



CASE STUDIES

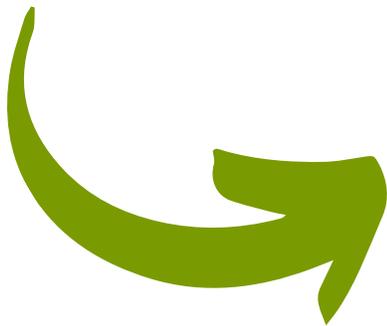
OUTDOOR RECREATION: CAREER DEVELOPMENT & YOUTH PROGRAMS

STRATEGIES AND SOLUTIONS FOR A MORE RESILIENT, CARING, INCLUSIVE ECONOMY THAT CAN WITHSTAND, ADAPT, INNOVATE, AND TRANSFORM IN THE FACE OF NATURAL AND HUMAN DISASTERS.

WHAT TO EXPECT FROM THESE CASE STUDIES

This is a collection of career development programs developed to support individuals seeking employment in the outdoor recreation industry. During focus group conversations with the outdoor recreation industry in the North Country, participants expressed a lack of education and career development opportunities and resources for workforce development in outdoor recreation in the region. This Case Study has six examples of programs that focus on professional development for those looking to make a career in the outdoor industry.

Examples Of



College Degree Programs

Case studies showing how an Outdoor Recreation Degree program works to help individuals' careers within the industry.

Non-Profit Organizations

Case studies showing how organizations have created opportunities for further education.

Certificate & Technician Programs

Case studies showing how certificate programs guide individuals looking to start their career in the industry



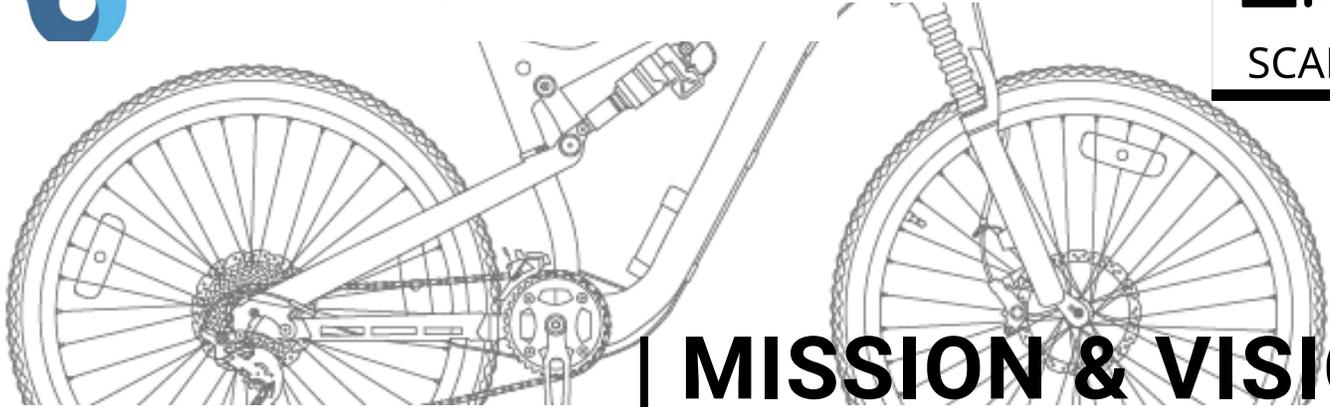


PROJECT BIKE TECH

TO LEARN MORE...



SCAN ME



| MISSION & VISION

"PROJECT BIKE TECH WORKS TO ENHANCE LIVES, CREATE OPPORTUNITIES AND BUILD SUSTAINABLE COMMUNITIES THROUGH BICYCLE EDUCATION."



ABOUT THE PROGRAM:

A accredited high school elective introducing students to bicycle mechanics, industry careers and more.

Like auto shop... for bicycles!

PBT is like an umbrella organization that fosters bicycle education, enhances lives, and builds communities. School teaches students the necessary skills to work as a professional bicycle mechanic and provides a stepping stone to a multitude of cycling industry careers including engineering, fabrication, marketing, filmmaking, graphic art, sales, and writing for publications.

