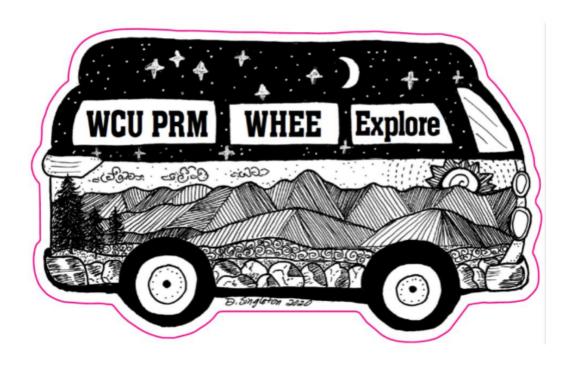
PARKS AND RECREATION MANAGEMENT

WESTERN CAROLINA UNIVERSITY STUDENT HANDBOOK



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

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This handbook is designed to help students through the process of completing a PRM Major. It should be read in conjunction with the Current Undergraduate Catalog, found online: <u>http://catalog.wcu.edu</u> which comprehensively covers all the university rules and regulations. Students are ultimately responsible for working with their advisor to design and complete their own program. Much of the information in this handbook is also featured on our PRM webpage which can be found here: <u>prm.wcu.edu</u>

GENERAL INFORMATION

The B.S. in Parks and Recreation Management (PRM) consists of the Liberal Studies requirements, a generalist core, and electives. The generalist core gives students the broad knowledge that parks and recreation professionals need wherever they choose to work in the profession. This includes employment in outdoor leadership, city and county recreation, military recreation, resorts, tourist attractions, camps, leisure services, or the land agencies (Parks, Forest Service, Army Corps, etc.) among many others. While the major will prepare students for careers in parks and recreation management in general, students will also focus their course work on an area that fits the field of specialization of most interest to them. The potential focus areas include Community Recreation, Outdoor Leadership and Instruction, Commercial and Resort Recreation, and Recreation Resource Management.

PRM VISION

We envision a global community where individuals and groups can equitably and responsibly access spaces for recreation, pursue healthy active lifestyles, and promote social and environmental justice.

PRM MISSION

Our mission is to advance knowledge, educate professionals, engage communities, and affect positive social and environmental change using innovative, experiential, and equitable practices. PRM graduates are prepared to design, implement, and evaluate components of the leisure service industry.

TAGLINE #WheeExplore

PRM VALUES

Diversity & Social Justice Lifelong learning Professionalism Environmental Stewardship Healthy active lifestyles Compassion

Integrity Adventure Experiential Learning Community Innovation Engagement

BACKGROUND CHECKS

Because students may work with minors during their coursework, all students are required to complete one background check during their time in the PRM program. The check occurs in PRM 361 and any course where students are required to work with minors. Instructors will provide full instructions.

PRM PROGRAM DIVERSITY STATEMENT

Diversity involves the affirmation, understanding, and professional application of the richness of human differences, ideas, practices, and beliefs that result from, but are not limited to, age, race, color, disability/health, ethnicity, gender identity, language, national origin, religion/spirituality, sexual orientation, socioeconomic status, rural or urban status, as well as the intersectionality of these multiple identities. **Professional practice that is responsive to diversity** includes culturally appropriate communication skills; understanding power differentials and dynamics; and attending to the social and cultural values which influence the multiple areas of practice represented in PRM

PRM PROGRAM COMMITMENT TO SOCIAL JUSTICE

A commitment to social justice serves as a guiding principle of the PRM Program and reflects our belief in the values and goals of a socially just society. Socially just societies are dependent upon the optimal functioning, health, and well-being of *all persons in that society.* Optimal functioning, health, and well-being of persons are contingent upon access to healthy environments that support healthy development and functioning. Our program is centered on a social justice approach by helping students to examine power structures resulting in social injustices and to adopt an advocacy role in working with marginalized and underserved populations. Our goal is to foster the development of professional advocates who work to change societal structures, practices, values, and policies which have long served to perpetuate unhealthy environments for these populations. By working to effect change at the individual, institutional and systemic level, our students assist in promoting greater access to economic, social, political, and cultural resources.

