

# OUTDOOR LEADERSHIP

## IMPACT REPORT

FA 2022-SP 2024



*"I really appreciate this class and others like it within the Outdoor Leadership minor!! The small class sizes and passionate instructors are able to create such a **positive learning experience!!** I would love to take more classes like it in the future! **Classes like these are so important in a university setting** because, in a sense, they break the norm and encourage us to have fun and learn more about ourselves and the world around us!"*  
-Rock Climbing Student



*"It was amazing **being able to connect with my classmates in a different way and in a different environment.** Being able to learn beside them, with most of us being our first time actually sleeping in a tent and rock climbing being able to experience firsts with them was a great feeling. Rock climbing is something most people will probably never do in a lifetime, and it was so much fun. To think at the start of the semester I was thinking "Oh gosh, I have to go camping!" to now thinking **this should be a mandatory course for the University so everyone could have this experience is awesome.**"*  
-Natural Resources and Outdoor Ethics Student



UNIVERSITY OF  
ARKANSAS

College of Education  
& Health Professions

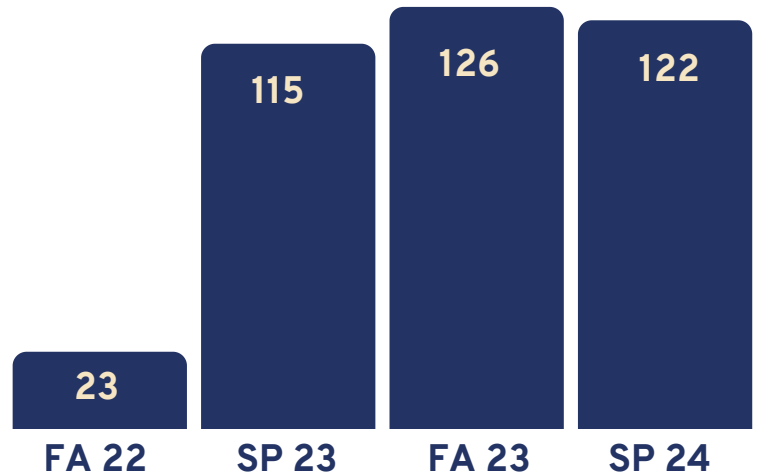
# INDUSTRY HIGHLIGHTS

The outdoor industry is booming particularly in the state of Arkansas. With state level support coming from the Office of Outdoor Recreation and high-level partners throughout the region, students are seeing the opportunities that exist today and, more importantly, the industry’s positive growth trend.

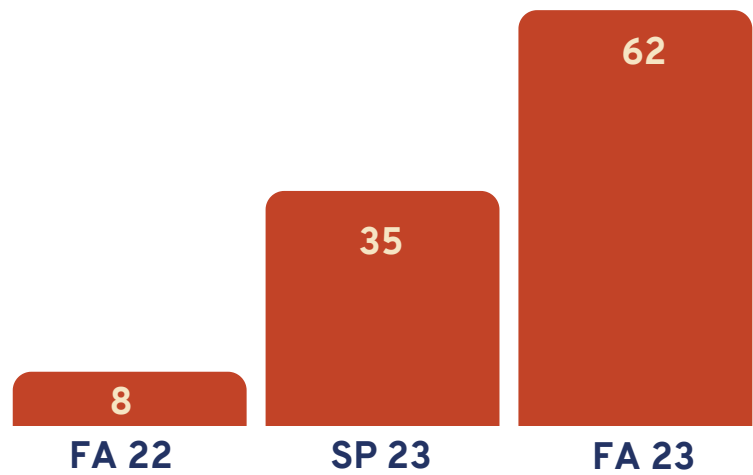
Outdoor Leadership has had representatives on panels at the inaugural **Arkansas Outdoor Recreation Economy Summit**, has presented at the **Climbing Advocacy Conference**, led sessions at the **Wilderness Education Conference** and continues to be at the forefront of conversations around collaboration and partnerships within the outdoor industry.