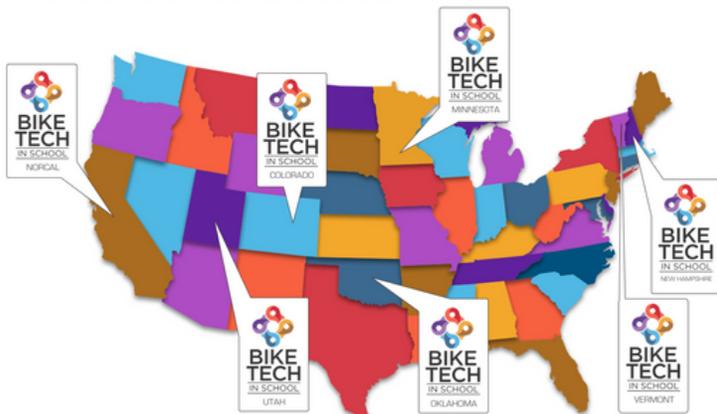


WORKING TOGETHER, EVERYONE BENEFITS



By getting involved, local bike shops help build and, in turn, benefit from a community of students' parents and schools passionate about bikes. They help create a new generation of skilled bicycle mechanics, a vital need in the industry today.

HOW IT WORKS:



- Bike tech in school uses those hands-on techniques to teach CORE and STEM classes and introduce students to career pathways.
- Classes provide a standards-based curriculum on the mechanics of the bicycle, a hands-on, multi-sensory learning environment, specific career training to compete in today's job market, and the tools to embrace cycling as a form of sustainable transportation and lifelong recreational activity.

- Students earn two certificates. One career tech endorsed by CTE, and the other as an entry level bike mechanic/assembler endorsed by members of the bicycle industry.
- As student enters the bike industry, employers know the training is standardized and supported by the cycling industry.



Snowsports
Industries
America

TO LEARN
MORE...



SCAN ME

| MISSION & VISION

SNOW SPORTS INDUSTRIES AMERICA CERTIFICATION PROGRAM'S MISSION IS TO HELP THE WINTER OUTDOOR COMMUNITY THRIVE. AS A MEMBER YOU'RE AN INTEGRAL PART OF A UNITED COMMUNITY, WORKING TOGETHER TO BUILD A STRONG FOUNDATION FOR OUR INDUSTRY AND CONTINUING TO GROW A CULTURE THAT WE'RE ALL PROUD TO BE PART OF.

WE'RE UNITED BY WINTER

ABOUT THE PROGRAM:

Snowsports industries America Colorado Mountain College have created the first industry-wide certification and first testing center for the Snowsports industry. Using curriculum created by snow industry representatives, SIA, and CMC faculty, you have an industry-standard benchmark to test your knowledge. More importantly, you can earn nationally recognized certification from Snowsports industries America. SIA is the trade group representing ski and snowboard manufacturers in the USA.

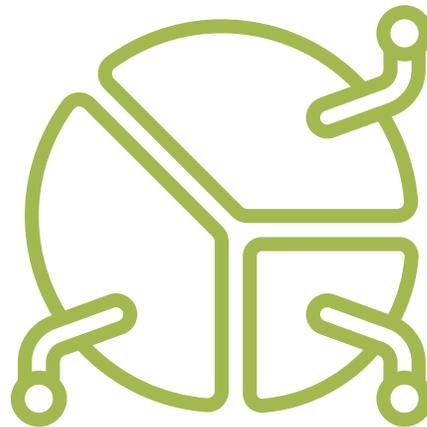
HOW IT WORKS:

The CMC/SIA program consists of courses and tests that will evaluate your knowledge in areas such as the ones below and the courses offered for certification.

Current students and industry pros can take refresher courses online through CMC before taking the corresponding test. CMC/SIA scores will provide you with nationally-recognized SIA credentials, giving you the edge in a competitive job market.

