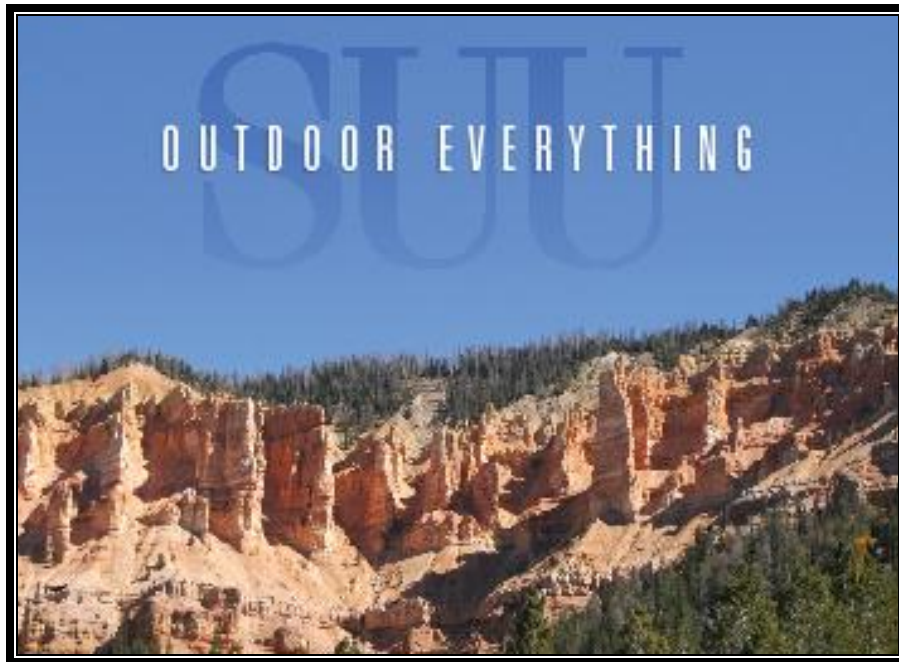


SOUTHERN UTAH UNIVERSITY

OUTDOOR INITIATIVE

Action Plan



Prepared by SUU Regional Services
and the
Outdoor Initiative (OI) Strategic Planning Task Force

Southern Utah University
Cedar City, Utah

revised January 2009

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ACTION PLAN OVERVIEW

SUU's OUTDOOR INITIATIVE VISION

Southern Utah University will be renowned for innovative learning experiences within our unique natural environment, providing world-class opportunities for outdoor education and recreation, and cultivating a life-long curiosity and appreciation for the land.

PRIORITY ISSUES AND GOAL STATEMENTS

I. Administration, Management & Governance

(pertaining to the overall Initiative, not to individual projects or activities, etc.)

Goal: *SUU recognizes the OI as an integral element of our focus and values. Support for implementing this plan and achieving the OI vision will be provided through a sustainable administrative & management accord that is readily recognized within the University's organizational structure along with qualified, enthusiastic and empowered staff.*

II. Communications, Marketing & Outreach

OI Task Force recommends that SUU Marketing & Public Relations assist with developing and implementing this goal and associated objectives & action items.

III. On-Campus Capacity Development

Goal: *SUU will develop on-campus OI capacity by ensuring pathways for student, faculty and staff involvement; supporting priority programs and initiatives identified within this plan; facilitating and coordinating departmental and interdisciplinary interaction; and, seeking to enhance and make available the facilities and equipment necessary for achieving the OI vision.*

IV. Partners, Partnerships & Alliances

Goal: *SUU will partner with diverse interests to enhance existing as well as create new mutually-beneficial opportunities for world-class outdoor educational and recreational experiences.*

BACKGROUND & PLANNING PROCESS

During the 2007/08 academic year, the SUU Outdoor Initiative (OI) Action Plan was developed by the OI Task Force. Selected at the initial meeting of the OI Steering Committee—consisting of Vice Presidents Wes Curtis, Government Relations & Regional Services, Dean O’Driscoll, University Relations, and Greg Stauffer, former SUU Chief of Staff—the OI Task Force included a diverse array of faculty, staff and student representation:

Briget Eastep, Assistant Professor of Outdoor Recreation, Outdoor Recreation in Parks & Tourism Program (ORPT)

Rob Myers, Coordinator of Outdoor Recreation & Education

Matt Nickerson, Professor of Library Media, SUU Honors Program & Partners in the Parks

Harold Ornes, Professor of Biology, Dean, College of Science

Todd Peterson, Assistant Professor of English, Partners in the Parks

Phillip Rhoades, Biology & ORPT student, SUU Outdoors trainer

Anne Smith, Campus Coordinator, Intergovernmental Internship Cooperative

Emmett Steed, Assistant Professor of Hotel, Resort & Hospitality Management, HRHM Program

Peggy Wittwer, Assistant Professor of Elementary Education, Cedar Mountain Science Camp

Task Force facilitation, administration and other staffing services were provided by Brian Cottam, Associate Director of Regional Services, and Kathleen McDowell, Executive Assistant to Regional Services. Notes from the Task Force meetings can be obtained from Regional Services.

