

Docket Item:

University Program Approval: Oregon State University, Bachelor of Science (B.S.) in Outdoor Products.

Summary:

Oregon State University proposes a new degree program leading to a B.S. in Outdoor Products. The statewide Provosts' Council has unanimously recommended approval. Higher Education Coordinating Commission (HECC) staff completed a review of the proposed program. After Analysis, HECC staff recommends approval of the program as proposed.

Staff Recommendation:

The HECC recommends the adoption of the following resolution:

RESOLVED, that the Higher Education Coordinating Commission approve the following program:

B.S. in Outdoor Products at Oregon State University.



Proposal for a New Academic Program

Institution: Oregon State University - Cascades

College/School: College of Engineering

Department/Program Name: Outdoor Products

Degree and Program Title: BS Outdoor Products

Program Description

Proposed Classification of Instructional Programs (CIP) number.

CIP Code 30.9999 / Title: Multi-/Interdisciplinary Studies, Other.

Definitions:

30.XXXX: Multi-/Interdisciplinary Studies: Instructional programs that derive from two or more distinct programs to provide a cross-cutting focus on a subject concentration that is not subsumed under a single discipline or occupational field.

30.999: Multi-/Interdisciplinary Studies, Other. Any instructional program in multi/interdisciplinary studies not listed above.

Brief overview (1-2 paragraphs) of the proposed program, including its disciplinary foundations and connections; program objectives; programmatic focus; degree, certificate, minor, and concentrations offered:

As the land-grant institution in Oregon, OSU is uniquely qualified to respond to industry demand for bachelor's degree trained graduates in Outdoor Products; individuals educated in a systems approach to product commercialization, grounded in the themes of sustainability and corporate/social responsibility. Emphasizing the full product lifecycle, the course of study will span from concept creation to design and development to commercialization to sales and marketing to end-of-life. From resource management to outdoor leadership, the course of study will be inseparably tied to respectfully enjoying the outdoors. These fundamentals will be critical for graduates of this land, sea, space, sun-grant university who will enter the local and global outdoor industry as stewards of our natural environment.

Overall, the program will have a systems approach to product innovation, design, testing, and management; a curriculum that includes elements of sustainability throughout; and an understanding of natural resources and public lands, in total, fulfilling an important and unmet educational need in the global outdoor industry. In addition to key courses developed for Outdoor Products, existing courses from other programs such as business; marketing; natural resources; tourism, recreation and adventure leadership; and engineering will be leveraged to make up the core of this learning. Students will specialize their program through selection of experiences in the

internship and practicum courses.

The Outdoor Products degree program combines product commercialization, lands stewardship, and experiential learning to educate and inspire future leaders for the opportunities and challenges in the outdoor industry. Graduates of the program will lead by balancing product, profits, people, and the planet.

Manner in which the program will be delivered, including program location (if offered outside of the main campus), course scheduling, and the use of technology (for both on-campus and off-campus delivery).

Outdoor Products is a program founded by and unique to OSU-Cascades. It was designed in partnership and consultation with industry leaders and innovators, many located in Central Oregon. The program will be an on-campus program, with traditional weekday course scheduling, combined with some extended-period, field-based learning.

Relationship to Mission and Goals

Manner in which the proposed program supports the institution's mission, signature areas of focus, and strategic priorities.

Mission of the Oregon State University OP Program

The mission of the Outdoor Products (OP) degree program is to educate and inspire future leaders for the opportunities and challenges in the outdoor industry. This mission is achieved through a rigorous curriculum combining product commercialization, lands stewardship, and experiential learning. Graduates of the program will lead the outdoor industry in balancing product, profits, people, and the planet.

The OP program will produce graduates that have a holistic approach to outdoor products with a respect for natural resources and public lands. This systems approach will fulfill an important and unmet educational need in the global outdoor industry. Students in the OP program will graduate with a multidisciplinary systems approach; well-rounded and able to integrate lessons learned across their academic exposures. They will incorporate their studies in earth systems and sustainability into product development to create products that meet real needs of people and planet. Graduates will be prepared to create and manage products that will improve the human condition through thoughtful access to recreational opportunities. With entrepreneurial knowledge grounded in environmental stewardship, graduates of the program will be prepared to thoughtfully contribute to and lead the growth and direction of the global Outdoor Industry.

The table on the following page shows the alignment between the OSU mission and signature areas and the Outdoor Products degree program.

