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CURRICULUM SUBCOMMITTEE MINUTES
12 January 2012

A meeting of the Curriculum Subcommittee of the Educational Policies Committee was held on 12 January 2012 at 2 p.m. in Old Main 136 (Champ Hall Conference Room).

Present: Ed Reeve, Chair, College of Engineering
Clay Isom, Agriculture (representing Tom Bunch)
Darrin Brooks, Caine College of the Arts
Scott Hunsaker, Emma Eccles Jones College of Education and Human Services
Patricia Gantt, College of Humanities and Social Sciences
Nancy Mesner, College of Natural Resources
Richard Mueller, College of Science
Wendy Holliday, Libraries
Travis Peterson, Regional Campuses and Distance Education
Michelle Fleck, USU-Eastern
Norm Jones, General Education Subcommittee Chair
Steve Beck, Graduate Council (representing Shelly Lindauer)
Roland Squire, Registrar's Office
Michele Hillard, Provost Office (representing Cathy Gerber)

Absent: Tanner Wright, Academic Senate President
Cami Jones, Graduate Studies Vice President
Jeff Doyle, Huntsman School of Business

Visitor: Larry Smith, Vice Provost

Norm Jones moved to approve the minutes of the 1 December 2011 meeting. Wendy Holliday seconded, motion approved.

Richard Mueller moved to approve the business of Utah State University (Student Services). Nancy Mesner seconded; motion approved.

Utah State University (Student Services)

Course Prefix Change

USU 1160	Developing Self-Management Skills Previously MGT 1160 Effective Spring 2013	1 cr.
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USU 2160	Student Applied Leadership Training Previously MGT 2160 Repeatable for credit Effective Spring 2013	1-3 cr.
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Darrin Brooks move to approve the business of the Caine College of the Arts. Richard Mueller seconded; motion approved.

Caine College of the Arts

Department of Theatre Arts

Prerequisite Change

THEA 5750/6750	Repertory Theatre Production	2-8 cr.
	Prerequisite: permission of Theatre Arts Department staff	
	Repeatable for credit	
	Effective Summer 2012	

Scott Hunsaker moved to approve the business of the Emma Eccles Jones College of Education and Human Services. Richard Mueller seconded; motion approved.

Emma Eccles Jones College of Education and Human Services

Department of Health, Physical Education and Recreation

New Course

PEP 6300	Seminar in Human Movement Sciences	1 cr.
	Effective Fall 2012	

Department of Psychology

Grade Mode Change

PSY 6850	Introduction to the Combined Doctoral Program	1 cr.
	Change to Pass/Fail only	
	Effective Summer 2012	
PSY 7850	Internship and Professional Development Seminar	1 cr.
	Change to Pass/Fail only	
	Effective Summer 2012	

Richard Mueller moved to approve the business of the College of Engineering. Wendy Holliday seconded; motion approved.

College of Engineering

Department of Mechanical and Aerospace Engineering

Prerequisite Change

MAE 3600	Engineering Professionalism and Ethics	1 cr.
	Prerequisite: Admitted into the Professional Program	
	Effective Spring 2013	
MAE 5640	Design for Manufacturability	3 cr.
	Prerequisites: MAE 2160 and 4300	
	Effective Spring 2013	
MAE 6440	Advanced Computational Fluid Dynamics	3 cr.
	Prerequisites: MAE 5440 and 6410	
	Effective Spring 2013	

Patricia Gantt moved to approve the business of the College of Humanities and Social Sciences. Norm Jones seconded; motion approved.

College of Humanities and Social Sciences

Department of Languages, Philosophy and Speech Communication

New Course

CHIN 4100	Teaching Chinese as a Foreign Language	3 cr.
	Prerequisite: CHIN 3100 or equivalent or permission of instructor	
	Effective Fall 2012	

Nancy Mesner moved to approve the business of the College of Natural Resources. Richard Mueller seconded; motion approved.

College of Natural Resources

Department of Wildland Resources

New Course

WILD 6401	Population State Variables	2 cr.
	Prerequisite: STAT 5100 or WILD 6500	
	Effective Fall 2012	

WILD 6402	Demographic Vital Rates	1 cr.
	Prerequisite: STAT 5100 or WILD 6401 or WILD 6500	
	Effective Fall 2012	

WILD 6403	Dynamics of Structured Populations	2 cr.
	Effective Fall 2012	

Richard Mueller moved to approve the business of the College of Science. Norm Jones seconded; motion approved.

