

# Andrea S. Canberg, Ph.D.

3787 St. Ellens Dr.  
Mount Pleasant, SC, 29466  
843-810-4080  
canberga@cofc.edu

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## Education

### **PhD.: Parks, Recreation, and Tourism Management-2003**

Clemson University-Clemson, South Carolina

Dissertation Topic: The Diffusion of Outdoor Adventure Leadership Degree Programs in Colleges and Universities

### **Masters in Education.: Outdoor/Experiential Education and Administration-1998**

Georgia College & State University- Milledgeville, Georgia

Advisor: Jim Wall

### **Bachelors of Arts.: Environmental Biology-1992**

University of Colorado-Boulder, Colorado

## Academic Work Experience

**College of Charleston-Charleston, SC:**

**2006-present**

**Instructor/Internship Coordinator**

Department of Hospitality & Tourism Management  
School of Business & Economics

### Instructor

- Taught HTM 362 Event Management courses
- Taught HTM 360 Event Practicum courses
- Taught 4 sections of HTM 488 Capstone class on Managing Personality Differences & Motivation
- Secured Event Sponsorship worth \$20,000 to support experiential learning in event practicum class during fall 2007
- Planning to teach another experiential learning class that will support the “Greening of the College of Charleston Campus” through a Fundraising Event that will be sponsored by local industry in spring 2008.
- Brought in multiple guest speakers from local industry
- Incorporated ropes course elements into Internship course forums to enhance experiential learning
- Used multiple teaching methods to foster learning
- Worked to create unconditional positive rapport with students in and outside of the classroom.
- Planned and facilitated internship forums designed to encourage reflection and transfer of learning from the internship experience

- Working on new course proposal: HTMT 363 Experiential Event Leadership & Design

### Internship Coordinator

- Develop and maintain the internship program for all Hospitality & Tourism Management (HTM) majors and minors in the School of Business and Economics
- 30+ academic advisees
- Coordinated 100+ Internships in 2007
- Expecting 65+ interns for spring semester 2008
- Conduct 30-40 meetings with industry internship supervisors and industry donors during the semester
- Conduct hundreds of communication exchanges with industry representatives
- Manage HTMT 444 class, including regular correspondence with interns, site supervisors, forums, etc.
- Provide individual career and job search counseling including assistance with resume writing, interview skills, mock interviews, career decision making, job search techniques and other career service topics
- Coordinate professional development events such as Michele Brand guest speaker event planner from the White House
- Planned and Implemented the Hospitality & Tourism Industry Career Fair
- Contact prospective intern hosts to develop more opportunities for our students.
- Coordinate all marketing efforts for internship program internally with faculty and externally with potential employers, internship hosts, and students.
- Foster ongoing relationships with current employers and develop relationships with new local, regional and national employers.
- Developed Internship Manual
- Have increased and am working to continually increase the number of national and international internship opportunities for students.

## **University Service**

- Faculty Advisor for more than 25 Hospitality & Tourism Majors
- Recycling & Campus Sustainability committee
- Faculty Welfare Committee
- Club of Hospitality and Tourism Management Faculty Advisor
- Serving on the Safety & Risk Management Accreditation committee for James Island County Park Outdoor Programs
- Corresponding with ATTA to work on Adventure Travel research committee
- Working on developing HMDP (Hospitality Management Development Program) with Wild Dunes and Kiawah Resorts
- Coordinated Alumni Forum with Club of Hospitality and Tourism Management (CHAT)
- Serving on the Charleston Food & Wine Festival Sponsorship Committee
- Co-host, Round-table student discussion about college outdoor education programs at ICORE- Nov. 2001.
- Member, Planning Committee for Clemson University Leisure Skills Program, 2001
- Clemson University Freshman Wilderness Orientation Leader/Volunteer, 2000.

- Guest Lecturer, Clemson University PRTM 101-Outdoor and Adventure Recreation Opportunities, 2000.
- Guest Lecturer, Clemson University LS 101-Introduction to Challenge Recreation, 1999.
- Assisted in the development of Policy and Procedures manual for Georgia College & State University Outdoor Programs, 1997-1998.
- Actively involved in the **AEE Accreditation** process for Georgia College & State University Outdoor Programs, 1997.

**Johnson & Wales University-Charleston, SC:**

**2003-2005**

**Assistant Professor**

Specialty Areas: Event Management, Quality Service Management, Travel & Tourism, Leadership & Group Dynamics

**Courses taught:**

- Event Management-2 courses
- Managing Quality Service in Hospitality-3 courses
- Destination Geography-2 courses
- Introduction to Travel/Tourism-1 course
- Travel Service Management-1 course
- Entertainment Management-1 course
- Destination Management-1 course
- Contemporary Issues in Travel & Tourism-1 course

**Advising** -12 Travel & Tourism majors

-30 Sports, Entertainment, & Event Management majors

**Internship Faculty Leader:**

- **Sports, Entertainment, & Event Management Internship Program**- responsible for working with students and local industry leaders to ensure a mutually beneficial and educational internship experience for both. Properties included the RiverDogs Stadium and The Family Circle Cup Tennis center.
- **Travel & Tourism Internship Program**-responsible for overseeing the internship experience of all travel/tourism majors who rotate through a work experience with a number of different types of Travel careers including a travel agency, a local tour company, a plantation, and a destination management company.
- **International Study Abroad Leader-Prague, Czech Republic**

**Clemson University: Clemson, SC**

**1999-2003**

**Leisure Skills Coordinator:** Coordinated all leisure skills classes. Responsibilities included: supervision and training of twenty instructors, scheduling of classes, course development, budget expenses approval, coordination of equipment and facilities with

campus recreation, and development and implementation of safety and risk management policies and procedures.