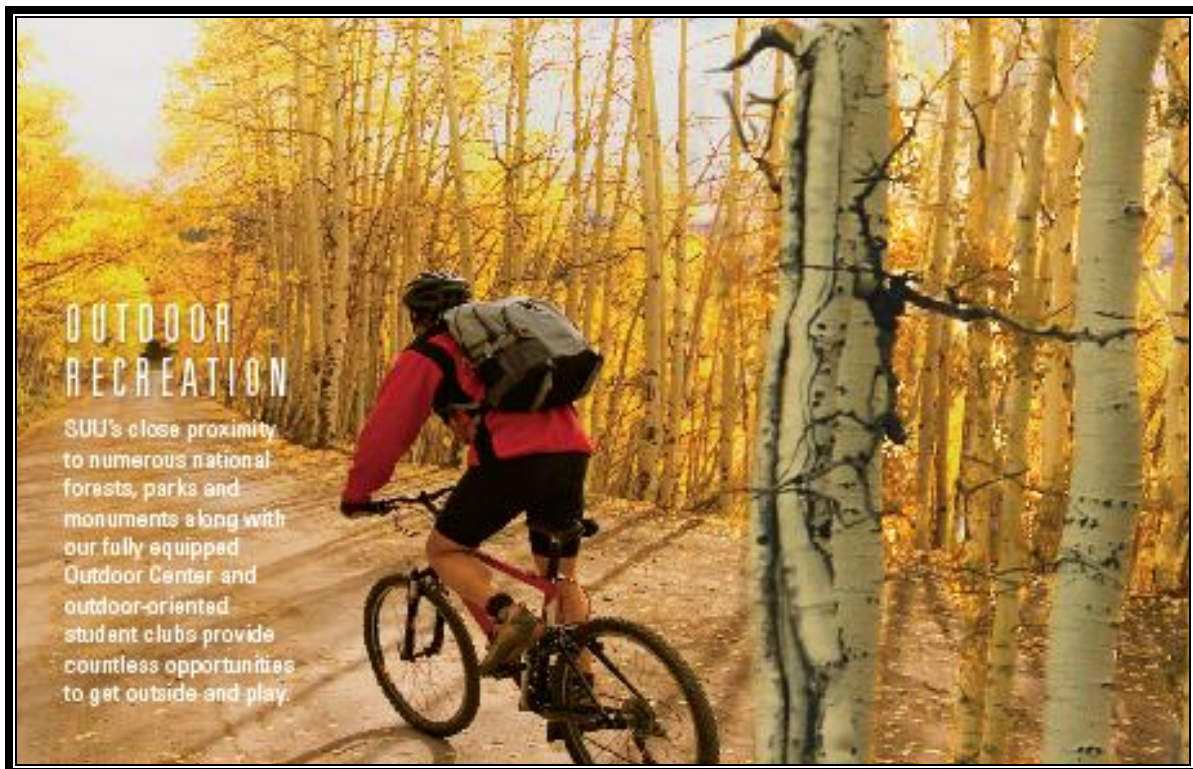
The OI Task Force, with participation and guidance from the three Steering Committee members, met monthly from November 2007 to May 2008. The specific charge from the Steering Committee to the Task Force was the development of a strategic plan for the new Outdoor Initiative emphasis, which is highlighted in the University’s 2006 Strategic Plan. The Task Force discussed both the Initiative generally and the OI strategic plan specifically during their deliberations. Plan elements such as vision, mission, priority/critical issues & needs, goals, objectives, action items and progress monitoring were considered. Task Force dialogue and final plan content were also informed by 1) off-campus partner outreach and interviews, 2) input from other non-Task Force University interests, and 3) the March 2007 white paper “SUU Outdoor Initiative: Reasons for Holistic Approach” by Greg Stauffer. OI-specific products created during the course of the planning process included the OI Inventory, the initial OI promotional brochure (*SUU Outdoors Everything*), and the introductory OI website. This Action Plan is the outcome of the planning process. This “revised January 2009” version was updated to highlight progress and accomplishments to date (denoted in “red” throughout the document) and was completed in December 2008 by Regional Services.

Other benefits derived from the planning process were a welcome and productive increase in communication and coordination, not just by those participating with the Task Force, but also among all entities on campus involved with outdoor activities, projects and programs.

Furthermore, campus-wide recognition of and understanding about the OI was established, and resources were allocated based on Steering Committee and Task Force discussions and priorities. Finally, a designated contact, clearinghouse and coordinator for the OI was identified in Regional Services.

Immediate and substantive progress on the OI was apparent enough that several Task Force members, though their task was accomplished, agreed to reconvene at the outset of the 2008/09 academic year. Recognizing the value of the increased communication and collaboration brought about by their strategic planning efforts, many Task Force members, along with others on campus, are committed to continuing their dialogue and interactions and to assist, where possible, with the implementation of the OI Action Plan.

