Department of Recreation, Park and Tourism Administration
Rolling Objectives and Key Results for 2022-2023 and Beyond

1. Create an RPTA portal on Leatherneck Link

- KR 1: develop and establish an RPTA portal by the end of the October '22 (C - 10/22, Robinett)
- KR 2: create event pages within Leatherneck Link for all upcoming RPTA hosted events (O, Robinett, Eggleston, Owens)
    - Midterm Potluck (C, 10/13/22)
    - Chili Cookoff (C, 11/17/22)
    - Dead Week Pants Stretch (C, 12/8/22)
    - RPTA Potluck RPTA Summer Opportunities Fair (C, 2/15/23)
    - Fat Tuesday Potluck (C, 2/21/23)
- KR 3: use the RPTA portal and scanning app to track student attendance at 75% of RPTA hosted events (O, Robinett, Eggleston, Owens)
    - Midterm Potluck (C, 10/13/22)
    - Chili Cookoff (C, 11/17/22)
    - Dead Week Pants Stretch (C, 12/8/22)
    - RPTA Potluck (C, 2/15/23)
    - RPTA Summer Opportunities Fair (C, 2/15/23)
    - Fat Tuesday Potluck (C, 2/21/23)

2. Enhance the recruitment of assistantship-qualified graduate students

- KR 1: By the end of October, develop and post on the RPTA website a timeline for admission and assistantship deadlines for domestic and international students (C, 10/22, Robinett)
- KR 2: Three times a semester disseminate information about available assistantships via listservs, intradepartmental bulletins, and WIU Announcements. (O, Robinett)
    - Listservs (O - Quarterly, Robinett)
    - Intradepartmental bulletins (O - Weekly, Robinett)
    - WIU Announcements (O, Semester, Robinett)
- KR 3: By the end of the 2022-2023 school year, identify and have in place at least one new externally funded assistantship (C, Robinett, Owens)
    - American Camp Association (C, 12/22, Owens)
- KR 4: At least twice a semester, advertise integrated RPTA program to current RPTA students (O, Robinett)
- KR 5: At least twice a semester, advertise integrated RPTA to SM program to students across campus (O, Robinett)

3. Develop and launch a practitioners option in the MS in RPTA by the Fall 2023 semester

- KR 1: Collect and analyze feasibility study data by the end of September '22 (C - 9/22, McLean, Owens)
- KR 2: Submit to and obtain support from RPTA for the feasibility study by October 14, 2022 (C, 10/22, McLean, Robinett, Lukkarinen)
- KR 3: Earn approval for MPO by end of Fall 2022 semester (C, 12/22, McLean, Robinett, Lukkarinen)
- KR 4: Host two promotional events for the MPO during the Spring '23 semester
    - Illinois Park & Recreation Association Conference (C, 01/25/23, Owens, Robinett, Lukkarinen)
        - Batch email to conference attendees (C, 02/22/23,Robinett)
    - Iowa Park & Recreation Association Conference (U, McLean, Lukkarinen)
- KR 5: Admit at least 5 students into the Fall '23 cohort (U, Grad Committee)

4. Promote and recruit students for the Post-Baccalaureate Certificate in Event Planning and Management

- KR 1: Create webpage and promotional materials by the start of the Spring '23 semester (C, Robinett)
    - WIU Press release (C, 2/20/23)
- KR 2: Engage in two promotional activities with event professional associations by the end of the Spring '23 semester (U, Robinett, Lukkarinen)
    - WIU Graduate Open House (C, 10/04/22, Robinett, Lukkarinen, Choi)
    - IPRA Conference (C, 1/27/22, Owens, Robinett)
    - WIU Press Release (C, 2/20/23, Robinett)
    - IAPRA Conference (C, 3/27/23, McLean, Lukkarinen)
- KR 3: Admit at least 5 new students into the program by Fall 2023 (I, Robinett)

5. Implement four 2+2 agreements with College of DuPage, Joliet Junior College and restart EICC/WIU Natural Resources Management Track

- KR 1: recruit twice in classes on the CoD campus during the 2022-2023 academic year (U, Cassady, Choi, Robinett, Lukkarinen)
    - Robinett (C, 3/16/23)
    - Articulation signing promotion (U, 4/28/23)
- KR 2: identify and initiate correspondence with at least 5 CoD prospects by the end of the spring semester (I, Choi, Robinett)
- KR 3: admit three CoD students for the Fall of 2023 (U, Konitzer, Robinett)

- KR 4: Submit the required updated curriculum forms for the EICC/WIU Natural Resources Management Track to Admissions by the end of October ’23 (U, McLean, Robinett)
- KR 5: Conduct at least two promotional endeavors for the EICC/WIU program during the Spring ’23 semester (U, McLean, Porter)
- KR 6: admit three EICC students for the Fall of 2023 (U, Konitzer)
- KR 7: meet with Ms. Anne Esquivel, Program coordinator for the Hospitality Management Program at JCC (C, 3/16/23, Robinett)
- KR 8: recruit twice in classes on the JCC campus during the 2023-2024 academic year (U, Cassady, Choi, Robinett, Lukkarinen)
    - Robinett (U)
    - Articulation signing promotion (U)
- KR 9: identify and initiate correspondence with at least 5 JCC prospects by the end of the spring semester ‘24 (I, Choi, Robinett)
- KR 10: admit three JCC students for the Fall of 2024 (U, Konitzer, Robinett)

