



Action Initiative Information																																																			
Cluster:	Visitor Products																																																		
Initiative:	Tourism Course Integration with Existing UAS Degree Programs																																																		
Goal:	The initiative will produce a more qualified and larger group of local applicants for entry and management level positions in tourism; create more employment and educational opportunities for Alaskans; groom more prepared managers and guides to showcase the Tongass and other Southeast Alaska attractions; and provide an opportunity for UAS to attract and retain four year students.																																																		
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Meeting Summaries

Date:	Attendees:	Outcome:
12/21/12	Amber Koelsch, Jim Collins, Kelli (Dininger) Grummett, Kirby Day, Kristen Christensen	<p>The results of the survey of interest in a two year Associate of Applied Science degree program with a tourism emphasis, conducted at the end of the summer employment season, were reviewed. The results were positive, however, a broader sampling is needed to move forward. The group revised the survey and will conduct as part of winter recruitment. The results will be reviewed this Spring.</p>
12/17/12	CWG monthly call-in	<p>UAS and the Mendenhall Glacier Visitor Center have jointly developed an Environmental Interpretation class. Students in the class will learn to translate aspects of nature and history into stories and experiences and will design an interpretive product related to the Mendenhall Glacier area.</p> <p>UAS added a four-year Bachelors of Liberal Arts Designated Emphasis in Outdoor Adventure Studies degree program. Coursework combines extensive outdoor skills with a liberal arts curriculum studying human interaction in the natural world.</p> <p>The School of Management is considering adding a Tourism Emphasis area to the two-year Associate of Applied Science degree program. The program would run from early October to the end of April, rather than the regular September to May school year, to accommodate work schedules for the summer tourism season. UAS and members of the initiative team have developed a survey to determine the level of interest, which will be given to job applicants this winter and spring. Kelli will ask for the help of all tourism businesses to distribute the survey during their spring recruiting efforts.</p>
11/16/12	CWG monthly call-in	<p>Marsha Sousa reported that the School of Arts and Sciences has added a Bachelor of Liberal Arts with an emphasis in Outdoor and Adventure Studies to its four year degree programs. She also reported that John Pugh and John Blanchard met with the JCVB to discuss changing the start date of the semester so that students can complete the summer tourism employment season. UAS now has an internship coordinator – if anyone would like to develop a position for senior level student intern, contact Marsha.</p>

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		<p>Kelli Grummett reported that she worked with the University this summer to create and conduct a survey of tourism workers to assess interest in a UAS program tailored to meet the needs of the tourism industry. The school term would run October through April and the program would have an emphasis in tourism. The survey was circulated at the end of the summer, and didn't get very favorable results. However, a new batch of surveys just came in from a couple of operators. These new surveys have not been reviewed yet. The survey may have been skewed by the timing of when the survey was conducted. It may have been circulated after most of the college students already left to return to school. If that's the case, then those that completed the survey had already graduated, or aren't interested in college. If, after the new survey results have been included, the surveys indicate there isn't enough interest in the program, then a second round of surveys will be distributed now, during the recruiting process.</p>
4/10/12	Ketchikan Cluster Working Group meeting	<p>The following Ketchikan participants joined the initiative team: Rene Ditton, Alaska Amphibious Tours; Shauna Lee, The Great Alaska Lumberjack Show; David Wiechelman, HAP Alaska Yukon; Faith Duncan, USFS</p>
4/4/12	Kelli Dininger, Rick Caulfield, Marsha Sousa, John Blanchard	<p>Informal meeting held with UAS to review survey results and match industry needs to current UAS curriculum offerings. Marsha Sousa will map current UAS School of Arts and Sciences offerings to industry needs reflected in survey. UAS offers a Bachelor of Business Administration (B.B.A.) degree with an emphasis available in the fields of Accounting, Entrepreneurship, Human Resource Management, and Marketing. Discussion focused on developing an emphasis in tourism management. Kelli will meet with John to explore this further.</p>
3/8/12	CWG monthly call-in	<p>Survey of skill set needs is underway. Based on survey results, group will look at what UAS courses already exist that can meet needs and how to address gaps. Private industry (Northern Safety Operations) has stepped in to fill some training gaps. UAS would also like to see employers involved in teaching classes and hosting students at the workplace.</p>
2/23/12	Kirby Day, Kelli Dindinger,	<p>The team met with UAS Provost Caulfield and Deans Blanchard and Sousa. Provost Caulfield explained that UA meets all levels of educational need in the state, from providing non-credit workshops</p>