College of Science

Department of Biology

Prerequisite Change

BIOL/NR 2220	General Ecology	3 cr.
	Prerequisite: BIOL 1610	
	Prerequisite or corequisite: BIOL 1620	
	Effective Fall 2012	

Department of Geology

New Course

GEO 6820	Graduate Seminar Series	1 cr.
	Repeatable for credit	
	Pass/Fail only	
	Effective Fall 2012	

Hospitality and Tourism Management Minor Management Department Jon M. Huntsman School of Business and Regional Campus Distance Education

Section I: Request

The Management Department in the Huntsman School of Business in partnership with the Regional Campus Distance Education would like to begin a new Hospitality and Tourism Management Minor to be offered both on the Utah State University Campus and at all of the Regional Campuses. The four-course requirement (described below) will train USU students in the business aspects of the hospitality and tourism industry. In section II, we will describe the size of the market and the need for the program. We will also describe the courses in the sequence and provide justification for their inclusion in the minor. In Section III, we will demonstrate that our offering is unique for institutions of higher education in the State of Utah. We will show that the Hospitality and Tourism Management Minor, in combination with a major in environmental science, recreation management, one of the business disciplines such as Business Administration or agriculture will give our students career options both in and out of their regions. We believe that the Hospitality and Tourism Management Minor will provide one means for improving the economy in some of the most distressed areas in the State of Utah.

Section II: Need

The Utah Bureau of Tourism reported that tourism had at least a \$5 billion direct impact on the Utah economy, over \$10 billion if the multiplier effect is applied. Utah has over 17.5 million visitors annually and the industry accounts for over 10 percent of the state's employment. The tax equivalent from tourism is at least \$444 per household per year and the return on investment into tourism is 8 to 1. In short, the hospitality and tourism industry is one of the largest industries in the state. Even with the current national economic downturn, tourism in the State of Utah remains stable. The growth potential for this industry and employment prospects for well trained Utah State University students are very strong.

Surprisingly, few programs of study within the state focus upon the *business* of tourism and hospitality. Utah Valley University offers a major in hospitality management and Southern Utah University offers a minor, but both programs appear to have at least three meaningful differences with the proposed minor at Utah State University. First, the existing programs appear limited to on-campus instruction. As such, they do not have the ability to efficiently reach beyond their regional boundaries. Conversely, the proposed minor will deliver the program via distance education thereby providing more opportunities for students throughout the state and region. Furthermore, as the State of Utah's Land Grant University, Utah State University has the unique responsibility to provide meaningful educational opportunities to students throughout the state. The proposed minor is consistent with this responsibility.

A second difference between the proposed minor and existing programs can be found in the structure of the courses offered. More traditional models of hospitality and tourism management education tend to focus on fundamental instruction (e.g., textbook) with practical experience obtained through internships or other forms of work-integrated learning. Conversely, the proposed minor for the Hospitality and Tourism Management Minor at Utah State University is based on an adaptation of the "executive education" model. This adaptation to a Hospitality and Tourism Management Minor allows for a more customized approach to the delivery of the program. In particular, this means that the program will include, not only the foundational and general content of the more traditional model, but specific content about hospitality and tourism that is directly relevant to Utah and the Intermountain Region. In doing

so, the proposed minor is intended to better prepare graduates to be able to effectively address issues that are vital to the success of the hospitality and tourism industries within the state and throughout region.

A third difference is that the proposed minor is multidisciplinary and contains aspects of hospitality, tourism, and business. The combined approach is not uncommon at other institutions throughout the United States, but programs within Utah tend to emphasize hospitality and/or hospitality and business aspects. Tourism is a less transparent component.

There are other programs throughout the state that focus on various forms of recreation and outdoor activity (e.g., backpacking, camping, outdoor skills, aviation, etc.), culinary arts, environmental science, and economics. While these have some relationship to hospitality and tourism, they do not address the *management* aspect and so are considered ancillary programs.

