BROCKPORT

Faculty Senate
State University of New York
College at Brockport
350 New Campus Drive
Brockport, NY 14420-2925

Resolution#24
1998-99
FACULTY SENATE

TO: Dr. Paul Yu, College President

FROM: The Faculty Senate

Meeting on: May 13, 1999

RE: _ X I. Formal Resolution (Act of Determination)
     _ II. Recommendation (Urging the Fitness of)
     _ III. Other, For your Information (Notice, Request, Report, etc.)

SUBJ: Revisions to the Undergraduate Curriculum in the
      Department of Recreation and Leisure Studies

Signed: [Signature] Date Sent: 6/01/99
(Thomas Bonner, Faculty Senate President)

TO: The Faculty Senate

FROM: Dr. Paul Yu, College President

RE: I. Decision and Action Taken on Formal Resolution
   a. Accepted. Effective Date: 9/1/99 or next publication opportunity
   b. Deferred for discussion with the Faculty Senate on __/__/99
   c. Unacceptable for the reasons contained in the attached explanation

II, III.
   a. Received and acknowledged
   b. Comment: ________________________________

DISTRIBUTION: Administrative Group - Please share
               with appropriate staff

Distribution Date: 6/21/99 Signed: [Signature]
                  (President of the College)
Proposed Revisions to the Undergraduate Curriculum in
The Department of Recreation and Leisure Studies
Submitted February 24, 1999

Background Information: The REL Department has been accredited by the National Recreation and Parks Association (NRPA) and the American Association for Leisure and Recreation (AALR). In their most recent review of the REL program, the accrediting agency reviewers indicated that there was course overlap in select REL core and emphasis courses. Further, one reviewer wrote in a memo that a potential undergraduate and graduate growth area for the REL Department should be in the area of Tourism Management. Currently, the Brockport catalogue indicates that students interested in pursuing a career in tourism should select related courses within the department’s Recreation Management emphasis. However, the existing number of courses in this area of study (1) is not adequate to properly prepare students for the tourism profession.

In response to the above, the REL faculty is proposing to:

- Delete from the core 5 credits of REL courses that overlap in content;
- Transfer the deleted 6 credits from the core to the two existing emphases to provide more in-depth career preparation;
- Expand the number of courses available in the area of tourism per accreditation recommendations;
- Change the Guided Liberal Arts electives for the Recreation Management emphasis to reflect the need for more business skills.

A comparison of the old and revised core, emphasis areas and Guided Liberal Arts electives for Recreation Management students follows:

1. Comparison of the new program to the old program: The main proposed change is reducing the REL core by 6 credit hours and moving these 6 credit hours to each emphasis. Additionally, the REL faculty has changed the Guided Liberal Arts Electives for only the Recreation Management emphasis. The Guided Liberal Arts Electives for the Therapeutic Recreation emphasis have remained unchanged and thus are not included in this proposal. Changes will be indicated in bold.

### A. REL Core Program

#### A. Old Core Program:

<table>
<thead>
<tr>
<th>Required Core Coursework: (32.5 credits)</th>
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<tbody>
<tr>
<td>HST 330 History of Recreation and Leisure</td>
</tr>
<tr>
<td>or PES 350 History of Sport, Play and Exercise (3)</td>
</tr>
<tr>
<td>REL 395 Leadership of Rec. and Leisure (4)</td>
</tr>
<tr>
<td>REL 308 Recreation Programming (3)</td>
</tr>
<tr>
<td>Rest as listed in catalogue.</td>
</tr>
<tr>
<td>Total Credit Hours: Old Program = 32.5 credits</td>
</tr>
</tbody>
</table>
Summary: Six hours have been deleted from the core. History 330 was deleted and these three credit hours were transferred to the emphasis. REL 395 was viewed as redundant by our accrediting agency and was deleted. Three of these credit hours were transferred to the emphasis and one hour added to REL 308.

