Department of Parks, Recreation and Tourism Management

Leadership Review

Myron F. Floyd
Department Head
March 22, 2019
What I’m learning about administration...
Since July 1, 2014...

~5 Years, or...

4.72 Years
56.7 Months
246.43 Weeks
1,725 Days

or...

41,400 Hours
2,484,000 Minutes
149,040,000 Seconds
Overview

• Transitions
• Academic Programs
• Research & Grants
• Extension Programs
• Challenges & Opportunities
Transitions

Key Retirements – Since 2014

• Aram Attarian
• Karla Henderson
• Hugh Devine
• Roger Moore
• Kathy Gore
• Pete Armstrong
• Candace Vick (Phased)
Transitions: New Hires

Aaron Hipp 2015
Jelena Vukomanovic 2016
Whitney Knollenberg 2016
Bethany Cutts 2016

Kathryn Stevenson 2016
Lincoln Larson 2017
Kangjae (Jerry) Lee 2017
Martha Brown 2018
New Teaching, Research & Extension Capacity

- Participatory GIS
- Land use & Ecosystem Services
- Conservation Behavior
- Environmental Education
- Environmental Justice

- Crowdsourcing/Big data
- Home & Worksite PA
- GPS/Accelerometry
- Race/Ethnic Diversity

- Tourism Leadership
- Policy, Planning, & Partnerships
Transitions: New Leadership

Kim Bush
Director of Undergraduate Programs

Yu-Fai Leung
Director of Graduate Programs

Michael Kanters
Program Director of Online Masters Program
Transitions: New Staff

Gabriella Sinkovic
Student Services Coordinator
2017

Yazmeen Irving*
Business Services Coordinator
2018

Maude Dinan*
Web & Social Media Coordinator
Tourism Extension
2018

Kathleen Clabby*
Program Coordinator
2019

*Currently temporary part-time.
Transitions: New Staff

Charlynne Smith
Director

Jennifer Beedle
Central East Region Consultant

Kyle Smith
Central West Region Consultant

Judy Francis
Western Region Consultant
## Budget (Expenditures)

<table>
<thead>
<tr>
<th></th>
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<th></th>
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<tbody>
<tr>
<td>State Account</td>
<td>$2,212,294</td>
<td>$2,461,170</td>
<td>$2,864,730</td>
<td>$2,880,313</td>
<td>$2,666,273</td>
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<tr>
<td>DELTA</td>
<td>$433,513</td>
<td>$413,415</td>
<td>$547,237</td>
<td>$463,507</td>
<td>$471,555</td>
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<tr>
<td>Summer School</td>
<td>$344,659</td>
<td>321,563</td>
<td>$273,205</td>
<td>$271,518</td>
<td>$357,537</td>
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<td>FDN/Endow</td>
<td>$165,886</td>
<td>$158,748</td>
<td>$159,014</td>
<td>$159,014</td>
<td>$166,000</td>
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<td>F&amp;AS</td>
<td>$26,224</td>
<td>$33,574</td>
<td>$17,360</td>
<td>$17,360</td>
<td>$17,918</td>
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<tr>
<td><strong>Total</strong></td>
<td><strong>$3,182,576</strong></td>
<td><strong>$3,388,470</strong></td>
<td><strong>$3,156,351</strong></td>
<td><strong>$3,791,712</strong></td>
<td><strong>$3,679,283</strong></td>
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* Projected/as of 3-17-19
Total Gifts and Pledges: 2014-2019
$395,010

Source: CNR Advancement
Academic Programs

Our Mission is to prepare tomorrow’s leaders…
Total Undergraduate Enrollment

Source: NC State Office of Institutional Research and Planning
Undergraduate Enrollment By Degree

Source: NC State Office of Institutional Research and Planning
Undergraduate Enrollment by Percent Female Students

Source: NC State Office of Institutional Research and Planning
Undergraduate Enrollment by Percent Underrepresented Populations*

Source: NC State Office of Institutional Research and Planning

*Does not include international students or students from 2 or more groups.
New Programs

UK-Germany: Sport Programs & Facilities
Mike Edwards & Kyle Bunds

Italy-France: Sport, Tourism, & Cross-Cultural Management
Janell Moretz
New Proposals

Environmental Education Minor
Kathryn Stevenson & Gail Jones (Dept. STEM Ed)

Source: Natural Start Alliance | NAAEE
Student Clubs

Sport Management Club:
Advised by Dr. Ed Lindsay
Student Clubs

Sustainable Tourism Club
Advised by Dr. Whitney Knollenberg

Sustainable Tourism Meet and Greet

Come stop by!
Monday, March 25th
4:30PM - 6:30PM
Student Chapters
IASNR/GWS
Advised by Drs. Lincoln Larson & Erin Seekamp
Graduate Programs
Total Graduate Student Enrollment

<table>
<thead>
<tr>
<th>Year</th>
<th>Enrollment</th>
</tr>
</thead>
<tbody>
<tr>
<td>2014</td>
<td>95</td>
</tr>
<tr>
<td>2015</td>
<td>80</td>
</tr>
<tr>
<td>2016</td>
<td>87</td>
</tr>
<tr>
<td>2017</td>
<td>95</td>
</tr>
<tr>
<td>2018</td>
<td>101</td>
</tr>
</tbody>
</table>

Source: NC State Office of Institutional Research and Planning
Graduate Student Enrollment By Degree*

