

# BECCA NILES

---

7930 W. Chickasaw Street, Phoenix, AZ 85043 | 916-402-4817 | beccaniles@gmail.com

## Recreation and Education Professional

---

### Education

- 2018 – Present **PhD, Community Resources and Development**  
*Arizona State University*
- 2006 – 2009 **MS, Recreation Administration**  
*CSU, Sacramento*  
Master's Thesis: Niles, B. (2009). *More Than You Can Carry in Your Luggage: An Exploratory Study of The Peace Corps Experience.*
- 1995 – 2000 **BS, Graphic Design**  
*CSU, Sacramento*

---

### Publications

#### Agency Reports

- Erickson, E. & Niles, B. (2018). *Perspectives on Dogs at Santa Cruz County Beaches: A Study of Beach Use and Community Residents' Perspectives on the Presence of Dogs at County Beaches.*  
This report is the result of a study examining resident and beach users' perspectives of dogs at beaches in Santa Cruz County via observations, online surveys and in-person surveys.
- Rolloff D., Erickson, E., Kivel D., Pinch, K., & Niles, B. (2009). *2007-2009 California State Park Visitor Survey.*  
This report is the result of a study examining the behavior of state park visitors in 25 California State Parks.

---

### Professional Presentations

- Martinez, K. & Niles, B. (Spring 2009). *Providing Meaningful Recreation Programs for At-Risk Populations.*  
Presented at California Parks and Recreation Society (CPRS) Annual Conference, Sacramento, CA.

---

### Teaching Experience

- 2018 - Present **Graduate Student Assistant**  
*Arizona State University - School of Community Resources and Development*  
**Instructor on Record for the following:**  
*CRD 401: Managing Leisure Enterprises* - Spring 2020 and Fall 2020
- Teaching Assistant on Record for the following:**  
*PRM 120: Leisure and Quality of Life* - Fall 2018 and Spring 2019  
*PRM 210: Leisure Delivery Systems* - Fall 2018  
*CRD 555: Theoretical Perspectives in Community Development* – Fall 2019
- 2013 - 2018 **Part-Time Lecturer**  
*CSU, Sacramento - Dept. of Recreation, Parks and Tourism Administration*  
**Instructor on Record for the following:**  
*RPTA 100: Recreation and Leisure Lifestyle Development* - Fall 2013 and Spring 2018

*RPTA 160: Legal and Budget Topics in Recreation (Co-taught) - Fall 2014 - Spring 2017*

*RPTA 136: Event and Program Planning- Fall 2016*

*RPTA 96b: Budget for Recreation- Fall 2017 and Spring 2018*

*RPTA 30: Recreation, Parks and Tourism in Contemporary Society- Spring 2018*

*RPTA 32: Leadership Group Development- Spring 2018*

2008 - 2020

**Guest Lecturer**

**Fall 2020:** *How to Prepare for a Career within a Leisure System* for PRM 120: Leisure and Quality of Life; ASU-School of Community Resources and Development

**Fall 2019:** *Topic Building; Mechanics of Writing* for CRD 555: Theoretical Perspectives in Community Development; ASU-School of Community Resources and Development

**Spring 2019:** *Team Development and Team Building Activities* for NLM 540: Strategic Human Resource Management; ASU-School of Community Resources and Development

**Falls 2015-2018:** *Using Social Media* for RPTA 136: Event and Program Planning; CSU, Sacramento – Dept of Recreation, Parks and Tourism Administration

**Spring 2008:** *The Generations and Leisure: Looking at the "Greatest Generation" through "Millennials"*; CSU, Sacramento – Dept of Recreation, Parks and Tourism Administration

2008

**Instructional Aide**

*CSU, Sacramento*

Served as Instructional Aide for writing tutorial workshop for students who took this alternative course in conjunction with the Writing Intensive GE course to fulfill their Writing Proficiency requirement. Conducted lectures about basics of formal college level writing, brainstorming, essay structure, research strategies, and proper citation.

---

## Research Experience

---

2019 - 2020

**Graduate Student Assistant**

*Arizona State University - School of Community Resources and Development*

Review print and online resources to gather information. Proofread and edit research documents. Assist with conducting data analyses, preparation of documents to portray results and proofreading. Assist with creating presentation slides and posters to present findings to colleagues at meetings/conferences.

**Dr. Laurie Mook & Dr. Elizabeth Castillo:**

Project: *Measuring University Impact*

2019

**Research Assistant**

*Arizona State University - School of Community Resources and Development*

Review print and online resources to gather information and draft literature review. Proofread and edit research documents.

