

**Office of the President
California State University, Chico**



Executive Memorandum 20-003

January 7, 2020

From: Gayle E. Hutchinson, President 

Subject: Approval to Change the Name of the Option in Parks and Natural Resources Management

Upon the recommendation of the Academic Senate and with the concurrence of the Provost, I approve changing the name of the Option in Parks and Natural Resources Management within the BS in Recreation, Hospitality, and Parks Management to the Option in Parks and Recreation Management. This change will be effective fall 2020.

Policy Title:	EM 20-003 Approval to change the name of the Option in Parks and Natural Resources Management
Contact:	Department of Recreation, Hospitality, and Parks Management
Supersedes:	
Revision:	
Enabling Legislation or Executive Order:	

Undergraduate Program Name Change

Current Program Name: Parks and Natural Resources Management

Propose Name Change to: Parks and Recreation Management

Complete only if applicable

Program named above is:

Option within RHPM
(degree program name)

Minor

Certificate

Please attach the following required documents:

1. **Rationale for Change.** Provide as much detail as possible; rationale should address disciplinary convention, recruitment and employment issues, and titles used at other institutions. For Degree Name Changes see [Chancellor's Office requirements](#).
2. **Evidence of Consultation.** Provide evidence of consultation with faculty, students, and other stakeholders (staff, community members, etc.)
3. **Catalog copy of program.**

Required Signatures:

The Department of RHPM
has reviewed and approved this name change:

Morgan Heltin Date 3/11/19
Chair, Department Curriculum Committee

[Signature] Date 3/11/19
Department Chair

The College of Communication Education
has reviewed and approved this name change:

[Signature] Date 4/11/19
Chair, College Curriculum Committee

[Signature] Date 4/18/19
College Dean

Send completed form to Curriculum Services at zip 128; SSC 464B

Note: The department will be notified of EPPC review date.

CSU Chico
Curriculum Services

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Name Change of Parks and Natural Resources Management to Parks and Recreation Management

Rationale: Based on new accreditation standards and retirements, the Department of RHPM is redesigning curriculum to create more flexibility among faculty teaching assignments. The Department of Recreation, Hospitality and Parks Management is requesting that the option in Parks and Natural Resources be renamed Parks and Recreation Management. The department has also put forth a proposal to discontinue the option in Community and Commercial Recreation and Tourism. The curriculum from the discontinued option will be blended into the option in Parks and Recreation Management.

Evidence of Consultation: Multiple meetings with RHPM faculty, Dean, and recreation and parks professionals were conducted. On December 13, 2018 a vote was held with the RHPM faculty to change the name of the Parks and Natural Resources Management option to Parks and Recreation Management. The motion passed unanimously.

**Name Change for Option in Parks and Natural Resources Management
Rationale for change**

In 2012, the Council on Accreditation for Parks, Recreation, Tourism and Related Disciplines revised the national accreditation to focus on four key areas: history/philosophy of the professions, programming/leadership, management, and a mandatory, full-time professional internship. The renewed focus on the transferability of leadership and management provided an opportunity to focus a core set of skills that could be utilized in a wide variety of settings and sectors.

What are the names of other similar programs in the CSU system or in California called?

CSU Campus	Emphasis Area
Cal Poly, SLO	Forestry and Natural Resources
Cal Poly, SLO	Sport and Recreation Management
Chico	Parks and Natural Resources Management
Chico	Community and Commercial Recreation and Tourism
East Bay	Recreation - General
East Bay	Recreation - Sustainability
East Bay	Recreation – Youth Development Programming
Fresno	Adventure Recreation and Tourism
Fresno	Community Recreation and Youth Services
Fresno	Sport and Entertainment Facility Management
Humboldt	Natural Resources Recreation
Humboldt	Recreation Administration - General
Long Beach	Recreation - General
Sacramento	Recreation and Park Management
San Diego	Recreation Administration (Outdoor Resource Management)
San Diego	Recreation Systems Management
San Diego	Sustainable Tourism Management
San Jose	Recreation Management
SFSU	Recreation Parks and Tourism Administration – General

Please provide more details about the department's resources and how they relate to this name change proposal.

