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

National Governor's Association OUTDOOR RECREATION LEARNING NETWORK



Lee Davis

Executive Director Center for the Outdoor Recreation Economy

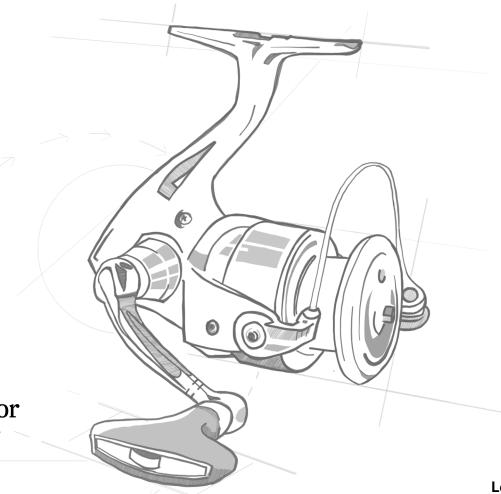
Erin Gaines

Government Affairs & Consortium Manager Center for the Outdoor Recreation Economy



Joel Hartter

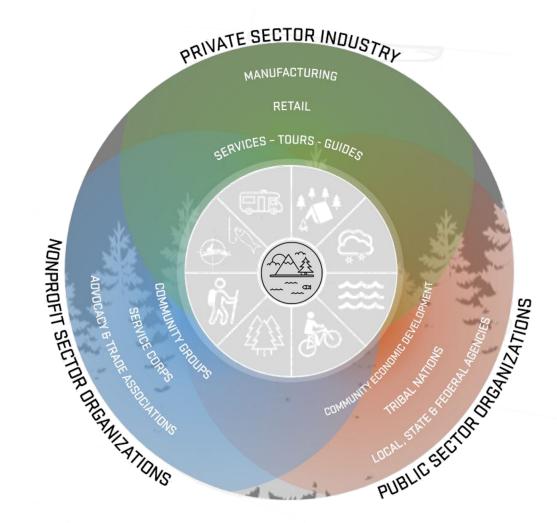
Director Outdoor Recreation Economy Program





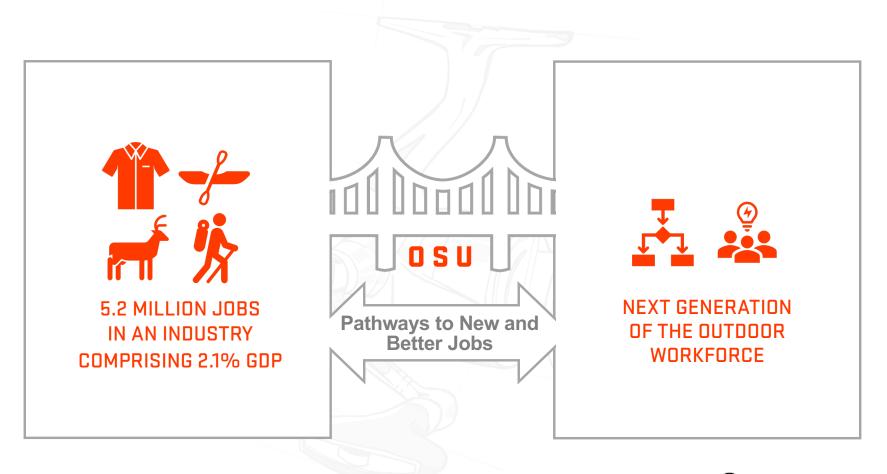


Lee Davis, Executive Director Center for the Outdoor Recreation Economy Lee.davis@oregonstate.edu



The Outdoor Economy





Supply and Demand





WORKFORCE DEVELOPMENT

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



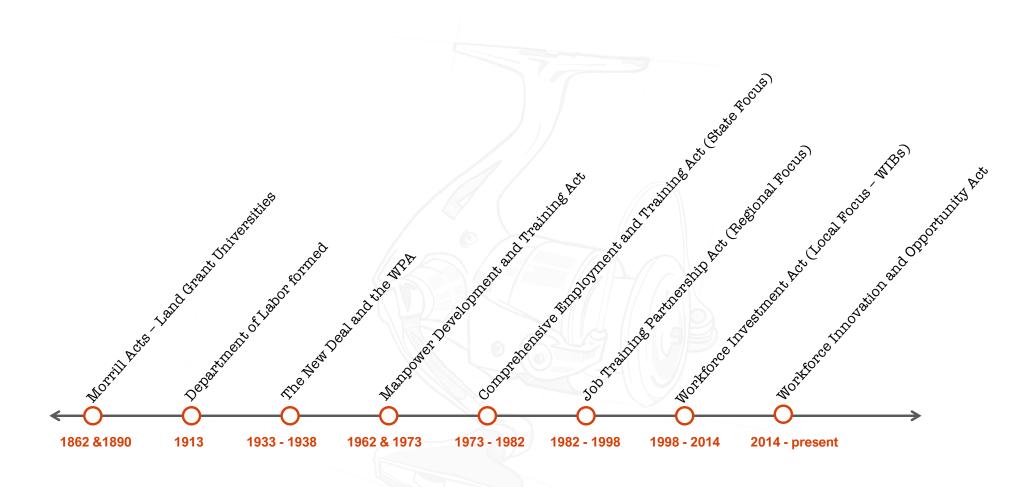
ECONOMIC DEVELOPMENT

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.

