

<p>Agenda 2015 RPTA Fall Retreat 8:30am-5:00pm September 11, SeaCrest Continental breakfast & lunch provided</p>

MISSION: "TO ADVANCE LEADERSHIP & KNOWLEDGE IN RECREATION, PARKS, & TOURISM"

VISION: "To cultivate leaders and innovators in industries that promote healthy lifestyles, protect memorable places, and facilitate life-enhancing experiences for individuals, communities, and the global society."

<u>Topic</u>	<u>Responsible</u>
1) Sharing Time & News	All
2) Fall Quarter Activities – Calendar Update	
a) NRPA Conference Sept 14-17 & Quiz Bowl	Brian//Keri/Ru/Susan/Bill
b) Fall Conference CAFES college meeting Sept 14, mgmt. meeting Sept 15	Marni/Bill
c) WOW Academic Day Sept 16	Marni/Bill
d) Fall Preview Oct 16, 10:15-11:00 & 11:15-12:00	Bill
e) RPTA Advisory Council Oct 9, reception Oct 8, The Cliffs Resort	Bill
f) CPRS District 8 Conference Oct 22 Santa Maria	Keri
g) Timeline for RPT materials Kevin Oct 15; Keri/Susan Nov 2	Bill
h) RPTA 40 th Anniversary Celebration Feb 27, The Cliffs Resort	Bill/Kathy
i) Other???	
3) Hospitality Academic Program Initiative	Bill/Ru
a) Review week of Sept 7 consultant process	
b) Master plan update	
c) Next steps	
d) Questions?	
4) Santa Margarita Ranch	
a) Recap opportunities	All
5) Staffing	
a) 15-16 staffing plan	Bill
b) Fall supervisions	Bill/Ru
c) 15-16 unit assignments	Bill
d) College committees new & continuing appointees	Bill
e) Emergency preparedness: RPTA should have plan, appointee?	Bill
f) CAFES student advisory council: recommend three students by Oct 1	Bill
g) RPT committees	Bill/Ru/Brian
h) Other committees – university, state, national; holes we need to fill?	All
i) Expanding TTRA involvement	Bill
6) Budget	Bill/Kathy
a) State budget	
b) \$75,000 equipment allocation: identify further needs	
c) Status of Discretionary, Oreggia and Excellence accounts	
d) CBF new process being established 80% personnel/20% committee decision/amt to depts	
7) Assessment	Ru
a) Review university report of RPTA (see assessment documents)	
b) Timeline for 15-16 report	
c) Critique of assessment needs	

- d) New five year plan needed
- 8) Interim Associate Dean, Nanine Van Draanen visit
- 9) Lunch
- 10) CAFES Strategic Vision Ru
 - a) service committees – volunteers to serve on the action teams
 - b) attend kick-off meeting for all action teams in October
- 11) RPTA Strategic Vision Ru/Bill
 - a) View Feb 27 presentation to Advisory Council – does it still resonate?
 - b) Review & discuss strategic initiatives & advancement goals from Feb 2015 (see attached)
 - c) Aligning these two documents
- 12) Curriculum Planning All
 - a) 2017-19 Curriculum
 - b) Clean slate curriculum planning: with EXPERIENCE in mind
 - c) BYU example (see attached)
- 13) CAFES Advising Dianne/Ru/Bill
 - a) Expectations of faculty as advisors
 - b) Assignment of students to faculty advisors
 - c) Concentrations process
 - d) Update RPTA advising plans and peer advising
 - e) AP/DQ process
- 14) Student Assistant Kathy/Bill
 - a) Social media Brooke Campbell
 - b) Interested student
 - c) Reassessing structure of position(s)
- 15) Senior Project Brian
 - a) Updates
- 16) Internships Ru
 - a) Updates
- 17) Grad Program Marni
 - a) Updates
- 18) Student Clubs Plans/Changes
 - a) RPTA Club Marni
 - b) Rho Phi Lambda Bill