6. Recruit interdepartmental transfers

- KR 1: Participate in every University-sponsored major/minor fairs (O, Doh, Choi, Robinett, Eggleston, Lukkarinen)
    - Macomb Campus Majors/Minors Fair (C, 2/14/22)
    - QC campus Virtual Majors/Minors Fair (C, 2/21/22)
    - Transfer Articulation Conference (C, 3/10/22)
    - Transfer Articulation Conference (C, 10/07/22)
- KR 2: identify and initiate correspondence with at least 10 potential interdepartmental transfers each semester (O, Eggleston, Robinett, Lukkarinen, Konitzer)
- KR 3: Increase the number of undecided students attending RPTA-hosted events to at five or more at each event (O, Clemens, Eggleston, Robinett)
- KR 4: Admit at least 15 interdepartmental transfers by the Fall 2023 semester (I, Konitzer)
    - 7 students Fall 2022 (C)
    - 2 students Spring 2023 (I)
    - X students Summer 2023 (U)

7. Coordinate and track intentional recruitment efforts during community engagement

- KR 1: Attend 2022-2023 Western Illinois University Discover Western events and provide departmental major/minor opportunities and career

information to high Schools seniors and their families (O, Eggleston, Robinett, Lukkarinen, Doh, Choi, Clemens)
    - 10/10/22 (C)
    - 11/12/22 (C)
    - 12/03/22 (C)
    - 02/20/23 (C)
    - 03/04/23 (C)
    - 03/07/23 (C)
    - 04/22/23 (U)
- KR 2: Determine and produce promotional activities that could be utilized with groups at Horn Field Campus by the end of the Spring '23 semester (O, Clemens, Eggleston, Pheiffer, Lukkarinen)
- KR 3: Coordinate promotional activities that could be used by faculty/staff facilitating educational experiences at high schools and civic organizations by the end of the Fall '22 semester (C, 11/28/22, Cassady, Clemens, Choi, Eggleston, Robinett, Lukkarinen)
- KR 4: Develop and distribute promotional materials that can be used by Advisory Board members and alumni by April '23 (I, Robinett, Lukkarinen)
- KR5: Work with Enrollment Management to integrate Signal Vine to move potential students through the Admissions pipeline during the Fall '22 semester (C, 11/22, Robinett, Lukkarinen)
    - This tool was not as successful as we hoped to do to the lack of student cell phone information collected by the University.

8. Foster a sense of community amongst RPTA faculty, staff and students.

- KR 1: Created and maintained comfortable student spaces for studying and socializing. (C, 09/12/22, Owens, Eggleston, Piletic, Clemens)
- KR 2: Create and host seasonal events with various themes and food. (O, Clemens, Doh, Eggleston)
    - Midterm Potluck (C, 10/13/22)
    - Chilli Cook Off (C, 11/15/22)
    - Stretch your pants and share your favorite treats! (C, 12/08/22)
    - RPTA Fat Tuesday Potluck (C, 02/21/23)
    - Office Birthday Celebration (C, 04/18/23)
    - Chef Doh (C, 05/03/23)
- KR 3: Revive the Student Recreation Association to provide learning, socialization and networking opportunities for students. (C, 02/08/23, Owens)
    - Faculty/Staff Volleyball Match (C, 03/06/23, Owens, Clemens, Lukkarinen, Piletic, Cassady)

    - Online Activity (U, Owens)

9. Keep current students informed of Department happenings and internship and job opportunities.

- Weekly email announcements (O, Weekly during academic year, Robinett)
- Updates in Courses (O, RPTA faculty)
- Summer Opportunities Fair (O, Owens, Annually in February)
- Professional Development Conference (O, RPTA faculty, staff, alumni and partners, Annually in April)
- Guest Speakers (O, RPTA faculty, Alumni, Industry Leaders)
- Horn Field Campus (O, Pheiffer)
- IPRA Conference (O, Owens, Robinett, Lukkarinen, Annually in January)
- ACA Conference (O, Owens, Annually in February)
- SERR Conference (O, Clemens, Porter, Annually in February)

10. Complete a Departmental move from Currens Hall to Knoblauch Hall by 5/30/23.

- KR 1: Pack up and move departmental documents, computers, employee and students belongings, etc. to new spaces. (C, 05/26/23 Faculty and staff)
- KR 2: Create a new sense of belonging in the new space. (I, Faculty, staff, students)
- KR 3: Upgrade new classrooms to our technology needs. (I, WIU Utech and Facilities)
- KR4: Use this opportunity to rebrand the Department and educate all our constituents of our new location and facilities. (U, Faculty, staff, students)
    - Press Release (C, 6/15/23, Robinett, Lukkarinen, University Communications, Marketing and Media Relations)
    - Open House (U, 9/9/23, RPTA Faculty & Staff)
    - Redesign of Space (I, 5/23-8/23, Faculty, Staff & WIU Visual Production Center)
    - Meet with Visual Productions for design ideas (C, 6/6/23, Lukkarinen, Divan)

11. Departmental name change (U, All Faculty and Staff)

- KR1: Departmental name change to **Recreation, Park, Tourism, and Hospitality (RPTH)** C, 07/01/23, Faculty, staff and advisory board, faculty emeriti)
- KR2: Name change to coincide with departmental move to Knoblauch (C, 6/23, Faculty and staff)

- KR3: Update flat sheets to reflect RPTH (C, 8/1/23, Robinett)

OKR Status

C = Completed
O = Ongoing
I = In Progress
U = Upcoming

These OKRs are revisited every 30 days for continual updating and addition, which creates a living document with the ability to be added to and modified on a monthly basis, as it has been multiple times since first shared with COAPRT