**Courses Taught:**

- PRTM 308 Group Dynamics and Leadership- 2 courses
- LS 181 Beginning Rock climbing- 2 courses
- LS 182 Backpacking/Camping- 3 courses
- LS 153 Basic Canoeing- 11 courses
- LS120 Sea Kayaking- 3 courses
- LS 155 Whitewater Kayaking- 3 courses

**Research Assistant:**

Analyzed data and presented report regarding leisure interests of youth at risk in the Fort Lauderdale area. Project conducted in cooperation with the Fort Lauderdale Parks and Recreation Department. Supervisor: Dr. Larry Allen, Clemson University.

Co-authored an NIH grant application for a research project regarding violence prevention through recreation-under review. Supervisor: Dr. Larry Allen, Clemson University.

Collected data regarding students' and faculty's sense of place attachment to campus places using photo surveys. Supervisor: Dr. Bill Hammit, Clemson University.

**Georgia College & State University :**

**1996-1998**

**Outdoor Academic Program Instructor**

**Courses Taught:**

- Backpacking
- Whitewater Canoeing
- Flat-water Canoeing
- Challenge I and II Ropes course classes
- Group dynamics and Team development
- Co-taught Water facilitation, Rock Climbing facilitation, and Ropes Course facilitation with faculty advisor Jim Wall.

**Campus Recreation:**

- **Outdoor Programs:** Planned, coordinated and led outdoor recreation trips for the student body: backpacking, canoeing, sea kayaking, rafting, rockclimbing, and caving. Lead Facilitator for both high and low ropes course elements. Assisted with the planning and organization of outdoor recreation calendar events such as instructional clinics, weekly events, and weekend trips. This included, but was not limited to; administrating activities; public relations; recruitment, training, scheduling, supervision, and evaluation of facilitators. Assisted in the development of safety and risk management policies and procedures. Actively involved in the AEE accreditation process for GC&SU Outdoor programs.

- **Intramurals:** Scheduled games, coordinated events and tournaments, assisted in management of facilities, supervised and referees and student supervisors.

## **Presentations**

**Canberg, A.** & Taylor, R. (2002, October). Basic and Advanced Sea Kayaking Skills Workshop. Educational Session presented at the International Conference on Outdoor Recreation and Education, Charleston, SC.

Cooper, N., **Canberg, A.**, Allen, L. (2001, March). The Relationship between Leisure Interests and High Risk Behaviors; Implications for Youth Recreation Programming. Poster Session presented at Clemson University Research Symposium, Clemson, SC.

**Canberg, A.** (2000, October). Incorporating Adventure recreation into traditional recreation programs. Educational Session presented at the National Recreation and Parks Association, Phoenix, Arizona.

Tait, C., & **Canberg, A.** (1998) Developing Processing/Debriefing Skills. Educational Session presented at Southeastern Association for Experiential Education Conference, Umitella, Florida.

## **Publications**

Canberg, A. S., & Daniels, M. J. (2004). The diffusion of outdoor adventure leadership degree programs in the United States. *World Leisure Journal*, 46(4), 22-34.

Canberg, A., Smith, W., Nadav, S. (2007-under review). Examining Corporate Sponsorship of Charitable Events in the Greater Charleston Area.

## **Outdoor Experiential Education**

### **Cornerstone Designs Inc.:**

*Ropes Course Facilitator Trainer & Corporate Team Building Leader* on contractual basis. 2000-2003

### **NEPAL Trekking Leader:**

Nepal/Thailand Planned, organized, and led 30-day trek with high school students. Trip included community service with local school in Nepal. Spring 1999

### **Charleston County Parks & Recreation:**

*Lead Ropes Course Facilitator:* This program worked with a variety of client groups including corporate groups, teachers, medical students, youth groups, summer camps, and more. Summer 1999

### **COSTA RICA Adventure guide:** Adventure's Cross-Country:

Two multi-element 22-day adventure trips including backpacking, whitewater rafting, and sea kayaking. Responsibilities included coordinating logistics and meeting budget-Summer 1998

**Wildwater Rafting Company:** *Whitewater rafting guide* in Georgia on the Chattooga river- Summer 1998

**Lowell Whiteman School:**

*Dorm Director* for boarding school in Steamboat Springs, Co.