Source: Colleen LaRose, Camion Associates. https://www.slideshare.net/colleenlarose7/role-and-history-of-workforce-development

What is Workforce Development?





A History of Workforce Development in the US





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

A Sector-based Approach to Workforce 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)

About OSU: Your College for the Outdoors



center for the

OUTDOOR RECREATION ECONOMY

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

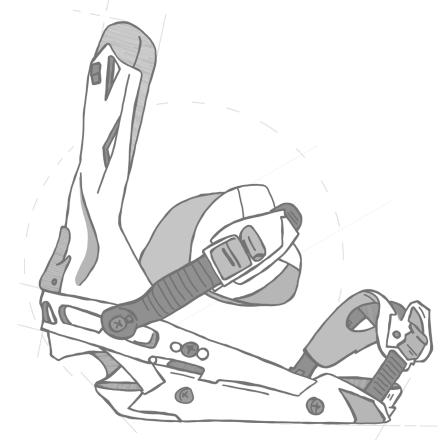
Announcement: Center Launch





Thank you!





Outdoor Recreation Economy Program



Joel Hartter, Director Outdoor Recreation Economy Program joel.hartter@Colorado.edu

Outdoor Industry



Public Lands Policy

Resilient Communities

Innovation is needed across the outdoor economy:

- leadership and sustainable business operations
- appropriate polices 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.





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

	Residential (Boulder)	On-Site (outside Boulder)	Online	Hybrid
Master's Degree Traditional Student				
Certificates Seeking continuing ed				
Courses Upskilling, job-specific				
Exec learning Retention incentives, promotion				
Executive Master's Emerging leaders				





Coming August 2021...

- Residential graduate degree
- Online graduate degree
- Certificates for continuing education

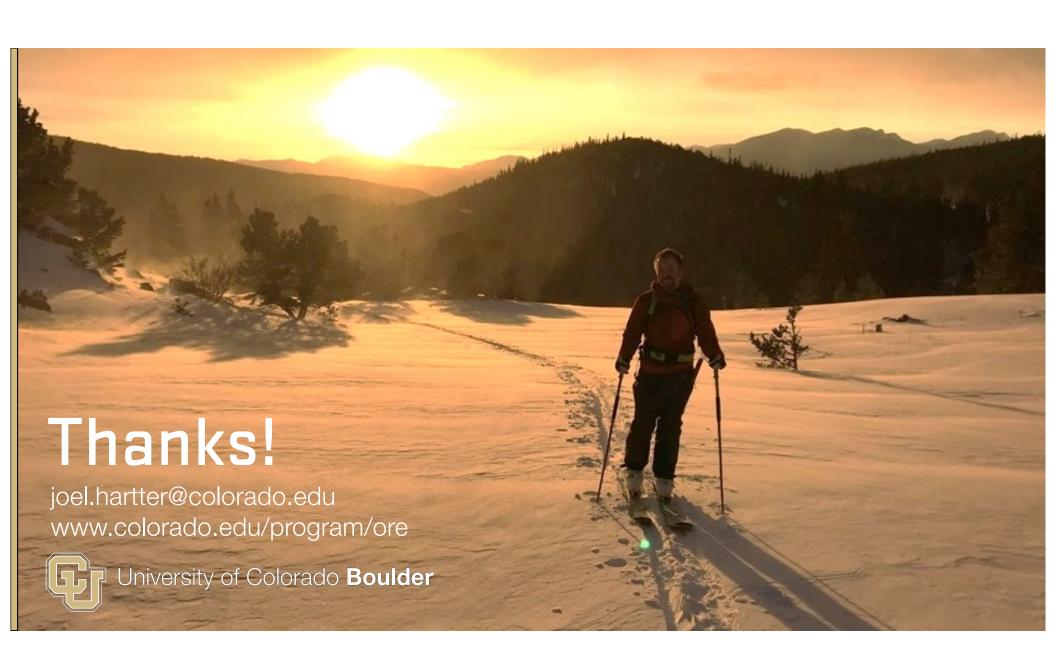


More to come...

