

## Academy of Leisure Sciences—NRPA/SPRE

### Future Scholars Program Endowment Fundraising Project

Revised July 9, 2009

#### **Overview**

The objective of this proposal is to establish collaboration between the Academy of Leisure Sciences (ALS) and the National Recreation and Park Association (NRPA) on behalf of the Society of Park and Recreation Educators (SPRE) that will raise funds for endowed support of the Future Scholars Program.

#### **Background**

The Academy of Leisure Science (ALS) under the leadership of Dr. Peter Witt established the Future Scholars Program in 1990 (the first class was awarded in 1991). The purpose of the Future Scholars Program was to encourage outstanding students to consider careers in higher education and to provide a means to assist them in making the decision about pursuing doctoral degrees. In 1991 the first five students were funded to attend the annual National Recreation and Park Association's annual conference. Selection of these finalists was by an ALS committee and funding came from yearly donations through ALS. Students were compensated for all out-of-pocket expenses to attend the Congress and received a complimentary registration from NRPA that included the Society of Park and Recreation Educator's Banquet.

In 1994 SPRE was invited to be a partner in the selection process. A rotating committee was established with three members – two from ALS and one from SPRE – with an ALS member serving as the Chair. Beginning in 1997 students received a \$1000 scholarship instead of out-of-pocket expenses. In 1998 Dan Dustin began to underwrite the program along with Sagamore and Venture Publishing companies and the Scholarship became known as the "Lucille and Derby Dustin Future Scholars Program." To date 75 students have participated in the Future Scholars Program. Excluding the 2008 awardees, 33 (46%) enrolled in doctoral programs.

#### **The Task**

An ad hoc Future Scholars committee from ALS (Jim Murphy, Deb Bialeschki, Diane Samdahl, Doug Kleiber, Linda Caldwell, Dan Dustin, Mark Havitz, and Karla Henderson) recommended that ALS reach out to SPRE with the intent of forming a partnership to explore developing permanent funding for the Future Scholars Program. The SPRE Board of Directors accepted the invitation to work with ALS at its 2009 mid-year meeting and designated President Lowell Caneday and board member Dana Kivel (a former Future Scholar honoree) to explore a partnership with ALS. ALS designated Jim Murphy, Diane Samdahl, Deb Bialeschki, Linda Caldwell and Dan Dustin to examine the potential of moving forward on the endowment. A conference call with ALS and SPRE sub-committee members along with NRPA staff members Amy Roussos and Jessica Lytle occurred on March 26, 2009 to discuss the feasibility of a joint ALS-NRPA/SPRE partnership and securing NRPA support and potential housing of the endowment fund. The outcome of the meeting was to move forward with a proposal to the leadership of NRPA.

## Proposal

1. Launch a three-year joint ALS/NRPA-SPRE campaign to develop an endowed Future Scholars (FS) Program fund beginning fall, 2009.
2. A joint ALS/NRPA-SPRE Future Scholars Program steering committee will be formed to initiate and monitor the campaign for the next three years.
3. The name for the scholarship program will be the "Academy of Leisure Sciences/NRPA-SPRE Future Scholars Program."
4. Establish an endowment fund account with NRPA. The type of fund is to be determined. Under NRPA's aegis there will be no fees assessed the FS endowment fund. Two types of funds are possible. "Permanently restricted" accounts protect the principal in the account while permitting the interest earned from the fund to be used toward annual scholarship awards. "Temporarily restricted" accounts protect the principal as being designated for the scholarship program, but permit allocation of a portion of that principal for annual scholarship awards. The recommendation is to establish a "permanently restricted" account for the Academy of Leisure Sciences/NRPA-SPRE Future Scholars Program.
5. Develop a joint ALS/NRPA-SPRE fundraising campaign for the Future Scholars Program to solicit contributions from ALS, SPRE, other NRPA members, existing corporate sponsors (Sagamore Publishing Company and Venture Publishing Company), as well as other potential contributors, including former Future Scholars. A brochure advertizing the Future Scholars Program should be developed that can be conveyed electronically to all the combined memberships of ALS, SPRE, past Future Scholar recipients, and possibly other NRPA branches. The ALS/NRPA-SPRE FS Program steering committee will be responsible for developing the brochure.
6. Establish a secure online procedure for making donations. Donations will be made out to the Academy of Leisure Sciences and designated for the ALS/SPRE Future Scholar Fund. Because of its non-profit status, donations made through ALS will be tax-deductible. Participation in fund-raising by NRPA-SPRE is dependent upon authority and approval by the Board of Trustees and the Executive Committee.
7. The promotion and selection of Future Scholars will continue to operate as a joint partnership between the Academy of Leisure Sciences and the Society of Park and Recreation Educators as specified in the manual of procedures for SPRE.