B. Recreation Management Emphasis

B. Old Emphasis: (9 credits)

REL 411 Mgmt. of Leisure Resources (3)

Plus any two of the following three courses:
REL 314 Principles of Tourism (3) or
REL 303 Leisure in the Corporate Sector (3) or
REL 313 Commercial Recreation (3)

B. Revised Emphasis: (12 credits)

Deleted from REL Rec. Mgmt. emphasis (Accred: redundant)

Students must take the following two courses:
REL 314 Principles of Tourism (3)
REL 430 Special Event Planning (3)

REL 303 Corporate & Commercial Recreation (3)

Students interested in Recreation Management must also take three REL electives selected with the approval of the departmental advisor. For example if they are interested in traditional recreation management they should take REL 303 and REL 416 Mgmt. of Non-Profit Leisure Service Organizations (3) (New). If they are interested in tourism management they should take REL 435 Resort and Hotel Operations (3) (New) and REL 440 Tourism Sales and Marketing (3) (New).

Summary: REL 411 was viewed as redundant by the accrediting agency so the faculty voted to eliminate this class from the emphasis. REL 303 and 313 were combined into one class due to the demise of corporate recreation in the private sector. Four new REL classes were developed with one, REL 430 becoming a requirement for all recreation management students. The new REL 440, Tourism Sales and Marketing will be taught via distance education from Finger Lakes Community College in exchange for the REL Department broadcasting REL 302 to Finger Lakes Community College.

C. Guided Liberal Arts for Recreation Management (minimum 18 credit hours):

C. Old Program:

Students had to complete one course from each of six groups. Each Group listed 1-7 courses. See the catalogue pp.307-308 for a complete list of the 28 listed courses.

C. New Program:

Students now will be required to take the following four courses:

1. Select one 3 credit hour statistics course from the following (same as the old program):
   - ECN 104 Introduction to Statistics or
   - MTH 243 Elementary Statistics or
   - FLS 300 Political Statistics
   - PSH Introductory Statistics for Psychology
   - SOC Introductory Statistics

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2. ECN 201 Principles of Economics-Micro (3)
3. BUS 285 Fundamentals Accounting I (3)
4. BUS 335 Principles of Marketing (3)

REL Recreation Management students will select 6 credit hours from a list of approved SUNY Brockport classes. This extensive list of approximately 100 liberal arts classes is grouped by such broad topic areas as Cultural Diversity, Marketing, Management, International, Finance, Human Resources and Communications. See the REL Advisor for a complete list.

Summary: REL Recreation Management and Tourism Management students today are expected to have basic business skills as they begin their careers in this field. Thus, the REL faculty has agreed that we need to expand a student's exposure to the basic business disciplines. These courses will almost satisfy the BUS/ECN Department's requirements for a business minor.

D. Therapeutic Recreation

D. Revised Therapeutic Recreation Emphasis:
REL 305 Introduction to TR (3) (number change, title change, and adjusted description)
REL 407 Methods in TR (adjusted description)(3)
REL 412 Trends and Administrative Issues in TR (title change and adjusted description) (3)
REL 339 Leisure Education in TR (3) (New)
REL 408 Facilitation Techniques & Group Process in TR (3) (New)

E. Guided Liberal Arts Electives for Therapeutic Recreation Management (minimum of 18 credits):

E. New Program:
No change to the Guided Liberal Arts electives.

Summary: Six hours have been added to the emphasis because the core was reduced by six credit hours. Just two new courses, REL 320 and REL 408, have been created as needed to the emphasis. The previous introductory course, REL 405, has been lowered to REL 305. The current REL 407 and 412 will have minor adjusted course descriptions as material previously addressed in these classes will be taught in the new classes thus freeing some instructional time to cover additional topics.

2. Rationale for the Changes: The REL Department has been accredited by the National Recreation and Parks Association (NRPA) and the American Association for Leisure and Recreation (AALR). However, in their review of the REL program, the accrediting agency reviewers indicated that there was course overlap in select REL courses. Thus, the REL faculty has moved to delete select REL courses that overlap in content area. Further, the REL faculty has unanimously voted to move any course overlap credit hours into the emphasis areas. Additionally, the REL faculty unanimously agreed to expand the emphasis areas
from 9 credit hours to 15 credit hours to better prepare tomorrow's student for a career in recreation and leisure studies. Thus, the core was reduced 6 credit hours and the emphasis was increased 6 credit hours.

Further, accreditation reviewer, Dr. Julie Lengfelder wrote, in a memo to Dean Elliott in April 1997, that a potential undergraduate and graduate growth area for the REL Department should be in the area of Travel and Tourism management. Currently, the Tourism emphasis is included in the Recreation Management emphasis and is advertised as a potential career option in all current Brockport catalogues (pg. 300, 307). However, the existing number of courses in this area of study (1) is not adequate to properly prepare students for the tourism profession. Thus the REL faculty have proposed the development of additional tourism management courses to better prepare tomorrow's student for a career in tourism management. These new tourism classes are proposed, in the short term, as part of the existing Recreation Management emphasis.