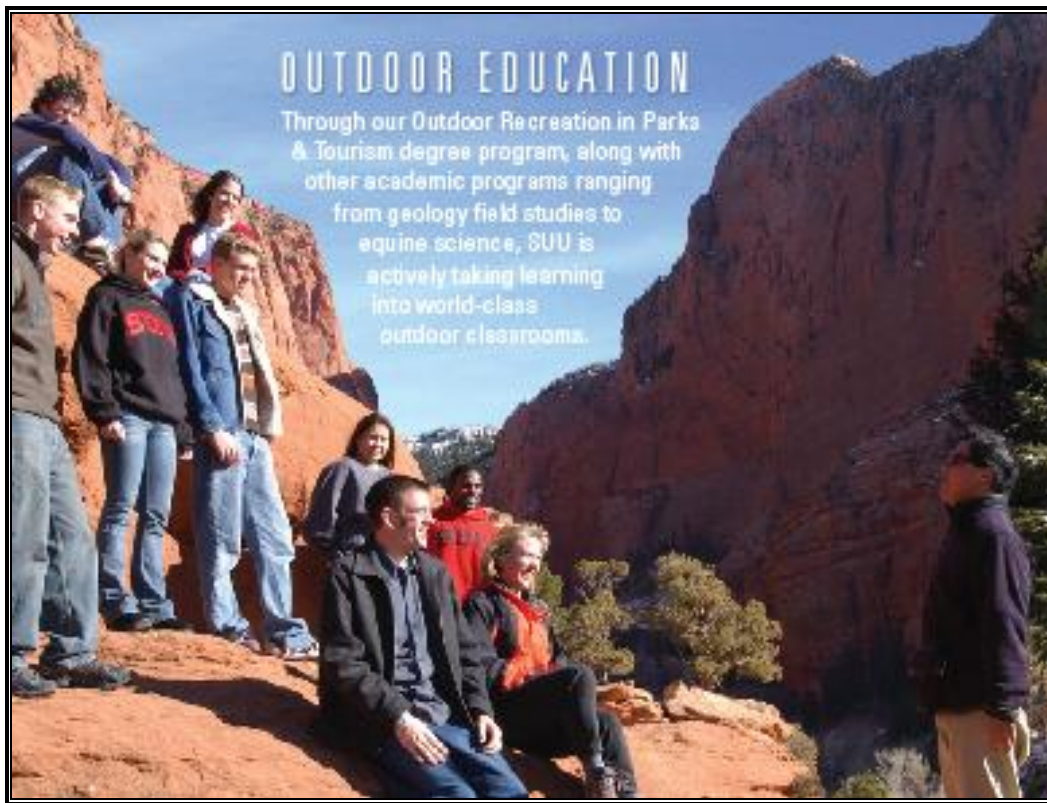
(Note: With the dissolution of the former OI Steering Committee in the fall of 2008, Regional Services, along with prior responsibilities as the designated contact, clearinghouse and coordinator for the OI, is also now recognized as the responsible entity for both maintaining and implementing this plan.)



GOALS, OBJECTIVES & ACTIONS

The following pages (6 -19) provide the implementation strategies—goals, objectives and associated actions as well as responsible party—for achieving the vision of the Outdoor Initiative. For the purposes of this plan, the OI Strategic Planning Task Force was instructed to focus on an 18-month time frame (through December 2009) for prioritizing objectives and actions. “Other Strategies” for accomplishing each respective goal were identified by the Task Force, and are included herein; however, these strategies were not prioritized during the planning process and, as a result, do not include detailed action steps in this document.

As a final point, it is intended that this Action Plan be regularly consulted by those listed as “Responsible Parties” for particular actions or otherwise tasked with plan implementation. Furthermore, it is the expectation of both the Task Force and Regional Services that the plan be consistently updated, particularly as objectives and actions are successfully addressed or situations arise necessitating a change in plan content and, therefore, implementation strategies.



GOAL I: Administration, Management & Governance

(pertaining to the overall Initiative, not to individual projects or activities, etc.)

SUU recognizes the OI as an integral element of our focus and values. Support for implementing this plan and achieving the OI vision will be provided through a sustainable administrative & management accord that is readily recognized within the University's organizational structure along with, qualified, enthusiastic and empowered staff.

Goal I Priority Objectives & Actions (6 to 18-months)

Objective 1: Institutionalize OI through creation of an institute or "center."

Action a: Submit and monitor federal funding request for the Color Country Cooperative Conservation Institute (CCCCI).

Responsible Party: Regional Service

Action accomplished: *initial funding request to Senator Bennett submitted in fall 2008 and monitoring of request is ongoing. Future federal funding requests will be submitted at appropriate time in federal budget cycle. (see also Goal I, Objective 2, Action a and Objective 3, Action a)*

Action b: Submit and monitor SUU "Future is Rising" funding proposal for OI institute.

Responsible party: Regional Services, Advancement

Action accomplished: *funding request submitted & prioritized in spring 2009 and monitoring ongoing. (see also Goal I, Objective 2, Action b and Objective 3, Action b)*

Action c: Ensure President's Council and Trustees are informed about and supportive of institute concept (which should lead to future opportunities & actions in support of objective).

Responsible party: Regional Services

Action accomplished and is ongoing.

Action d: Determine preliminary purpose & scope of institute.

Responsible party: Regional Services, Provost, others?

