



Recreation Management

College of Science and Health

One of the largest and top ranked programs in the United States, the Recreation Management program at UW-La Crosse is the only nationally accredited Recreation Management program in Wisconsin. This undergraduate degree program offers graduates the opportunity to work at the mid-management level in a variety of recreational enterprises. The mission of the program is to provide students with a broad base of theoretical management knowledge and skills combined with a heavy emphasis on applied practical experiences. This learning-by-doing approach makes students uniquely competitive in the recreation job market and makes their transition into the recreation profession much easier. The program serves students interested in a range of recreation enterprises including national, state and city parks and recreation agencies, resorts and commercial recreation businesses, tourism, and Military MWR (civil service) recreation.

Undergraduate Programs

Major:

- Recreation Management

Minor:

- Recreation Management

Department Features

One of the largest and top programs in the United States, Recreation Management at UW-L is the only nationally accredited program in Wisconsin. Less than three percent of all university recreation management programs across the country meet these accreditation standards of excellence. Not only is UW-L's program part of a national elite, the program has also received the highest rating given by the national accreditation council.

The rigorous accredited curriculum offers extensive classroom preparation for those who want to manage or own a recreation enterprise. An outstanding feature of the department is the required 16 week professional internship. The internship program is designed to serve as a student's transition from the university curriculum to the profession. Within this structured environment and under the supervision of a professional practitioner, each student is given the opportunity to make a natural, easy

transition from the academic world to the professional world.

Accreditation

UW-La Crosse is the only accredited recreation management program in Wisconsin. UW-La Crosse is accredited by the *National Recreation and Park Association/ American Association for Leisure and Recreation*. The newly revised curriculum exceeds national accreditation standards and is a key factor in the department's national reputation.

Faculty

Currently, the department has five faculty members specifically trained in Recreation Management. The faculty members take pride in being very "student-oriented." Faculty members play an important role in the educational and professional development of each student. Students are assigned a faculty adviser who is available for advisement on registration, internships, and professional development throughout their academic career. They are also very involved in leadership positions with national and state recreation professional associations. They write grants and perform research on important topics in the recreational field.

Clubs and Campus Organizations

Student organizations have been established to meet the professional and service needs of our students such as the Recreation Majors Club [on Facebook]. In addition to being extremely active on campus and in

the community, students regularly attend state, regional, and national conventions where they obtain valuable knowledge, professional contacts, and professional experience.

Admission Requirements

Students in Recreation Management must maintain a GPA of 2.5 or higher. While in school they must also complete 100 hours of hands-on (volunteer) work experience within the recreation profession.

Sample Courses

The strength of the Recreation Management major is its innovative curriculum design. With the help of alumni and employers, faculty have crafted a management major that has both focus and breadth. It focuses first on the unique management needs of the recreation enterprise. Secondly, the curriculum allows students to shift from public municipal recreation to non-profit to commercial enterprises and still be assured of having the critical management skills to perform in any one of the employment fields. As further evidence, listed below are the required courses:

- Foundations of Recreation
- Introduction to Recreation Management
- Leadership of Recreation Activities
- Program Planning in Recreation

- Leadership and Personnel Supervision
- Maintenance of Park and Outdoor Recreation Areas
- Operation and Management of Pools and Spas
- Enterprises in Commercial Recreation and Tourism
- Recreation for Persons with Special Needs
- Evaluation Methods and Practices
- Planning for Park and Recreation Resources
- Budgeting in the Recreation Enterprise
- Risk Management in Leisure Services Organizations
- Commercial Recreation Management
- Professional Internship

In addition, the following interdisciplinary credits are required:

- State and Local Government
- Life-span Development
- Statistics
- Microeconomics and Public Policy
- Writing for Management
- Financial Accounting Principles

Career Opportunities

Graduates of the Recreation Management major find career opportunities as directors, associate directors, associate managers, coordinators and specialists in many of the following areas:

- National, state, county, or city parks and recreation agencies
- Army Corps of Engineers
- Resort businesses
- Military MWR recreation (civil service)
- Commercial enterprises
- Convention centers
- Cruise lines
- Department of Natural Resources
- Visitors bureaus
- University and campus recreation
- Theme and water parks
- Camp agencies
- Sport centers
- Golf facilities
- Aquatic centers

• YMCA/YWCA

The rigorous undergraduate curriculum also provides a solid foundation for those choosing to pursue a graduate degree in recreation management.

Occupational Outlook

Recreation Management majors, upon graduating, are eligible to take the Certified Park and Recreation Professional examination through the National Recreation and Parks Association (NRPA)/American Association for Leisure and Recreation (AALR), a valuable credential for professional advancement. In the commercial area, students are also eligible to take the Certified Commercial Recreation Professional (CCRP) Examination. The types of positions available are plentiful with these certifications. As a result, CPRP or CCRPs work throughout the United States.

The placement rate for Recreation Management majors are consistently above 93 percent or more in locations around the United States and in several foreign countries.

Employment opportunities are diverse and exceed most other professional fields. The National Recreation and Park Association points out: "Parks and recreation personnel have the assistance of a national organization in finding new and challenging positions." The National Recreation and Park Association and the Resort and Commercial Recreation Association operate modern referral services to assist agencies in filling staff vacancies and to help students in the field find the kind of employment which interests them and for which they are qualified.

Overall job satisfaction among recreation professionals is reported at 90 percent "satisfied" or "very satisfied."

Professional Associations

National Recreation and Park Association and National Playground Safety Institute
<http://www.nrpa.org>

Resort & Commercial Recreation Association
<http://www.rcra.org>

International Association of Amusement Parks and Attractions
<http://www.iaapa.org>

Association for Experiential Education
<http://www.aee.org>

Wisconsin Park and Recreation Association
<http://www.wpra.org>

Recreation Management Dept.
2036 Health Science Center
(608) 785-8207
www.uwlax.edu/sah/rmtr
Also on Facebook