<table>
<thead>
<tr>
<th>Degree</th>
<th>2014</th>
<th>2015</th>
<th>2016</th>
<th>2017</th>
<th>2018</th>
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<tbody>
<tr>
<td>PhD</td>
<td>22</td>
<td>19</td>
<td>16</td>
<td>18</td>
<td>16</td>
</tr>
<tr>
<td>MS</td>
<td>6</td>
<td>4</td>
<td>8</td>
<td>11</td>
<td>8</td>
</tr>
<tr>
<td>MPRTSM</td>
<td>64</td>
<td>54</td>
<td>61</td>
<td>65</td>
<td>74</td>
</tr>
<tr>
<td>MNR</td>
<td>3</td>
<td>3</td>
<td>2</td>
<td>1</td>
<td>3</td>
</tr>
<tr>
<td>Total</td>
<td>95</td>
<td>80</td>
<td>87</td>
<td>95</td>
<td>101</td>
</tr>
</tbody>
</table>

* 24 enrolled in the Graduate Certificate Sport & Entertainment Venue Management - 2019
**Graduate Program Percent Underrepresented Groups**

<table>
<thead>
<tr>
<th>Year</th>
<th>Percent</th>
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<tbody>
<tr>
<td>2014</td>
<td>15.8</td>
</tr>
<tr>
<td>2015</td>
<td>14.1</td>
</tr>
<tr>
<td>2016</td>
<td>20.8</td>
</tr>
<tr>
<td>2017</td>
<td>15.4</td>
</tr>
<tr>
<td>2018</td>
<td>18.0</td>
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Source: NC State Office of Institutional Research and Planning
Graduate Program Percent Female Students

<table>
<thead>
<tr>
<th>Year</th>
<th>Percentage</th>
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</thead>
<tbody>
<tr>
<td>2014</td>
<td>38.4</td>
</tr>
<tr>
<td>2015</td>
<td>44.3</td>
</tr>
<tr>
<td>2016</td>
<td>46.7</td>
</tr>
<tr>
<td>2017</td>
<td>47.6</td>
</tr>
<tr>
<td>2018</td>
<td>45.6</td>
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</table>

Source: NC State Office of Institutional Research and Planning
New Programs

Graduate Certificate in Sport & Entertainment Venue Management
Michael Kanters & Kyle Bunds
New Proposals

Human Dimensions of NR Graduate Minor
(Yu-Fai Leung & Lincoln Larson)

Graduate Certificate in Park Planning & Design
(Joint w/ College of Design)
PRTM GSA:
2014-2015: First Recipient of the University Graduate Student Association Best Practices Award

2017-2018: Awarded the UGSA Best Practices Award
Awards at the CNR Graduate Research Symposia

2018

Matt Jurjonas, 1st Place 3 Minute Thesis
Danielle Lawson, 2nd Place 3 Minute Thesis
Ann Savage, 2nd Place Poster

2019

Jenna Hartley & Danielle Lawson, tied 1st Place 3 Minute Thesis
Charmaine Pedrozo, 3rd Place
Brent Jackson, 2nd Place Poster
Successful Program Reviews

- Professional Golf Management 5-Year Review & Reaccreditation

- PRT Major 7-Year Review & Reaccreditation

- Sport Management & Graduate Program, 8-Year Reviews
Sponsored Research

More than dollars and cents...
Extramural Proposals

Source: Research Administration Data + Reports

<table>
<thead>
<tr>
<th>Fiscal Year</th>
<th>Funding Amount</th>
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<tr>
<td>2014-15</td>
<td>$3,906,144.00</td>
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<tr>
<td>2015-16</td>
<td>$2,441,855.00</td>
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<td>2016-17</td>
<td>$7,053,519.00</td>
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<td>2017-18</td>
<td>$1,529,072.00</td>
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<td>2018-19</td>
<td>$974,594.00</td>
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<tr>
<td><strong>To date</strong></td>
<td><strong>$14,765,676.00</strong></td>
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</table>
External Funding - Awards

Source: Research Administration Data + Reports
External Funding – Awards
(Excluding RRS)

Source: Research Administration Data + Reports
Examples of Research Sponsors
Examples of New Sponsors

- European Union
- National Science Foundation
- United States Department of Agriculture, National Institute of Food and Agriculture
- National Institutes of Health, National Cancer Institute
- The Aspen Institute
Extension + Continuing Education

We strive to remain connected…
2018 Highlights w/ 1 FTE

- 7 technical reports
- 10 trainings/workshops
- 13 videos
- Women in Agri-tourism (National Diversity Award)
- 24% increase in Facebook followers
- 22% increase in Twitter followers
RSS Highlights

• Successful transition to new leadership.

• Serves 200 municipal parks and recreation agencies.

• New grant through 2024.

• 2018 NC Parks and Recreation Directors Conference – 70th Anniversary.
Current Programs:
- Supervisors School
- Revenue Management
- Maintenance Management
- Green/Sustainability School
- State Park Leadership

Avg. (mean) Enrollments 2014-2018

<table>
<thead>
<tr>
<th>Year</th>
<th>Enrollment</th>
</tr>
</thead>
<tbody>
<tr>
<td>2014</td>
<td>135.4</td>
</tr>
<tr>
<td>2015</td>
<td>146.2</td>
</tr>
<tr>
<td>2016</td>
<td>149.6</td>
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<tr>
<td>2017</td>
<td>162.4</td>
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<tr>
<td>2018</td>
<td>173</td>
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</table>
Challenges & Opportunities

- Enrollment
- Recruiting
- Admin/business services
- Extension capacity

- Partnerships
- Reputation
- Diversity
Challenges & Opportunities

- Efficiencies
- Professional Development

- Enrollment
- Recruiting
- Admin/business services
- Extension capacity
Challenges & Opportunities

- Enrollment
- Recruiting
- Admin/business services
- Extension capacity

-Reach
-Impact
Thanks!

“The achievements of an organization are the results of the combined effort of each individual.”
– Vince Lombardi