Action ongoing: *preliminary outline included in CCCC application & funding request; purpose & scope need to be determined and refined.*

Objective 2: Secure ongoing administrative and management funding for OI—e.g., administration & staffing; programming development generally; project-specific incentive for faculty & staff; etc.

Goal I continued

Action a: Submit and monitor federal funding request for CCCCI.

Responsible party: Regional Services

Action accomplished: *initial funding request to Senator Bennett submitted in fall 2008 and monitoring of request is ongoing. (see also Goal I, Objective 1, Action a)*

Action b: Submit and monitor SUU “Future is Rising” funding proposal.

Responsible party: Regional Services, Advancement

Action accomplished: *funding request submitted & prioritized in spring 2009 and monitoring ongoing. (see also Goal I, Objective 1, Action b)*

Action c: Manage and disburse existing OI Fund as appropriate.

Responsible party: Regional Services

Action accomplished (FY 07/08) and is ongoing. *(see also Goal III, Objective 4, Action a)*

Action d: Discuss OI funding needs with President’s Council and SUU Trustees, and submit appropriate OI funding request(s) during budgeting cycles.

Responsible party: Regional Services

Action accomplished (FY 08/09) and is ongoing.

Objective 3: Provide full-time, permanent staff for the institute and OI plan implementation

Action a: Submit and monitor federal funding request for CCCCI.

Responsible Party: Regional Services

Action accomplished: *initial funding request to Senator Bennett submitted in fall 2008 and monitoring of request is ongoing. (see also Goal I, Objective 1, Action a)*

Action b: Submit and monitor SUU “Future is Rising” funding proposal.

Responsible party: Regional Services, Advancement

Action accomplished: *funding request submitted & prioritized in spring 2009 and monitoring ongoing. (see also Goal I, Objective 1, Action b)*

Action c: In the interim (of OI staff), pursue OI plan implementation and campus coordination cooperatively, with staff support and guidance from Regional Services.

Responsible party: Regional Services, Provost, President’s Council, Deans’ Council, all interested University entities

Action is occurring and ongoing.

Action d: Write OI/institute staff position description.

Responsible party: Regional Services, Provost, others?
(see also Goal I, Objective1, action d)

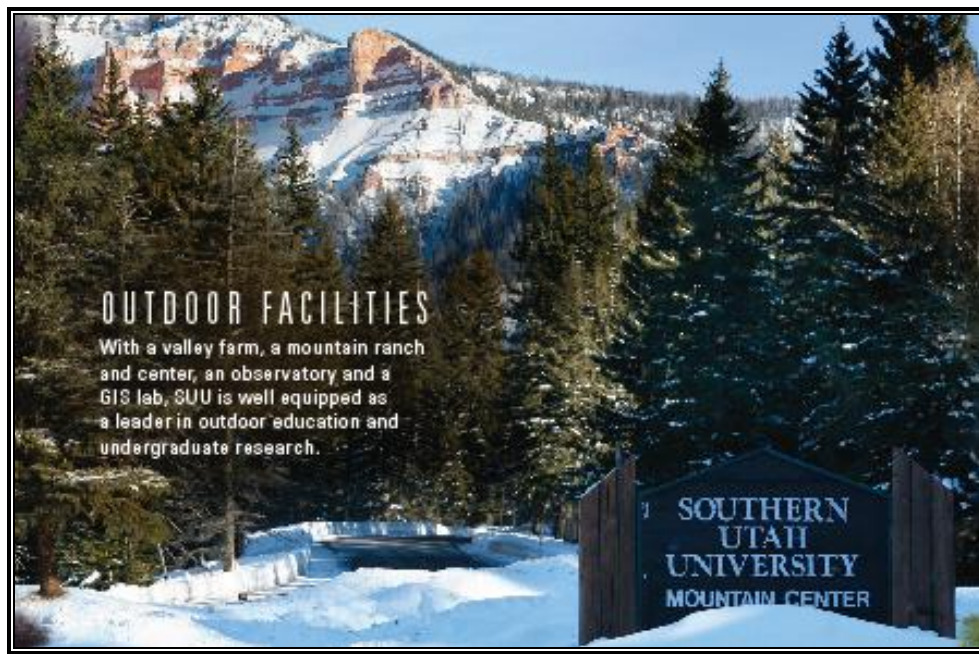
Objective 4: Determine the relationship of the OI to SUU academics and administration, effectively answering the question, “where does OI ‘fit’ in SUU org. chart?”

Action a: Determine long-term administrative location of and responsible entity for OI and/or the proposed institute.

Responsible party: Regional Services, Provost, President’s Council, Deans’ Council, others?

Goal I Other Strategies (identified by Task Force but not prioritized)

- Create and administer an OI “advisory” or “oversight” committee
- Monitoring (of progress) towards the accomplishment of the OI Action Plan
Strategy occurring and ongoing through Regional Services.



GOAL II: Communications, Marketing & Outreach

OI Task Force recommends that SUU Marketing & Public Relations assist with developing and implementing this goal and associated objectives & action items. The “Priority Objectives and Actions” as well as “Other Strategies” listed below are suggestions from the Task Force with the recognition that Marketing & Public Relations may identify and pursue a different approach for addressing Goal II.