Marketing

- SIA Marketing
- Promotions



Sales Representatives

- SIA Sales Representative
- SIA Wholesale & Buying

Retail Management & Employees

- SIA Retail Employee
- SIA Retail Manager



TO LEARN
MORE...



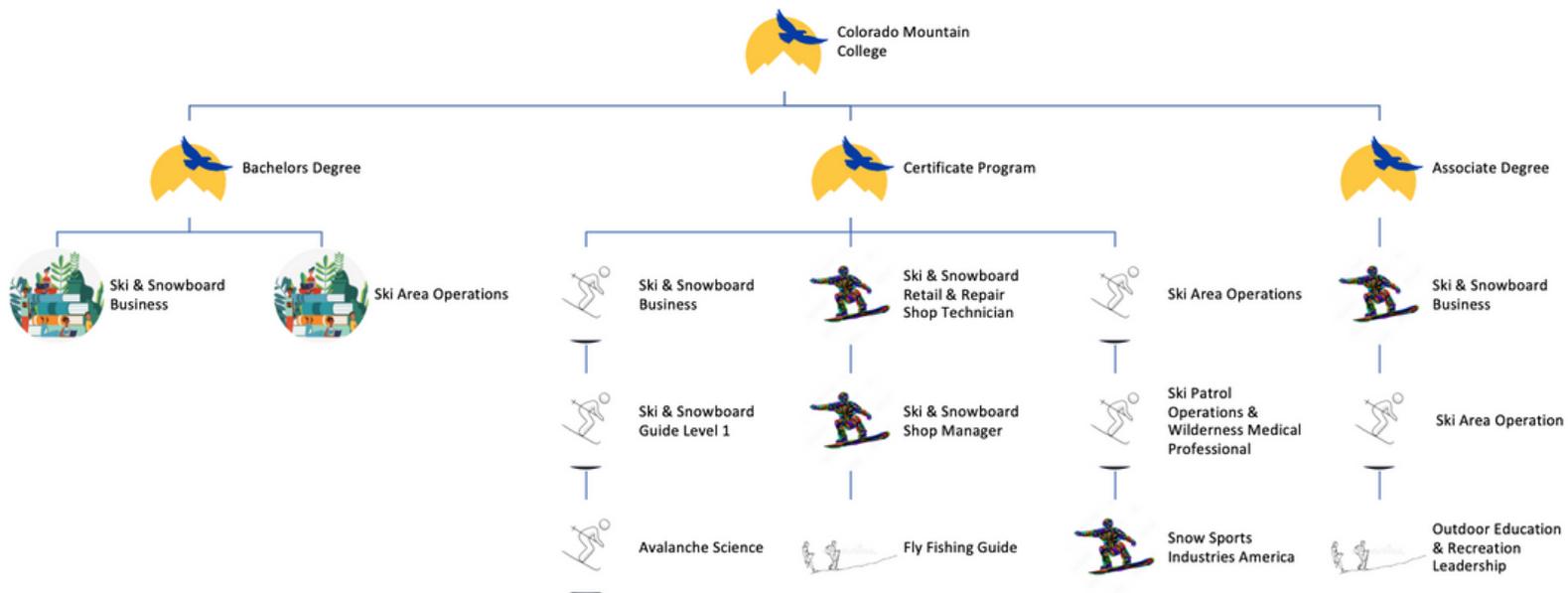
MISSION & VISION

WE DELIVER BACHELOR'S DEGREES, ASSOCIATE DEGREES AND CERTIFICATES WITH SMALL CLASSES AND PERSONAL ATTENTION. EVERY MAJOR OR PROGRAM AT COLORADO MOUNTAIN COLLEGE COMES WITH A GOOD DOSE OF REALITY. HANDS-ON ASSIGNMENTS, FIELD WORK AND INTERNSHIPS CONNECT YOU WITH WHAT IS HAPPENING OUTSIDE OF CLASS. OUR FACULTY TAKE THE TIME TO GIVE YOU WHAT YOU NEED TO SUCCEED. SO, WHEN YOU LEAVE, YOU'LL HAVE A REAL WORLD EDUCATION FOR A REAL WORLD JOB.