9-11-15

Faculty Mtg Notes

ACADEMY
OF SCIENCES

① WELCOME STARTING

TUES A/S WELCOME -

TUES MORNING - TED PRESENTATION

② RPTA - PRESENTATION NRPA WED 10:00

VEGAS -

8AM THURS

THURS

KERI 1920 ↑ HISTORY
QUIZ BOWL - COMPETITION

WOW - ACADEMIC DAYS - TOUR FOR NEW STUDENTS -

FALL PREVIEW - FRIDAY OCT 16

ADVISORY - 8th/9th - CLIFFS - RECEPTION -

BILL - CAPES STANDARDIZED ADV. COUNCIL STATEMENT W/
3 YEAR COMMITMENT, TOP 3 PHILANTHROPIC COMMITMENT
STUART MANN MET W/S ADV. COUNCIL RE: ^{INTEREST} ADVANCEMENT BUY-IN
TOM ^{HALLEN} (HARMONY MENS PARTNER) NOW ON ADV. COUNCIL.

BILL - CAPES - 7 CONS (ART) PURCHASE & THEN AUCTION IT OFF
10,000 BUY-IN - NEED NAMES -

BILL - HOSPITALITY - APPOINTED TASK FORCE IN JUNE -

VERUSHA - STUART - RPTA FACULTY HAVE ALWAYS BEEN TALKING

AT DEVELOPING THIS HOSPITALITY. SCOB HAS IT

AT A LOWER PRIORITY - FACULTY CONSIDERED 10 MINUTES

KERI CPRS - OCT 22 8:30 SANTA MARIA VETS HALL

'EVERY CONNECTION COUNTS' - RPTA ASSIST W/

CENTERPIECES - OR BASKETS FOR RAFFLE - LOOKING

FOR SPEAKERS FOR ① SPORTS MGMT ② CUSTOMER SERVICE

BRINA STUDENTS RPTA 100 - PROFESSIONAL DEVELOPMENT ^{EXPERIENCES}

MARNI WILL PRESENT - PAY 50% = \$10 EA -

RETENTION / PROMOTION / RENEWAL - TIME TABLE - KELIN'S DEADLINE EARLIEST

40TH ANNIVERSARY CELEBRATION - CLIFFS / DINNER & AUCTION

FRIDAY - NIGHT - ALUMNI RECEPTION @ LUIS WINE BAR

SATURDAY - EVENTS - HIKES, ZIPLINE, KAYAK, YOGA

CHILD CARE OPTIONS - PROVIDE LIST OF CAL POLY RESOURCE

- SAVE THE DATE - ALMOST READY

BILL - NOV 5 & 6 - CAL TRAVEL BOARD MTE PASO ROBLES
RPTA STUDENTS TO OBSERVE BOARD MTE ON FRIDAY / NOV 6 (2)

(3) Hospitality Academic Programs Initiative -

Bill - do we move ahead w/ EIM - name change

Brain - keep moving forward - working the plan -

3* KERI - DOMINICA REPUBLIC - GREAT TRIP - SCHEDULE / ITINERARY

CIEE - 3 DAYS IN SANTIAGO

3 DAYS BLEND w/ TOURIST PORT

CHOCOLATE PLANTATION - AMBER MINE

4 PERSON CHANCE TO GET ANYTHING DONE -

STUDENTS HAVE TO DO PAPERWORK - OFFICIALLY

BASEBALL - RESORTS - HOTELS - DEVELOPING COUNTRY

DEMAND - LOTS OF INTEREST SPRING -

WILL TALK ABOUT IN CLASSES -

RTA/P \$800 - \$1000 / \$1375 ON THE GROUND -

2 UNITS 4/2 WINTER / 2 UNITS SPRING -

MARNI - CALIFORNIA OUTWARD BOUND - 3 or 4 CONF. CALLS

THIS SUMMER - PURSUING COURSES - WILL HEAR

SMALL SCALE - COURSE CREDIT THROUGH CAL POLY -

STUDENTS (ANY) TAKE OUTWARD BOUND COURSE 3 UNITS

THROUGH EXTENDED ED -

(4) SANTA MARGARITA RANCH - ROB ROSSI

MARNI - NOT BEST USE OF OUR TIME - NEEDED MORE

DIRECTION - HOW DO WE FIT IN?

