Equipping the Outdoor Workforce of the Future: Collaborative Strategies for States and Outdoor Recreation Partners

June 8, 2021

Timothy Schoonhoven, Policy Analyst
tschoonhoven@nga.org
The Outdoor Economy
5.2 MILLION JOBS IN AN INDUSTRY COMPRISING 2.1% GDP

Pathways to New and Better Jobs

NEXT GENERATION OF THE OUTDOOR WORKFORCE
What is Workforce Development?

**WORKFORCE DEVELOPMENT**
Coordination of skills-development initiatives that prepare individuals for current and future occupations, giving businesses the human capital necessary to meet demand.

**ECONOMIC DEVELOPMENT**
Implementation of business development and quality-of-life policies that influence the growth and restructuring of a region to improve its overall economic well-being.

A History of Workforce Development in the US

- Morrill Acts – Land Grant Universities
- Department of Labor formed
- The New Deal and the WPA
- Manpower Development and Training Act
- Comprehensive Employment and Training Act
- Job Training Partnership Act (State Focus)
- Workforce Investment Act (Regional Focus)
- Workforce Innovation and Opportunity Act

1862 & 1890
1913
1933 - 1938
1962 & 1973
1973 - 1982
1982 - 1998
1998 - 2014
2014 - present
A Sector-based Approach to Workforce Development

**FINDINGS**
- Urgency for knowledge transfer
- Need for technical-specialized skills training
- Increased leadership expectations

**APPROACH**
- Focus on the learner experience (credentialed)
- Recognized by industry (standards development)
- Blend academic rigor with industry expertise (relevancy)

**PROGRAMS**
- Technical skills development
- Leadership skills development
ENVIRONMENT
• Natural Resources
• Sustainability
• Environmental Sciences

EXPERIENCE
• Hospitality Management
• Tourism, Recreation, & Adventure Leadership
• Adventure Leadership Institute
• Outdoor School

PRODUCT
• Merchandising & Retail Management
• Materials Science
• Strategy, Entrepreneurship & Innovation
• Supply Chain & Logistics Management
• Apparel Design
• Outdoor Products (OSU-Cascades)
ANNOUNCEMENT: CENTER LAUNCH

The Center for the Outdoor Recreation Economy provides research capacity and workforce development solutions that support the outdoor recreation economy in reaching its full potential.

Expertise
- Research
- Program development
- Industry engagement & coordination

OUTDOOR INDUSTRY LEADERSHIP CERTIFICATE

Dates: September 2021 – June 2022 (Cohort)
Orientation: Week of August 30, 2021

Enrollment Options:
- Single-course enrollment
- Online certificate
- Professional cohort program
  - Now Accepting Applications

Oregon State University Center for the Outdoor Recreation Economy
Thank you!
Outdoor Recreation Economy Program

CU-Boulder

Joel Hartter, Director
Outdoor Recreation Economy Program
joel.hartter@Colorado.edu
Innovation is needed across the outdoor economy:
• Leadership and sustainable business operations
• Appropriate policies and regulations to govern, sustainably use, and promote access to public lands and waterways
• Support and growth of local, sustainable economies

ORE will provide skills, knowledge & experience to support diverse career pathways.
Increasing access to meaningful, industry-relevant education is essential. We believe that everyone should have access to higher education and advanced learning.

Strength, innovation, and advancement of our industry comes through inclusion. We believe that the more inclusive we are, the better our work will be.
ORE provides

Interdisciplinary education that focuses on leadership, business, economic development, policy, sustainability

Continuous engagement and partnership with outdoor recreation industry

Talent pipeline for $800B industry

New tools and approaches for diversifying economies
Differentiated learning opportunities to meet workforce demands, individual interests & circumstance, and to increase educational access

<table>
<thead>
<tr>
<th></th>
<th>Residential (Boulder)</th>
<th>On-Site (outside Boulder)</th>
<th>Online</th>
<th>Hybrid</th>
</tr>
</thead>
<tbody>
<tr>
<td>Master’s Degree</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Traditional Student</td>
<td>✓</td>
<td></td>
<td></td>
<td>✓</td>
</tr>
<tr>
<td>Certificates</td>
<td></td>
<td></td>
<td></td>
<td>✓</td>
</tr>
<tr>
<td>Seeking continuing ed</td>
<td></td>
<td></td>
<td></td>
<td>✓</td>
</tr>
<tr>
<td>Courses</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Upskilling, job-specific</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Exec learning</td>
<td></td>
<td></td>
<td></td>
<td>✓</td>
</tr>
<tr>
<td>Retention incentives, promotion</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Executive Master’s</td>
<td></td>
<td></td>
<td></td>
<td>✓</td>
</tr>
<tr>
<td>Emerging leaders</td>
<td></td>
<td></td>
<td></td>
<td>✓</td>
</tr>
</tbody>
</table>
What can be expected from ORE?

Coming August 2021…
• Residential graduate degree
• Online graduate degree
• Certificates for continuing education

More to come…
• Professional development
• Executive workshops
• Customized course for industry partners
Thanks!

joel.hartter@colorado.edu
www.colorado.edu/program/ore

University of Colorado Boulder
Support and grow the outdoor recreation industry and increase its economic impact

Scale up coordination between academia and the industry

Stronger and smarter workforce development programs

WHY A CONSORTIUM?
Gain a better understanding of the outdoor industry and the impact of the outdoor industry on local, state, and national economies.

Create a venue and a system to share information and resources between consortium member schools and consortium partners.

Establish defined job families and categories within the outdoor industry and identify required skills for jobs in the industry.

Develop standards for jobs in the outdoor industry and help academic institutions apply those standards to their new or existing programs.

Develop clear and accessible pathways into outdoor industry careers.

Foster a more diverse outdoor industry workforce a more inclusive outdoor industry, and more welcoming outdoor spaces.
WHAT THE CONSORTIUM WILL DO

- Conduct collaborative research
- Connect directly with the industry
- Set standards for jobs
- Assist member schools in using the standards
- Share information and resources
Lack of clear and universal understanding about what “the outdoor recreation industry” really is.

An “exclusivity epidemic” in the outdoor industry

Lack of national-level coordination between academia and industry

Need for community economic development
National-level coordination between academia and industry

Access to funding opportunities

Better training and education for students, and better job candidates for the industry

Venue for information sharing, networking, and collaborating
NEEDS

1. MEMBERS
post-secondary educational institutions with outdoor recreation or related academic programs of any level

2. PARTNERS
outdoor industry companies, trade associations, federal agencies, economic development agencies, state offices of outdoor recreation and related state agencies, etc.

3. FUNDING
needed to sustain momentum and build the consortium into a productive organization
PARTNERSHIP WITH STATE OFFICES
THANK YOU
NEXT STEPS

1. State OREC offices working to convene and accelerate industry <-> education relationships and partnerships

2. Elevate and legitimize new programs developed by education partners

3. Invite and assist with Consortium outreach efforts in your state (via Erin Gaines)