PRM DEGREE REQUIREMENTS

120 credit hours completed (with passing grades)

42 credit hours of Liberal Studies

41-45 credit hours of PRM Major required courses (depends upon First Aid course completed)

36-39 credit hours electives (can be from any program on campus including PRM)

Meet the university "residency" requirement, 30 credit hours of courses taken at WCU at 300 level or higher.

Students must have a cumulative, overall 2.5 GPA or above to graduate with a PRM degree.

APPLYING FOR GRADUATION

1. Two semesters before their anticipated graduation date, students must complete a degree audit with their PRM advisor to make sure that all the courses needed to graduate have been completed.

2. The semester before the student is due to graduate, they must complete the online graduation application form in MyWCU (this will initiate a graduation fee to pay for the diplomas, gifts and ceremonies). Students cannot graduate if they do not apply for graduation by the deadline.

3. Finally, students must run a NEW degree audit which will show all complete or current courses in blue. If there is anything in red, this means that there is a problem that will stop the student from graduating.

SPECIAL NOTE: CAPSTONE INTERNSHIP

The PRM program offers several internship opportunities to help students build their resumes and professional experience AND to "try out" various careers within our broad field. The capstone internship is a 400-hour internship that must be taken the summer after the student's senior (last) spring semester. This is PRM program policy with only one exception* (see below). The policy is in place to make sure that 1) students are well-prepared to be successful in their final internship (having taken all, or almost all—some students may return just for a fall semester to finish final courses—of their PRM courses) and 2) to set our students up for direct transition into their careers. Many of our students are offered full time jobs at the conclusion of their capstone internships. Please note that the PRM capstone internship is 6-total credit hours of summer coursework. Please see the current WCU summer course credit hour cost well in advance of the final summer of your degree and make financial plans (with financial aid or otherwise) to factor these costs into your financial planning.

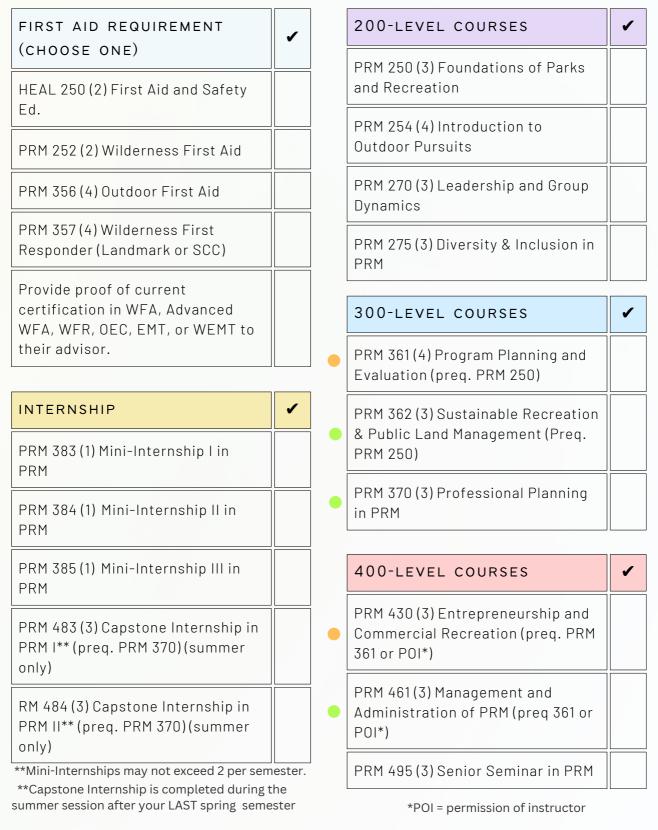
*Exception to PRM Capstone timing policy:

The only exception to this policy is for students doing their capstone internship with the ski/snowsports industry who therefore need to complete their internship during the spring. Students who are on this path must communicate this no later than the fall of their junior year to their advisor so that they can plan to complete PRM 370 during the spring of their junior year. For these students, PRM policy states that no other courses may be taken concurrently with the capstone during the spring semester. Students who are on this path must plan accordingly with their advisor well in advance.

