Department of Community and Therapeutic Recreation  
School of Health and Human Sciences  
University of North Carolina at Greensboro  

Faculty Meeting  

Friday, March 6, 2015; 11:15 am – 1:15 pm; TR Lab  

MINUTES  

1. Guests: Kathy Williams & Jennifer Clark – “HHS Advising Support” (11:15 – 11:45 am)  
   Guests were unable to attend. Meeting will be rescheduled.  

2. CTR Strategic Planning – Goal # 2 – Revenue Generation  
   • Faculty discussed ideas from the Professional Advisory Committee meeting, including:  
     Immediate Action Items  
     • Make a CTR Department Facebook Group (Change the current CTR UNCG “person” into a group so people don’t have to send friend requests, but just like the page instead) – Have GA set up  
     • Identify and start communication with community partnerships who could fund GA’s  
       o Small towns with no rec department – collaboration  
       o Hospitals – more research based GA  
       o Rec center collaboration  
       o Bridge II Sports & Greensboro Parks and Rec MainStream Resources  
       o Caseload of students in BA  
     • Marketing for department  
       o Event planning (HOT career)  
       o More Social media – have active Facebook, Twitter, Youtube, Instagram (there is a website called HootSuite that you can use to manage all social media platforms at once)  
     • Branding for department – brand around what others are NOT doing  
     • Market with state TR orgs and boards  
     • Find out requirements for hosting CEU sessions in TR labs  
     • Survey local needs for CEUs  
     • Identify list of core grad classes (research methods, etc) that could be done online to help recruit grads who can’t do day time classes  

Long Term Action Items  

• Create community workshops  
  o Caregiver – leisure skills  
  o Behavioral health – between short term and long term care  
  o Older adult day programs
- Summer camps
- Host CEU Workshops
  - One or half day ($40)
  - New/unique techniques
  - Webinars
  - Clear objectives
  - Hours
  - Presentation Process
  - “Pot luck” of facilitation techniques
  - Research
  - Professional development opportunities
- Out of state LRT’s need classes for licensing
  - Create online independent study course
  - Online/in person combo course
- Rent out TR lab to other agencies for workshops
- Create online/in class mix master’s program
- More online classes
- Self-paced courses
- Need incentive to bring in grads

3. NCRPA-TR Conference Booth - - Sunday, March 22 – Tuesday, March 24 (Schleien, Bedini)
   Faculty will attend the conference and Amy will reserve an exhibition booth. Students can sign up to help man the booth.

4. HHS Health Fair - Thursday, March 26th 11:30 am – 1:30 pm (Bruton)
   The HHS Health Fair will be held March 26th. Candice will organize exhibit displays and ask GAs to help man the booth.