# Agricultural and Environmental Systems Career Field

## Park and Recreational Management

**Subject Code: 010735**

**Outcome & Competency Descriptions**

**Course Description:**

Students will be introduced to the historic, philosophical, and scientific foundation of leisure, the nature and scope of the park and recreation profession, and common leisure service industry practices. By developing educational programs and managing resources for use in public recreation. Maintaining and operating equipment to support park and recreational activities and facilities. Students will develop marketing skills and apply management practices to park and recreation operations throughout the course.

**Strand 1.**  **Business Operations/21st Century Skills**

Learners apply principles of economics, business management, marketing and employability in an entrepreneur, manager and employee role to the leadership, planning, developing and analyzing of business enterprises related to the career field.

**Outcome: 1.1. Employability Skills**

Develop career awareness and employability skills (e.g., face-to-face, online) needed for gaining and maintaining employment in diverse business settings.

**Competencies**

1.1.1. Identify the knowledge, skills and abilities necessary to succeed in careers.

1.1.2. Identify the scope of career opportunities and the requirements for education, training, certification, licensure and experience.

1.1.3. Develop a career plan that reflects career interests, pathways and secondary and postsecondary options.

1.1.5. Develop strategies for self-promotion in the hiring process (e.g., filling out job applications, resumé writing, interviewing skills, portfolio development).

1.1.6. Explain the importance of work ethic, accountability and responsibility and demonstrate associated behaviors in fulfilling personal, community and workplace roles.

1.1.7. Apply problem-solving and critical-thinking skills to work-related issues when making decisions and formulating solutions.

1.1.8. Identify the correlation between emotions, behavior and appearance and manage those to establish and maintain professionalism.

1.1.9. Give and receive constructive feedback to improve work habits.

1.1.10. Adapt personal coping skills to adjust to taxing workplace demands.

1.1.11. Recognize different cultural beliefs and practices in the workplace and demonstrate respect for them.

1.1.12. Identify healthy lifestyles that reduce the risk of chronic disease, unsafe habits and abusive behavior.

**Outcome: 1.2. Leadership and Communications**

Process, maintain, evaluate and disseminate information in a business. Develop leadership and team building to promote collaboration.

**Competencies**

1.2.1. Extract relevant, valid information from materials and cite sources of information.

1.2.2. Deliver formal and informal presentations.

1.2.3. Identify and use verbal, nonverbal and active listening skills to communicate effectively.

1.2.4. Use negotiation and conflict-resolution skills to reach solutions.

1.2.5. Communicate information (e.g., directions, ideas, vision, workplace expectations) for an intended audience and purpose.

1.2.6. Use proper grammar and expression in all aspects of communication.

1.2.7. Use problem-solving and consensus-building techniques to draw conclusions and determine next steps.

1.2.8. Identify the strengths, weaknesses and characteristics of leadership styles that influence internal and external workplace relationships.

1.2.9. Identify advantages and disadvantages involving digital and/or electronic communications (e.g., common content for large audience, control of tone, speed, cost, lack of non-verbal cues, potential for forwarding information, longevity).

1.2.10. Use interpersonal skills to provide group leadership, promote collaboration and work in a team.

1.2.11. Write professional correspondence, documents, job applications and resumés.

1.2.12. Use technical writing skills to complete forms and create reports.

1.2.13. Identify stakeholders and solicit their opinions.

1.2.14. Use motivational strategies to accomplish goals.

**Outcome: 1.3. Business Ethics and Law**

Analyze how professional, ethical and legal behavior contributes to continuous improvement in organizational performance and regulatory compliance.

**Competencies**

1.3.2. Follow protocols and practices necessary to maintain a clean, safe and healthy work environment.

1.3.3. Use ethical character traits consistent with workplace standards (e.g., honesty, personal integrity, compassion, justice).

1.3.5. Access and implement safety compliance measures (e.g., quality assurance information, safety data sheets [SDSs], product safety data sheets [PSDSs], United States Environmental Protection Agency [EPA], United States Occupational Safety and Health Administration [OSHA]) that contribute to the continuous improvement of the organization.

1.3.7. Identify the labor laws that affect employment and the consequences of noncompliance for both employee and employer (e.g., harassment, labor, employment, employment interview, testing, minor labor laws, Americans with Disabilities Act, Fair Labor Standards Acts, Equal Employment Opportunity Commission [EEOC]).

