

DECEMBER 2023

OUTDOOR LEADERSHIP

Recreation and Sport Management
Health, Human Performance and Recreation
College of Education and Health Professions



OUTDOOR LEADERSHIP



62
Students enrolled in the minor

39%
Students in the minor are women



93%
Spring courses filled

380
Total course enrollment to date



6
Different colleges represented in the minor

This issue:

Booming growth in
Outdoor Leadership
Minor
PAGE 02

Arkansas Outdoor
Economy Summit
Conference
PAGE 03

Students be sure
to check out
HANDSHAKE for
new Outdoor Job
Postings

Follow us on Instagram
[@outdoorleadership_uark](https://www.instagram.com/outdoorleadership_uark)



DECEMBER 2023

OUTDOOR LEADERSHIP

Recreation and Sport Management
Health, Human Performance and Recreation
College of Education and Health Professions



Outdoor Leadership Updates

RAPID GROWTH AND FULL CLASSES

The Outdoor Leadership Minor is experiencing rapid growth in its first year of existence. The initial cohort of 8 students in the fall of 2022 has skyrocketed to 62 students currently. Of those students 39% are women. Spring courses have only 8 spots left in two courses with the remaining classes waitlisted.

“This shows the need for the program to continue as reflected by the growing Outdoor Recreation economic trend both state wide and nationally,” says Clinical Instructor Dr. Mike Hoover. “We are exceeding our goals on every metric,” adds Anya Bruhin, Director of Outdoor Recreation. “Our goal now is to expand offerings and make sure students can enroll in the courses they need to complete the minor.”

Looking forward into Spring of 2024 there are two new courses being offered. Introduction to Bike Mechanics (RESM 1091) will teach students the essential skills for trailside and at home bike repairs and maintenance. Wilderness First Aid (RESM 1101) will give students hands on training complete with a 3 year certification from Wilderness Medicine Training Center (WMTc).





2023 Arkansas Outdoor Recreation Economy Summit



The Arkansas Outdoor Recreation Economy Summit brought together leaders from state and local agencies, educational institutions, businesses and land managers. Hosted by the Arkansas Office of Outdoor Recreation, the focus of the conference was to convene thought leaders in outdoor recreation to better connect and collaborate with one another.

According to the recent report from the Bureau of Economic Analysis Outdoor recreation in the state of Arkansas generates \$4.1 billion and accounts for 43,000 jobs. Top industries include boating/angling, RVing, hunting/shooting/trapping, equestrian, and motorcycling/ATVing.

Highlights from the conference included a presentation on the overall Economics of the Outdoors from Jon Johnson, Professor in the Walton College of Business, a panel discussion moderated by Matthew Myers, program manager in the Walton College of Business and including Anya Bruhin, Director of Outdoor Recreation, on developing a talent pipeline, as well as presentations on investments, manufacturing, and land management.

Wrapping up the conference was a presentation and bike build with Ryan McFarland, Founder and CEO of Strider Bikes. Ryan spoke of the importance of early childhood biking education and how crucial it is to get young children off screens and on bikes so that they can enjoy the outdoors. The All Kids Bike Kindergarten learn to ride program is well represented in Arkansas with more than 100 schools currently utilizing the program.

Learn more about the Arkansas Office of Outdoor Recreation at <https://adpht.arkansas.gov/office-of-outdoor-recreation>. For a full report from the Bureau of Economic Analysis visit www.bea.gov. For more information on All Kids Bike visit allkidsbike.org.

"Biking is the gateway to outdoor recreation. If we can't get kids on a bike, we may as well kiss every other type of outdoor recreation goodbye."

-RYAN MCFARLAND
FOUNDER AND CEO OF
STRIDER BIKES

