

RPTA Advisory Council Meeting

February 25, 2011

Cal Poly State University- San Luis Obispo
College of Agriculture, Food, and Environmental Sciences
Recreation, Parks, & Tourism Administration Department

Council members present: Charlotte Gorton, Tim Ryan, Danella George, Jacqueline Mireles, Mike Alamo, Elisa Weaver, Kevin Gonzales, John Flaherty, Terry Westrope, Jonelle Tannahill, Cheryl Cuming, Lisa Mayo, Aaron George, Dianne Hoover, Jim Battersby, Courtney Winters, Ryan Swearingen, Kelsey Pavao, Teagan Lazarrotti (last four students)

Faculty present: Bill Hendricks, Jerusha Greenwood, Kendi Root, Cynthia Moyer, Marni Goldenberg, Jeff Jacobs, Brian Greenwood

Presentations by: Ellen Cohune, David Wehner, Tayna Kiani

Students present: Dani Correll, Torey Gilmore, Carrie Nasby, Amy Lepp, Kristen McClay, Amber Black, Lauren Fallet, Nika Jalali, Chelsea Modlin, Brenda Flood (grad student)

I. **Welcome & Introductions-** Charlotte Gorton

II. **Tourism Curriculum Review & Input-** Kendi Root

1. **Tourism/ Special Events Management Degree Programs**

a. **Top trend topics:**

- i. **Cruise tourism**
- ii. **Customer and marketing services**
- iii. **Catering and sales management**
- iv. **Airline management/ airport operations**
- v. **Seminar in emerging issues**
- vi. **International tourism/ global issues and travel**

b. **Tourism & Event Management related programs:**

- i. **Casino management**

- ii. Advanced event planning
 - iii. Computer/ info technology
 - iv. Eco/ sustainable
 - v. Non profit/ fundraising resource division
 - vi. Wedding planning/ social
 - vii. Destination management
- c. Input from council:
- i. Need marketing, specifically branding experience for students
 - ii. Destination management is key, can connect to many different programs, i.e.- airline management, tourism, marketing
 - iii. Look for a marketing services class that can related to the governmental/ county side of in industry
 - iv. Important to look at international tourism and focus on bringing in tourism, rather than just promoting outward tourism, i.e.- visa, communication, service issues, etc.
 - v. Data base management courses, customer management, outreach
 - vi. Take the data base management already assigned in classes/ projects, and have students utilize the data
 - vii. Resource development- learn to “sell” your idea and work with other groups to collaborate for implementation
 - viii. Agreed that every student should take a research development class- fundraising, grant writing, sponsorships, partnerships, collaborations, charity, community outreach
 - ix. Need to find the key component of how to best market and manage your project/ service/ event through utilizing different outputs including social media.... Knowing the subjective concept of how to reach your target audience in the best way
 - x. Creating global partnerships, look at Quantis model
 - xi. Partnerships that tie in to environmental classes and resources
 - xii. Computers and information technology are still very important, keep that as a focus

III. RPTA Accreditation and updates- Bill Hendricks

- 1. Outcomes/ strengths:
 - a. One of top programs in the Country
 - b. Strong self study
 - c. Strong mission, vision, values
 - d. Strong faculty and advisory council involvement
 - e. Sense of unity and community
 - f. Career and library services
 - g. Senior project and internship program and very strong
- 2. Partially met standards/ secondary concerns:
 - a. Space and amount of administrative support
 - b. Need 5 year assessment plan

IV. Rho Phi Lambda & RPTA Club

1. Rho Phi Lambda- Courtney Winters, Teagan Lazarrotti, Lindsey Walker
 - a. Fall 2010- largest initiation ever with 27 new members
 - b. Planning another initiation for Winter and Spring 2011
 - c. Qualifications: 3.0 GPA overall, 3.2 in RPTA classes, evidence of leadership and community service
 - d. Currently looking for new officers for the coming year
 - e. Provides professional development trips
 - f. Will have a booth at open house for the first time to spread knowledge of Rho Phi Lambda
 - g. Currently planning a career fair for Spring quarter
2. RPTA Club- Ryan Swearingen, Kelsey Pavao
 - a. Fall 2010
 - i. Recruited almost 100 new members
 - ii. Volunteer opportunities- Morro Bay Harbor Festival
 - iii. Intramural sports- soccer
 - iv. Social events
 - v. SLO Blues internship program presentation to club
 - b. Winter/ Spring 2011
 - i. Snowshoeing trip for 12 students with Poly Escapes
 - ii. Volunteer at Wildflower triathlon
 - iii. Open house booth

