OUTDOOR RECREATION ECONOMY - MASTER OF SCIENCE (MS)

The Master of Science in Outdoor Recreation Economy (MORE) is an interdisciplinary, applied master’s degree that prepares professionals to become creative, thoughtful leaders across the outdoor recreation sector. The program leverages University of Colorado Boulder’s academic excellence and experience in professional graduate education, as well as the State of Colorado’s deep connection with the outdoor recreation economy. The program is industry responsive, creates widespread access, and provides innovative, fully online learning opportunities.

The program provides skills and knowledge to students and learners from a variety of backgrounds who are interested in the outdoor industry, economic development, and the public lands and natural resources policy sectors. The scope of the MORE curriculum addresses three key overlapping areas:

1. Outdoor recreation industry: Wholesalers, manufacturers, tour operators, and guides provide hardware and services for people to take advantage of open spaces and recreate. Increasingly, the outdoor industry can motivate consumer spending toward sustainability and public lands stewardship. Students who complete this focus will receive a background in sustainability, resilience, outdoor recreation, and business fundamentals.

2. Public lands policy: Policies and regulations that govern access and sustainable use are imperative for the appropriate use, conservation, and enjoyment of public lands. Students who complete this focus will emerge with knowledge and practical experience in these areas, ready to address the new policy challenges facing public lands.

3. Resilient communities: Communities that leverage natural resources and amenities to enhance or create new recreation economies face new kinds of challenges. Recreation economies draw people, compete with places and resources, and stress infrastructure, but also allow rural communities to diversify, showcase their culture, and grow. Students who complete this focus will receive a background in economic development, sustainability and resilience, and community engagement.

In addition to knowledge specific to outdoor recreation, public lands policy, and resilient communities, students will gain career-relevant skills in project management, communication, and systems thinking. The knowledge and skills gained in the MORE program will immediately prepare students to advance in their current careers or gain employment in the outdoor industry.

For more information, visit the Master of Science in Outdoor Recreation Economy (https://www.colorado.edu/program/ore/) website.

Requirements

Admissions Requirements
Admission to MORE will conform to the requirements set by the Graduate School. No coursework may be transferred into this program.

Required Courses and Credits
The master’s degree requires a minimum of 30 credits hours of graduate level coursework, with a minimum cumulative GPA of 3.0. Students must complete three certificates at 10 graduate level credit hours each. All students must complete the base (common) certificate and two additional certificates to earn their degree.

Each certificate has a distinct curriculum, and courses may not be double counted toward more than one certificate. Students may take the certificates in any order. However, it is recommended that they take the base certificate first.

For this degree, students are not required to complete a thesis, capstone project, final examination, or portfolio. Student mastery of each of three courses in a certificate culminates in a synchronous, 4-credit project course. This project course is intended to enable students to synthesize and master the relevant knowledge and skills in a given certificate, as well as to build the relevant applied tools and skills. The emphasis of each of the project classes is the development of new leadership practices and on practical outcomes that will have a direct and immediate impact on local settings. Once a student has completed three of the 10-credit online certificates, they will be awarded the master’s degree.

Courses

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credit Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>OREC 5000</td>
<td>Introduction to the Outdoor Recreation Economy (Introduction to the Outdoor Recreation Economy)</td>
<td>2</td>
</tr>
<tr>
<td>OREC 5001</td>
<td>Systems Thinking and the Outdoor Recreation Economy (Systems Thinking and the Outdoor Recreation Economy)</td>
<td>2</td>
</tr>
<tr>
<td>OREC 5002</td>
<td>Inclusivity and the Outdoor Recreation Sector (Inclusivity and the Outdoor Recreation Sector)</td>
<td>2</td>
</tr>
<tr>
<td>OREC 5003</td>
<td>Concepts and Practice in Outdoor Recreation Economy (Concepts and Practice in Outdoor Recreation Economy)</td>
<td>4</td>
</tr>
<tr>
<td>OREC 5004</td>
<td>Public Policy Process and the Outdoor Recreation Economy (Public Policy Process and the Outdoor Recreation Economy)</td>
<td>2</td>
</tr>
<tr>
<td>OREC 5005</td>
<td>Issues in Public Lands (Issues in Public Lands)</td>
<td>2</td>
</tr>
<tr>
<td>OREC 5006</td>
<td>Issues in Natural Resources Management (Issues in Natural Resources Management)</td>
<td>2</td>
</tr>
<tr>
<td>OREC 5007</td>
<td>Concepts and Practice in Public Lands and Natural Resources Policy (Concepts &amp; Practice: Public Lands &amp; Natural Resources Policy)</td>
<td>4</td>
</tr>
<tr>
<td>OREC 5008</td>
<td>Sustainable Land Use and Development (Sustainable Land Use and Development)</td>
<td>2</td>
</tr>
<tr>
<td>OREC 5009</td>
<td>Resilient Communities and Business Development (Resilient Communities and Business Development)</td>
<td>2</td>
</tr>
<tr>
<td>OREC 5010</td>
<td>Tools for Community Economic Development (Tools for Community Economic Development)</td>
<td>2</td>
</tr>
</tbody>
</table>

