Western Carolina University Parks and Recreation Management Program Advisory Board Fall Meeting Minutes

Monday, November 11, 2019

Meeting: 3:00 – 4:30 p.m. in Private Room at Panacea Coffee Co.

Panacea Coffee Company

66 Commerce Street Waynesville NC 28786-5738 Phone: 828-452-6200

www.panaceacoffee.com

Social: 4:30 – 5:30 or until people's interest dwindles Frog Level Brewery Next Door to Panacea

Invited: See list of Advisory Board Members and PRM Full-Time Faculty Attached

- 1) Welcome and Agenda Overview
- 2) Board Members
 - a. Introductions
 - b. "Trey" Kelly- Cumberland Gap law enforcement ranger (PRM alum)
 - c. Lynda Doucette- Retired NPS supervisor at GSMNP
 - d. Kent Cranford- Owner, Motion Makers Bicycle Shops
 - e. Alyse Ostreicher -North Carolina Outward Bound
 - f. Chris Moore- Fire Marshall WCU-long term career with forest service
 - g. Glenn Middleton- WCU PRM Faculty
 - h. Callie Schultz- WCU PRM Faculty
 - i. Barry Garst

tremendous assistance as we were planning the new Experiential and Master's degree.

he letter from the advisory board affirming the Master's degree. The he UNC System Office with our "intent to establish" packet; we are val for the degree.

o nail down, but 126 students are declared PRM we recently advised ts who are not in that 126.

, Dr. Jeremy Schultz

hultz as a tenure-track faculty member. Jeremy's research/teaching on resource management & sustainable tourism

ial and Outdoor Education (see attached curriculum overview)

Request to Establish a New Degree

has been submitted and is currently under review

Submission

- c. Congaree-in last three years, have grown by 300% the number of visitors; GSMNP is set to hit 12 million visitors this year.
- d. Question: Are these visitors diverse? Outdoor world in general is still very white, male dominant; bike world in particular-trying to attract women, different ethnicities, races, etc.
- e. Trouble is staffing with diversity initiatives; we need to hire more diverse staff, the tirck is to find diverse staff, especially when pay is so low, this is a real barrier, various organizations are working hard to increase pay to work on those barriers
- f. We've got to get outdoor programs/early education and outreach is so important for the future of our field.
- g. What should the PRM program be aware of as we prepare PRM professionals?
- h. Diversity training is imperative.
- i. Suggestions for additional board members
- j. We would love to also have a more diverse board; both in practice (focus area) and in age, race, ethnicity, etc.
- k. Anything else?
- 6) Closing Comments and Move to Social at Frog Level Brewery

Next Meeting: Monday, March 23, 2020 (3:30-5 pm Meeting 5-6:30 Dinner) WCU, Cullowhee, NC