Category I Proposal Transmittal Sheet

Submit proposals to: Office of Academic Programs
110 Kerr Admin -- Oregon State University

For instructions, see http://oregonstate.edu/dept/academic/cph1998/. Please attach Proposal, Library Evaluation (performed by the library), Liaison Correspondence, Faculty Curriculum Vitae, and Budget Sheets, as appropriate.

Check one:

**Full Proposal**
- [ ] New degree program
- [ ] New certificate program or administrative unit
- [ ] Major change in existing program
- [ ] Establishment of a new College or Department

**Abbreviated Proposal**
- [x] Rename of an academic program or unit
- [ ] Reorganization – moving responsibility for an academic program from one unit to another
- [ ] Merging or splitting an academic unit
- [ ] Termination of an academic program or unit
- [ ] Suspension or reactivation an academic program or unit

For proposals to establish a new center or institute, contact the Research Office (737-3437).

For requests to offer existing certificate and degree programs at new locations, use the New Location Request Form available on the Web: http://www.ous.edu/aca/aca-forms.html

Title of Proposal: Effective Date:

Degree Name Change: ORLT to TOL

Fall 2007

Department/Program: College:

Forest Resources Department College of Forestry

I certify that the above proposal has been reviewed and approved by the appropriate Department and College committees:

[Signature]
John D. Walstad
Print (Department Chair/Head; Director)

[Signature] 5/24/07
Hal Salwasser
Print (Dean of College)

[Signature] 5/30/07

Degree Name Change: B.S. in Outdoor Recreation Leadership and Tourism (ORLT) to B.S. in Tourism and Outdoor Leadership (TOL)
Oregon State University
College of Forestry
Forest Resources Department
31.0101
April 25, 2007
Effective Fall 2007

Provide the following information (write “not applicable” if the question does not apply):

1. Title of the proposed instructional, research, or public service unit. For name change, give both the current and proposed names. Describe the reason(s) for the proposed change.

**Current Name:** B.S. in Outdoor Recreation Leadership and Tourism  
**Proposed Name:** B.S. in Tourism and Outdoor Leadership

A change in the name of the Outdoor Recreation Leadership and Tourism (ORLT) program is proposed for two reasons. First, though the ORLT name is descriptive, it is also cumbersome. Many students and employers find it unappealing and difficult to accurately recall. Second, the ORLT name does not sufficiently differentiate this program from the Recreation Resource Management (RRM) degree program also offered by the department (RRM was formerly known as Forest Recreation Resources [FRR]).

Our goals for the name include appeal to students and employers, brevity, and accurate reflection of program content and focus. With these goals in mind, we consulted with the following groups:

- Colleagues within the Department of Forest Resources, including the FRR curriculum committee tasked, in part, with identifying a new name for that program.
- Other College of Forestry staff, notably those involved in student outreach.
- Other informed and involved parties at OSU-Corvallis, OSU-Cascades, and Central Oregon Community College (COCC includes important “feeder” programs).
- Students at OSU and in COCC feeder programs.
- Members of the tourism industry.

In addition, the names of similar degree programs were reviewed.

Based on this process, the following terms were considered:
• Tourism – This term stresses the commercial orientation of the degree, differentiates it from RRM, and is a broad term that is largely inclusive of current degree options and potential future options.

• Outdoor Leadership – This phrase stresses the leadership aspect of the degree and is inclusive of the option (Outdoor and Experiential Education) that is least “covered” by the term Tourism. As with all OSU degrees, leadership is expected of graduates within their organization and in their field. In the ORLT degree, leadership is also important in the context of leading groups of clients in outdoor settings.

• Commercial Recreation – This phrase is used in one of the ORLT options. However, student and employer understanding (and endorsement) of the phrase is not sufficient to warrant its use within the name of the degree program.

• Recreation or Outdoor Recreation – This terminology is relevant to the degree, but its use would hinder semantic differentiation of the ORLT and RRM degrees.

• Management – This term is relevant and adds “gravitas,” but it also lengthens the degree name.

Based on the above, the name Tourism and Outdoor Leadership (TOL) was selected as the preferred new name for the ORLT degree program.

2. Location within the institution’s organizational structure. Include “before” and “after” organizational charts (show reporting lines all the way up to the Provost).

   Not Applicable. There is no change in the organizational structure.

3. Objectives, functions (e.g., instruction, research, public service), and activities of the proposed unit.
   a. Explain how the program or unit’s current objectives, functions, and/or activities will be changed. Where applicable, address issues such as course offerings, program requirements, admission requirements, student learning outcomes and experiences, and advising structure and availability. How will the reorganized program be stronger than the existing program?

      Not Applicable. There is no “proposed unit.”

   b. Explain how outcomes in the newly organized program or unit will be assessed.

      Not Applicable.