V. CPRS Conference Involvement- Dani Correll

1. Student involvement
 - a. 45 students attending
 - b. 25 students participating in flash mob during general session
2. RPTA and District 8 Social
 - a. Wednesday, March 9
 - b. Kings vs. Magic game
3. Student sessions
 - a. Mentoring programs
 - b. Before the Internship: What Students Need to Know
 - c. Sharpening Your Job Interview Skills: First Impressions Count

VI. CA Sustainable Tourism Summit Planning Committee- Torey Gilmore, Carrie Nasby

1. Event is being planning through an event class at Cal Poly
 - a. Very involved with theme development
 - b. In the beginning planning stages
 - c. Sustainable fashion show
 - d. Food and wine vendors for the market place
 - e. Sustainable items for the goodie bag
 - f. Event will be in Sept/ Oct

- VII. **Quality of Life Plus Bike Ride Fundraiser Planning and Committee-** Lindsey Walker, Lauren Fallet
1. Event planning class for a ride/tour
 - a. Route, accommodations, food and beverage, sponsorship
 2. QL+ develops prosthetics for people who have been injured in the military
 3. Work with engineering department who develop prosthetics
 4. QL+ is based in Virginia, all communication is online
 5. Committee is made up of 5 people
- VIII. **RPTA Auction/ Dinner Planning and Committee-** Nika Jalali, Chelsea Modlin
1. 15 student committee
 2. Started planning June 2010
 3. Auction/ dinner is February 26
 4. "Fly Away with RPTA"
 5. Venue- San Luis Obispo Jet Center
 6. All food and beverage has been donated by local businesses
 7. 11 live auction items, 39 silent items
- IX. **National Champions Park and Recreation Academic Quiz Bowl Team-** Kristen McClay, Amber Black, Amy Lepp, Kelsey Pavao
1. Based off accreditation standards
 2. 36 total topics- theories, leaders, NRPA history, etc
 3. Jeopardy style against Brigham Young University, Western Illinois University, and Texas A & M
- X. **International Ecotourism & Sustainable Tourism Conference Planning Committee-** Brenda Flood, Kelsey O'Lea
1. Part of RPTA 412 class
 2. Conference for TIES (The International Ecotourism Society)
 3. 5th annual conference will be in South Carolina in September
 4. Over 20 countries were represented in the 2010 conference in Portland
 5. Committee made up of 10 students
 6. Responsible for selecting, training, and scheduling volunteers; exhibit booth entries and speakers; social media; registration; sponsorship; food and beverage; guest excursions; RFPs for the 2012 conference
- XI. **CAFES Communications-** Ellen Cohune, Director of Communications
1. New director of CAFES Communication
 2. Aims to help improve the communications that the department is currently doing
 3. input:
 - a. Need to develop strong communication for alumni connections and resources

- b. Possible event celebrating the department around the anniversary of formation
- c. Connections between students and Ellen to promote projects, events, etc
- d. “Advertising is expensive, public relations is the way to go”

XII. CAFES Updates & Budget- Dean David Wehner, CAFES

1. Looking to promote a partnership between tourism and agriculture... interdisciplinary between multiple majors in the college
2. Enrollment is rising- bringing in more students than last year. The college is getting more efficient in eliminating the “super senior” or 5th year senior
 - a. 120 more students this year in the College of Agriculture
 - b. RPTA will be at around 315 students in Fall 2011
 - c. 4200 applications college wide, about 40% acceptance rate, 50% of acceptance rate decide to attend Cal Poly
 - d. Expect 53 freshman and 18 transfer students for Fall 2011 for RPTA
3. Budget effects-
 - a. Students voted for fee increases a few years ago, but it was not implemented
 - b. Fee increase in the Fall 2011
 - c. Budget reduction from the state will cause over \$900,000 budget deficit in the College of Agriculture
4. Working to develop a winery
5. Aiming to gain more out of state students
6. New President for Cal Poly who has an agriculture background
7. Will be combining the Natural Resources Management and Earth Soil Sciences departments to develop a program aimed at environmental science and management
8. Advisory council questions/ input:
 - a. Any insights on the new president?
 - i. Interested in bringing more international students to campus
 1. We have capacity to add out of state students, it would buy down the budget reduction for in state students
 - ii. Does Cal Poly have a different level of involvement/ experiences?
 1. Cal Poly is very focused on “learn by doing”, experiential learning
 2. Experiential learning is just now becoming a fad outside of Cal Poly
 - iii. What is your opinion of the University’s commitment to outreach?
 1. Getting ready to roll out a campaign, hiring staff
 2. College of Agriculture is very serious in terms of campaign development