HE WAS MAKING CONNECTION - ? STUDENT

CONNECTION? ROB - WANTED OUT OF THE BOX -

BILL - STRATEGIC PLAN FOR GOLF COURSE,

TOUR = OVERBURDENING ROB = LEADS TO

POTENTIAL OPPORTUNITIES OF USE OF 200 ACRES -

COMMITTED RPTA/OS - PEST/SWOT/ANALYSIS -

- FAMILY CONCERNS - FAMILY LEISURE - RESORT POTENTIAL (2)

④ RECAP OPPORTUNITIES —

YOUTH AT RISK PROGRAM —
SIZE OF MANTANTAN —
VISUALIZE — POTENTIAL
BURN — 2,000 ACRE

MARNI — PURSUE TRAIL MAP — LOOP TRAIL — ZIPLINE —
KEVIN WORKING ON EVENT THINGS OUT THERE

MANINE — ASSOC. DEAN — CHAIR CHEM (3 YEARS)
LOVES WORKING W/ FACULTY STAFF — RESEARCH PROF. GOALS
— INTEREST IN DEVELOPING CAREER THAT FACULTY CAN ENJOY
THEIR WHOLE CAREER — WORK/LIFE BALANCE — TEACH/PRACTICE

BRIAN — KERI + I PROPOSED SE-COUPLE "WORK/LIFE BALANCE"
(GOT APPROVAL) (D3) SOME SOCIAL SCIENCE INPUT/CONCERNS

MANINE WOULD LIKE TO MEET W/ YOU — EARLY TO TALK
ABOUT PARKS UPDATES — CONVERSATION ABOUT
WHAT YOU ARE LOOKING FOR IN A CAREER —

⑤ STAFFING = 465 / 4 / 14 — ^{COVERS} YEAR

BUDGET = NEED TO ANALYZE (100K) DEFICIT + (60K) DEFICIT - PT-LECTURERS

PAUL — AUCTION — JEAN ASSIGNED 2NTU — RPTA 472 AUCTION COMMITTEE
WINTER — 4NTU — RPTA 472 — 1 WNTU QUIZ BOWL
SPRING — 2WNTU — RPTA 422 — 1 WNTU NEWSLETTER
NEWSLETTER KERI 472
BANQUET — KEVIN 472
QUIZ BOWL — BRIAN 472

MARNI — 112 ONLY HAS 12 STUDENT — INTRO TO PARKS & OUTDOOR RES
LA, CRP, NRES, FORS

BRIAN — 460 Lab Susan scheduled —

BRIAN — Video feedback study CTL — experiment — Brian
participation team —

BILL — Fall Supervisors — completed —

BILL — Faculty Assignment —

5 STAFFING

BILL - KEVIN TAKES ON PAO PHS LAMBDA - KENNA DOUGHERTY
Delete 'Outdoor Adventure' ^{CAROLAN PAIR}

Marni - RPTA advisor - RPTA CURB
"except banquet" - Banquet -> Kevin
Marni - Asst. banquet.
- CBF = Bill, Jenisha + Marni
Graduate Coordinator

RPT - Committee - members - passed -
Keri's committee -> Marni chair - done
Jusa - committee -> RW chair - done
Kevin - committee -> Brian chair - done

TTRA -> expand involvement - ~~video~~

COLORADO
JUNE

TRAVEL & TOURISM RESEARCH ASSOCIATION
- FOCUSED - HOW DO WE HAVE PROFESSIONAL
INVOLVEMENT? KEVIN - IMPORTANT TO GET
CAL POLY SLO NAME OUT THERE -

~~COMMUNICATION STRATEGIES~~ PROFESSIONAL - HOW DO WE INITIATE?
- NATIONAL LEVEL - ATTEND SYMPOSIUM -

CAL TRAVEL - 5 + 6 NOVEMBER PASO ROBLES -

CAL TRAVEL - MAY - PALM SPRINGS -

BUDGET - Submitted - 40K - + req

TECHNOLOGY SIDE OF THINGS -

\$500 LICITING ELMS (KRAMER) - PURCHASE ^{TABLES} CHAIRS

KEVIN - VISITED KRAMER - SOFTWARE ^(SOCIAL TABLES)

APPS - VIDEOS -

1 - COMMITTEE TO REVIEW "EQUIPMENT PURCHASES"