A summary of existing programs include the following:

University of Utah

- B.S. in Parks, Recreation, and Tourism - Therapeutic Recreation
- B.S. in Parks, Recreation, and Tourism - Adventure and Outdoor Activity
- M.S. in Parks, Recreation and Tourism - Thesis

The degree programs tend to position tourism in association with parks and recreation rather than hospitality and business and, as such, are only tangentially related to the proposed minor.

Coursework for the B.S. programs include: PRT3100 - Foundations of Parks, Recreation, and Tourism; PRT3101 - Professional Preparation in Parks, Recreation, and Tourism; PRT3207 - Recreation & Hospitality Human Resources; PRT3211 - Parks, Recreation, and Tourism Experience & Services Marketing; PRT3310 - Leisure Behavior and Human Diversity; PRT3320 - Programming and Leadership in PRT; PRT3780 - Program and Service Evaluation; PRT5395 - Financial Management in PRT.

Utah State University

- M.S. in Recreation Resources Management
- B.S. in Aviation Technology
- B.S. in Parks and Recreation

These degree programs do not directly reflect hospitality and tourism management.

Coursework for the B.S. in Parks and Recreation includes: PRP1000 - Introduction to Recreation Services; PRP3000 - Designing Recreation Experiences; PRP3025 - Techniques of Experiential Recreation; PRP3050 - Evaluation of Recreation Services; PRP3075 - Applications of Experiential Recreation; PRP3900 - Diverse Populations; PRP4100 - History of Leisure; PRP4500 - Management of Recreation Services; PRP4550 - Legal Aspects and Facility Management; PRP4700 - Pre-Internship Seminar; PRP4725 - Senior Seminar; PRP4750 - Internship in Recreation Services; INST5205 - Computer Applications for Instruction and Training.

Utah Valley University

A.A.S. in Hospitality Management
A.S. Pre-Major in Hospitality Management
B.S. in Business Management, Emphasis in Hospitality Management
B.S. in Hospitality Management
B.A./B.S. in Integrated Studies, Emphasis in Hospitality Management

The degree programs focus primarily on hospitality and business with less emphasis on tourism. As such, the programs are not directly related to the proposed minor. The major degree programs have one course in tourism. There is no identified minor. The A.S. and A.A.S. Degrees require 65 and 60 credit hours respectively and do not require a course in tourism.

The coursework for the *bachelor degree programs* are as follows:

B.S. in Business Management, Emphasis in Hospitality Management: HM3200 - Global Tourism; HM3020 - Hospitality Management Accounting; HM3390 - Hotel Operations II; HM3640 - Food and Beverage Controls

B.S. in Hospitality Management: HM1010 - Introduction to Hospitality Industry; HM1110 - Food Production Principles; HM1130 - Hotel Operations 1; HM1180 - Food and Beverage Management; HM282R - Cooperative Work Experience; HM3020 - Hospitality Management Accounting; HM3250 - Hospitality Finance; HM3390 - Hotel Operations II; HM3640 - Food and Beverage Controls; HM3710 - Marketing of Hospitality Services; HM4550 - Hospitality Industry Management; LEGL3100 - Hospitality Law; Plus electives in tracks for Hotel and Restaurant Management (HM1110 - Food Production Principles plus 6 credit hours of unspecified electives and 4 credit hours of general education) or Food and Beverage (CA1120 - Cooking Skills Development ; CA1170 - Non-Business Elective for 8 credits; CA481R - Cooperative Work Experience)

B.A./B.S. Integrated Studies, Emphasis in Hospitality Management: HM1130 - Hotel Operations 1; HM3390 - Hotel Operations II plus 4 classes from the following: HM3020 - Hospitality Managerial Accounting; HM3050 - Country Club Management; HM3150 - Hospitality Finance; HM3200 - Global Tourism; HM3640 - Food and Beverage Controls; HM3710 - Marketing of Hospitality Services; HM4550 - Hospitality Industry Management; LEGL3100 - Hospitality Law

Dixie State College of Utah

B.S. in Aviation Management Degree

This program is only tangentially related to hospitality and tourism

Southern Utah University

B.S. in Hotel, Resort and Hospitality Management
B.S. in Outdoor Recreation in Parks and Tourism

The B.S. degree program in Hotel, Resort, and Hospitality Management is administered through the School of Business and is weighted toward hospitality and business. One course is offered in tourism. In the minor, no course in tourism is required.