We are working with industry partners to identify experiential learning opportunities that provide quality training for students and real value to local businesses and organizations. Partners include: **Swim OZ, Arkansas NICA, Pedal It Forward, Coler Mountain Bike Preserve, Ozark Foundation, and Illinois River Watershed Partnership.**

*ANYA BRUHIN SPEAKING AT THE INAUGURAL ARKANSAS OUTDOOR RECREATION SUMMIT ON THE TOPIC OF DEVELOPING A WORKFORCE PIPELINE.*



*Outdoor Leadership Course Enrollment*



*Enrollment in the Outdoor Leadership Minor*

# GROWTH

Since the program launched in the second eight weeks of the the Fall 2022 term we have grown from 8 to 62 students. Students in the minor represent six different colleges including **Arts and Sciences, Agriculture, Business, Architecture, Education, and Engineering.** This diversity speaks to the wide range of experiences and expertise reflected in the Outdoor Industry across the nation.

We have also attracted a high number of women into the program. In the spring term alone, **women account for 39% of course enrollment.** Among students who have **declared the minor, 39% are women.**







**STUDENTS IN TRAIL STEWARDSHIP AND MANAGEMENT OBSERVE PHIL PENNY, FOUNDER AND CEO OF ROGUE TRAILS AND ADJUNCT INSTRUCTOR AS HE DEMONSTRATES CUSTOM ROCK WORK TECHNIQUES.**

## ACTIVITY COURSES

Four courses never before offered at the University were taught by expert adjunct instructors in 2023.

**Trail Stewardship and Management** featured instructor Phil Penny, Founder and CEO of Rogue Trails. This course took students out to our very own Fayetteville Traverse to learn about water and vegetative mitigation, trail maintenance and best practices for sustainable trail amenities. Students helped identify and address problem areas on campus.

**Introduction to Bikepacking**, taught by Brannon Pack, local Bikepacking Legend and Senior Director of Operations at the Ozark Foundation, connected students with industry leaders from companies like Bikepacking Roots, Ride With GPS, Buckhorn Bags, and filmmakers from Ride the Divide. They learned about bikepacking products, gear selection, and designed routes using the latest software. This course is the first of its kind at a major University and students were taken on an overnight trip using our very own Fayetteville Traverse. National articles and a promotional film on the course and experience are currently in the works and will be published later in the year.

**Wilderness First Aid** and **Introduction to Bike Mechanics** round out the new offerings this year and are both filled with students eager to learn practical skills they can put immediately to use in their outdoor ventures. Wilderness First Aid offers students the chance to earn a 3-year certification backed by the Wilderness Medicine Training Center. Introduction to Bike Mechanics take students through the skills needed to fluently perform many common fixes. These courses are being taught currently by two highly knowledgeable women who are staff members of UREC Outdoors.

Remaining ever-popular are **Rock Climbing** and **Mountain Biking** courses taught by ODLR faculty and staff Dr. Mike Hoover and Anya Bruhin. These courses are on heavy rotation due to their popularity, uniqueness, and approachability.

A number of paddle sport classes and will be added to our outdoor experiential offerings for students to be well-versed in land, wheel, and water recreational activities that are growing here in Arkansas.







STUDENTS IN NATURAL RESOURCES AND OUTDOOR ETHICS EVALUATE A ROCK CLIMBING ROUTE DURING A FIELD-BASED COURSE EXPERIENCE.

**300** Instructional Hours

In 15 credit-hours of study students are exposed to approximately 300 hours of instruction from our faculty and expert adjunct staff.

**176** Field-Based Instructional Hours

Students will complete an average of 176 field hours of experience in core classes. Skills based classes may accrue up to 30 more hours depending on student choice.

**\$5,272** Investment

Cost of the 15 credit-hour minor for a student receiving in-state tuition including course fees.

**\$6,000** Immediate Return

Students can pay for the minor in one RESM internship position based on 400 hours at \$15/hr.