BUDGET - CASH BALANCES -

DISCRETIONARY - AUCTION/DINNER - DONATIONS EVENT BOUTE

- REL EXCELLENCE - CASH BALANCE - ABOUT SAME AS PREVIOUS

10

STRATEGIC VISION - DRAFT

NOMINATE - IMPLEMENTATION

10 + 11 OF GOALS, Objectives + Strategies

GOAL -> nominate to serve on implementation committee

4 GOALS -> build strategies for implementation -

RPTA = NOMINATE -

CAPS STRATEGIC VISION

1 SUSAN

2 BRIAN -

3 KERI -

4 ~~ANNA~~ KATHY

11

RPTA STRATEGIC VISION -

VISION ✓

SYNERGIES ✓

* in next annual cycle - propose minor -

- YES - promote minor in 'event planning'

13

A) EXPECTATIONS OF FACULTY - CONCENTRATIONS = FACULTY

B) SUMMER SEMESTER - NEW PER ADVISOR

- CREATE - (EXPERIENCE IN INDUSTRY MANAGEMENT)

- ROSE BAR - higher standards in course work -

Experiential Marketing = has analytics in each course

- need to assess PT lecturer course - improve

- Stuart Mann -

students happy w/ degree and enthusiastic about a full breadth hospitality program passionate, wonderful work

- deficiency = functional areas of business.

Struggle => political situation on how to structure - how & where it resides.

Clearly the management & function of PSN LODGING & ~~EVENTS~~ HOSPITALITY w/b part of new program.

- naming is going to be interesting -

EIM - nobody knows what it is -

degree program will need different kind of name -

- all positive - very few ~~not~~ negative

- growth of hotel (nationally) - where are jobs, opps for growth - entry level - low paying - not so in restaurant - jobs & extensions to restaurant.

- lots of opps in events -

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MASTER

Rec, Parks & Tourism Admin.
Faculty Assignments

~~2014-15~~ 2015-16

Bill Hendricks

Accreditation Requirements

- Mgmt of teaching, research, public service functions
- Participation, prep, mgmt of budget
- Implementation of policies and procedures related to students
- Implementation of policies and procedures related to faculty
- Development, mgmt and evaluation of curriculum

Interpreted to include:

- Student recruitment, retention, dismissals
- Administer unit/student records
- Hold unit meetings
- Supervise clerical/student staff
- Budgetary control
- Distribute teaching loads
- Evaluate faculty
- Provide professional growth opportunities

Change of Major Students

- Academic Probation Students dismissal/reinstatement
- Advisory Council
- SLOCAPRA Rep.
- Accreditation Coordinator
- Advancement
- Rho Phi Lambda Advisor
- SOAR
- ~~Outdoor, Adventure and Resource Recreation Concentration (fall)~~

NEW KEVIN
HONOR SOCIETY

CAREER FAIR

KEVIN

Marni Goldenberg

- College-based Fees Committee
- RPTA Club Advisor
- Graduate Coordinator (winter/spring)
- ~~Outdoor, Adventure and Resource Recreation Concentration~~
- ~~WOW WEEK AS~~

Bill Jerusha 80/20 =

SHIFT BANQUET

KEVIN BANQUET
MARNI ASSE BANQUET

MARNI
STATS

MANAGEMENT
CONCENTRATION

Jerusha Greenwood

- Class Scheduling
- Internship Coordinator
- Curriculum Coordinator
- ~~Hospitality & Tourism Management Concentration~~
- Assessment Coordinator
- College-based Fees Committee
- ~~WOW Week Academic Day Orientation~~

ASSIGNED TIME

SUSAN (TRANSITION)

KEVIN
DOUCHEK

ACCREDITATION: FALL 2017

Scholarships & Awards — SUSAN

Brian Greenwood
Sport Management Area CONCENTRATION
Graduate Coordinator (fall)
Communications Liaison — STRATEGIST
Website Liaison — ~~STRATEGIST~~ — PRODUCE NEWS/INFORMATION —
Senior Project Coordinator
Academic Quiz Bowl Coach

Keri Schwab
District 8 Educators Rep
Newsletter Faculty

SUSAN ~~Scholarships & Awards~~
Community Recreation Management Area
~~Assessment Assistant (fall)~~