- iv. Does the college still have the Ferrier program?
 - 1. No, the program ended when the head retired

XIII. Sustainable Tourism Bay Area Meeting Overview & Discussion- Tayna Kiani, Assistant Dean Advanced & External Relations; Aaron George; Bill Hendricks

- 1. Updates and input:
 - a. A lot of excitement surrounding sustainable tourism
 - b. Sustainable event management planning prospective
 - c. Discussion of implementing a sustainable tourism focused center separate from the CAFES center for sustainability
 - i. It's taken a long time to get out of the "umbrella" of agriculture, it would be more beneficial to continue in our own entity
 - d. Advice to focus on sustainable events
 - e. CAFES center is the first center for sustainability campus wide at Cal Poly
 - f. Downside of joining CAFES center- you may get lost in and you would lose some control
 - g. Funding is required before starting a center
 - h. The department doesn't need any more work at this time- focus on current projects
 - i. There will most likely be funding if the department is interested in creating a center
 - j. There is not an officially approved sustainable tourism center in California
 - k. According to Jonelle (CTTC)- right now Cal Poly holds the sustainable tourism roll/ standard in California
 - l. What benefits will the department gain for starting a center?
 - i. The position that is brought in to run the center will also add to curriculum, resources, and outreach
 - m. East Carolina University is a benchmark for centers for sustainability
 - n. All tourism is starting to look toward the trends of sustainable tourism
 - o. Jerusha is a great resource as a sustainability expert
 - p. Support for sustainability varies because sustainability is more expensive
 - q. Rather than focusing on a center for sustainability, possibly focus on international tourism and marketing with a sustainability component
 - r. If working with a DMO- it would be very challenging for DMO's to police their members when it comes to sustainability
 - s. The first threshold that you have to cross if you're going to create a sustainable tourism center- you need to be able to define sustainable tourism/ sustainability

- t. The department needs a center, but it would be limiting if the only focus was on sustainability

XIV. International Activities Discussion- Jeff Jacobs, Bill Hendricks

1. RPTA 412 adventure, travel, and tourism class
 - a. Work with a partner to plan a trip the following year
 - b. Students travel to a different destination every Spring break
 - c. Students come back with a stronger sense of being a global citizen
 - d. Would there be a way to partner with secretaries from consulates to gain resources/ mentors/ information for students
 - e. Opinion- the global citizenship goal is very important and practical
2. What is your perception of the value of international travel for students?
 - a. Experiences that people have at a young age stay with them the rest of their lives, that type of experience is invaluable
 - b. We're in a global market now, it's critical to understand other cultures and diversities
 - c. It would be advantageous to find companies throughout the world that would be interested in hiring or working with the students
 - d. It would be interesting to take your experiences and bring it back to the local market to gain local support for Cal Poly programs
3. Would there be value in introducing an international travel course?
 - a. The current course is one of a kind, the international travel need could be met with study abroad programs

XV. Plans for Next Meeting-

1. Avoid meetings that are around the time of CSTS, TIES Conference, and NRPA Conference
2. Make more time for connections with students outside of the meeting
3. To get more student involvement, it may need to be on a Thursday rather than Friday
4. Possibly add a "speed dating" lunch with students
5. Have a resume review with students
6. Students could arrange a place for advisory council members to stay for the meeting so all members are staying at the same place
7. Possible venues: Swanton Pacific Ranch, Hearst Castle, Chumash
8. Decided the meeting will be in October
9. Specific date will be decided later via email
10. Include senior project presentations