Mission Congruence

Oregon State University (OSU)	OSU Outdoor Products Program
<p>As a land grant institution committed to teaching, research, and outreach and engagement, Oregon State University promotes economic, social, cultural and environmental progress for the people of Oregon, the nation and the world. This mission is achieved by producing graduates competitive in the global economy, supporting a continuous search for new knowledge and solutions and maintaining a rigorous focus on academic excellence,...</p>	<p>The mission of the Outdoor Products degree program is to educate and inspire future leaders for the opportunities and challenges in the outdoor industry. This mission is achieved through a rigorous curriculum combining product commercialization, lands stewardship, and experiential learning. Graduates of the program will lead the outdoor industry in balancing product, profits, people, and the planet.</p>
<p>... producing graduates competitive in the global economy, supporting a continuous search for new knowledge and solutions ...</p>	<p>The OP program produces graduates that have a holistic approach to outdoor product with a respect for natural resources and public lands. This systems approach will fulfill an important and unmet educational need in the global outdoor industry.</p>
<p>... maintaining a rigorous focus on academic excellence...</p>	<p>Students in the OP program graduate with a multidisciplinary systems approach; well-rounded and able to integrate lessons learned across their academic exposures.</p>
<p>Advancing the Science of Sustainable Earth Ecosystems</p>	<p>Students incorporate their studies in earth systems and sustainability into product development to create products that meet real needs of people and planet.</p>
<p>Improving Human Health and Wellness</p>	<p>Graduates will be prepared to create and manage products that will improve the human condition through thoughtful access to recreational opportunities.</p>
<p>Promoting Economic Growth and Social Progress</p>	<p>With entrepreneurial knowledge grounded in environmental stewardship, graduates of the program will be prepared to thoughtfully contribute to and lead the growth and direction of the global Outdoor Industry.</p>

Manner in which the proposed program contributes to institutional and statewide goals for student access and diversity, quality learning, research, knowledge creation and innovation, and economic and cultural support of Oregon and its communities.

We conducted over 100 interviews with industry leaders in Oregon, Washington, California, Utah, and Colorado to determine the need for an Outdoor Products degree, the skill sets they would like to see in candidates for positions in their company, and the insights outdoor industry leaders, in retrospect, wished they had acquired when first beginning their careers in the outdoor industry. In response, we have designed our curriculum around these consistent themes:

- **Students studying outdoor product need to develop a systems overview of product commercialization.**
 - **Reducing negative environmental impact and promoting social justice.**
 - **Understanding the history, use, management, and protection of Public Lands is an essential competency for work in the outdoor product industry.**
 - **Key elements in a successful outdoor product degree program include seminars, internships, and integrated cross-discipline projects.**
- a. *Manner in which the program meets regional or statewide needs and enhances the state's capacity to:*
- *improve educational attainment in the region and state;*
 - *respond effectively to social, economic, and environmental challenges and opportunities; and*
 - *address civic and cultural demands of citizenship.*

According to a 2016 report sponsored by the American Council for Education, Central Oregon is identified as an education desert or a “community where students have few postsecondary options from which they can choose.” Nationally, a majority of students travel less than 50 miles to attend a 4-year private university; that distance is more than halved for public universities. OSU-Cascades is a critical player in the social and economic development of Central Oregon and cannot serve the needs of the students and employers of the region without further expansion of academic programs and degrees. Outdoor Products graduates represent an important contribution to meeting Central Oregon's needs. This program supports efforts at increasing the diversity of the student body at OSU, and helps to attain the 40-40-20 Education Goals set by President Obama and adopted by Oregon.

The proposed degree program directly responds to an educational and economic sector that is currently lacking in our state and across our country. The juxtaposition of a \$900B industry and only a handful of explicit degree programs speaks volumes to the opportunity and the responsibility at hand. OSU-Cascades not only seeks to produce graduates who are skilled in Outdoor Product to meets market demand, but also seeks to produce citizens who are committed to social justice, sustainability, and are ethically responsible in caring for the earth, our natural resources, and our public lands. This program will be one of only a few Outdoor Product-directed degree programs in the nation, and the only one that addresses product commercialization while remaining grounded in the themes of sustainability and corporate/social responsibility.

Interdisciplinary by necessity, the program will utilize an Advisory Board, industry feedback, and student placement as ways to assess the program’s efficacy.

Need

Anticipated fall term headcount and FTE enrollment over each of the next five years.