ABOUT THE PROGRAM:

With CMC Outdoor Education Program, you'll get the best of both worlds: the groundwork of a liberal arts education coupled with theoretical and hands 'on outdoor leadership experiences. Build a solid foundation for your future, whether you choose to get a job or pursue a higher degree. The program prepares you for a job or further study upon graduation. CMC delivers bachelor degrees, associate degrees, and certificates with small classes and personal attention. Hands-on assignments, field work and internships connect you with what is happening outside of class. The faculty takes the time to give the students what it takes to succeed so when they leave they will have a real-world education for a real-world job.

HOW IT WORKS:





WHISTLER ADVENTURE SCHOOL

TO LEARN MORE...



SCAN ME

| MISSION & VISION

LIVE LEARN PLAY: THE ADVENTURE

LIVE- IN THE BEAUTIFUL MOUNTAIN TOWN OF WHISTLER WITH MANY ADVENTURES SURROUNDING YOU

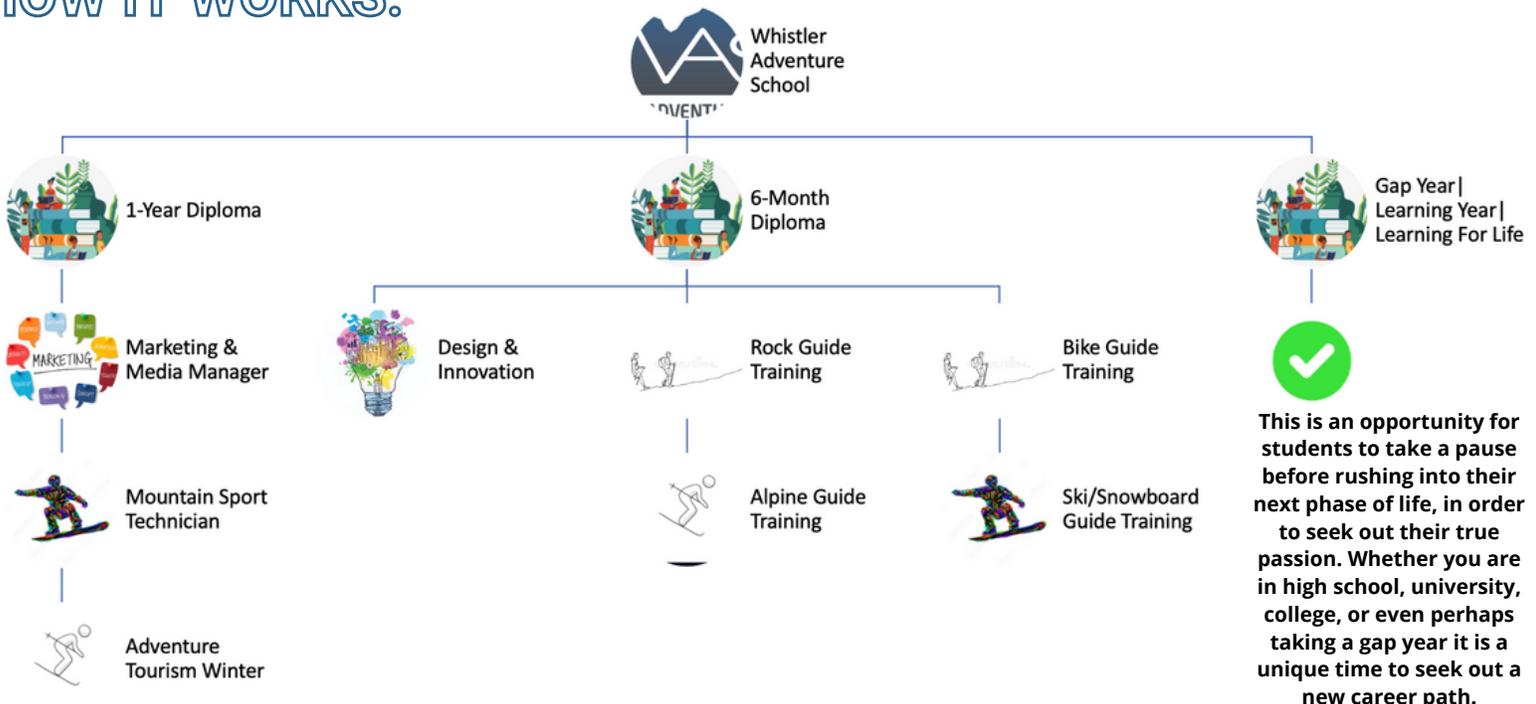
LEARN- WHAT YOU LOVE WITH A HANDS-ON LEARNING EXPERIENCE AND LIKE-MINDED STUDENTS

