpSrc=sims&dpST=_AC_UL160_SR160%2C160

2. Items to include in portfolio.

- a. resume (corrected, revised, error free)
- b. 3 references from your mini-internships or other work
- c. Program Proposal (grant proposal) PRM 361
- d. Program Evaluation Report PRM 361
- e. Trip Planning Document PRM 420, PRM 333, PRM 434
- f. Research Prospectus PRM 433
- g. Business Plan PRM 430
- h. Risk Management Plan/Analysis PRM 461
- i. Leadership Self-Analysis PRM 420
- j. Outdoor Education Journal PRM 321, PRM 420, PRM 333
- k. Lesson Plan or Activity Proposal PRM 270, PRM 321, PRM 333
- l. Activity Log/Journal/Resume (personal trips, adventures)
- m. Photographs of Interpretative Displays PRM 321

- n. PERT chart PRM 361, PRM 270, PRM 420
 - o. Certificates and cards for OEC, ACA, Swift Water Rescue, First Aid, CPR, WFA, Project Wild, Challenge Course facilitation, personal training, lifeguard, group exercise, honors, awards, continuing education
 - p. Tent Peg article (a copy of the article or the entire Tent Peg)
 - q. Newspaper articles, Blog posts, press releases of any relevant activity
 - r. Other documents which display your talents, work accomplishments, service learning, volunteer hours, scholarships, etc.
 - s. Unofficial transcripts
- **All documents should be free of errors.
- **You may not have all of these ready during this class, include as many as you can.

3. Organization within binder.

- a. Label everything.
 - b. Use folders for large projects, sheet protectors and dividing sheets for smaller items.
- **2 Pocket Pop-In Poly Portfolios with 3 hole punch look the most professional. Here is a resource for them online: <http://greenapplesupply.org/2-pocket-biodegradable-pop-in-poly-portfolio>
They are about \$1.00 apiece.



- c. Resume is 1st item. Other items can be grouped according to your personal preference or particular job/internship requirements.

4. Grading: Portfolios will be turned in on the due date in class. *Refer to Grading Rubric for details.

DIGITAL PORTFOLIO

II. Requirements for the “digital” portfolio: (100 points)

1. Create a digital platform by using Linked In or creating a Blog.
 - Information for creating a profile on Linked In: https://university.linkedin.com/content/dam/university/global/en_US/site/pdf/LinkedIn%20Profile%20Checklist%20-%20College%20Students.pdf
 - Information for creating a free Blog: <http://www.wikihow.com/Create-a-Personal-Blog>

*If you have a Google account already, I recommend using their platform.
2. Items to include on your Linked In profile or your Blog:
 - a. **Professional looking, nice photo**
 - b. **Headline: tell about yourself**
 - c. **Location and education**
 - d. **Summary:** what motivates you, what are you skilled at, what do you want to do next.
 - e. **Experience:** list jobs you have held (found on your resume), along with what you have accomplished at each one. You could include photos or videos from those jobs (professional of course).
 - f. **Organizations:** this can be clubs, sports, groups, professional organizations, memberships (NCRPA or ACA, etc)
 - g. **Education:** include all college, community college.

- h. **Volunteer experience and causes:** what have you done in terms of service, volunteer work, service learning, etc.
 - i. **Skills and expertise:** list at least 5 key skills.
 - j. **Honors and awards:** during college, before college if applicable, dean's list, Honor's College, scholarships
 - k. **Courses:** list classes that show off your skills and interests, the ones you feel are beneficial for future internships or jobs
 - l. **Projects:** this can be the program plan from PRM 361, your business plan in PRM 430, Parent's Night Out or Community Dance for PRM 461, an educational program you led during an internship, a service project you organized, a special project during an internships, etc.
 - m. Recommendations (not required, yet encouraged): Ask someone you have worked with, classmates, professors, to give you a short recommendation that lends credibility to your strengths and skills.
 - n. Interests, Activity Logs, Journals (not required, yet encouraged): you can add an extra section to highlight your accomplishments in parks and recreation, especially items that demonstrate your skills, knowledge and experience.
- **You may not have all of the items in the list above, definitely include what you have so far for the ones in BOLD.**

3. Grading:

Once you have created your profile in Linked In send a request to connect with the instructor. If you create a Blog, send the instructor the url address for your Blog.