Goal statement to be determined with SUU Marketing & Public Relations

Goal II Priority Objectives & Actions (6 to 18-months)

Objective 1: Communications Plan for OI (which may incorporate all other elements listed here and more)

Objective 2: OI roll out/showcase

Objective 3: OI tag line & logo

Objective 4: Student recruitment

Objective 5: OI website

Introductory OI website created and now managed by Regional Services and SUU WebServices

Goal II Other Strategies (identified by Task Force but not prioritized)

- Internal/on-campus communications
- External/off-campus communications
- Recruitment
 - Faculty
 - Staff
- Freshman orientation
- OI Newsletter
- Audience(s) identification
- Retention broadly--including faculty, staff & students
- Tourism focus

GOAL III: On-Campus Capacity Development

SUU will develop on-campus OI capacity by ensuring pathways for student, faculty and staff involvement; supporting priority programs and initiatives identified within this plan; facilitating and coordinating departmental and interdisciplinary interaction; and, seeking to enhance and make available the facilities and equipment necessary for achieving the OI vision.

Goal III Priority Objectives & Actions (6 to 18-months)

Objective 1: Enhance and make available the campus facilities necessary for achieving the OI vision.

Action a: Clarify academic access to and use of the Mountain Center, Sheepherder's Cabin area, and mountain property (forest/ranch)

Responsible party: Conference Services, Regional Services, Mountain Ranch Resource Advisory Council (RAC)

Action is occurring and ongoing.

Action b: Continue to seek funding for Science building addition (including new Southern Utah Museum of Natural History and greenhouse)

Responsible party: College of Science, Advancement, VP of Government Affairs & Regional Services, President's Office, others?

Action is occurring and ongoing.

Objective 2: Provide transportation alternatives to access areas necessary for the success of OI programs & activities.

Action a: ~~Purchase & manage the use of 4x4, hi-clearance vehicle(s).~~

Action a(1): Provide transportation alternatives appropriate for OI programs & activities.

Responsible party: Motor Pool, Regional Services

Action accomplished: *July 08, Regional Services & Motor Pool developed protocol for renting vehicles other than those provided by Motor Pool.*

Action b: Assess the need for--or already existing availability of--trailer(s) for hauling gear.

Responsible party: ORPT, SUU Outdoors, Motor Pool

Objective 3: Provide support & resources for priority OI-related programs and initiatives. *(Numerous other OI-related programs and projects are listed below under "Goal III Other Strategies"; however, the following three Actions are the already existing OI programs that were identified by the Task Force as priorities for the initial 18-month Action Plan timeframe.)*

Goal III continued

Action a: Ensure the successful organizational development and sustained management of SUU's Intergovernmental Internship Cooperative (IIC) through dedicated administrative funds and determining IIC's place within the University ("org. chart" determination).

Responsible party: ORPT, IIC Coordinator, Regional Services

Action accomplished: *on-going administrative & staffing funding is being provided by Regional Services and other partners (ORPT, NPS); IIC is now a Regional Services program (Oct 08); the IIC Campus Coordinator position has been reclassified and rehired (Oct 08); and the new IIC Agency Coordinator is soon to be hired. (see also Goal IV, Objective 1, Action a)*

Action b: Support SUU Outdoors' pursuit of a Yurt system, high ropes course, and special recreation emphasis for those not inclined to recreate outdoors.

Responsible party: SUU Outdoors, Student Services, others?

Action c: Continue the development of the Partners in the Parks program.

Responsible party: SUU Honors Program, others?

Objective 4: Provide support & resources ("incentives") for special OI projects & opportunities.

Action a: Manage and disburse the OI Fund and, where appropriate, seek other resources to support special OI projects & opportunities.

Responsible party: Regional Services, Provost, project advocates

Action is occurring and ongoing. *(see also Goal I, Objective 2, Action c)*

Action b: Ensure special OI projects & opportunities are brought to the attention of appropriate University policy-makers.

Responsible party: Regional Services, project advocates

Action is occurring and ongoing.

Objective 5: Develop cross-disciplinary curriculum that integrates and highlights OI education and recreation opportunities.

Action a: Support existing and emerging efforts to develop cross-disciplinary curriculum that integrates and/or highlights outdoor education and recreation.

Responsible party: Provost, Deans' Council

Action is occurring through ORPT & COS.

Objective 6: Provide legal counsel for and assistance with the creation of risk management protocols & forms for OI-related programs activities.

Goal III continued

Action a: Meet with Assistant Attorney General for SUU to determine procedures for delivering assistance.

Responsible party: Regional Services, Michael Carter (Assistant Attorney General for SUU), Brent Johnson (Manager of Space Planning, Safety & Risk)

Action accomplished: *all risk management needs can work through Kathleen at Regional Services or directly with Michael and Brent.*

Action b: Consistently communicate to OI entities across campus that this expertise and assistance is available.

Responsible party: Regional Services, Michael Carter, Brent Johnson

Objective 7: Integrate OI into the University's overall recruitment strategy. (see also Goal II, Objective 4.)