*Activity Leader*-Led weekly activities which included rock climbing, skiing, kayaking, and hiking. 1998-1999

*Trip Leader*-Led weekend and week-long trips-backpacking, rockclimbing, and peak ascents. 1998-1999

**Wall's Outdoor Associates:**

*Ropes Course Trainer*-trained ropes course facilitators and worked on Corporate Team building programs on a contractual basis. 1997-2000

**Adventure Guild:**

*Backpacking guide*-led trips on contractual basis on the Appalachian Trail. 1996-1997

**Poulter Colorado Camps:**

*Wilderness Instructor* for youth adventure camp in Steamboat Springs, Colorado. My responsibilities included staff training, trip planning, and leading 28-day mountaineering trips with eight students aged

14-17. Areas of instruction included five days of team-building, rock-climbing, caving, and kayaking; and twenty-three days of mountaineering instruction including backpacking, map & compass skills, ice-ax work, wilderness low-impact camping, peak ascents, solo experience, and a five-day mountain crossing. The mountain crossing experience was led solely by the students who utilized their new skills to accomplish a sixty-five mile mountain crossing on the Continental Divide in Colorado. Summer 1996

**Buggywhips Rafting and Steamboat Rafting Companies:**

*Whitewater Rafting guide* on the Colorado river-Summer 1996

**Costa Rica Wildlife Conservation Project:**

*Field Biologist* working with an international team of volunteers to reintroduce endangered rainforest cats (Margays) to the jungles of Costa Rica: 1993-1994.

**Adventure's Wild Rafting:** *Rafting guide* on the Colorado, Arkansas, Eagle, Yampa, and Green Rivers-Summer 1993.

**Arctic Field Research: North West Territories of Canada**

Participated in a 5-week kayak trip and field study of Arctic Ecology in the Northwest Territories of Canada on the Coppermine river. This trip involved packing and carrying all food and gear for five weeks with no re-supply. Safety, judgment, planning, group

dynamics, wilderness living, and river safety skills were emphasized and practiced-  
Summer 1992.

### **Honors Geology Field Study of US National Parks-**

Participated in a Geology field course which involved ten weeks of camping, hiking, travel, and field work in many of the National Parks in the U.S. including: Yosemite, Yellowstone, Glacier, Zion, Crater Lake, Mt. Saint Helens, Mt. Rainier, Olympia, Dinosaur, Grand Canyon, Rocky Mountain, and more. Summer 1989

### **Colorado Outward Bound Mountaineering Program:**

Participated in a fourteen day mountaineering course in San Jaun mountains of Colorado. Summer 1988

### **Personal Adventure Leadership Experience: 1988 – Present**

Have planned and implemented canoe, kayak, rafting, backpacking, caving, and ski trips with co-workers, family and acquaintances in many different states and four countries.

## **Certifications and Training**

- WFR Re-certification-2000
- American Red Cross CPR Instructor certification-1998
- American Red Cross Water Safety Instructor-1998
- American Red Cross First Aid Instructor-1998
- American Red Cross Lifeguard and Lifeguard Instructor Certification-1998
- Vertical Ropes Training by Bruce Smith-1998
- WFR-Wilderness First Responder-1997
- ACA Whitewater Kayak Training-1997
- Swiftwater Rescue Training-1997
- ACA Flatwater Canoe Training-1997
- ACA Sea Kayak Training-1997
- Ropes Technician Training by Bruce Smith-1996
- Ropes Course Facilitator Training by Jim Wall-1996

## **Professional Memberships**

National Parks & Recreation Association (NRPA)  
Association of Experiential Education (AEE)  
Association of Outdoor Recreation and Education (AORE)  
Adventure Travel & Tourism Association  
Association for Challenge Course Technology (ACCT)

## **Contributing Memberships**

National Parks Conservation Association  
American Whitewater Association  
The Nature Conservancy  
The World Wildlife Fund

## References

Steve Litvin, Ph.D./ Professor  
Department of Hospitality & Tourism Management  
School of Business & Economics  
College of Charleston  
Charleston, SC 29424  
P: 843-953-7317  
F: 843-953-5697  
[litvins@cofc.edu](mailto:litvins@cofc.edu)

Maggie Daniels, Ph.D./ Assistant Professor  
Tourism and Events Management  
School of Recreation, Health and Tourism  
George Mason University  
10900 University Blvd., MS 4E5  
Bull Run Hall, Room 202  
Manassas, VA 20110-2203  
P: 703-993-4279  
F: 703-993-2025  
[mdaniels@gmu.edu](mailto:mdaniels@gmu.edu)

Jim Wall, President  
Cornerstone Designs Inc.  
Georgia College & State University Faculty Advisor  
P.O. Box 69  
Pineola, NC 28662  
800-706-0064  
P: 478-454-8333  
[info@cornerstonedesignsinc.com](mailto:info@cornerstonedesignsinc.com)

Jennifer Kafsky, Ph.D.  
Brevard College  
Associate Professor of Wilderness Leadership and Experiential Education;  
Coordinator of Wilderness Leadership and Experiential Education Major  
Phone: 828.883.9356  
[kafskyjl@brevard.edu](mailto:kafskyjl@brevard.edu)  
Ph.D., Clemson University