4. Resources needed, if any: personnel, FTE academic, FTE classified, facilities and equipment.
a. Identify the staffing and resource needs for the proposed program or unit. Note any impact on the budgets of affected programs or units. Provide an analysis of how the resulting programs or units will be adequately staffed and funded.

Not Applicable. The name change does not have any budget implications.

b. Explain the extent to which affected faculty and personnel support this change.

The program name change is unanimously supported by the faculty who teach in the degree program, and is further supported by the Forest Resources department faculty and the College of Forestry administration.

5. Funding sources: state sources (institutional funds – state general fund, tuition and fees, indirect cost recoveries), federal funds, other funds as specified.
   a. Identify the revenue and funding sources for the proposed program or unit (i.e., federal, state, other funding sources).

   Not Applicable.

   b. If new resources will be required (e.g., for new faculty positions, graduate research/teaching assistants, facilities, equipment), explain where these resources will be coming from. Specify whether internal reallocation, college, institution, federal, state, private, or other funding sources. [Note: Deans/chairs/heads/directors of units committed to providing additional resources will be required to sign the proposal.]

   Not Applicable.

   c. Provide an estimated annual budget for the proposed program or unit (see Appendices).

   Not Applicable.

6. Relationship of the proposed unit to the institutional mission.
   a. How will the proposed program or unit support OSU’s mission and goals?

   Not Applicable.

   b. Describe potential positive and negative impact of the proposed change on the program(s) or unit(s) involved. Identify other OSU programs or units which may be affected, and describe the potential positive and negative impact on their mission and activities.

   The proposed change will make an existing program more appealing to both students and employers.
Liaison documentation was sent to Tammy Bray (Health & Human Sciences), Ilene Kleinsorge (Business), Marla Hacker (Business, Cascades Campus), Bo Shelby (Natural Resources), and Ron Reuter (Natural Resources, Cascades Campus). No opposition to the change was expressed.

7. Long-range goals and plans for the unit (including a statement as to anticipated funding sources for any projected growth in funding needs).

We aim to remain competitive with peer institutions, and to meet or exceed the national trend for increased undergraduate enrollment in the discipline.

8. Relationship of the proposed unit to programs at other institutions in the state.
   a. What is the current relationship of the proposed program or unit to OUS and other higher education institutions in the state? Describe how this relationship might be altered based on the proposed change.

There are no directly equivalent programs in Oregon. The most similar programs are offered at Portland State University (PSU) and Southern Oregon University (SOU). Liaison on the name change was conducted with Scott Dawson, Dean of the PSU School of Business Administration, and Dave Harris, Dean of the SOU School of Business. Neither objected to the name change.

   b. Describe how the proposed change will affect other constituencies outside of OUS.

      Not Applicable.

9. If the program is professionally accredited, identify the accrediting body and discuss how the proposed change may affect accreditation.

The program is not professionally accredited (no professional accreditation program meets the focus of this degree).

Appendices:

- Transmittal Sheet
- Budget Table (attach current budget and proposed budget)
- Library Evaluation (attach library evaluation if the proposal involved an academic program that is substantially changed or expanded)
- Liaison (attach all liaison correspondence, both internal to the college/school and with all affected, or potentially affected, academic units and institutions within or outside of OSU)
## Category I Proposal Budget Outline

Estimated Costs and Sources of Funds for the Proposed Program

Total new resources required to handle the increased workload, if any. If no new resources are required, the budgetary impact should be reported as zero.

**See "Budget Outline Instructions" on the OUS Forms and Guidelines Web site: www.ous.edu/aca/aca-forms.html**

**Institution:** Oregon State University  
**Category I Proposal Name:** Degree Name Change: ORLT to TOL  
**Academic Year:** 2007-2008  
**Operating Year:** 4th

**Completed by:** Kreg Lindberg (541) 322-3126

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* See current OPE tables at http://oregonstate.edu/dept/budgets/budghand/tables.htm
January 5, 2007

Dear Oregon State University,

Sun Country Raft Tours is one of the West's most successful whitewater rafting companies, as well as a significant employer in Oregon's outfitter-guide sector. As such, we have a keen interest in OSU's Outdoor Recreation Leadership and Tourism (ORLT) degree program – our general manager has been a guest speaker in ORLT classes, and several ORLT students have worked for Sun Country.

We understand that OSU has proposed a name change from Outdoor Recreation Leadership and Tourism (ORLT) to Tourism and Outdoor Leadership (TOL). We strongly support this change. The new name will retain key wording yet will underscore the commercial orientation of the degree by beginning with “tourism.” Moreover, the new name will be more easily recognized and remembered.

Tourism is a major industry in Oregon, one that is responsible for almost 90,000 jobs in the state. We are glad to see OSU implement the ORLT/TOL program to serve students from Oregon and elsewhere who would like to pursue careers in this sector.

Feel free to contact me should you wish to discuss our interest in the above OSU program.

Regards,

Dennis Oliphant
President