

CURRICULUM DEVELOPMENT WORKSHEET
CAL POLY RPTA ADVISORY COUNCIL
FEBRUARY 27, 2009

Introduction

Beginning next year we will be using new standards for academic accreditation through the National Recreation and Park Association. This is an opportunity for us to take a fresh look at the courses that we offer in order to provide a “state-of-the-art” education for our students.

Please review the document **7.0 Learning Outcomes** that contains three foundation areas segmented further into standards. In particular review the standards and sub-standards in sections 7.03 through 7.05.

The purple and blue documents in your folder provide the listings of our current major classes and concentration classes. These are just a starting point so you can see where we have been. Feel free to use a clean slate for where you think we should be going in the future. In other words, come up with a list of classes that meet the standards and fit with the Core Content in Parks, Recreation, and Tourism figure.

Historical, philosophical and scientific foundations

[illegible]

Management, marketing and finance

[illegible]

Design & execution of recreation experience offerings

[illegible]

CURRICULUM DISCUSSION

February 27, 2009

Recreation, Parks, & Tourism Administration Advisory Council

- Business writing skills
- Writing skills
- Excel skills – spreadsheet proficiency
- Presenting data
- Soft skills – electronics has created disconnect to human services
- Proposals – writing, designing, presenting effective grants
- Require geography
- Place HR back in curriculum
- History of RPTA
- Workplace realities
- Politics of getting things done
- Group dynamics, team building
- Generational differences in the workplace
- How to present self in writing and verbally
- Interpersonal skills, ethics, behavior in workplace, business & corporate etiquette
- Management skills – time management, communication, finance, leadership
- Professional competencies
- Career mapping, goal setting, professional development
- Business Theory
- Managerial economics
- Return on investment – understand the numbers behind everything
- Change management, crisis management
- Customer service
- Decision-making based on criteria
- Contract management & procurement management
- Triple threat – environment, people, profit
- Sustainable business practices
- Business behind events – funding for charities, economy, etc.
- Measuring economic impact of events & recreation activities
- Sustainable events
- Events sponsorship and co-marketing
- Sponsorship – subsidizing events
- Marketing skills
- Selling skills
- Experiential marketing
- Website design and marketing
- Electronic marketing & communications – search engines, communications programs for marketing

- Buying right keywords, etc.
- Branding and management of brand
- Online networking