Stuart Schleien welcomed all new and returning PAC members. The PAC roster was circulated and updated. Stuart provided an overview of the department and spoke about the upcoming accreditation, and the hiring of Dr. Judy Kinney for the Therapeutic Recreation replacement faculty.

Committee broke out in groups to discuss graduate student recruitment and revenue generation. Following are items from the discussions.

**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
  - Small towns with no rec department – collaboration
  - Hospitals – more research based GA
  - Rec center collaboration
  - Bridge II Sports & Greensboro Parks and Rec MainStream Resources
  - Caseload of students in BA
- Marketing for department
  - Event planning (HOT career)
  - 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
  - Caregiver – leisure skills
  - Behavioral health – between short term and long term care
  - Older adult day programs
  - Summer camps
• Host CEU Workshops
  o One or half day ($40)
  o New/unique techniques
  o Webinars
  o Clear objectives
  o Hours
  o Presentation Process
  o “Pot luck” of facilitation techniques
  o Research
  o Professional development opportunities
• Out of state LRT’s need classes for licensing
  o Create online independent study course
  o 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
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Professional Advisory Committee
2014-15 AY

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Dr. Kevin Bottomley, Executive Director, YMCA of Greensboro-Mary Perry Ragsdale Family YMCA
Mr. Glenn Dobrogosz, Executive Director, Greensboro Science Center
Ms. Gail Elder-White, Recreation and Parks Director, Town of Spring Lake
*Mr. Luke Guthrie, Facilities Coordinator, City of Greensboro
Ms. Heidi Majors, Executive Director, YWCA of High Point
Dr. Terry Schwartz, Adjunct Professor, University of Illinois & P&R Consultant
Mr. Chris Wilson, Assistant City Manager, City of Greensboro
*Ms. Leah Winstead, Marketing Coordinator and Event Specialist, APEX Analytix

Therapeutic Recreation
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Ms. Julie Bradwell, Recreation Therapist, Wake Forest Baptist Health
Ms. Anita Brock-Carter, Assistant Executive Director, Adult Center for Enrichment
*Mr. Dorian Edwards, Recreation Therapist, Friends Home West
Ms. Becky Garrett, Executive Director, North Carolina Board of Recreation Therapy Licensure
Dr. Diane Groff, Associate Professor of Recreation, UNC-CH
*Ms. Lindsey Oakes, Student Life Coordinator, Beyond Academics
*Ms. Aimee Roy-Farrug, Recreation Therapist, UNC Hospitals
Ms. Ginger Walton, Executive Director, InFocus
*Ms. Sharon Williams, Mainstream Resources Unit Coordinator, Greensboro Parks and Recreation

Graduate Student Representative
*Fiona Allen, Community and Therapeutic Recreation
President, UGRO

Undergraduate Student Representative
*Jarod Styres, Community and Therapeutic Recreation
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*1st-term members

8/31/2015
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8/31/2015
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