The coursework for the B.S. in Hotel, Resort, and Hospitality Management include: HRHM3010 - Tourism Management; HRHM3020 - Hospitality Sanitation & Safety Management; HRHM3110 - Quantity Food Production; HRHM3300 - Real Property Management; HRHM3400 - Hotel Room Operations; HRHM3510 - Intro. to Hospitality Finance; HRHM4200 - Restaurant Management; HRHM4400 - Hospitality Management Systems; HRHM4500 - Hospitality Work Requirement; HRHM4600 - Strategic Leadership in HRHM; HRHM4601 - Strategic Guest Service.

For the B.S. degree in Outdoor Recreation in Parks and Tourism, one course is offered in tourism (i.e., ORPT 1000 - Intro to Outdoor Recreation Tourism and Tourism).

Westminster College, Salt Lake City

B.S. in Aviation Management
B.A. in Aviation Management
B.S. in Flight Operations

These programs are only tangentially related to hospitality and tourism.

Snow College

Associate of Applied Science in Culinary Arts

This program represents a specialized aspect of hospitality.

Brigham Young University

M.S. in Food Science
M.S. in Nutritional Science
M.S. in Youth and Family Recreation
B.S. in Recreation Management and Leisure Services

These programs are only tangentially related to hospitality, tourism, and business.

Salt Lake Community College

Associate of Applied Science Degree in Aviation Technology
Associate of Science Degree in Professional Pilot
Associate of Applied Science in Apprenticeship

These programs are only tangentially related to hospitality, tourism, and business.

Department of Management, Jon M. Huntsman School of Business, Proposed Minor in Hospitality and Tourism Management

The proposed requirements for a minor in Hospitality and Tourism Management (HTM) include four courses totaling 12 credit hours.

The first course is designed to be broad and focuses on the general principles of marketing strategy as it relates to both the hospitality and tourism sectors of the economy with special emphasis on the Intermountain Region and the State of Utah. It provides a foundation for understanding how to market and how to manage the wide array of opportunities and challenges within these sectors including: lodging, theme parks, special events, conventions, convention and visitors bureaus, offices of tourism (as well as other destination management organizations). The three other courses are more specific to lodging/resort operations: (1) revenue/cost management principles, (2) hospitality management, and (3) tourism and event management. Inherent in each of these courses is the inter-relationship between hospitality and tourism. Each course also incorporates the general job competencies expected of entry level hospitality and/or tourism management positions.

It is expected that the coursework will also reflect not only well-established principles of sound management practice but emerging trends in the administration of hospitality and tourism services. As such, for each of the course descriptions, research articles that address important issues in HTM are included to provide analytical knowledge that is essential for effective decision making. The content of these, and other articles, should be considered in the execution of each course in order to ensure that the knowledge being transferred to students is both relevant and timely (i.e., state-of-the-art). In this way, the program can provide a competitive advantage vis-à-vis alternative programs that provide mainly foundation knowledge (i.e., textbook instruction). Finally, the proposed curriculum reflects the principles of an executive education program (i.e., customized to Utah and the Intermountain Region) at the undergraduate level. As such, it is consistent with the concept of professional development.

Course descriptions for all of the courses included in the proposed minor, justification for those courses, and prerequisites are as follows:

MGT 3900: Strategic Marketing in Hospitality and Tourism

Course Description:

This course describes the nature and scope of career opportunities in hospitality and tourism. It provides an introduction to the language of hospitality and tourism management, describes how to identify, understand, and segment target audiences and discusses role of customer relationship management in hospitality and tourism management. Students also learn how to design and implement effective marketing communications, use market research in hospitality and tourism management, and review and evaluate best practices in the hospitality industry.

Course Justification:

This is the first course in the proposed minor for hospitality and tourism. It provides the foundational knowledge that students are expected to know; that is, the basic language, ideas, and concepts of the hospitality and tourism industry and the marketing and management competencies therein. In short, this is a survey course upon which higher level learning and application can be applied. There is a major stream of research and theory that will be applied to this course from the economic, marketing, management, and strategy literatures.