Action a: Develop OI elements of University's recruitment strategy.

Responsible party: Marketing, Admissions, Regional Services

Action b: Implement OI elements of recruitment strategy.

Responsible party: Admissions, Marketing

Objective 8: Support the Equine Program's efforts to maintain and even expand opportunities for students. (Equine Program "community & summer programs & services" are listed below in "Goal III Other Strategies.")

Action a: Provide appropriate staffing (Barn Manager) for program expansion

Responsible party: College of Science, Equine Program Manager

Goal III Other Strategies (identified by Task Force but not prioritized)

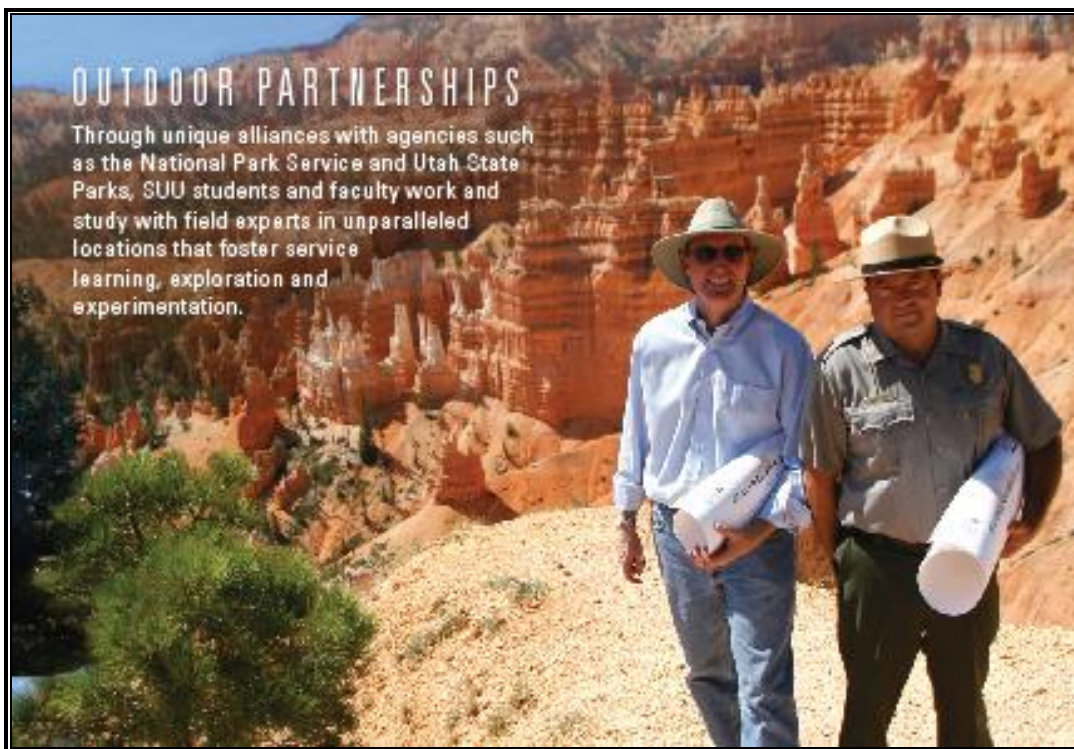
- Programs/projects/activities
 - Outdoor Recreation in Parks & Tourism Program
 - On-campus recreation management specialist
Action is occurring through IIC Agency Coordinator hiring process.
 - Cedar Mountain Science Camp
 - Expand number of camps & staff to do so
 - Publish curriculum
 - Provide science camp-type teacher training at SUU

Goal III continued

- Make science camp teaching resources available to teachers
Action accomplished (CMSC teaching aid kits): funding provided by Regional Services' Community Engagement Fund in spring 08, and kits created and distributed fall 08. (see also Goal IV, Objective 3, Action g)
- Hotel, Resort and Hospitality Management Program
 - Hospitality research center
 - Hotel/conference center
- Equine Program
 - Riding arena
 - Expanded program & staffing for student, community, and summer use
- Brian Head Field Ecology Program
- Master Naturalist Certification Program
Strategy occurring and ongoing through IIC and new SUU Connections concept.
- Wilderness First Responder Training
- Numerous outdoor-themed clubs and student organizations
- Cedar City Family Hiking Series
- Teens Outside Program
- Curriculum development
 - Outdoor Program class--undergraduate general education elective
 - Freshman orientation
- Facilities/Space & grounds
 - Campus walking tours
 - History
 - Plants
 - other science
 - Outside classroom/teaching areas
 - Ashcroft Observatory

Goal III continued

- GIS lab & services
- Retention generally (related to Goal II retention strategy, but focus on capacity development, along with marketing, for retention purposes)
- Develop summer outdoor activities for internal/on-campus conferences, tourists (e.g. Shakespeare, Success Academy)
- Alternative vehicles
 - ATVs & snow machines



GOAL IV: Partners, Partnerships & Alliances

SUU will partner with diverse interests to enhance existing as well as create new mutually-beneficial opportunities for world-class outdoor educational and recreational experiences.