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	<p>Steve Hamilton, Ron Hohman, Amber Koelsch, Lisa-Marie Ikononov, Mark McKernan, Bill Ralston, Erica Simpson, Amber Starbard, Odin Brudie, Nikki Powis, John Blanchard, Rick Caulfield, Marsha Sousa, Dru Garson, Gordon Wrobel</p>	<p>and certificate programs to conferring undergraduate and graduate degrees. He presented examples of successful industry/university curriculum development that included programs at one or more of these levels. Deans Sousa and Blanchard reviewed current offerings at the UAS campus. Industry participants emphasized that they are not looking to the university to develop new programs. They would like to work within the existing degree programs, such as the BBA, and add an emphasis in tourism management. The industry's goal is to have a program that lets Alaskans stay in Alaska to learn tourism management within a marketable BBA degree.</p> <p>Industry participants mentioned the need for a distance learning component. Also mentioned was the need for a career develop component to get employees who are already employed promoted. This could be handled by certificate or occupational endorsement and offered in the evening and distance so that employees in other communities could participate. There was also a request for a distance class or seminar to introduce potential employees to the uniqueness of Southeast Alaska before they make a commitment to come here for summer employment. The need for cultural education/interpretation skills was also identified</p> <p>The consensus from the industry was that their needs would be served by both a concentration within the existing four year program and a certificate program. As a next step, industry participants committed to providing a list of priority skills that need to be addressed by the next meeting in April, through a survey facilitated by JEDC. The next step will be to identify how to address gaps, the delivery method best suited to potential students, and how to align with internship opportunities.</p>
<p>1/13/12</p>	<p>JEDC staff and UAS Provost Rick Caulfield and UAS staff</p>	<p>UAS Provost Rick Caulfield will hold a meeting with members of the visitor products industry to present the cooperation model used to set up courses and internships with other industry groups and discuss options for UAS.</p>

Initiative Action Plan Update

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Activity 1:	Discuss additional program/curriculum opportunities and internship programs with UAS Provost Rick Caulfield, Interim Dean of the School of Management, John Blanchard and Dean of the School of Arts and Sciences, Marsh Sousa to gain an understanding of the process that we would need to go through to integrate tourism management courses into existing business degree program.	Activity Date:
Meetings held Thursday, February 23, 2012, from 1:30pm to 3:00pm at the JEDC offices. Wednesday, April 4, 2012, from 3:00pm to 5:00pm at the JEDC offices.		2/23/12 4/4/12
Activity 2:	Write a letter to UAS supporting the 4 year Outdoor Studies Program to the Chancellor John Pugh. Also to Regional Forester, CBJ Mayor and Assembly.	Activity Date:
Support letter sent to Chancellor John Pugh.		8/26/11
Activity 3:	Evaluate what classes would we introduce and what degrees would they be applicable for.	Activity Date:
Discussions continue. UAS has been very receptive to developing programs that the industry is interested in. <ul style="list-style-type: none"> • UAS and the Mendenhall Glacier Visitor Center have jointly developed an Environmental Interpretation class • UAS added a four-year Bachelors of Liberal Arts Designated Emphasis in Outdoor Adventure Studies degree program. Coursework combines extensive outdoor skills with a liberal arts curriculum studying human interaction in the natural world. • The School of Management is considering adding a Tourism Emphasis area to the two-year Associate of Applied Science degree program. The program would run from early October to the end of April, rather than the regular September to May school year, to accommodate work schedules for the summer tourism season. UAS and members of the initiative team have developed a survey to determine the level of interest, which will be given to job applicants this winter and spring. Results of survey will be reviewed by UAS Provost and Deans. 		Fall 2012
Activity 4:	Create a list of employers who would be able to participate in a collaborative internship program with UAS. Establish internships.	Activity Date:

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No activity		
Activity 5:	Identify career advisors at UAS and determine what type of recruiting program could be implemented.	Activity Date:
No activity		
Activity 6:	Recruit UAS students from Alaska high schools with a promotion of tourism course emphasis along with promotion of related employment opportunities.	Activity Date:
No activity		
Activity 7:	Investigate tie-in to Department of Commerce Step-up Guide program.	Activity Date:
No activity		

Other Informational Items