Appendix E

NAME _____

(PRM Curriculum revised 2014)

PRM Curriculum

I. Liberal Studies

42 hours

II. PRM Major Requirements

43 – 45 hours

_____ _____ HEAL-250 (2) First Aid and Safety Ed. (Fall, Spring) **or**
_____ _____ PRM-252 (2) Wilderness First Aid (Summer) **or**
_____ _____ PRM-356 (4) Outdoor First Aid (Fall)

_____ _____ PRM-250 (3) Foundations of Parks and Recreation (Fall, Spring)
_____ _____ PRM-254 (4) Introduction to Outdoor Pursuits (Fall, Spring)
_____ _____ PRM-270 (3) Leadership and Group Dynamics (Fall, Spring)
_____ _____ PRM-350 (1) University and Career Planning in PRM (Fall)
_____ _____ PRM-361 (4) Program Planning and Evaluation (Fall)
(PRM 361 Must be taken before PRM 483 internship)
_____ _____ PRM-370 (1) Internship Orientation (Spring)
_____ _____ PRM-383 (1, repeat 3 times) Internship in PRM (Fall, Spring, Summer)
_____ _____ PRM-430 (3) Entrepreneurship and Commercial Rec. (Fall)
_____ _____ PRM-433 (3) Outdoor Recreation (Fall)
_____ _____ PRM-461 (3) Management and Administration of PRM (Spring)
_____ _____ PRM-480 (3) Independent Study (Fall, Spring, Summer)
_____ _____ PRM-483 (3, repeat 2 times) Capstone Internship in PRM (Each semester)
_____ _____ PRM-495 (1) Senior Seminar in PRM (Spring, Fall)
_____ _____ RTH- 250 (3) Inclusion & Recreation for People with Disabilities (Spring)

III. Guided Electives:

33 – 35 hours

*These can be from any program at WCU or this could be a minor. Talk to your advisor about options.

Overall total credits should be at least 120 hours with a GPA of at least 2.5

Total credits required to graduate

120 hours

PRM Electives:

- _____ _____ PRM 314 (3) Org. and Admin. of Camping Agencies (Spring)
- _____ _____ PRM-321 (3) Interpretation and Environmental Education (Spring)
- _____ _____ PRM-333 (4) Outdoor Instruction
- _____ _____ PRM 340 (3) Challenge Course Facilitation (Fall)
- _____ _____ PRM-352 (3) Beginning/Intermediate Canoe and Kayak (Summer)
- _____ _____ PRM-420 (3) Expedition Management & Leadership (Spring)
- _____ _____ PRM-425 (3) Land-based Outdoor Pursuits Education (Spring)
- _____ _____ PRM-426 (4) Water-based Outdoor Pursuits Education (Fall)
- _____ _____ PRM-427 (3-6) Wilderness Education (Summer)
- _____ _____ PRM-434 (3) High Adventure Travel and Outfitting (Spring)
- _____ _____ PRM-486 (3) Field Experience (Fall, Spring, Summer)

Appendix F

B.S., Parks and Recreation Management 8-semester plan (updated 7/13)

Freshman Year	
Fall Semester – 15 Credit Hours	Spring Semester – 15 Credit Hours
ENGL 101	C5
MATH 101	P1
P1	COMM 201
HEAL 123 or HEAL 111	ENGL 202
First-Year Seminar	P3
Sophomore Year – At least one course in perspectives must be in upper division	
Fall Semester – 14 Credit Hours	Spring Semester – 15 Credit Hours
P4	C5
P5	P6
PRM 250	PRM 270
PRM 254	RTH 250
	Guided Elective
Junior Year	
Fall Semester – 13 Credit Hours	Spring Semester – 13 Credit Hours
PRM 356 Or HEAL 250 Or PRM 252 (summer)	PRM 383 (1 credit)
PRM 350 (1 credit)	PRM Focus Area
PRM Focus Area	Guided Elective
PRM 361	Guided Elective
PRM 383	Guided Elective
Senior Year	
Fall Semester – 13 Credit Hours	Spring Semester – 14 Credit Hours
PRM 430	PRM 370 (1 credit)
PRM 433	PRM 461
PRM 383 (1 credit)	PRM 495 (1 credit)
Guided Elective	Guided Elective
PRM Focus Area	Guided Elective
	PRM Focus Area
Summer Session – 9 Credit Hours	
PRM 480	PRM 483
TOTAL CREDIT HOURS FOR PROGRAM: 120	

*NOTES: PRM 383’s mini-internships can also be scheduled for summer sessions. PRM 370 must be taken the SPRING before you do your capstone internship (PRM 480 and 483). PRM 495 (Senior Seminar) should be taken your LAST semester. PRM 350 needs to be taken in conjunction with PRM 361.