In 2014 the department had nine tenure/tenure-track faculty including four with academic degrees, extended work experience, and/or disciplinary expertise in parks and natural resources. In fall 2019 the department will have six tenure/tenure-track professors pending the successful conclusion of a recently authorized tenure track search for a parks and natural resources professor. Three of the permanent faculty support the department core and the specialized courses in resort and lodging management or event management. The fourth professor serves as department co-chair while teaching in the core and the recreation therapy

option. The fifth professor serves as co-chair and manages a service learning program for the department as part of a suite of externally funded projects. Combining our parks and natural resources option with our recreation management option (formerly community and commercial recreation and tourism) enables the department to offer students an emphasis in park management or recreation management while maintaining the historic linkages to youth development, community quality of life, and access to open space common to both. Several of our long-time lecturers have advanced degrees, work experience, and professional networks in community recreation and youth development. The new faculty colleague will bring disciplinary expertise in parks and protected areas at the local, state or federal level.

Recreation, Hospitality, and Parks Management Faculty (AY20-21)

Morgan W. Geddie	2006	Resort and Lodging Management and Event Management
Chang Lee	2011	Resort and Lodging Management
Laura J. McLachlin	1984	Department Core and Recreation Therapy
Emilyn A. Sheffield	1989	Parks Advisor, Service Learning and Sponsored Projects
Matthew Stone	2013	Resort and Lodging Management and Event Management
PNR Assist. Professor	2019	Parks and Natural Resources

Parks and Recreation Management Option Classes, 28 units (effective Fall 2020)
Department of Recreation, Hospitality, and Parks Management

Outdoor Recreation Systems (RHPM 240) 3 units

Resources and needs for outdoor recreation: managing people and natural resources to provide quality outdoor recreation experiences. Study of historic, social, political, economic, and environmental factors influencing natural resources recreation at federal, state, and local levels. Survey of conflicts in natural resource land use. Field trips may be required.

Choice of one of the following two courses

Principles of Event Management (RHPM 323) 3 units

Introduction to event management fundamentals and overview of the event industry. Topics include strategic planning, logistics, operations, financial management, risk management, and sustainability in event operations.

Or

Methods and materials for Environmental Education (RHPM 448) 3 units

Experiential-oriented survey of methods and materials for teaching environmental concepts in schools, communities, nature centers, camps, and parks. Exposure to history, theory, philosophy, and goals of environmental education programs.

Systems Management in Maintenance and Operations (RHPM 342) 3 units

Overview of maintenance planning and implementation from a systems perspective. Topics include strategies to enhance guest experiences, reduce depreciative behaviors, and maintain facilities and settings.

Citizen Involvement in Recreation Resource Management (RHPM 441) 3 units

Theoretical and applied concepts and techniques of citizen involvement in policy and management decisions for both public and private sectors of recreation resource management. Discussion of legal mandates, agency/organization credibility, applied methods for obtaining citizen input, and case studies. Attendance at public meetings may be required.

Choice of one of the following two courses

Leisure Services Promotion (RHPM 422) 3 units

Introduction to marketing concepts; application of promotion in recreation, hospitality, and parks through the development of promotional materials for programs, organizations, and events. Creation of program, organization, and business promotional strategies, including message design, promotion creation, and evaluation.

Or

Environmental Interpretation and Communication (RHPM 444) 3 units

Theory and application of environmental interpretation services to visitors in natural and cultural resource settings. Communication of environmental information to general public via media presentations, conducted trips, exhibits, nature trails, publications, and visitor centers. 3 hours lecture.

Choice of one of the following two courses

Natural Resources Management (RHPM 446) 3 units

Managing the interactions between natural resources and users to ensure sustainable outdoor recreation. Carrying capacity, limits of acceptable change, competition, and complementarity among recreation uses and between recreation uses and other resource uses. Methods for monitoring recreational impacts, and approaches to managing resource quality and recreational opportunities. Field trip may be required.

Or

Commercial Recreation Operation (RHPM 524) 3 units

Management of private and commercial recreation programs, areas, and facilities. Considers planning, organizing, financing, staffing, operation, evaluation, facility use, and operational effectiveness and efficiency. Explores a broad range of private and commercial operations. 3 hours lecture.

Special Event Planning and Operations (RHPM 523) 1 unit

Experiential course offering students hands-on experience with aspects of planning and implementation of an event, including design, marketing, staffing, operations, risk management, and evaluation.

Option Select 9 units

Any RHPM course or other course with advisor approval.

Note. The courses highlighted in blue are the courses being added to the option.