In addition to the above courses, students must complete three certificates and two additional certificates.
local governments, public lands are a venue ripe for opportunity and conflict. This certificate examines critical and emerging issues on public lands and natural resources management across the U.S. Following an overview of the structure of public lands management, including federal land management designations and agencies and major laws and policies relevant to public lands management, the certificate transitions into issue-based discussions of challenges facing public lands management. The certificate also explores how stakeholders, such as interest groups, non-governmental organizations, and the general public, influence the policy process.

#### Plan(s) of Study

MORE's degree pathway offers flexibility to align with students continuing in their current career. This degree program is offered entirely online and is composed of stackable certificates, each worth 10 credit hours. Candidates need to complete three certificates, for a total of 30 credit hours, to earn the MORE.

MORE offers a common certificate taken by all students, and a palette of online certificates from which students must complete two. Each certificate will be organized around asynchronous as well as synchronous modalities related to pertinent content areas, pedagogy, and leadership practices. Students may complete certificates in parallel or sequentially. In addition, students may finish certificates as they are able, and may stack the certificates over time to complete the degree. Students may also elect to continue and complete additional certificates.

**Introduction to the Outdoor Recreation Economy - Graduate Certificate**

In the MORE online graduate degree program, the outdoor recreation economy is viewed holistically. It links public lands, the communities that sit alongside them, and the outdoor recreation industry. This certificate explores the interaction between these nodes of the outdoor recreation economy and lays the foundation for the MORE degree program. Courses in the certificate will provide an introduction to public lands and natural resources policy, challenges and opportunities for community economic development, and basics regarding the outdoor recreation industry. This certificate is required for attainment of the MORE degree.

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credit Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>OREC 5000</td>
<td>Introduction to the Outdoor Recreation Economy</td>
<td>2</td>
</tr>
<tr>
<td>OREC 5001</td>
<td>Systems Thinking and the Outdoor Recreation Economy</td>
<td>2</td>
</tr>
<tr>
<td>OREC 5002</td>
<td>Inclusivity and the Outdoor Recreation Sector</td>
<td>2</td>
</tr>
<tr>
<td>OREC 5003</td>
<td>Concepts and Practice in Outdoor Recreation Economy</td>
<td>4</td>
</tr>
</tbody>
</table>

**Public Lands and Natural Resources Policy - Graduate Certificate**

With over 640 million acres of land in the United States owned by the federal government, and significant holdings by both state and national governments, public lands are a venue ripe for opportunity and conflict. This certificate examines critical and emerging issues on public lands and natural resources management across the U.S. Following an overview of the structure of public lands management, including federal land management designations and agencies and major laws and policies relevant to public lands management, the certificate transitions into issue-based discussions of challenges facing public lands management. The certificate also explores how stakeholders, such as interest groups, non-governmental organizations, and the general public, influence the policy process.

