

2025-2030

# PRTM STRATEGIC PLAN

*Building People and Communities*



*Department of*

**PARKS, RECREATION AND  
TOURISM MANAGEMENT**

*Clemson® University*





## *Mission*

Guided by our land-grant mission, we leverage the transformative power of parks, recreation, and tourism to improve the health and wellness of people and places by developing professionals who serve diverse communities, advance science, and excel through innovative teaching and learning experiences.

## *Vision*

We aspire to be an innovative, globally recognized leader in parks, recreation, and tourism by empowering others while co-creating, sharing, and applying knowledge that improves the health and wellness of people, communities, and places.



# *Principles and Values*

## **INNOVATION**

We embrace forward-thinking and entrepreneurial ideas to create transformative student experiences, impactful research, and outreach efforts that connect people, nature, cultures, technology, and communities.

## **RESPECT & INTEGRITY**

We demonstrate respect and integrity in our interactions with students, team members, stakeholders, partners, communities, and the environment.

## **SERVICE**

We leverage our strengths through meaningful outreach and engagement across the state and beyond.

## **LEARNING**

We are committed to continuous, accessible and experiential learning, intellectual curiosity, and academic freedom.

## **COLLABORATION**

Through shared goals and mutual support, we achieve more together, becoming stronger and making greater contributions to our teaching, research, and service to SC and beyond.

## **BELONGING & ACCESS**

We foster connection, belonging, and accessibility in all we do, creating a welcoming space for everyone.

## **HEALTH & WELLNESS**

We support one another's pursuit of well-being in both personal and professional endeavors.



# Goals and Objectives

## Teaching

### **“CLASSROOM TO CAREER: SHAPING COMPETENT LEADERS”**

#### **GOAL**

PRTM will prepare career-ready professionals with the knowledge, experience, and empathy to be leaders in industry and society

#### **OBJECTIVES**

- Prioritize transformational opportunities for experiential learning through real-world experiences.
- Deliver rigorous, high-quality, and relevant classroom instruction.
- Facilitate opportunities to collaborate and build lasting relationships from departmental to the global level.
- Build experiences that allow students to develop and apply empathy, leadership, and citizenship.

## Research

### **“COLLABORATIVE RESEARCH: ADVANCING PRACTICE AND POLICY”**

#### **GOAL**

PRTM will build an innovative AAU-aligned research culture to address community and industry and to advance practice and policy in the state, nation, and the world.

#### **OBJECTIVES**

- Support faculty in developing and sustaining strategic partnerships with community, industry, and global stakeholders
- Create a robust research support infrastructure that provides faculty and graduate students with resources, funding, and professional development opportunities
- Increase external research funding and scholarly visibility through targeted grant submissions, high-impact publications, and dissemination of research findings
- Align faculty expertise with graduate student training to prepare the next generation of scholars and practitioners



## Service

### “SERVICE AND LEADERSHIP: TRANSFORMING COMMUNITIES AND INSTITUTIONS”

#### GOAL

PRTM will enhance institutional excellence and community impact by fulfilling our land-grant mission by promoting health, conservation, and sustainable development locally and globally.

#### OBJECTIVES

- Advance departmental, college, and university initiatives through faculty participation in shared governance, committees, and leadership roles.
- Cultivate impactful external service leadership roles within professional associations, scholarly venues, and community partnerships that enhance department visibility and advance the field.
- Create sustainable partnerships with underserved communities and organizations that leverage faculty expertise and student engagement to promote positive societal change.
- Foster a culture of balanced service engagement that strategically supports both institutional priorities and community needs.

This strategic plan was developed through a collaborative process involving PRTM faculty and staff, with deep appreciation for the substantial contributions from the PRTM Advisory Committee.