**Dr. Megha Budruk**

Projects: *Chinese Attitudes Towards African Safaris; Mt. Kenya Hiking Experiences; Urban Parks and Trails in Kenya & India; Understanding Factors that Influence Visitation to Chinese and Kenyan National Parks.*

2007 - 2009

**Graduate Field Research Coordinator**

*CSU, Sacramento - Dept. of Recreation, Parks and Tourism Administration*

Co-led research project for California State Parks in partnership with California State University-Sacramento. Assisted faculty members overseeing research project and with field staff orientation/training. Management of field staff time and expense reports. Coordinated with field personnel. Tracked survey progress and created reports from raw survey data via SPSS. Managed compliance to research guidelines through development and organization of research materials and filing systems and evaluation of individual researchers.

---

**Professional Experience**

---

2012 - 2018

**Community Relations Coordinator**

*Cordova Recreation and Park District*

Served as primary Marketing and Communications staff member on the management team, charged with forming the Marketing and Communications department. Developed standards and guides for marketing, communications, and branding as well as policies and procedures. In addition to Marketing and Communications, I also served as the Staff Liaison and Project Manager for our contracted IT services.

- Development of standards, guides, procedures, and marketing plans
- Social Media and Digital Content Manager - schedule and content coordination and administration of district website
- Graphic Designer - print, online and branding collateral
- Media/Public Relations - press releases, email newsletter
- Project Manager - IT related projects/services and website redevelopment
- Development and administration of annual budgets and contracts
- Assisted with planning and coordination of community events

2011 - 2012

**Marketing & Events Assistant**

*Clarksburg Wine Company*

Assisted Wine Sales Manager with special events including weddings, bridal showers, concerts, Wine Club Member lunches/dinners, and rentals in addition to creation of marketing materials including social media posts, flyers, posters, advertisements, and promotional/swag items.

- Assisted with special events and development and distribution of event marketing collateral
- Coordination of quarterly wine club appreciation events
- Weekly inventory management and reconciliation and cashier opening/closing duties

2009 - 2011

**English Education Volunteer**

*United States Peace Corps*

Developed curriculum and adapted teaching methods for English as a Second Language in the Republic of Moldova in Eastern Europe in partnership with Moldovan English language teachers. Participated in PCV Peer Support Network as mentor to current and incoming volunteers and assisted with planning socialization and holiday events for volunteers.

- Independently and cooperatively taught English as a Foreign Language for grades 5-12 with Moldovan teachers (implementation of lesson plans and supplementary resources and facilitation of lessons)
- Created and introduced new teaching practices, activities, and lesson plans

- Assisted with development of and facilitated program specific training for incoming groups of Peace Corps Trainees (PCT) - Summer 2010 and 2011
- Event and Training Coordinator with PCV led group *Peer Support Network* for quarterly special events to aid with volunteer morale

2007 - 2009

**Graduate Field Research Coordinator**

*CSU, Sacramento - Dept. of Recreation, Parks and Tourism Administration*

\*See detailed listing under Research Experience

2002 - 2007

**Education and Program Manager**

*Fairytale Town, Inc.*

Served as the manager overseeing all recreation programs including special events, annual fundraisers, agricultural workshops for grade school age children, days camps and park volunteers both within the park and at offsite promotional events in the community.

- Created and managed monthly special events serving 200 to 20,000 guests as well as planning two annual fundraisers with the Board of Directors
- Developed and implemented educational programming (workshops and day camps)
- Coordinated visiting school and group field trips
- Maintained annual and program budgets for events, programs, and marketing
- Hired and trained all program support staff
- Recruited, trained, and scheduled volunteers and docents for various events and projects
- Graphic design of printed marketing collateral and website maintenance

---

## Professional Associations

---

2019-Present

National Recreation and Parks Association (NRPA)

2019-Present

Arizona Parks and Recreation Association (APRA/AzPRA)

2018-Present

National Association for the Advancement of Fat Acceptance (NAAFA)

2012-2018

California Parks and Recreation Society (CPRS)

---

## Service

---

2020-2021

**Vice-President**

*SCRD Graduate Club*

Serve as Vice-President in the School of Community Resources and Development.

2019-Present

**Peer Mentor**

*SCRD – Graduate Club Mentor Program*

Serve as peer mentor for first year graduate students in the School of Community Resources and Development.

2010-2011

**Peer Support Mentor**

*Peace Corps Moldova – Peer Support Network*

Served as mentor to current and incoming volunteers; assisted with planning socialization and holiday events for in-country Peace Corps volunteers; assisted with coordination of the Close of Service schedule, travel plans and conference for the Moldova 23 and 24 groups.

2008

**Program Volunteer**

*Washington Neighborhood Community Center*

Developed youth programs/workshops in nutrition, sports and recreation for after-school center in downtown Sacramento; assisted with homework help.

2002

**Education and Program Volunteer**

*Fairytale Town*

Led educational workshops for visiting schools; assisted with care and maintenance of animals in park; developed and led event activities, games, and crafts at special events.