**Outcome: 1.4. Knowledge Management and Information Technology**

Demonstrate current and emerging strategies and technologies used to collect, analyze, record and share information in business operations.

**Competencies**

1.4.1. Use office equipment to communicate (e.g., phone, radio equipment, fax machine, scanner, public address systems).

1.4.2. Select and use software applications to locate, record, analyze and present information (e.g., word processing, e-mail, spreadsheet, databases, presentation, Internet search engines).

1.4.3. Verify compliance with security rules, regulations and codes (e.g., property, privacy, access, accuracy issues, client and patient record confidentiality) pertaining to technology specific to the industry pathway.

1.4.6. Use an electronic database to access and create business and technical information.

1.4.7. Use personal information management and productivity applications to optimize assigned tasks (e.g., lists, calendars, address books).

1.4.8. Use electronic media to communicate and follow network etiquette guidelines.

**Outcome: 1.6. Business Literacy**

Develop foundational skills and knowledge in entrepreneurship, financial literacy and business operations.

**Competencies**

1.6.1. Identify business opportunities.

1.6.5. Describe organizational structure, chain of command, the roles and responsibilities of the organizational departments and interdepartmental interactions.

1.6.6. Identify the target market served by the organization, the niche that the organization fills and an outlook of the industry.

1.6.7. Identify the effect of supply and demand on products and services.

1.6.8. Identify the features and benefits that make an organization’s product or service competitive.

1.6.9. Explain how the performance of an employee, a department and an organization is assessed.

1.6.11. Describe how all business activities of an organization work within the parameters of a budget.

**Outcome: 1.8. Operations Management**

Plan, organize and monitor an organization or department to maximize contribution to organizational goals and objectives.

**Competencies**

1.8.1. Forecast future resources and budgetary needs using financial documents (e.g., balance sheet, demand forecasting, financial ratios).

1.8.2. Select and organize resources to develop a product or a service.

1.8.4. Identify alternative actions to take when goals are not met (e.g., changing goals, changing strategies, efficiencies).

1.8.8. Identify routine activities for maintaining business facilities and equipment.

1.8.9. Develop a budget that reflects the strategies and goals of the organization.

**Outcome: 1.10. Sales and Marketing**

Manage pricing, place, promotion, packaging, positioning and public relations to improve quality customer service.

**Competencies**

1.10.1. Identify how the roles of sales, advertising and public relations contribute to a company’s brand.

1.10.2. Determine the customer's needs and identify solutions.

1.10.5. Monitor customer expectations and determine product/service satisfaction by using measurement tools.

1.10.6. Discuss the importance of correct pricing to support a product’s or service’s positioning in the marketing mix.

1.10.8. Use promotional techniques to maximize sales revenues (e.g., advertising, sales promotions, publicity, public relations).

1.10.10. Demonstrate sales techniques.

**Outcome: 1.12. Site and Personal Safety Procedures**

Follow site and personal safety procedures in specific situations with specialized tools and equipment, evaluate the situation and take corrective action.

**Competencies**

1.12.2. Interpret safety signs and symbols.

1.12.4. Describe how working under the influence of drugs and alcohol increases the risk of accident, lowers productivity, raises insurance costs and reduces profits.

1.12.7. Select, use, store, maintain and dispose of personal protective equipment (PPE), appropriate to job tasks, conditions and materials.

1.12.8. Identify safety hazards and take corrective measures.

1.12.9. Identify, inspect and use safety equipment appropriate for the task.

1.12.10. Follow established procedures for the administration of first aid and contact emergency medical personnel when necessary.

**Strand 4.**  **Power Systems**

Learners apply principles of tool use, power transmission, hydraulics, pneumatics, two- and four-stroke cycle combustion, exhaust, ignition, fuel, starting and charging, steering, HVAC, and lubrication systems to operate, maintain and repair equipment.

**Outcome: 4.1. Tool, Stationary and Mobile Equipment Maintenance**

Inspect, clean, maintain and perform preventative maintenance on equipment.

**Competencies**

4.1.1. Inspect, clean, maintain and perform preventative maintenance on equipment.

4.1.2. Identify the types of hand tools, power tools and equipment and describe their functions.

4.1.3. Ensure the presence and functionality of safety equipment.

4.1.4. Identify potential hazards and limitations related to the use of equipment.

4.1.5. Maintain organization, and cleanliness of facilities, machinery, equipment, and tools for safety and appearance.

**Outcome: 4.2. Equipment Operations**

Operate and maintain mechanical equipment and power systems.