For the future, the REL faculty has unanimously voted to explore the creation of a formal third emphasis in Tourism Management. A formal New Initiative Proposal Letter of Intent is currently being reviewed at the appropriate administrative channels. If this New Initiative Proposal is approved, the REL faculty will immediately propose the creation of a separate, third Tourism Management emphasis by separating it from the current Recreation Management emphasis. This will allow better marketing of this career option to new perspective students.

3. Evidence of demand for any new focus in the program: See above accreditation comments.

With regard to expanding the tourism classes, in the United States, tourism is the third largest industry, and is expected to double in the next ten years. Internationally, tourism is the number one industry, and it is estimated that 120 million new jobs will be added in the next ten years. The industry's global output in 1997 was projected at $3.4 trillion, while industry jobs totaled 262 million. Over the next ten years, output is projected to reach $7.1 trillion, and employment to reach 383 million (Travel and Tourism Executive Report, 1997). Tourism related jobs are available in the following industries: hotels/motels, resorts and spas, attractions, airlines, car rental firms, tour operators, cruise line, restaurants, commercial campgrounds, travel trade associations, tour guides, tourist boards, convention and visitors bureau, gaming, amusement parks, and national and state parks.

Additionally, tourism in New York is growing at a significant rate. Governor Pataki, in his 1999 State of the State Address, indicated one of his "three major business initiatives going into 1999 will be promoting tourism and historical landmarks across the state" (Bullard, 1999, p. 4B, January 7). Nowhere is capacity for tourism as an industry more evident than in Western New York (with its lakes, Niagara Falls, Erie Canal, state parks, multiple festivals, museums, professional sports teams, and resorts). The centrality of tourism to the state's economy is underscored by the I LOVE NEW YORK campaign and the Governor's Annual Conference on Tourism. For example, in New York City, "employment in tourism sensitive industries has increased 8 percent since mid-1996 - much faster than the city's job growth rate of about 5 percent in the private sector." (Eaton, 1998, pp. 29, 32).

Western New York is in a unique position to provide baccalaureate public education in this expanding field. This is particularly feasible considering the complimentary roles four-year baccalaureate degree colleges, community colleges, high schools, and businesses can play. For example, there are over 100 students enrolled in Tourism management programs at three regional community colleges. Most of these students will seek to transfer to a college where they can acquire a bachelor's degree.

4. Potential clientele: Current Brockport REL students as well as new, undeclared majors plus transfer students will benefit from the curriculum changes. These curriculum changes have the support of the REL Department's Curriculum Advisory Committee (see attached letter of support). The department also currently has articulation agreements with several community colleges that have tourism or hospitality management degrees including Finger Lakes Community College (FLCC). Administrative representatives at FLCC have indicated their students have expressed a strong interest in transferring to a SUNY four-year...
college that can offer them the opportunity to continue their studies in this field (see attached letter of support). For example, in a 1997 survey of FLCC students enrolled in the Tourism Management program, 79% indicated they plan to transfer to a four-year degree program of study in Tourism Management. However, their two greatest barriers were the high cost of transferring to the two private universities with a tourism program (RIT and Niagara) and the fact that SUNY four-year colleges do not offer opportunities for study in the tourism field. Thus, by expanding the number of tourism management courses in the REL program, we will create a better transfer environment for future transfer students.

5. Description of new courses: See attached.

6. Staffing

a. Sufficiency of existing staff: There is adequate funding in the existing REL Adjunct Faculty budget to staff the proposed new courses. Four existing courses are being eliminated and seven are being created. However, one of the seven will be taught via Westest and downloaded from Finger Lakes Community College. Thus, the net increase of new courses to be budgeted and taught by adjunct faculty will be only two courses.

7. Academic administration commentary:

   a. Letter of review/comment from the Dean of the School: see attached.

   b. Letter of review/comment from the Department Chair: see attached.

8. Resources, facilities and non-teaching staff needed to implement the program.

   a. Statement of review and comment from Drake Library: see attached.

   b. Letter of review/comment from the Academic Computing Services: see attached.