- Professional development
- Executive workshops
- Customized course for industry partners









CONSORTIUM

Erin Gaines, Consortium Manager Center for the Outdoor Recreation Economy Erin.Gaines@oregonstate.edu 1

Support and grow the outdoor recreation industry and increase its economic impact

2

Scale up coordination between academia and the industry 3

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

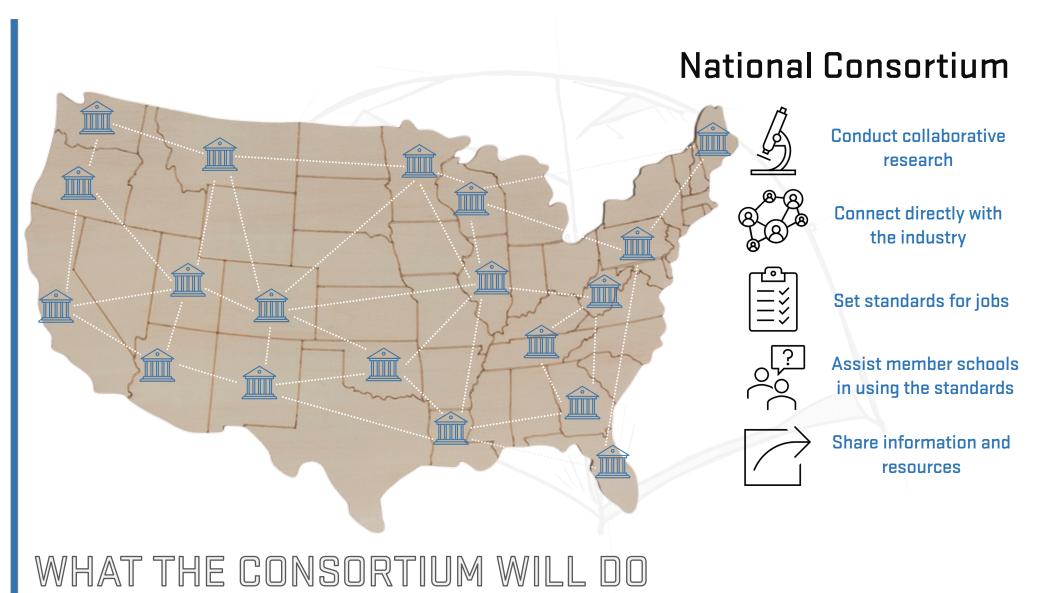
and help academic institutions apply those standards to their new or existing programs.

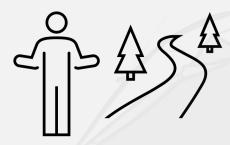
Develop clear and accessible pathways

into outdoor industry careers.

Foster a more diverse outdoor industry workforce

a more inclusive outdoor industry, and more welcoming outdoor spaces.

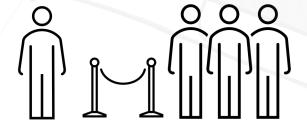




Lack of clear and universal understanding about what "the outdoor recreation industry" really is.



Lack of national-level coordination between academia and industry



An "exclusivity epidemic" in the outdoor industry



Need for community economic development

PROBLEMS TO SOLVE



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

CONSORTIUM BENEFITS



1

MEMBERS

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

2

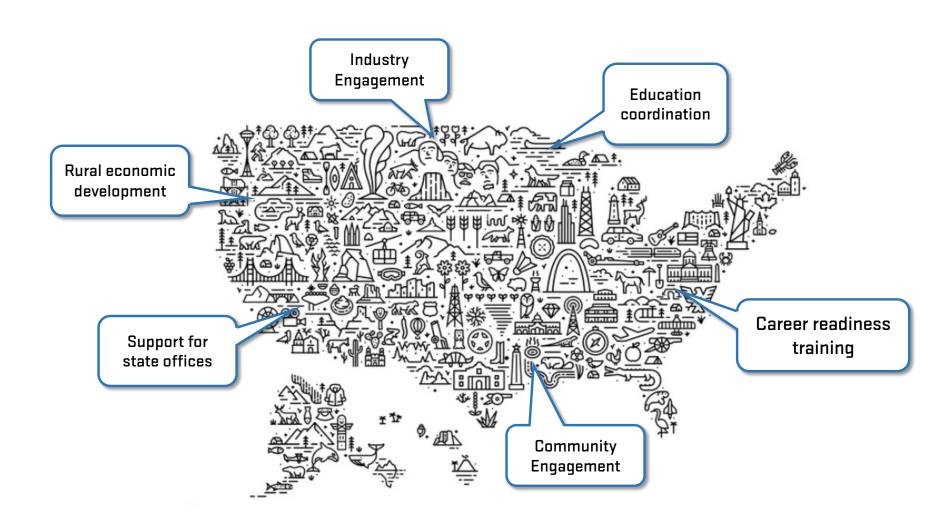
PARTNERS

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



NEXT STEPS

- State OREC offices working to convene and accelerate industry <-> education relationships and partnerships
- Elevate and legitimize new programs developed by education partners
- Invite and assist with Consortium outreach efforts in your state (via Erin Gaines)



Joel Hartter Joel.Hartter@Colorado.edu



Lee Davis
Lee.Davis@OregonState.edu

Erin Gaines Erin.Gaines@OregonState.edu