Goal IV Priority Objectives & Actions (6 to 18 months)

Objective 1: Partner with federal and state natural resource and land management agencies with a presence in the region to enhance existing and create new mutually-beneficial OI opportunities.

Action a: Ensure the successful organizational development and sustained management of SUU's Intergovernmental Internship Cooperative (IIC) through dedicated administrative funds and determining IIC's place within the University ("org. chart" determination).

Responsible party: ORPT, Regional Services, IIC Coordinator

Action accomplished: *on-going administrative & staffing funding is being provided by Regional Services and other partners (ORPT, NPS); IIC is now a Regional Services program (Oct 08); the IIC Campus Coordinator position has been reclassified and rehired (Oct 08); and the new IIC Agency Coordinator is soon to be hired. (see also Goal III, Objective 3, Action a)*

Action b: Propose partnership and programming opportunities along with management scenario(s) for NPS Youth Conservation Corps and USFS Last Child in the Woods programs.

Responsible party: Regional Services, IIC, OPRT

Action is occurring and ongoing.

Action c: Coordinate the planning, hiring, training & management of the proposed shared position between Cedar Breaks NM and SUU (IIC "Agency Coordinator").

Responsible party: Regional Services, IIC, ORPT, and Cedar Breaks NM Superintendent

Action is occurring and ongoing.

Action d: Continue to administer, chair and provide marketing of and public outreach for the Southwest Utah Planning Authorities Council (SUPAC).

Responsible party: Regional Services

Action is occurring and ongoing. (see also Goal IV, Objective 3, Action a)

Action e: Participate with the Zion NP Centennial (2009) Planning Committee and celebration. Reach out to SUU entities to encourage and assist with

Goal IV continued

Centennial participation. Provide coordination and resources for SUU entities participating with the Centennial

Responsible party: Regional Services (Centennial Planning Committee participation; on-campus outreach and coordination; SUU participation oversight & funding), and various University entities (individual projects & participation)

Action is occurring and ongoing.

Action f: Pursue an “Alliance for Education” agreement with Zion NP (similar to the formal agreement SUU has with Bryce Canyon NP) and/or the “Zion Group” (Zion NP and Cedar Breaks & Pipe Springs NMs)

Responsible party: Regional Services, Marketing (successful completion of an agreement presumes other entities from across the University will then have responsibilities)

Action accomplished: agreement finalized Nov. 08.

Action g: Strengthen our *Alliance for Education* partnership with Bryce Canyon NP. Ensure obligations are being met and seek to provide greater mutual benefit according to the written agreement.

Responsible party: Regional Services & IIC (outreach and coordination) and various University entities (projects & programs)

Action is occurring and ongoing.

Action h: Maintain and enhance agency participation with SUU Career Fairs.

Responsible party: Career Services, IIC

Action is occurring and ongoing.

Action i: Respond to and provide support and assistance when possible for requests from agencies with a presence in the region regarding their local outdoor initiatives and needs.

Responsible party: Regional Services, IIC, ORPT & other University entities

Action is occurring and ongoing.

Objective 2: Partner with education, interest and advocacy groups in the region to enhance existing and create new mutually-beneficial OI opportunities.

Action a: Investigate and initiate appropriate partnership opportunities with regional Natural History Associations (e.g., Bryce Canyon, Zion).

Goal IV continued

Responsible party: Regional Services, various University entities (for individual projects & programs)

Action is occurring (primarily Zion NHA) and ongoing.

Action b: Investigate and initiate appropriate partnership opportunities with the High Plateaus Institute.

Responsible party: Regional Services, various University entities (for individual projects & programs)

Action c: Investigate and initiate appropriate partnership opportunities with the Zion Canyon Field Institute.

Responsible party: Regional Services, various University entities (for individual projects & programs)

Action d: Investigate and initiate appropriate partnership opportunities with regional “friends” groups.

Responsible party: Regional Services, various University entities (for individual projects & programs)

Action e: Continue to partner with and seek to create new mutually-beneficial opportunities with the American Canyoneering Association and Wilderness Education Association.

Responsible party: ORPT, SUU Outdoors

Objective 3: Partner with local government—counties, cities & towns—to enhance existing and create new mutually-beneficial OI opportunities.

Action a: Continue to administer, chair and provide marketing of and public outreach for the Southwest Utah Planning Authorities Council (SUPAC).

Responsible party: Regional Services

Action is occurring and ongoing. (see also Goal IV, Objective 1, Action d)

Action b: Continue to serve on the Five County Association of Governments’ Steering Committee and participate with the AOG’s Natural Resources Committee.

Responsible party: Regional Services

Action is occurring and ongoing.

Action c: Respond to and provide support and assistance when possible for local government requests regarding natural resource, public lands, recreation and tourism, research, planning, internships, and other local outdoor initiatives and needs.

Goal IV continued

Responsible party: Regional Services, various University entities (for individual projects & programs)

Action is occurring and ongoing.

Action d: Coordinate the planning, hiring, training of & technical assistance for the proposed Iron County Natural Resource Management Specialist position.

Responsible party: Regional Services and Iron County

Action accomplished (hired summer 08) and training and technical assistance ongoing.