**Competencies**

4.2.1. Follow original equipment manufacturer (OEM) recommended operating procedures and adjustment specifications as found in the operator's manual.

4.2.2. Differentiate among the functions, limitations and proper use of equipment, equipment controls and instrumentation.

4.2.3. Perform pre- and post-operation inspections and adjustments and report malfunctions.

4.2.4. Perform appropriate start-up, operating and shut-down procedures.

4.2.5. Select and operate the equipment and attachments needed to complete the task per the original equipment manufacturer (OEM) operator’s manual.

**Strand 5.**  **Elements of Production**

Learners apply principles of practice related to the management and maintenance of food, agriculture and natural resources systems.

**Outcome: 5.4. Surveying and Mapping**

Perform surveying procedures to construct a site plan.

**Competencies**

5.4.1. Identify civil drafting symbols and abbreviations.

5.4.2. Interpret maps, topographic site plans, deeds and aerial or satellite imagery for site planning.

5.4.3. Perform site measurements.

5.4.4. Integrate map and surveying data into geographic information system (GIS) or computer aided design (CAD) software.

5.4.5. Identify topographical and existing features of areas, including property lines, benchmarks, utilities, streets and setbacks, on survey maps, parcel maps and plats.

**Strand 6.**  **Environmental Science**

Learners apply earth, life, and physical sciences to the production, extraction, processing, protection, use, and renewal of both renewable and non-renewable resources.

**Outcome: 6.1. Soils**

Apply knowledge of soil characteristics and soil information resources to overcome any existing soil use limitations while maintaining or improving soil quality.

**Competencies**

6.1.1. Identify soil forming factors and explain how they produce variability in soils.

6.1.2. Describe the relationship among physical properties of soils.

6.1.3. Collect, test and analyze soil samples for physical and chemical properties.

6.1.4. Identify factors (e.g., climate, soil texture, mineralogy, soil organisms, drainage co-efficient, land use, vegetation types, management practices) affecting organic matter and its function in soil quality.

6.1.5. Determine land use and identify land capabilities classes.

6.1.6. Identify and describe soil conservation practices to reduce soil erosion and compaction.

6.1.7. Compare and contrast the causes and effects of soil erosion.

6.1.8. Describe soil limitations in agronomic, urban and natural resource practices.

6.1.9. Evaluate soil survey data and implement management decisions.

**Outcome: 6.10. Ecosystems**

Evaluate biotic and abiotic components and relationships in ecosystems to apply restoration and conservation practices that maintain functionality.

**Competencies**

6.10.1. Describe ecological levels, including population, community, ecosystem, biome and biosphere.

6.10.3. Identify and classify interactions among organisms, including predation, symbiosis and competition, to determine species interdependent relationships.

6.10.5. Connect biotic interactions with the abiotic environment.

6.10.7. Identify interactions of ecosystems to differentiate biomes.

6.10.8. Select and implement restoration ecology practices to repair damaged ecosystems.

6.10.10. Describe the relationship between evolution and ecosystems.

**Outcome: 6.11. Habitat Management and Restoration**

Develop a plan for the management and restoration of a specific habitat.

**Competencies**

6.11.1. Differentiate the properties and characteristics of habitats.

6.11.2. Examine sites and place them into ecological classifications.

**Outcome: 6.12. Parks and Recreational Management**

Demonstrate a basic understanding of the foundation of the park and recreation profession and their associate industries in history, theory, science, and philosophy.

**Competencies**

6.12.1. Identify and describe the principle concepts of leisure (Time, Activity, and State of Mind).

6.12.2. Identify and describe theories (e.g. flow theory, Csikszentmihalyi, etc.) and how they may be applied to leisure, play, and recreation.

6.12.3. Identify and describe legislative and historical events that have significantly impacted leisure, play, and recreation in the United States.

6.12.4. Identify and describe the nature and scope of parks, recreation, tourism or related professions and their associated industries.

6.12.5. Identify the relationship between a variety of cultural identities (e.g. age, ability, economic class, gender, race, ethnicity) and recreation participation.

6.12.6. Identify and describe the leisure needs and opportunities of communities that can be facilitated through parks and recreation management.

6.12.7. Identify and describe individual, organizational, and community barriers that can impede engagement in leisure, play, and recreation.

6.12.8. Describe the ways parks, recreation, and associated professions promote economic development in their communities.

6.12.9. Identify ways parks, recreation, and associated professions promote inclusivity across abilities, cultures, and life stages.