

Contact: Rachel Boon

REQUEST FOR A PROGRAM NAME CHANGE AT THE UNIVERSITY OF NORTHERN IOWA: BACHELOR OF ARTS IN LEISURE, YOUTH AND HUMAN SERVICES TO BACHELOR OF ARTS IN RECREATION, TOURISM AND NONPROFIT LEADERSHIP

Action Requested: Consider recommending approval of the request by the University of Northern Iowa to change the program name from Bachelor of Arts Leisure, Youth and Human Services to Bachelor of Arts in Recreation, Tourism and Nonprofit Leadership.

The Council of Provosts and Board Office reviewed this request and recommend approval.

Background:

Description of program. As a nationally recognized and accredited professional education program, Leisure, Youth and Human Services (LYHS) prepares individuals with the skills, knowledge and values required to effectively assume professional leadership/managerial positions in the areas of leisure, recreation, parks, therapeutic recreation, tourism, youth and human service settings.

Proposed name. Bachelor of Arts Recreation, Tourism and Nonprofit Leadership.

Reason for proposed change. Over the past two years, the Leisure, Youth and Human Services program has undertaken a review of the accredited programs in our fields, specifically focusing on program titles. The department reviewed graduate needs, accreditor requirements and peer institutions in order to identify the most appropriate name for the program and its graduates. In addition, one of our classes undertook a research study to explore perceptions of the major, including the program title, among college students. Results of both of these analyses, as well as consultations with the Advisory Board, other faculty, students, and practitioners in the field, led to proposal of the title of recreation, tourism and nonprofit leadership that is both reflective of the offerings and resonates with the students and practitioners.

Consistency with accreditation requirements. The program is accredited by the Council on Accreditation of Parks, Recreation, Tourism and Related Professions (COAPRT). The name change will not impact the accreditation.

Effect on program configuration. The most notable change in the major is the decrease of elective credit hours from 21 to 9, and overall decrease of credit hours from 56 to 54.

Effect on students. In consultation with the Advisory Board (members include academics, practitioners and students), the department received very positive feedback. The new name will better reflect the character of the program, will help graduates in their career, and will assist the program with marketing and recruitment efforts.

Effect on resources. Since the program already exists under the current name, no facility changes or new department expenses are anticipated other than minor costs of new brochures and business cards for faculty.

Date of implementation. Upon approval by the Board of Regents.