	Year 1	Year 2	Year 3	Year 4	Year 5
Headcount	20	30	30	40	50
FTE	13	20	20	26	33

Expected degrees/certificates produced over the next five years.

	Year 1	Year 2	Year 3	Year 4	Year 5
Graduates	0	0	8	12	25

Evidence of market demand.

A 2017 Outdoor Industry Association report found that in the United States, outdoor recreation employed 7.6 million people, generated \$887 billion in consumer spending, almost \$65.3 billion in federal taxes, and \$59.2 billion in state and local taxes. Nationally, this is third in spending, behind only financial services/insurance and healthcare. Around 30% of those dollars were in manufacturing and retail. In Oregon, these numbers are \$16.4 billion in spending, \$5.1 billion in wages and salaries, \$749 million in state and local taxes, and 172,000 direct jobs in Oregon.

Outdoor recreation is a complex system as it relies on human interests, government, and private management of lands and waters, ecology, and ensuring the fun we have is sustainable over the long term. Recognizing these aspects of the outdoor recreation sector, in 2017 Oregon Governor Kate Brown signed into law House Bill 3350, which created the Office of Outdoor Recreation to coordinate the recreation policies across state and federal agencies.

During the months of December 2016 and January 2017, we conducted over 100 in-person interviews in Oregon, Washington, Utah, Colorado, and California. Other interviews were conducted by phone. We were able to conduct in-depth conversations with senior management from all of the following targeted outdoor product companies: Keen Footwear, Specialized Bicycle, Nike, Patagonia, Hydro Flask, Ruffwear, Smartwool, Columbia, Black Diamond, Under Armour, Adidas, Nau, Kelty, Toad & Co., Kialoa Paddles, Danner, Metolius Climbing, Mountain Khakis, Camelbak, The North Face, Mountain Hardware, Sierra Designs, Saxx, Merrell, New Balance, Filson, IPA Connect, Prana, Stanley, Eagle Creek, and The Outdoor Industry Association.

Without exception, industry leaders expressed enthusiasm and strong support for OSU-Cascades offering a degree that provided education and training for future outdoor product employees. Also, without exception, interviewees indicated that having such a degree would be a significant, if not determining, factor in hiring a new employee in their company. All of the outdoor product companies interviewed from Central Oregon

expressed enthusiasm for partnering with OSU to craft meaningful internships and projects and geographical proximity is not necessarily a prerequisite to such partnerships. Companies from California, Utah, and Western Oregon expressed similar interest.

If the program's location is shared with another similar Oregon public university program, the proposal should provide externally validated evidence of need (e.g., surveys, focus groups, documented requests, occupational/employment statistics and forecasts).

There are currently no Oregon institutions (public or private) that offer a bachelor's degree in Outdoor Products.

Estimate the prospects for success of program graduates (employment or graduate school) and consideration of licensure, if appropriate. What are the expected career paths for students in this program?

The 100 industry leaders interviewed stated, without exception, overwhelming enthusiasm and strong support for OSU-Cascades offering a degree that provided education and training for future outdoor product employees. Also, without exception, interviewees indicated that having such a degree would be a significant, if not determining, factor in hiring a new employee in their company. See letters of support for examples.

Program Integration and Collaboration

Closely related programs in this or other Oregon colleges and universities.

This program is unique in the state.

Potential impacts on other programs.

None.

Institution: Oregon State University

Program: Bachelor in Science in Outdoor Products

Action: At the **March 5, 2020** meeting, the Statewide Provosts Council approved a new program for **OSU, BS in Outdoor Products** to move forward to the Oregon Higher Education Coordinating Commission for its review and approval. The **OSU** Board of Trustees approved the **BS in Outdoor Products** program at its **January 23, 2020** meeting.

Eastern Oregon University

Sarah Witte, provost

Approved

Opposed

Abstained



Oregon Health & Science University

Elena Andresen, interim provost

Approved

Opposed

Abstained



Oregon State University

Ed Feser, provost

Approved

Opposed

Abstained



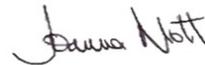
Oregon Tech

Joanna Mott, provost

Approved

Opposed

Abstained



Portland State University

Susan Jeffords, provost

Approved

Opposed

Abstained



Southern Oregon University

Susan Walsh, provost

Approved

Opposed

Abstained



University of Oregon

Patrick Phillips, provost

Approved

Opposed

Abstained



Western Oregon University

Rob Winningham, provost

Approved

Opposed

Abstained