PRM CURRICULUM OVERVIEW

I. LIBERAL STUDIES 42 HRS

II. PRM MAJOR REQUIREMENTS 41-45 HRS



III. ELECTIVES 33-37 HOURS

These can be from any program at WCU or a minor with another program/major. Talk to your advisor about options.

TOTAL CREDITS REQUIRED TO GRADUATE

120 HOURS

🛑 = Fall only 💦 😑 = Spring only

GPA OF AT LEAST 2.5

PROFESSIONAL CAREER PATHS

INFORMATION ON THE TYPE OF JOBS WITHIN EACH PATH CAN BE FOUND IN THE "PRM CAREER OPTIONS" HANDOUT IN THE APPENDICES

COMMUNITY RECREATION

This career path is designed for students who would like to work in the city and county recreation profession or within youth development (after school, non-profits, camps). Job duties would include planning sporting activities (soccer, baseball, football, basketball), assisting with community events and celebrations, working in a community recreation center or camp. Students should consider taking courses in parks and recreation management, health and physical education, business, sport management, and recreational therapy.

OUTDOOR LEADERSHIP & INSTRUCTION

This career path 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.

COMMERCIAL AND RESORT RECREATION

This career path 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.

RECREATION RESOURCE MANAGEMENT

This career path 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. Students should consider taking courses in parks and recreation, natural resource management, biology, geology, history, geography, emergency management, and criminal justice.

Approximately a third of the PRM degree requirements are elective credits. These can be courses within the PRM program or other majors across campus. They can be truly elective courses and may include a minor. The student's advisor may suggest courses which will help the student with career aspirations. Below are a list of potential PRM courses that align with each focus area as well as some suggested minors.

COMMUNITY RECREATION

PRM 313	Camp Counseling
PRM 314	Organization & Administration of Camping Agencies
PRM 320	Facilitating Environmental Education Experiences
PRM 321	Introduction to Environmental Interpretation
PRM 322	International Adventure Travel & Global Citizenship
PRM 351	Wilderness Therapy
PRM 435	Park & Recreation Sites, Facilities, and Programs
PRM 480	Independent Study
PRM 485	Three-credit internships that can be used to gain further experience.
PRM 486	Field experience class;get credit for taking courses like Outward Bound, Disney Apprenticeship, or NOLS.
PRM 493	Topics in Parks & Recreation Management

MINORS TO CONSIDER	
Hospitality & Tourism	Finance
Business Administration & Law	Management
Social Justice/Global Black Studies/Latinx Studies	Sport Management
Entrepreneurship	Marketing
Leadership	Coaching

OUTDOOR LEADERSHIP & INSTRUCTION

PRM 200	Introduction to Rock Climbing	PRM 351	Wilderness Therapy
PRM 224	Survey of Outdoor Adventure Activities	PRM 352	Beginning/Intermediate WW Kayaking
PRM 300	Intermediate/Advanced Rock Climbing	PRM 353	Beginning/Intermediate WW Canoeing
PRM 310	Stand Up Paddling	PRM 354	Outdoor Living & Expedition Skill
PRM 313	Camp Counseling	PRM 365	Nature Rx
PRM 314	Organization & Administration of Camping Agencies	PRM 427	Wilderness Education (expedition-based course offered in summer)
PRM 320	Facilitating Environmental Education Experiences	PRM 434	High Adventure Travel & Outfitting
PRM 321	Introduction to Environmental Interpretation	PRM 435	Park & Recreation Sites, Facilities, and Programs
PRM 322	International Adventure Travel & Global Citizenship	PRM 480	Independent Study
PRM 340	Challenge Course Instruction	PRM 485	Three-credit internships that can be used to gain further experience.
PRM 341	Group Facilitation Techniques	PRM 486	Field experience class;get credit for taking courses like Outward Bound, Disney Apprenticeship, or NOLS.
PRM 493	Topics in Parks & Recreation Management		
MINORS T	O CONSIDER		
Hospitality & Tourism		Emergency	Disaster Management
Business A	Business Administration & Law Emergency Medical Care		Medical Care
Social Justice/Global Black Studies/Latinx Studies Environmental Health		tal Health	
Entreprene	eneurship Leadership		