PLAY-YOUR FAVORITE ACTIVITIES IN AND AROUND WHISTLER

ABOUT THE PROGRAM:

Whistler Adventure School (WAS) is a private career training institution accredited and certified by the British Columbian Government to deliver high quality career education in Marketing & Media, Retail Manufacturing, Design and innovation and Guiding. WAS programs are designed to enhance the career education and personal development of all students. Courses are instructed by well-known industry professionals who also serve as mentors and advisors. With small, interactive classes WAS provides hands-on learning where time to practice is the main factor. A certificate from WAS prepares students for a variety of rewarding in demand careers locally and internationally. Further WAS works with students to help create an educational experience to further their career paths.

HOW IT WORKS:





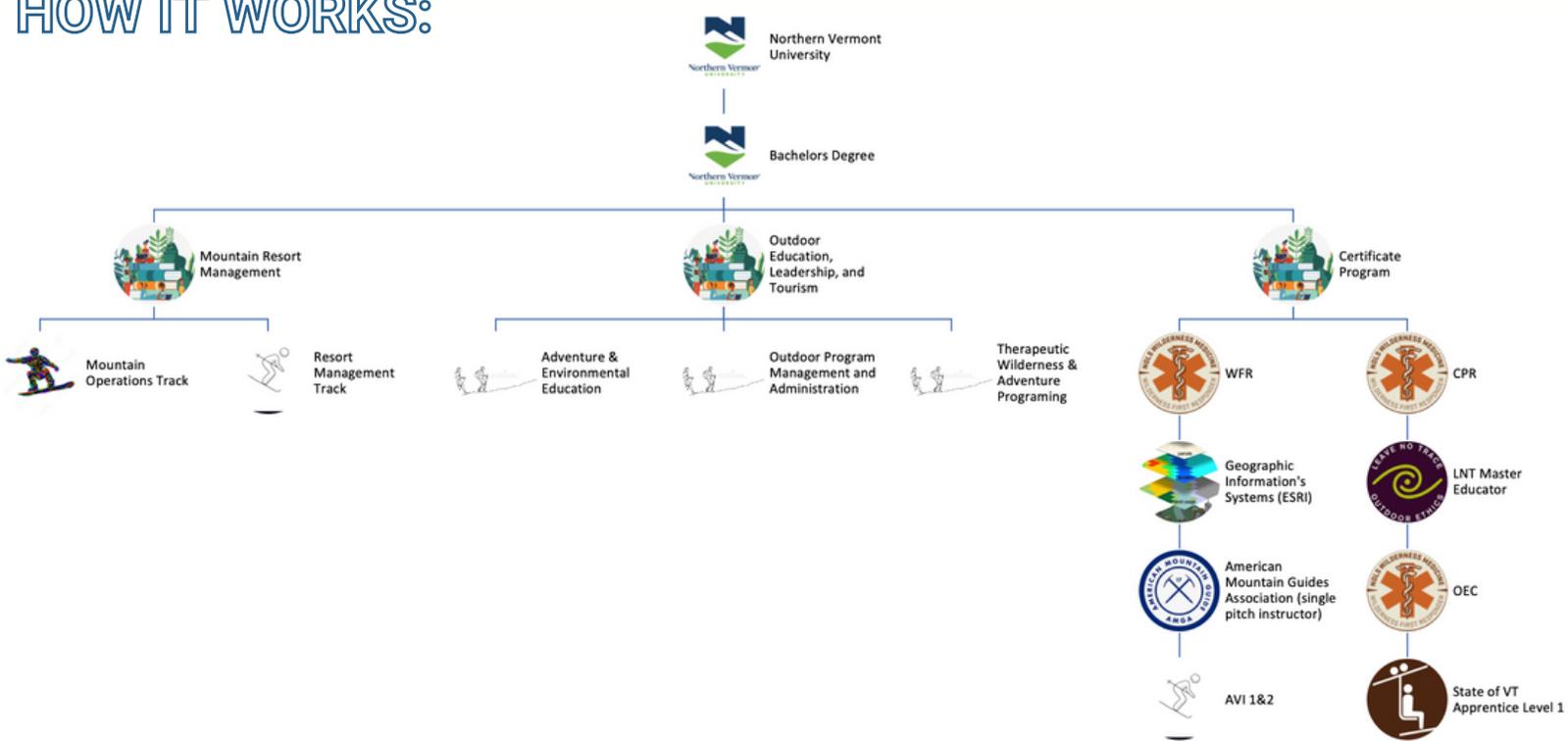
MISSION & VISION

NORTHERN VERMONT UNIVERSITY FOSTERS THE INTELLECTUAL, CREATIVE, AND PERSONAL GROWTH OF EVERY STUDENT IN A COMMUNITY COMMITTED TO DIVERSITY AND INCLUSION. WE PROVIDE INNOVATIVE PROFESSIONAL AND LIBERAL ARTS EDUCATIONAL EXPERIENCES THAT PREPARE STUDENTS TO BE CRITICAL THINKERS AND ENGAGED GLOBAL CITIZENS. STUDENTS WILL HAVE THE OPPORTUNITY TO LEARN ON OUR CAMPUSES THROUGH EXPERIENTIAL METHODS, HIGH IMPACT PRACTICES AND INNOVATIVE USES OF TECHNOLOGY.

ABOUT THE PROGRAM:

The Lyndon -based mountain recreation management program, recently ranked on of the top 20 campuses for outdoor enthusiasts. In the mountain resort management program, you can increase your career options even more with our certifications in outdoor emergency care, CPR, and other in-demand specialties. In the outdoor program, you will develop your abilities on expeditions in Vermont, around the U.S., or abroad, or in labs and nearby streams and forests. Through hands-on learning experiences, internships, and faculty connections, you'll be prepared to start your career in outdoor education and resort management jobs.

HOW IT WORKS:





TO LEARN MORE...



SCAN ME

MISSION & VISION

WE ARE OLD SPOKES HOME, A BIKE SHOP AND NON-PROFIT, HERE TO MAKE ACCESSIBLE TO EVERYONE IN OUR COMMUNITY.

WE BELIEVE BIKES ARE A SIMPLE SOLUTION TO COMPLEX PROBLEMS. BIKES CONNECT PEOPLE TO THEIR COMMUNITY, TO THEIR OWN BODIES, TO THEIR PHYSICAL ENVIRONMENTS. BIKES HEAL. BIKES EMPOWER. BIKES MOBILIZE. WE BELIEVE EVERYONE SHOULD HAVE ACCESS TO BIKES AND THE OPPORTUNITIES THAT PROVIDE. THAT'S WHY WE'RE HERE.

ABOUT THE PROGRAM:

Old Spokes Home is a bike shop and 501(c)(3) nonprofit creating access to bikes and the opportunities they provide for our whole community.

- We make bikes affordable so people can get to their jobs efficiently and conveniently.
- We give kids bikes so they can grow up active on two wheels.
- We teach youth to fix bikes at home and in their communities, so they feel empowered. We train new mechanics so opportunities to build critical job skills are available to those who want them.
- We believe that anyone interested should have access to a bicycle and a bicycle knowledge.

HOW IT WORKS:

