

# RECREATION MANAGEMENT

## Contact Information

### Division

Wellness and Athletics

### Dean

Rachel Johnson

### Associate Dean

Darci Brownell

### Division Office

Ft, Rocklin Campus

## Overview

Recreation Management is designed to explore the skills needed to manage programs and events in a variety of recreational settings that include city parks and recreation programs, state and national parklands, hotels, playgrounds, forests, beaches, health clubs, tourism destinations and non-profit community centers. Career fields in recreation include public service, private recreation, outdoor recreation and leadership positions.

## Faculty

### Mary V. Conway

**Professor, Athletics/Health Education/Kinesiology/Recreation Management**

A.A., Packer Collegiate Institute

B.S., City University of New York, Brooklyn College

M.S., University of Illinois, Chicago

### Daniel Diaz Romero

**Assistant Professor, Athletics/Health Education/Kinesiology/Recreation Management/Assistant Football Coach**

B.S., University of California, Davis

M.A., Western Governor's University

M.S., University of Central Missouri

### Heather Eubanks

**Professor, Athletics/Health Education/Kinesiology/Recreation Management**

B.A., California Lutheran University

M.A., Azusa Pacific University

### John C. Fusano

**Professor, Athletics/Health Education/Kinesiology/Recreation Management**

B.A., California State University, Sacramento

M.A., Saint Mary's College of California

### Jason S. Gantt

**Professor, Athletics/Health Education/Kinesiology/Recreation Management**

B.S., California State University, Sacramento

M.S., California State University, Sacramento

### Alanna Jackson

**Assistant Professor, Athletics/Health Education/Kinesiology/Recreation Management**

B.A., University of Nevada, Reno

M.S., California State University, Sacramento

### Brandie Murrish

**Professor, Athletics/Health Education/Kinesiology/Recreation Management**

B.S., California Lutheran University

M.S., California State University, Northridge

M.Ed., Grand Canyon University

### Vera Nelson

**Professor, Athletics/Health Education/Kinesiology/Recreation Management**

B.A., California Polytechnic State University, San Luis Obispo

M.S., California State University, Sacramento

### Ben S. Noonan

**Professor, Athletics/Health Education/Kinesiology/Recreation Management**

A.A. Santa Rosa Junior College

B.A., Bemidji State University

M.S., Texas A and M University-Kingsville

### Robert B. Willson

**Professor, Athletics/Health Education/Kinesiology/Recreation Management**

A.A., Laney College

B.A., Sonoma State University

M.A., Saint Mary's College of California

## Recreation Management Advisory Committee

- Fair Oaks Parks and Recreation District, Fair Oaks, CA
- Sierra College, Rocklin, CA
- Inn Town Campground, Grass Valley and Nevada City, CA
- Sierra Business Council, Nevada City, CA
- Roseville PRD, Roseville, CA
- Sierra Business Council, Nevada City, CA
- Auburn Recreation District, Auburn, CA
- Rocklin Chamber of Commerce, Rocklin, CA
- Sunrise Parks, Citrus Heights, CA
- City of Rocklin Parks and Recreation, Rocklin, CA
- Auburn Recreation District, Auburn, CA
- Golden Sierra Job Training Agency, Roseville, CA
- City of Roseville Parks, Libraries, and Recreation, Roseville, CA
- CA State Parks: Empire Mine State Historic Park, Grass Valley & Malakoff Diggins State Historic Park, North Bloomfield, CA
- Carmichael Park, Carmichael, CA
- Orangevale Recreation & Parks District, Orangevale, CA
- City of Lincoln Recreation District, Lincoln, CA
- Folsom Sports Complex, Folsom, CA
- North Highlands Recreation & Parks District, North Highlands, CA

## Degrees/Certificates

### Associate Degree for Transfer

Hospitality Management (p. 2)

### Associate Degree

- Recreation Management (p. 2)

### Certificate of Achievement

- Recreation Specialist (p. 3)

## Hospitality Management for Transfer

### AS-T Degree

Hospitality Management allows students flexibility in the selection of courses related to hospitality and tourism management, commercial recreation, and event planning. Curriculum focuses on hotel management, event planning, as well as the basics of entrepreneurial businesses, and the skills needed for working with for-profit, and experience industry agencies (e.g., resorts, ski lodges, conference and meeting facilities, cruise lines, theme parks, destination marketing agencies, spas, clubs, and travel agencies). Local industry professionals from the Placer Valley Tourism and Visit Sacramento work closely with department faculty to give students practical skills associated with internships and jobs in the industry.

The Associate in Science in Hospitality Management for Transfer degree (AS-T) prepares students to transfer into the CSU system to complete a bachelor's degree in Hospitality Management or a major deemed similar by a CSU campus. Students earning an associate degree for transfer and meeting the CSU minimum transfer admission requirements are guaranteed admission with junior standing to the CSU system, but not to a particular campus or major. Upon transfer, students will be required to complete no more than 60 additional prescribed units to earn a bachelor's degree.

To earn the Associate in Science in Hospitality Management for Transfer degree, students must complete 60 CSU-transferable semester units with a minimum grade point average of 2.0, including both of the following:

- completion of all courses required for the major with grades of "C" or better; and
- (<http://catalog.sierracollege.edu/student-resources/general-education/associate-degree-requirements/>)California General Education Transfer Curriculum (Cal-GETC) (<http://catalog.sierracollege.edu/student-resources/general-education/california-general-education-transfer-curriculum-cal-getc/>)
- The exact wording of the law pertaining to associate degrees for transfer may be found in Education Code Section 66746.

It is highly recommended that, prior to transferring, students complete courses that satisfy the CSU United States History, Constitution and American Ideals graduation requirement. In all cases, students should consult with a counselor for more information on university admission and transfer requirements.

**RESTRICTION:** International coursework from non-United States regionally accredited institutions cannot be applied to associate degrees for transfer.

### Required Courses

Code	Title	Units
ECON 0001B	Principles of Microeconomics	3
RECM 0084	Hospitality: Hotel and Lodging Operations	3
RECM 0100	Introduction to Hospitality	3
RECM 0120	Hospitality Cost Control	3
<b>Select 6-7 Units from the following:</b>		<b>6-7</b>
BUS 0270	Business Law	
RECM 0010	Foundations of Recreation, Parks, and Tourism Management	

RECM 0020	Program Planning and Event Management
RECM 0040	Leisure Aspects of the Hospitality Industry
STAT C1000 or MATH 0011 or PSYC 0142	Introduction to Statistics Data Science for All Introduction to Psychological Statistics

**Total Units**

**18-19**

## Recreation Management

### AA or AS Degree

The Recreation Management program provides students an opportunity to learn how to motivate others to improve their lives through the constructive use of recreation. Successful completion of the Recreation Management associate degree prepares students for transfer to four-year universities. The curriculum has been designed to meet lower-division major requirements at most transfer institutions in Recreation, Recreation Administration and Resort and Lodging Management. Career opportunities include positions at recreation centers, corporate wellness programs, hotels, resorts and park and recreation programs. In all cases, students should consult with a counselor for more information on university admission and transfer requirements. Students must fulfill the following major requirements with grades of "C" or better, complete a minimum of 60 degree-applicable semester units (12 of which must be completed at Sierra College) with a grade point average of at least 2.0 and complete one of the following three general education patterns:

- Sierra College Associate Degree Requirements (<http://catalog.sierracollege.edu/student-resources/general-education/associate-degree-requirements/>);
- California General Education Transfer Curriculum (Cal-GETC) (p. 2)

### Required Courses

Code	Title	Units
RECM 0001	An Exploration of Recreation, Hospitality and Tourism Industries	1
RECM 0010	Foundations of Recreation, Parks, and Tourism Management	3
RECM 0030	Leadership in Recreation, Parks, and Tourism Management	3
RECM 0042	Recreation and Parks: Natural, Cultural and Heritage Resources	3

**Select 12 units from the following:**

**12**

BUS 0201 & BUS 0202	Financial Accounting and Financial Accounting II
BUS 0270	Business Law
BUS 0260	Introduction to Business
BUS 0280	Introduction to Marketing
ECON 0001A	Principles of Macroeconomics
ECON 0001B	Principles of Microeconomics
RECM 0020	Program Planning and Event Management
RECM 0040	Leisure Aspects of the Hospitality Industry
RECM 0095	Internship in Recreation Management

RECM 0100 Introduction to Hospitality

**Total Units** 22

## Recreation Specialist

### Certificate of Achievement

This certificate program provides an enhanced understanding of the basic service industry skills necessary for successful employment in the recreation, parks, tourism and hospitality industry. This program is designed to meet the needs of students interested in seeking entry-level employment in a wide range of positions within the industry. Career opportunities include: recreation attendant, program coordinator, event planner, recreation program leader, pool manager, sports official (umpire and referee), ski resort worker, camp counselor, theme park attendant, tour guide, golf course employee and other related occupations. A certificate is designed to provide career technical skills; it is not equivalent to an associate degree.

### Required Courses

Code	Title	Units
HED 0001	Standard First Aid/Community CPR	3
RECM 0010	Foundations of Recreation, Parks, and Tourism Management	3
RECM 0020	Program Planning and Event Management	3
RECM 0030	Leadership in Recreation, Parks, and Tourism Management	3
RECM 0040	Leisure Aspects of the Hospitality Industry	3
RECM 0095	Internship in Recreation Management	1
<b>Select 3 units from the following:</b>		<b>3</b>
BUS 0266	Introduction to Oral Communication	
COMM 0003	Small Group Communication	
COMM 0007	Intercultural Communication	
COMM 0008	Interpersonal Communication	
<b>Select 3 units from the following:</b>		<b>3</b>
BUS 0260	Introduction to Business	
BUS 0280	Introduction to Marketing	
<b>Select 2-4 units from the following:</b>		<b>2-4</b>
RECM 0070	Backpacking	
RECM 0071	Rock Climbing	
RECM 0072	Wilderness Survival	

**Total Units** 24-26

## Courses

Understanding course descriptions (<http://catalog.sierracollege.edu/student-resources/course-information/understanding-course-descriptions/>)

### RECM 0001. An Exploration of Recreation, Hospitality and Tourism Industries

*Unit: 1*

Hours: 18 lecture

An exploration of the Recreation and Hospitality majors with an emphasis on degree options, career mapping, internship opportunities, job outlooks, occupational and professional requirements, pay ranges, and employer expectations. Students will get hands-on experience related to various Recreation, Hospitality and Tourism occupations and gain insight into job roles and responsibilities through guest speakers. (CSU)

### RECM 0010. Foundations of Recreation, Parks, and Tourism Management

*Units: 3*

Hours: 54 lecture

A foundational course focusing on the history, nature, scope and social aspects of leisure services in Western and international cultures. Includes philosophical and ethical issues as well as exploration of possible career paths. (CSU)

### RECM 0020. Program Planning and Event Management

*Units: 3*

Hours: 54 lecture

Theory, delivery systems and processes of program planning, implementation, and evaluation applicable to a variety of public and private agencies. Addresses programs that serve different age groups, interests and needs within a range of environments. Leadership for both professionals and volunteers presented in terms of their relationship to the human services field. (CSU)

### RECM 0030. Leadership in Recreation, Parks, and Tourism Management

*Units: 3*

Hours: 54 lecture

Leadership of recreation activities with emphasis on the social development and integration of individuals into group programs, mechanics of planning, techniques of presentation and a repertoire of social activities as tools of social recreation. (CSU)

### RECM 0040. Leisure Aspects of the Hospitality Industry

*Units: 3*

Hours: 54 lecture

Provide students with tools to review the structure and financial performances of the hospitality industry; food and lodging, resorts, tourism enterprises, attractions, and related operations. Focusing on orientation of customer service, cultural/economic trends, and career opportunities. (CSU)

### RECM 0042. Recreation and Parks: Natural, Cultural and Heritage Resources

*Units: 3*

Hours: 54 lecture

Examines the use of natural, cultural, and heritage resources for recreation, tourism and leisure purposes in a variety of settings under various agencies. Includes the study of various protected areas and facilities, including parks, forests, museums, and cultural sites and how they are influenced by social trends, conflicting use demands, agency responsibilities, environmental considerations, and fiscal implications. (CSU)

**RECM 0070. Backpacking**

*Units: 2*

Formerly known as PHED 76

Hours: 54 (18 lecture, 36 activity)

Basics of minimum impact camping and wilderness safety with maximum personal comfort and enjoyment. Emphasizes "leave-no-trace" camping skills, wilderness navigation, shelter use and site selection, group dynamics and leadership. Students should be ambulatory and in good physical health to complete the two required backpacking field trips. Camping, entrance, and transportation fees may be required. (CSU, UC-with unit limitation)

**RECM 0071. Rock Climbing**

*Units: 2*

Formerly known as PHED 77

Hours: 54 (18 lecture, 36 activity)

Covers various aspects of climbing including: how to use rope systems and other climbing gear safely, how to tie and use various knots, belaying techniques, call signals, balance, climbing techniques, footwork, flexibility, and rappelling. Students should be ambulatory and in good health to complete the required field trips. Entrance and transportation fees may be required. (CSU, UC-with unit limitation)

**RECM 0072. Wilderness Survival**

*Units: 2*

Formerly known as PHED 78

Hours: 54 (27 lecture, 27 laboratory)

Designed to enhance the student's understanding of the outdoors and the natural world. Interactive discussions and experiments involving shelter, water, fire, food, tracking, hazards, and other basic survival skills. Field study required. (CSU)

**RECM 0084. Hospitality: Hotel and Lodging Operations**

*Units: 3*

Hours: 54 lecture

Overview of hotel and lodging operating systems, business practices and careers, to include: front office, housekeeping, property maintenance, food and beverage, human resources management, information systems and sales and marketing. (CSU)

**RECM 0095. Internship in Recreation Management**

*Units: 0.5-4*

Designed for advanced students to work in an area related to their educational or occupational goal. Provides new on-the-job technical training under the direction of a worksite supervisor, allowing students to expand knowledge and skills in the chosen field. Mandatory orientation session and faculty approval to determine eligibility. One unit of credit is equal to 54 hours of work. Students may earn up to a total of 16 units in internship courses (any course numbered 95 and PDEV 94). (CSU-with unit limitation)

**RECM 0100. Introduction to Hospitality**

*Units: 3*

Hours: 54 lecture

Overview of structure and financial performances of hospitality industry; food and lodging, resorts, tourism enterprises, attractions and related operations. Focus on orientation to customer service, cultural/economic trends and career opportunities. (CSU)

**RECM 0120. Hospitality Cost Control**

*Units: 3*

Advisory: Completion of BUS 201 and BUS 202 with grades of "C" or better

Hours: 54 lecture

Analyzing and managing: food, beverage, labor and other costs within a hospitality operation. Emphasis on problem solving, applying cost control techniques to maximize profits while managing expenses.

Topics include: establishing standards, cost-volume-profit-analysis, forecasting, purchasing and storage controls, menu costing and pricing, theft prevention and labor control. (CSU)

## Program Student Learning Outcomes (PSLOs)

- Identify and practice high safety standards, support environmental needs, and provide a safe positive experience for other participants (students, student athletes, visiting athletes, community and faculty).
- Demonstrate knowledge and skills needed for recreational programs.
- Demonstrate personal responsibility and the importance of different leadership roles.
- Outline criteria for event planning, marketing and promoting in communities.
- Create a balance between physical fitness, social well-being, health, and academic success.