MGT 3910: Revenue and Cost Management in Hospitality and Tourism

Course Description:

This course provides a foundation for managing revenues and costs in the hospitality and tourism industry. Students will learn how to analyze financial statements in the industry and how to effectively use them in strategic/tactical decision-making. Strategies for optimizing sustainable profitability will be explored. The course will rely upon simulations, role-play, and cases to analyze trends and develop effective revenue management strategies.

Course Justification:

This course is fundamental to those working in the hospitality and tourism industry. Employers expect graduates from programs of study focusing on hospitality and tourism to have a firm understanding of the theory, models, and concepts related to cost management and revenue specific to that industry. The course will rely upon a very strong stream of research that examines these issues. Students with a clear understanding of consumer motivations, lifestyles, and benefits and how they drive costs and revenues will be attractive to future employers.

Pre-requisite: MGT 3900

MGT 3920: Hospitality Management and Operations**Course Description:**

This course provides an overview of the logistics and operations of the tourism and hospitality industry including: lodging management practices, special event planning, food and beverage, housekeeping, etc. The day-to-day decisions that are a part of the tactical side of the tourism and lodging industry will be taught. Special topics such as service recovery, impression management, and the use of social media will be examined. Finally, human resource management within the industry will be considered including recruiting and retaining a high quality workforce.

Course Justification:

Employees in the tourism and hospitality industry must be able to effectively execute tactics and strategies in order to help ensure market success. To help accomplish this objective, they must have foundational knowledge and the capability to effectively and efficiently manage the operations of an organization in the industry. This course must be a part of the core courses required for the minor in Hospitality and Tourism Management. Without a strong foundation in hospitality management and operations concepts, graduates will not be attractive candidates for employment in the industry.

Pre-requisite: MGT 3900

MGT 3930: Tourism and Event Management**Course Description:**

Core revenue drivers in the Tourism and Hospitality industry are special events, meetings, conferences, conventions, festivals, guided tours, and tradeshow. This course provides students with a fundamental understanding of the role that each plays in hospitality and tourism as well as the management principles needed to be an effective administrator. The course also provides students with the service skills that are considered essential to managing different types of customers with very different motivations and needs.

Course Justification:

Recent research has found that meetings and special events coursework is a critical part of a Tourism and Hospitality program of study (Cecil, Reed and Reed, 2011). Graduates from the USU Hospitality and Tourism Management Minor who can help an organization or region build its revenue through special events planning and execution will be very marketable. This course is a logical capstone course for the minor after students have had the survey course and learned the operations, marketing, management, and finance of the industry. This course will give our students a differentiated advantage in the job-market.

Pre-requisite: MGT 3900, MGT 3910, MGT 3920

The job competencies that will be developed with this minor include:

1. Knowledge of the realities involved in the type of work found in the tourism and hospitality industry.
2. Knowledge of the basic terminology used in the lodging industry.
3. Knowledge of lodging management practices.
4. Knowledge of guest service standards.
5. Knowledge of hospitality products and services.

Section III: Institutional Impact

The Hospitality and Tourism Management Minor will reside within the Management Department of the Jon M. Huntsman School of Business. Professor Ken Bartkus will manage the minor under the direction of James H. Davis, Head of the Management Department. Professor Bartkus performs research and has established a national reputation for his research and academic thought leadership in the hospitality and tourism industry. A newly hired instructor will broadcast three of the four courses from the Moab Regional Education Center and throughout all RCDEs and to on-campus students at Utah State University. The final capstone course for the minor will be taught by Professor Bartkus and broadcast throughout the state.

Existing distance learning technology will be used to broadcast the minor statewide.

Section IV: Finances

Funding for the Hospitality and Tourism Management Minor will come from the RCDE Program. The cost for delivery of the program will be labor. We already have the technology, infrastructure, and structure to deliver the program.

