

Recreation, Park & Non-Profit Administration

The Recreation, Park and Non-Profit Administration major prepares students to lead, manage, and create recreational, sports, and community programs that promote wellness, leisure, and social engagement. Students learn about program development, event planning, volunteer coordination, resource management, and community outreach within both recreational and non-profit sectors. Graduates are prepared for roles in parks and recreation departments, community sports organizations, non-profit agencies, youth programs, and other community-focused settings. This major equips students with the skills needed to plan, organize, and support programs that foster a healthy and active lifestyle.

Job Title Examples:

- Recreation Coordinator
- Event Planner
- Sports Program Coordinator
- Volunteer Coordinator
- Non-Profit Fundraising Assistant
- Youth Program Leader
- Facility Manager Assistant
- Community Outreach Specialist
- Park Ranger
- Program Development Assistant

Hard and Soft Skills Needed:

Hard Skills:

1. Program Development
2. Budgeting and Financial Management
3. Event Planning and Coordination
4. Fundraising and Grant Writing
5. Volunteer Management

Soft Skills:

1. Communication
2. Leadership
3. Time Management
4. Problem-Solving
5. Empathy

Further Education/Training Required and/or Suggested:

A BS in Recreation, Sport, and Non-Profit Administration prepares students for entry-level roles, but additional training or certifications can enhance career prospects:

To Enter the Field:

1. CPR/AED Certification:
 - Often required for recreation and sports management roles.
2. Internships or Volunteer Experience:
 - Crucial for gaining practical experience.

To Advance:

1. Certified Park and Recreation Professional (CPRP):
 - For leadership roles in parks and recreation.
2. Graduate Degree or Non-Profit Management Certification:
 - For senior roles in non-profit administration or program management.

Summary:

Experience and basic certifications are essential for entry, while advanced credentials can support career advancement.

Professional or Student Associations:

- Recreation Majors Club at WKU
- National Recreation and Park Association (NRPA)
- Nonprofit Leadership Alliance (NLA)
- Sport and Recreation Law Association (SRLA)