

Location, Location, Location

Centrally located in Ephraim Utah, the OLE program takes advantage of the close proximity to the amazing diversity of outdoor resources—from red rock deserts to high mountain peaks and everywhere in between.

Utah's unique outdoor business environments also provide the OLE program opportunities to study and participate with several assorted outdoor organizations—from local guides and outfitters to global outdoor equipment manufactures.



SNOW COLLEGE

OUTDOOR LEADERSHIP & ENTREPRENEURSHIP

Discover A Career in the Outdoors!



The Outdoor Leadership and Entrepreneurship Program at Snow College (or OLE as it is being referred to) is a new, dynamic, academic program that offers both a one-year certificate and Associates Degree. OLE classes offer unique learning environments that are characterized by hands-on learning in small classes where students have the opportunity for close interaction with fellow students, faculty, professionals, and the environments. Students will leave Snow College with a strong foundation and real-world experience in both outdoor leadership and entrepreneurship. An emphasis on entrepreneurship in an outdoor industry is just one of the many aspects that sets the OLE program apart from other programs in the state and region.



EXPERIENCE YOUR EDUCATION!



150 College Ave., Ephraim, Utah 84627

435.283.7551 • 435.851.1688 • Outdoor Leadership & Entrepreneurship

www.snow.edu/ole • email: ole@snow.edu

Become part of the great experience at snow.edu/ole

THE O.L.E. PROGRAM

EXPERIENCE

Experience is an integral part of the OLE Program—from the first semester “on campus” to the last, students will have many opportunities and experiences to learn and apply outdoor leadership and entrepreneurship first-hand.

IMMERSION EXPERIENCE

The foundation of the OLE program is an immersion experience where students take all their classes as a cohort. This allows students the ability to take some general education courses, while having the flexibility to spend a significant amount of time in the field. The immersion experience culminates with an extended three-week trip, followed by week-long placements at outdoor organizations.

PRACTICUM/INTERSHIP

The practicum/internship is the capstone of the OLE program, and it allows students to experience opportunities and to apply their knowledge and skills in real world situations based on their outdoor interests.

OTHER OPPORTUNITIES

Several other great experiences are available for students during their time at Snow College — everything from service learning projects with the Federal Government to studying literature outdoors.



Outdoor Leadership & Entrepreneurship Associates Degree Curriculum

Outdoor Leadership Component (21 Credits)

The OLE courses provide a strong foundation in Outdoor Leadership by utilizing curriculum from several nationally recognized organizations including the Wilderness Education Association, the Leave No Trace Center for Outdoor Ethics, and Stonehearth Open Learning Opportunities. Additionally, OLE courses were developed to provide students many diverse outdoor leadership experiences in a variety of outdoor environments pursuing an assortment of outdoor activities.

- Students have the opportunity to experience a number of outdoor activity skills courses such as backpacking, biking, boating, climbing, and skiing.
- Introduction to Outdoor Leadership gives students experiences to learn, develop, and lead in a number of outdoor settings.
- Outdoor Leadership Business and Careers allows students to explore and experience careers from both the participant/client and owner/manager perspectives.
- Wilderness First Responder is an outdoor industry “standard” where students will learn to prevent and treat common ailments in backcountry settings.
- Outdoor Skill presents students the opportunity to conduct an extended outdoor adventure – everything from the initial planning and budgeting to the permitting process and risk management to on-the-ground logistics and decision making during the trip.
- Outdoor Leadership Professional Development allows students to gain necessary training and certifications for the outdoor industry such as LNT Master Educator and Utah Guiding and Outfitting.
- Several other courses help students specialize in an outdoor area of outdoor leadership including challenge, climbing, winter, and water based outdoor leadership.

Outdoor Entrepreneurship Component (16 Credits)

The entrepreneurship courses taught in the business department take advantage of preexisting wealth of knowledge and skill to help students understand essential entrepreneurial concepts all while catering and customizing the curriculum to be relevant to outdoor related businesses.

- Courses familiarize students to aspects of entrepreneurship, economics, finance, marketing, and management.
- Students learn about advertising, marketing, strategic innovation, and business plans for outdoor and recreational businesses.
- Entrepreneurs will address successful business practices while avoiding pitfalls

General Education (27 Credits)

A broad range of “traditional” General Education courses make up the balance of the 64 credits required for the Associates degree, providing students with a well-balanced education.

Total = 63 Credits