Action e: Continue to engage Washington County on developing a position similar to Iron County's Natural Resource Management Specialist.

Responsible party: Regional Services

Action is occurring and ongoing.

Action f: Investigate and initiate appropriate partnership opportunities with local school districts.

Responsible party: Regional Services and College of Education

Action is occurring (Beaver Co.) and ongoing.

Action g: Make available Cedar Mountain Science Camp "teaching aid boxes" for local teachers.

Responsible party: Cedar Mountain Science Camp and Regional Services

Action accomplished: funding provided by Regional Services' Community Engagement Fund in spring 08, and kits created and distributed fall 08. (see also Goal III, Other Strategies)

Objective 4: Ensure that government policy-makers and potential funders at the local, state and federal level are aware and supportive of SUU's OI.

Action a: Provide outreach and information to local, state and federal elected officials and staff about OI and seek their support for enhancing existing as well as creating new opportunities for world-class outdoor educational and recreational experiences at SUU.

Responsible party: Regional Services, IIC, Advancement, various University entities

Action is occurring and ongoing.

Objective 5: Improve and develop new relationships and alliances with other potential OI partners such as NGOs, foundations, individuals, etc.

Goal IV continued

Action a: Continually research, develop relationships with, and seek OI funding opportunities from partners such as NGOs, foundations, individuals, etc.

Responsible party: Advancement, Regional Services, IIC, all University entities for project-specific funds

Goal IV Other Strategies (identified by Task Force but not prioritized)

- Federal & state agencies
 - NPS Centennial Challenge Initiative proposals
 - Several proposals have been submitted by SUU, in partnership with various park units, and are awaiting Congressional funding for the Centennial Initiative
 - Utah Division of State Parks and Recreation, SW Region

***Strategy is occurring and ongoing.** Due to contacts from UT State Parks, particularly Iron Mission, much attention and technical assistance has been provided to Iron Mission by Regional Services, IIC, President's Council, Deans' Council and other university entities throughout fall 08. (Strategy should be prioritized in Objective 1 above in final Action Plan version)*
 - Colorado Plateau Cooperative Ecosystem Studies Unit

***Strategy is occurring and ongoing.** Regional Services and COS Dean are participating with the CESU. NPS/SUU shared position will be assigned this representation. (Strategy should be prioritized in Objective 1 above in final Action Plan version)*
- Other academic institutions
 - In-state

***Strategy is occurring and ongoing** (USU particularly) through multiple campus entities (Regional Services, IIC, ORPT, Honors Program and Partners in the Parks, others?)*
 - Out-of-state

***Strategy is occurring** (NAU particularly, and Partners in the Parks) and ongoing.*

APPENDIX A

OI Strategic Plan Objective & Action Item Prioritization by OI Task Force

(10 April 2008 Task Force meeting)

<u>DOTS</u>	<u>DOLLARS</u>
<p><u>7 DOTS</u> --OI Institutionalization—institute, “center”, other? --Mountain Center</p>	<p>Mountain Center (“SUU bucks” \$35)</p>
<p><u>6 DOTS</u> --Funding (OI Admin, Management & Governance) --Vehicles --SUU Outdoors --IIC dedicated administrative funding</p>	<p>Vehicles (SUU \$31)</p> <p>Institutionalization—institute, “center”, other? (SUU \$25)</p> <p>OI Administration, Management & Governance, and Funding (SUU \$21)</p>
<p><u>5 DOTS</u> Education, interest & advocacy groups (Off-Campus Partnerships)</p>	<p>Funding & other incentives (particularly faculty/academic side) (SUU \$16)</p>
<p><u>4 DOTS</u> --Coordinator for OI --Communications plan --Curriculum development— cross-disciplinary curriculum --Funding & other incentives, particularly faculty/academic side --Federal & state agencies --Zion NP Centennial (2009) --Local government—counties, cities & towns</p>	<p>Roll out/showcase – tag line/logo (SUU \$13)</p> <p>SUU Outdoors (SUU \$9)</p> <p>Federal & state agencies (SUU \$7)</p> <p>Communications plan to address all these and other elements (SUU \$5)</p>
<p><u>3 DOTS</u> Other funders—NGOs, foundations, individuals</p>	<p>IIC admin funding stabilized (SUU \$5)</p> <p>Recruitment & Retention (SUU \$3)</p>
<p><u>2 DOTS</u> --Risk Management protocols for OI-type activities --Last Child in Woods & NPS YPP</p>	<p>Website (SUU \$2)</p> <p>Curriculum development, cross-disciplinary curriculum (SUU \$2)</p>
<p><u>1 DOT</u> --Relation to other SUU offices & departments, where OI “fits” in SUU org. chart --External/off-campus (Communications, Marketing, Outreach) --Recruitment & Retention --Recruitment—specific recruitment plan --Equine Program Barn Manager --Iron County Natural Resource Management Specialist position --Government policy-makers & funders</p>	<p>Local government—counties, cities & towns (SUU \$2)</p> <p>Education, interest & advocacy groups (SUU \$2)</p> <p>Government policy-makers & funders (SUU \$2)</p>

