



UNIVERSITY OF
GEORGIA

University of Georgia
Athens, Georgia 30602
univcouncil@uga.edu
www.uga.edu

University Council

February 9, 2018

UNIVERSITY CURRICULUM COMMITTEE – 2017-2018

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Dear Colleagues:

The attached proposal from the Warnell School of Forestry and Natural Resources to change the name of the following major will be an agenda item for the February 16, 2018, Full University Curriculum Committee meeting:

From: Natural Resources Recreation and Tourism (B.S.F.R.)
To: Parks, Recreation and Tourism Management (B.S.F.R.)

Sincerely,

Alison F. Alexander, Chair
University Curriculum Committee

cc: Provost Pamela S. Whitten
Dr. Rahul Shrivastav

NAME CHANGE JUSTIFICATION FORM

School/College: Warnell School of Forestry and Natural Resources

Effective Date: Fall 2018

Major Name Change:

From: Natural Resource Recreation and Tourism (B.S.F.R.)

To: Parks, Recreation and Tourism Management (B.S.F.R.)

JUSTIFICATION:

We are requesting that the Natural Resource Recreation and Tourism (NRRT) undergraduate major be changed to Parks, Recreation and Tourism Management. If approved, the name change will be implemented as a part of a revision to the major curriculum.

The NRRT faculty recently completed a review of the curriculum, during which they examined the scope and content of the existing major to determine if it was meeting the needs of our students and employers. The faculty reviewed senior exit interviews, surveyed various stakeholders (employers, alumni, recent graduates) and met in person with representatives of numerous stakeholder groups. In addition, they examined similar programs (30+) at peer universities and interviewed colleagues and administrators in these programs.

Based on the information gathered from these efforts, the faculty revised the content of the curriculum to ensure that the curriculum meets the needs of students and employers. One question in the survey asked stakeholders to suggest a name that best represented the major. Approximately 80% of respondents suggested the name Parks, Recreation and Tourism Management (PRTM) or a slight variation. This name not only reflects the content of the revised major, but also is consistent with the name of peer programs. Peer programs, including those at Clemson, North Carolina State University and Texas A&M University, have the same or very similar name. Survey respondents frequently commented that PRTM would be more identifiable by students and employers. The name change along with the revised curriculum will make Warnell's program more competitive with peer programs and increase the number of students in the major.

The Warnell Curriculum Committee and the Warnell faculty unanimously supported the requested name change. Upon approval, all currently enrolled students will move to the new program name. We are concurrently submitting a proposal to create the new prefix PRTM, Parks, Recreation and Tourism Management and eliminate the NRRT, Natural Resource Recreation and Tourism.

Approvals on File

Proposal: Name changes from the Warnell School of Forestry and Natural Resources for the following major name change:

From: Natural Resource Recreation and Tourism (B.S.F.R.)

To: Parks, Recreation and Tourism Management (B.S.F.R.)

College: Warnell School of Forestry and Natural Resources

Department: Warnell School of Forestry and Natural Resources

Proposed Effective Term: Fall 2018

School/College:

- Warnell School of Forestry and Natural Resources Dean, Dr. Dale Greene, 2/1/2018