PRM 313	Camp Counseling
PRM 314	Organization & Administration of Camping Agencies
PRM 322	International Adventure Travel & Global Citizenship (LS, P6)
PRM 340	Challenge Course Instruction
PRM 341	Group Facilitation Techniques
PRM 351	Wilderness Therapy
PRM 354	Outdoor Living & Expedition Skill
PRM 365	Nature Rx
PRM 435	Park & Recreation Sites, Facilities, and Programs
PRM 480	Independent Study
PRM 485	Three-credit internships that can be used to gain further experience.
PRM 486	Field experience class;get credit for taking courses like Outward Bound, Disney Apprenticeship, or NOLS.
PRM 493	Topics in Parks & Recreation Management

COMMERCIAL & RESORT RECREATION

MINORS TO CONSIDER

Hospitality & Tourism

Business Administration & Law

Social Justice/Global Black Studies/Latinx Studies

Entrepreneurship

Leadership

Finance

Management

Sport Management

Marketing

RECREATION RESOURCE MANAGEMENT

PRM 224	Survey of Outdoor Adventure Activities
PRM 320	Facilitating Environmental Education Experiences
PRM 321	Introduction to Environmental Interpretation
PRM 322	International Adventure Travel & Global Citizenship (LS, P6)
PRM 354	Outdoor Living & Expedition Skill
PRM 365	Nature Rx
PRM 427	Wilderness Education
PRM 435	Park & Recreation Sites, Facilities, and Programs
PRM 454	Expedition Management & Leadership
PRM 480	Independent Study
PRM 485	Three-credit internships that can be used to gain further experience.
PRM 486	Field experience class;get credit for taking courses like Outward Bound, Disney Apprenticeship, or NOLS.
PRM 493	Topics in Parks & Recreation Management

MINORS TO CONSIDER

Natural Resource Management

Criminal Justice

Emergency Disaster Management

Social Justice/Global Black Studies/Latinx Studies

Emergency Medical Care

Environmental Health

Leadership

OTHER PRM MAJOR OPPORTUNITIES

STAY IN TOUCH WITH PRM

Make sure you join our PRM facebook group: <u>https://www.facebook.com/groups/PRMclub/?ref=bookmarks</u>and visit our webpage often for updates: <u>prm.wcu.edu</u>

THE PRM CLUB

The PRM Club is part of the Student Government Association at WCU. Membership in the club enables students to get to know other PRM students and broadens your network of professional contacts. The club engages in community service for the region including the Adopt-a-Trail program. We encourage students to use the club to gain leadership experience and become an officer of the club. The PRM Club has organized hikes, paddles, and movie nights in Reid Gym. They have been involved with planning and organizing the Adventure Education Conference, PRM Chili Cook-Off, and other fundraising events for the PRM Scholarship fund. For more information on PRM Club activities, check out their Facebook Group: <u>https://www.facebook.com/groups/PRMclub/</u> and Discord: <u>https://discord.gg/4RUBWt5UVy</u>



PRM ACCREDITATION & OPPORTUNITIES TO TAKE THE CPRP EXAM The PRM program is an accredited program through the <u>Council on</u> <u>Accreditation of Parks, Recreation, Tourism, and Associated Programs.</u> Students from accredited programs are eligible to sit for the Certified Park & Recreation Professional (CPRP) examination, a recognized credential in the field.

OTHER PRM MAJOR OPPORTUNITIES

ADVENTURE EDUCATION CONFERENCE (AEC)

Over 25 years ago, the PRM Program started the Adventure Education Conference. The conference is offered on a rotating basis through several other universities and colleges in the region including Warren Wilson College, Southwestern Community College, Montreat College, North Greenville University, UNC-Asheville, and Brevard College. The PRM Club organizes the conference when it is hosted at WCU, approximately every 5th year. The conference is for students and run by students and costs very little to attend.