AREA "MORE THAN A MOTTO"

Susan Mackenzie
COMMUNICATIONS STRATEGIST

~~Academic Quiz Bowl Assistant Coach (winter/spring)~~
~~Assessment Assistant (winter/spring)~~
~~Assistant Graduate Coordinator~~

SCHOLARSHIP + AWARDS

HTM CONCENTRATION — COORDINATOR

Kevin Lin

- 1 Event Planning & Management Concentration
- 2 Open House Committee
- 3 WON WEBB ACADEMIC DAY ORIENTATION

④ BANQUETS
④ RHO PHI

Megan Hobbs JENN PRENTICE
Auction & Dinner CEO

College & University Committee Assignments

- ✓ Peer Review Committee Marni
- ✓ Graduate Studies & Research Committee Marni; Brian (fall)
- ✓ Curriculum Committee - Ru
- ✓ Professional Leave Committee ~~Brian~~ BRIAN
- ✓ Employment Equity Facilitators Marni, Susan, ~~Brian~~
- ✓ Open House Committee - Kevin
- ✓ Recruitment & Diversity Committee - ~~Brian~~ KERI
- ✓ Instructional Enhancement Committee - Marni
- ✓ Distinguished Scholarship Committee - Bill
- ✓ Academic Senate - Ru

RPT Committees

S. Mackenzie	Ru (Chair); Brian, Marni
K. Schwab	Brian (Chair); Marni, Ru
K. Lin	Brian (Chair); Marni, Ru

CAL POLY

SAN LUIS OBISPO

College of Agriculture, Food
& Environmental Sciences

Recreation, Parks & Tourism
Administration Department

Update February 23, 2015

Strategic Vision

The vision of the department is to cultivate leaders and innovators in industries that promote healthy lifestyles, protect memorable places and facilitate life-enhancing experiences for individuals, communities, and the global society.

Department Strengths & Coinciding Faculty

1. Hospitality & Tourism – Jerusha Greenwood, Susan Mackenzie, Jamie Wallace, KEVIN LIN
2. Event Planning – Kevin Lin, Jennifer Prentice
3. International Education – Marni Goldenberg, Susan Mackenzie, Keri Schwab, KEVIN LIN
4. Leadership & Youth Development – Marni Goldenberg, Brian Greenwood, Keri Schwab
5. *Research* in Outdoor Recreation, Recreation Resource Management, Sustainable & Adventure Tourism, Positive Youth Development, Outdoor Leadership – Marni Goldenberg, Brian Greenwood, Jerusha Greenwood, Bill Hendricks, Susan Mackenzie, Keri Schwab, KEVIN LIN

Strategic Initiatives

1. Develop industry relevant, progressive & active research centers/institutes – EIM
2. Maintain a thriving & innovative faculty dedicated to the teacher-scholar model
 - a. Become the leader in developing an interdisciplinary hospitality academic program at Cal Poly
 - b. Expand leadership & youth development as a growth area with connections to CAFES majors
 - c. Develop event planning course for non-majors
 - d. ~~Develop work/life balance GE course~~ ✓ *delete completed*
 - e. Develop ag/wine/food course for CAFES majors
 - f. Develop online event planning graduate program
 - g. Develop event planning minor
3. Become the selected program by elite students across California
 - a. Initiate hometown heroes program
 - b. Actively recruit from partner schools
 - c. Recruit and offer scholarships to students among top 10% California high school graduates
4. Offer an international educational opportunity to every RPTA student
 - a. Revamp ~~core~~ curriculum to develop unique global learning opportunities
 - b. Expand collaboration with CP International Center and Extended Education

Advancement Goals

- NEW ENDOWED CHAIRS IN EIM*
1. \$4.5 mil - Endow director of research center & staffing/funding
 2. \$1 mil - International learning program integrated into core
 3. \$9 mil - Endow three faculty with specific expertise in hospitality management
 4. \$1 mil - Scholarships for incoming students
 5. ~~\$3 mil - Endow youth development faculty~~ *STAYS*
 6. \$1 mil - Computer lab/graphics/conference innovation center
 7. \$1 mil - Develop online/hybrid graduate program