9. Letters of support from cooperating departments, agencies, institutions, etc. including a statement of the probable impact on departments. See attached letters of support from the History Department, the Business and Economics Department and the REL Curriculum Advisory Committee.

10. Competition the program has from other Rochester area colleges: This revised program with strengthened course offerings in the area of tourism will have no competition from any Rochester area programs as we are the only accredited Recreation and Leisure services Program in the region. Further, there are only two accredited recreation and leisure programs in the entire state of New York. There is a hospitality and restaurant degree program through the Ph.D. level at R.I.T. However, this institution is private with extremely high tuition rates. Our revised program will allow us to better serve the potential transfer students from local SUNY two-year programs such as the Finger Lakes Community College who have already stated an inability to transfer to a private institution with high tuition rates. Further, R.I.T does not have any formal program in tourism management. R.I.T is primarily a restaurant and hotel program.

   Version 2/23/99
Eclectic Recreation & Leisure Service

John Altman, CTRS
1224 Oakwood Road
Webster, New York 14580

To: Brian Milhalik, REL Chair
Dept. of Recreation & Leisure Studies
SUNY Brockport
526-5241
Brockport, N.Y. 14420

Dear Brian,

Below is a draft letter as discussed at the CAC meeting. Please feel free to edit as you see necessary. I did not know who to address it to. Once final draft is complete, I can sign it on Monday evening or feel free to sign on my behalf. I hope this is satisfactory. Also, if you would please ask Karen to send a copy to CAC members? Thank you. I enjoyed seeing you and look forward to continued work together.

Sincerely,

John Altman, CTRS

This letter is to show support for the proposed revisions to the Undergraduate Curriculum in the Department of Recreation and Leisure Studies. As the chair of the Curriculum Advisory Committee (CAC), I write this letter on behalf of a variety of professionals in the field who are graduates of SUNY Brockport. The CAC met on January 29th, reviewed the revisions, made minor adjustments and approved the changes. We also reviewed the department vision, mission and values statement.

These revisions respond to the NRPA/AALR Accreditation Team recommendations and better prepare students to enter professional levels of the field. Specifically, the Tourism program is a "hot" area of employment opportunities and the proposed class offerings will enable SUNY graduates to gain employment in this area. The changes in Recreation Management and the focus on business classes provide vital skills. The changes in the Therapeutic Recreation Emphasis bring enhanced clinical knowledge and skill development that are crucial in the human service and health care field.

Please accept this letter of approval from professionals in the field who know what the field demands of graduates entering the work place. We feel this revised curriculum achieves this goal. This committee hopes you respond favorably to these revisions.

Respectfully submitted,

John Altman, CTRS
Chair, CAC Dept. of Rec. and Leisure
January 27, 1999

Brian Mihalik, Ed D., Chairperson
Professor of Tourism & Graduate Coordinator
Department of Recreation and Leisure Studies
State University of New York at Brockport
350 New Campus Drive
Brockport, NY 14420

Dear Brian,

I want to take this opportunity to thank you, Joel and Arthur for meeting with us on January 6, 1999 to discuss the opportunity of collaborating in the tourism management area. The meeting was productive and exciting. I am pleased that there appears to be extensive opportunity to work cooperatively to enhance our institutions' programs and to better serve both of our students.

Finger Lakes Community College is very supportive of your department's initiatives in Tourism Management. As you know, we have an Associate in Applied Science degree in Tourism Management and a proposed Associate in Science in Sport Tourism and Event Management. Your initiative to develop and better communicate the Resort and Tourism Management concentration at Brockport will offer our students a very viable transfer option. Although, historically, our students have transferred to Brockport for Tourism, it has been very difficult for the students to succinctly determine the Tourism educational opportunities at Brockport. Your current initiatives will strengthen the Tourism concentration and at Brockport and allow more effective marketing to our students which should, in turn, result in more of our students transferring to your program. This new emphasis may also draw students who have graduated from our related degrees, for example the Associate in Science in Business Administration.

We are also excited about the joint effort in the area of distance learning. The opportunity to have our students interact with your students as they proceed through their program at
Finger Lakes will provide a more solid connection with Brockport. The possibility of exchanging courses over WESTNET will be a wonderful addition to each other’s offerings and exemplifies the coordination between two-year and four-year colleges that SUNY administration is advocating.

