



Center for the Outdoor Recreation Economy

NGA – ORLN Meetings
May 2022



Oregon State
University

center for the

OUTDOOR RECREATION ECONOMY

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

EXPERTISE

- Program development
- Applied research
- Industry engagement
- Higher education consortium development

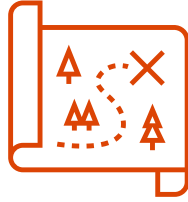
MISSION

To provide accessible, lifelong training, education, and support to the outdoor recreation economy that accelerates innovation and progress for our people, organizations, and communities.

VISION

A diverse and extraordinarily competent workforce intrinsically motivated by a shared passion for the outdoors and the value the industry provides to our economy, our people, and our planet.

2021 at a Glance



PROGRAMS

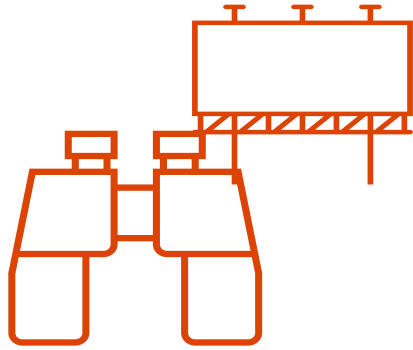
1. FORE101 | Foundations of the Outdoor Recreation Economy
Ski Lift Tech Level 1 Training
2. Outdoor Industry Leadership Professional Certificate

FREE COURSES & TOOLKITS:

- [Intro to FORE101](#)
- [How a Ski Lift Works module](#)
- [ORR Rural Economic Development Toolkit](#)

PROGRAMS IN DEVELOPMENT:

- Ski Lift Tech Level 2
- Sales & GTM professional certificate
- Policy professional certificate
- Lift Operators Training
- DEI Employee Certifications w/ORR



RESEARCH

- [Outdoor Industry Workforce & DEI Assessment \(VF, OIA, ORR\)](#)
- [Case Study: DEI Strategies for Small Businesses \(Cairn, DEI Lab\)](#)
- [Inclusive Customer Service Competency Framework \(AARP\)](#)
- [LWCF Project Opportunity Survey & Findings \(ORR\)](#)

Research projects in development:

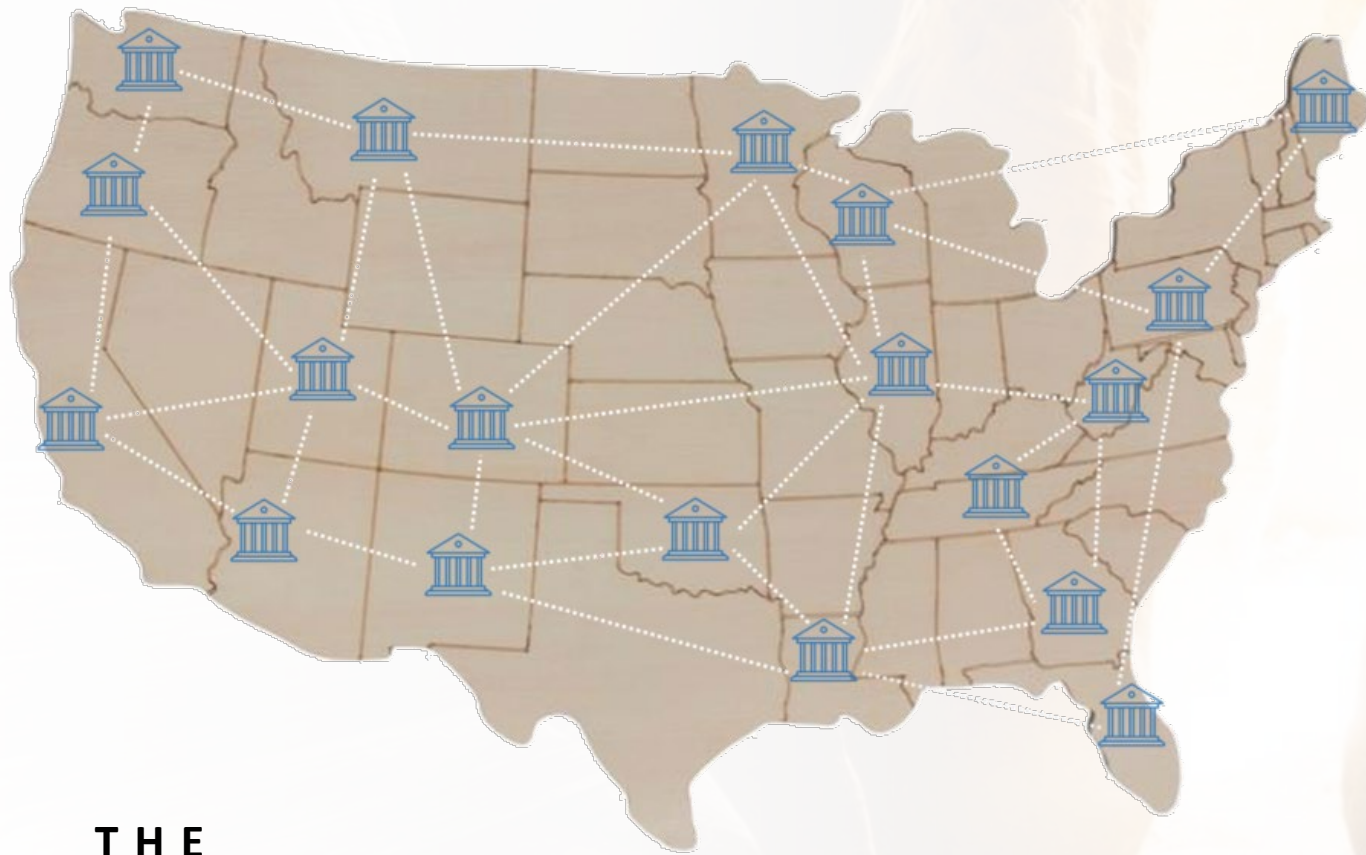
- Ski industry workforce assessment (PNSAA)
- State agency workforce assessment (OPRD)
- SCORP (COF, OPRD)
- Workforce Profiles and Pathways (ORR)
- + More



THE
CONSORTIUM

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The Need



1

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

2

Scale up coordination between academia and the industry

3

Develop stronger and smarter workforce development programs

4

Create clear and consistent career paths

5

Foster a more diverse and inclusive outdoor industry