WHEREAS, The Recreation, Parks, and Tourism Administration program is currently an academic unit located in the Natural Resources Management Department; and

WHEREAS, A status change from Recreation, Parks, and Tourism Administration program to Recreation, Parks, and Tourism Administration Department is being proposed; and

WHEREAS, The program has grown to approximately 300 undergraduate students and 7 full-time faculty with strong student demand externally and internally with change of major students; and

WHEREAS, The program is primarily operating autonomously from the NRM Department with separate faculty meetings and individual state and college-based fee budget allocations; and

WHEREAS, The program has been very successful in adapting to changing student interests and industry demand with more than 40% of the current students in the event management advisor approved elective area and approximately 24% in the tourism planning and management concentration. The area with the third highest demand in the major is sport management; and

WHEREAS, These growth areas are not well aligned with the mission of the NRM Department. The FNR/ENVM and RPTA programs have very distinct mission statements, goals, curricula and strategic visions for the future that do not logically support continuing as a single department organizational structure; and

WHEREAS, This change will allow the proposed department to adapt more easily to industry trends, and the potential for growth in student numbers and industry partners will increase exponentially; and

WHEREAS, The program is responsible for advancement efforts that have been limited due to a lack of industry visibility; and
WHEREAS, Internal and external sources that have highlighted the need for RPTA department status have included a capital campaign readiness assessment, the RPTA Advisory Council, a 2005 internal program review document, and 93 letters of support from alumni, industry leaders, parents and advisory council members; and

WHEREAS, The administrative changes necessary will be a change in the title of the program coordinator to department head and a reclassification of an administrative support assistant to administrative support coordinator; and

WHEREAS, The minimal funding necessary to carry out these changes has been identified by the program and the College of Agriculture, Food and Environmental Sciences Dean; and

WHEREAS, Said change in status has been supported by all faculty in the Natural Resources Management Department through a memorandum of understanding, and by the College of Agriculture, Food and Environmental Sciences department heads and chairs, the CAFES Dean, and is being concurrently reviewed by the Academic Deans’ Council; therefore be it

RESOLVED: That the Academic Senate of Cal Poly endorse the change from Recreation, Parks, and Tourism Administration program, as an academic unit to the academic department of Recreation, Parks, and Tourism Administration Department.

Proposed by: Recreation, Parks, and Tourism Administration Program
Date: February 9 2009
To: John Soares  
Chair, Academic Senate  

Date: March 26, 2009  

From: Warren J. Baker  
President  

Copies: R. Koob  
D. Conn  
D. Wehner  
W. Hendricks  

Subject: Response to Academic Senate Resolution AS-680-09  
Resolution to Change Administrative Status for Recreation, Parks, and Tourism Administration Program  

I acknowledge receipt and approval of the above-entitled resolution. In addition to the Senate's endorsement of the department status of the Recreation, Parks, and Tourism Administration Program, the college deans endorsed the proposal at their March 2, 2009, meeting. Notification has been provided to Dean Wehner, as well as to the department.

Please extend my thanks to the Senate for its prompt attention to this matter.