We are pleased that we are able to work together in this fashion and are delighted that you are undertaking this initiative in the Tourism Management area. We look forward to the continued growth of this educational partnership between Finger Lakes and State University of New York at Brockport. Please contact me with any questions or concerns as we proceed to implement this new partnership.

Sincerely,

Nancy Hallstead Purdy
Associate Dean of Instruction

cc: Finger Lakes Tourism Management faculty
James Ware, Vice President of Academic Affairs, FLCC
February 22, 1999

TO: Brian Mihalik, Chair
    Recreation and Leisure

FR: Diane D. Elliott, Interim Dean
    School of Professions

RE: Curriculum Revision

I am fully supportive of the proposed revision to the undergraduate curriculum in Recreation and Leisure Studies. The revisions address concerns of your discipline's accrediting agency and needs of students hoping to work in the area of tourism. For several years our catalog has indicated that tourism is an appropriate area of employment for Recreation and Leisure graduates. If we so indicate in the catalog, it is incumbent on the College to deliver a modest number of corresponding courses. Your revisions address this need in a manner that is realistic within current staffing and funding constraints.

If I can be of any further assistance in this regard, please don't hesitate to contact me.
February 23, 1999

To: Dr. Larry Kline  
Department of Biological Sciences  
Lennon Hall

From: Brian J. Mihalik, Ed.D.  
Chair and Graduate Coordinator  
Recreation and Leisure Studies Department

Subject: REL Proposed Curriculum Revisions

Since I have joined the Recreation and Leisure Studies (REL) Department as Chair and Graduate Coordinator, I had an opportunity to read the department's Accreditation Report and subsequent reviewer comments. Further, I have spent a great deal of time visiting with individual REL faculty who have unanimously agreed to initiate a minor curriculum revision based on the suggestions of our NRPA/AALR Accreditation Reviewers.

After reviewing the REL curriculum and attending numerous faculty meetings, the REL faculty has unanimously agreed to the attached curriculum revisions. I wholeheartedly agree with these changes and actively participated in the curriculum revision process as a member of the REL faculty. I believe these changes, while minor, will better prepare our REL students for careers in the 21st century. Further, I feel these curriculum revisions are an example of the willingness of the REL faculty to initiate changes that put the "success of its students as its highest priority."

[Signature]

Brian J. Mihalik
February 2, 1999

To: Brian Mihalik  
Chair, Department of Recreation and Leisure Studies

From: Sally Petty  
Chair, Library Collection Development Committee

Re: Impact of the proposed revisions to the undergraduate Recreation and Leisure Studies curriculum on the Library.

The Drake Library Collection Development Committee has reviewed current library holdings related to the new emphasis areas in recreation management and therapeutic recreation and believes that they are sufficient to support the proposed revisions.
February 9, 1999

Dr. Larry Kline
Department of Biological Sciences
Lennon Hall

Dear Dr. Kline:

This letter is sent regarding the Recreation and Leisure Studies proposed revisions to the undergraduate curriculum.

Academic Computing Services supports the Recreation and Leisure Studies program in their efforts. Reducing the REL core by six credit hours and moving these six hours to the two emphasis areas will enhance and strengthen REL offerings to students. Conversations with Dr. Mihalik indicate that this change will result in a gradual increase in the use of computers for spreadsheets, access to electronic reserves, etc., as the program evolves. However, no major changes are anticipated at this time. Therefore, Academic Computing Services supports the proposed revisions in Recreation and Leisure Studies.

Sincerely,

Mary Jo Orzech, Ph.D.
Director
Academic Computing Services

MJO/ms

Cc: B. Mihalik
January 27, 1999

Dr. Brian Mihalik, Chair
Recreation and Leisure Studies
23 Hartwell
Campus

Dear Dr. Mihalik:

I write to assure you that the elimination of HST 330 from the required curriculum in Recreation and Leisure Studies will not affect the Department of History negatively. To the contrary, it will free up an instructor for courses needed in our own curriculum--at a time when our resources are rather strained by our 200 plus majors.

As the instructor who most often taught HST 330, I would add that it has been a pleasure to provide this course continuously since S75. In fact, the insights utilized (such as cultural factors shaping perceptions and use of time in traditional and modern societies) have enriched some of my other courses.

Our department extends best wishes to you as REL modifies its curriculum and as you continue your tenure as chair.

Sincerely,

Kathleen S. Kutowolski
Acting Chair