West Virginia CTE

Parks and Recreation Program Management

Program Planning and Development

1 **Recreational agencies.** 1125.1

1 Monitor visitors' activities to ensure compliance with establishment or tour regulations and safety practices. 1125.1.1

2 Provide directions and other pertinent information to visitors. 1125.1.2

3 Greet and register visitors and issue any required identification badges or safety devices. 1125.1.3

4 Perform routine maintenance on park structures. 1125.1.4

5 Manage the daily operations of recreational facilities. 1125.1.5

6 Supervise and coordinate the work activities of personnel, such as training staff members and assigning work duties. 1125.1.6

7 Monitor visitors' activities to ensure compliance with establishment or tour regulations and safety practices. 1125.1.7

8 Provide directions and other pertinent information to visitors. 1125.1.8

2 **Working with park staff.** 1125.2

1 Confer with park staff to determine subjects and schedules for park programs. 1125.2.1

2 Assist with operations of general facilities, such as visitor centers. 1125.2.2

3 Plan, organize and direct activities of seasonal staff members. 1125.2.3

3 **Visitor services.** 1125.3

1 Prepare brochures and write newspaper articles. 1125.3.1

2 Distribute brochures, show audiovisual presentations, and explain establishment processes and operations at tour sites. 1125.3.2

3 Provide visitor services by explaining regulations; answering visitor requests, needs, and complaints; and providing information about the park and surrounding areas. 1125.3.3

4 Prioritize the enhancement of the visitor experience through well-designed programs. 1125.3.4

Collect feedback from visitors and use it to improve future programs. 1125.3.5

Implement measures to ensure accessibility and inclusivity for all visitors. 1125.3.6

Skip to main content

4 **First aid/CPR.** 1125.4

1. Access nationally recognized First Aid and CPR standards 1125.4.1
2. Explain principles of infection control 1125.4.2
3. Understand the importance of proper handwashing according to the Center for Disease Control 1125.4.3
4. Understand the Good Samaritan Act 1125.4.4
5. Discuss informed consent 1125.4.5
6. Apply skills to obtain training and/or certification in CPR and First Aid 1125.4.6

5 **Essentials of communication.** 1125.5

1. Describe communication and the key steps involved. 1125.5.1
2. Describe verbal, nonverbal, and written communication. 1125.5.2
3. Describe conflict stimulation. 1125.5.3
4. Identify steps for resolving unhealthy conflict. 1125.5.4
5. Earn essentials of communications credentials. 1125.5.5
6. Describe communication and the key steps involved. 1125.5.6
7. Describe verbal, nonverbal, and written communication. 1125.5.7

Program Planning and Design

6 **Marketing and promotion.** 1125.6

1. Develop programs that cater to diverse demographics and interests. 1125.6.1
2. Consider the local culture, environment, and community needs in program design. 1125.6.2
3. Ensure programs are aligned with the overall goals of the park and contribute to sustainable tourism. 1125.6.3
4. Develop comprehensive marketing strategies to promote programs and attract tourists. 1125.6.4
5. Utilize online platforms and social media to reach a broader audience. 1125.6.5
6. Create promotional materials that highlight the unique aspects of the park and its recreational offerings. 1125.6.6

7 **Training and professional development.** 1125.7

1. Develop training for staff to enhance their skills and knowledge. 1125.7.1
2. Encourage continuous professional development to stay informed about industry trends. 1125.7.2
3. Foster a culture of learning and innovation within the Parks and Recreation team. 1125.7.3