Source of Funding: RCDE			
	Salary	Benefits	Total
New Instructor	\$80,000	\$35,200	\$115,200
Ken Bartkus (program management and one course)	\$10,000	\$4,400	\$14,400
Subtotal	\$90,000	\$39,600	\$129,600
		Development and Delivery Expense	
FACT Course Development (\$600/cr x 12cr)		\$7,200	
Delivery and Center Support (\$67/cr x 30 x 12cr) (30 student estimate)		\$24,120	
Initial Marketing		\$10,000	
Travel (estimate)		\$4,000	
Professional Development (estimate)		\$3,000	
Subtotal		\$48,320	\$48,320
Total	\$90,000	\$87,920	\$177,920

R401 – 5.5 Discontinuation of Program
**Discontinuation of the Doctor of Philosophy in Recreation Resource Management
Effective Spring 2012**

CIP 03.0207
Nov. 16, 2011

Section I: Request

The Department of Environment and Society, in the College of Natural Resources at Utah State University, requests discontinuation of the PhD in Recreation Resource Management. This request is intended to eliminate redundancy in our graduate programs.

The field of Recreation Resource Management combines elements of the social and natural sciences to explore topics related to the management of parks, protected areas, and other natural settings in a way that offers visitors opportunities for desired outdoor experiences while protecting the land for future generations and other uses. Students interested in studying these topics may do so within a more broadly focused doctoral program, Human Dimensions of Ecosystem Science and Management. Therefore we propose to eliminate the more specialized but less popular PhD in Recreation Resource Management. We do not plan to discontinue our graduate courses in this subject, nor will any faculty be reassigned. We would retain the bachelor of science and master of science degrees in this subject.

Section II: Need

Outdoor recreation management for public lands has been taught at Utah State University since the 1930s, when a course on that topic in the Forestry curriculum is believed to have been the first of its kind in the western U.S. The university cemented its leadership in this field with the establishment of the Institute for Outdoor Recreation and Tourism and the creation of graduate degrees in the 1960s. The program's graduate students went on to become many of the field's leading scholars during the past 40 years.

Times have changed, however. Recreation resource management scholars of the 1980s and 1990s helped to pioneer a new approach to studying how people interact with natural settings, which included recreation use as part of a spectrum of activities and processes connecting humans with the environment. By the end of the last century a new field of study, often called "human dimensions of natural resources," had emerged. Again Utah State has been a leader in this area, creating an Environment and Society Department in 2002 that was the first of its kind in western land-grant universities, and the following year establishing MS and PhD degrees in Human Dimensions of Ecosystem Science and Management (HDESM).

The latter program grew faster than we predicted in the R401 application we submitted in 2003. Yet while enrollments in the Recreation Resource Management master's

program have held steady over the past few years, doctoral enrollments have not. No PhD student has completed that degree since 2000. Instead, those interested in recreation use of natural lands have opted to matriculate in HDESM, thereby gaining a broader perspective on the society-environment interrelationship and graduating with a degree that qualifies them for a wider range of positions in academia, research, and land management. Currently 6 of the department's 15 doctoral students are conducting dissertation research that incorporate recreation resources as a major component, but none has opted to pursue the PhD in Recreation Resource Management. Therefore we believe this degree can be discontinued without harm to current or future students, and without abdicating our leadership position in study of wildland recreation and its impacts.

The other universities in the western U.S. that offer students an opportunity to pursue doctoral studies in this field are: Colorado State University, Northern Arizona University, Oregon State University, the University of Alaska-Fairbanks, the University of Idaho, and the University of Montana. None offers a PhD in Recreation Resource Management, and aside from USU only Colorado State and Oregon State offer doctorates focused solely on the human dimensions of environment and natural resources.

Section III: Institutional Impact

The Environment and Society Department includes three tenured or tenure-track faculty whose areas of emphasis are in recreation resources and nature-based tourism. These faculty members will continue to teach courses, direct undergraduate and master's-level research, and obtain extramural funding to work on these topics. They also participate in the HDESM doctoral program. No change in their roles would occur with discontinuation of the Recreation Resource Management doctorate.

Section IV: Finances

We anticipate neither additional costs nor cost savings associated with eliminating the PhD in Recreation Resource Management. The principal benefit will lie in streamlining the graduate programs in Environment and Society and eliminating potential confusion among prospective graduate students.

Institution Submitting Proposal: Utah State University
College: Natural Resources
Department Environment and Society
Program Title: PhD, Recreation Resources Management
CIP Code (2010 series): 03.0207
Proposed Discontinuation Date: 30 June 2012
Institutional Signatures:

Mark Brunson, Head, Dept. of Environment and Society

Nat Frazer, Dean, College of Natural Resources

Mark R. McLellan, Vice President for Research and Dean of
the School of Graduate Studies