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credit Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>OREC 5004</td>
<td>Public Policy Process and the Outdoor Recreation Economy</td>
<td>2</td>
</tr>
<tr>
<td>OREC 5005</td>
<td>Issues in Public Lands</td>
<td>2</td>
</tr>
<tr>
<td>OREC 5006</td>
<td>Issues in Natural Resources Management</td>
<td>2</td>
</tr>
<tr>
<td>OREC 5007</td>
<td>Concepts and Practice in Public Lands and Natural Resources Policy</td>
<td>4</td>
</tr>
</tbody>
</table>

**Outdoor Recreation Economy - Graduate Certificate**

Rural communities across the United States are facing economic crises. For some communities, their manufacturing base has shrunk; for others, traditional foundations of the community economy such as coal or timber have disappeared. Because of the loss of tax revenue and shrinking population bases, many rural communities must pivot if they are to be socially viable and economically successful in the twenty-first century. This certificate explores community economic development strategies and tactics and explores the feasibility of turning to the outdoor recreation economy as a community economic development approach. The certificate will explore the sociology of rural communities; economic development theory; community economic development financial tools and policies; and a series of case studies of communities from across the United States.

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credit Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>OREC 5008</td>
<td>Sustainable Land Use and Development</td>
<td>2</td>
</tr>
<tr>
<td>OREC 5009</td>
<td>Resilient Communities and Business Development</td>
<td>2</td>
</tr>
<tr>
<td>OREC 5010</td>
<td>Tools for Community Economic Development</td>
<td>2</td>
</tr>
<tr>
<td>OREC 5011</td>
<td>Concepts and practice in Resilient Communities</td>
<td>4</td>
</tr>
</tbody>
</table>

**Sustainability and the Outdoor Recreation Industry - Graduate Certificate**

The outdoor recreation industry sector includes outdoor recreation product manufacturers, supply chains, retailers, lodging and transportation services, guides, and resort operators, among a host of others. Demand for advanced outdoor technical apparel, footwear and equipment drives innovation and entrepreneurism. It creates jobs for highly skilled workers in diverse fields such as technology, product design, manufacturing, sustainability and global commerce. In addition to product and service innovation, the sector needs a talent pipeline that understands policy, community engagement, and sustainability. This sector is currently underperforming in these areas. In addition, some parts of the industry are committing more resources to social responsibility, community support, and environmental sustainability –
but do not have the technical resources to effectively integrate these objectives. This certificate will provide the knowledge and tools to better integrate sustainability into outdoor recreation industry operations.

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credit Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>OREC 5012</td>
<td>Strategic Leadership</td>
<td>2</td>
</tr>
<tr>
<td>OREC 5013</td>
<td>Circular Economy &amp; Integration of Sustainable Business Practices</td>
<td>2</td>
</tr>
<tr>
<td>OREC 5014</td>
<td>Concepts and Practice in the Outdoor Recreation Business Sector</td>
<td>4</td>
</tr>
<tr>
<td>OREC 5015</td>
<td>Sustainability Metrics</td>
<td>2</td>
</tr>
</tbody>
</table>

**Introduction to the Outdoor Recreation Economy - Graduate Certificate**

Knowledge & skill outcomes:

- Be versed in major topics related to the outdoor recreation economy.
- Understand the importance of context and place-based, cultural, social, economic and ecological differences when looking for solutions.
- Understand the systems connections of the constituent elements of the outdoor recreation economy.

**Public Lands and Natural Resources Policy - Graduate Certificate**

Knowledge & skill outcomes:

- Understand contemporary issues in public lands and natural resources management
- Understand the policy and statutory context in which debates regarding public lands policy are situated
- Understand stakeholder dynamics and coalition building with regards to public lands and natural resources management

**Outdoor Recreation Economy - Graduate Certificate**

Knowledge & skill outcomes:

- Understand social, cultural, and economic foundations of rural and outdoor recreation economy communities
- Develop knowledge of the macro- and micro-economic factors behind economic transitions in rural communities
- Learn about community economic and business development theory and practice
- Develop an understanding of the strategies and tactics to successfully transition local and rural economies, including the tools to do so

**Sustainability and the Outdoor Recreation Industry - Graduate Certificate**

Knowledge & skill outcomes:

- Gain knowledge of leadership skills for the outdoor recreation industry sector
- Gain an understanding of circular economy and sustainable business practices
- Learn tools for tracking and measuring sustainability