CERTIFICATIONS AND TRAININGS

As a PRM major, there are opportunities to obtain certifications related to your professional career path. These include options such as first aid, CPR, Wilderness First Aid, Wilderness First Responder, Leave No Trace Trainer Certification, Wilderness Education Association Outdoor Leader Certificate, and National Ski Patrol's Outdoor Emergency Care plus Mountain Travel & Rescue 1. In addition to certifications offered in PRM courses, students are eligible to receive academic credit f

completed with Landmark Learning, Southwestern Community College's Law Enforcement Training Program, NOLS and Outward Bound. Discuss these options with your advisor.

Study Abroad

There are possibilities to study abroad for around the same cost as studying at WCU. We have a special agreement with the Atlantic Technological University (ATU) in Ireland where PRM students can attend their Outdoor Education program for an entire year. Find out more information about ATU at: <u>https://www.gmit.ie/outdoor-education/bachelor-arts-outdoor-</u> <u>education-and-leisure</u>. Students who choose to study at ATU join their cohort-based program as a year three student. There are many opportunities for students to study abroad or at another university within the United States. If you are interested, meet with your PRM advisor and WCU's Office of International Programs and Services.

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

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, ELE

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

AREAS	EMPLOYERS	STRATEGIES
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, 2nd 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.

OUTDOOR LEADERSHIP & INSTRUCTION

AREAS	EMPLOYERS	STRATEGIES
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 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

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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
Program or agency director	See all of the above	See all of the above pertaining to area of interest.

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 SCC. 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, EDM, EMC, PRM, ART, CJ, SCI.

PRM 8-SEMESTER PLAN This is a suggested plan for PRM Majors

FALL	•	SPRING	~
PRM 250*		P1 – Social Science Perspective	
MATH 101 (C2) – Mathematics Core		P3 – History Perspective	
ENGL 101 (C1) – Writing Core		P4 – Humanities Perspective	
HEAL 123 or HEAL 111 or HSCC 101 (C4)		COMM 201 (C3)	
First-year seminar		Elective	
FALL	✓	SPRING	•
PRM 270*		PRM 275*	
PRM 270* PRM 254*		PRM 275* P6 - World Cultures Perspective	
PRM 254*		P6 – World Cultures Perspective	

SUMMER SESSION Option to take May Mini-mester, Mini-internships (PRM 383, 384, 385) or Summer Courses

FALL	•	SPRING	•
PRM 356, HEAL 250, PRM 252,PRM 357 OR proof to advisor**		PRM 384 (1 credit)	
PRM 361(4 credits)		PRM 461	
PRM 383(1 credit)		PRM 362	
Electives x2		Electives x2	

SUMMER SESSION Option to take May Mini-mester, Mini-internships (PRM 383, 384, 385) or Summer Courses

FALL	~	SPRING	1
PRM 430		PRM 370	
PRM 385 (1 credit hour)		PRM 495	
Electives x4		Electives x4	
SUMMER SESSION		Option to take May Mini-mester courses	
PRM 483		PRM 484	

PRM 4-SEMESTER TRANSFER PLAN

This is a suggested plan for transfer students and those who "discover" PRM later in their academic career at WCU.

FALL	•	SPRING	1
PRM 250		HEAL 250, PRM 252, PRM 356, PRM 357 or proof of certification	
PRM 254		PRM 275	
PRM 270		PRM 383	
PRM 361		PRM 461 🔍	
		PRM 362 🔍	

SUMMER SESSION Option to take May Mini-mester, Mini-internships (PRM 383, 384, 385) or Summer Courses

FALL	•	SPRING	•
PRM 430		PRM 385	
PRM 384		PRM 495	
Elective		PRM 370 •	
Elective		PRM 362	
Elective		Elective	

SUMMER SESSION		
6-credit hour capstone internship		
PRM 484	PRM 483	
Option to take May Mini-Mester courses		

ONLY available during the semester they are listed.

• PRM 383, 384, and 385 mini-internships can also be scheduled for summer sessions. Up to 2 mini- internships may be taken at once.

• PRM 370 must be taken BEFORE you sign up for your capstone internship (PRM 483 and 484).

• PRM 483-484 is completed during the summer session following your LAST spring semester.

• PRM 495 (Senior Seminar) should be taken your LAST spring or fall semester.

FIRST YEAR



