RECREATIONAL SPORTS AND WELLNESS
STRATEGIC PLAN 2018-2021
WE DEVELOPED OUR VALUES.
WE FORMED GUIDING PRINCIPLES.
WE SET INITIATIVES.
WE CREATED GOALS.

OUR MISSION IS CLEAR:

WE MAKE A POSITIVE IMPACT.
Our values:

Collaboration
Diversity & Inclusion
Education
Healthy Lifestyles
Innovation
Student Oriented

Collaboration

We are creative with facilities and resources and we seek ways to work collaboratively with other departments, as well as partnering with the community, to offer comprehensive programs and education.

Diversity & Inclusion

We ensure an open and inclusive environment that benefits from and welcomes people of diverse backgrounds, encourages the exchange of ideas from diverse perspectives, and promotes social and professional interaction among people from a broad range of backgrounds.
We value education for its contributions to civic, community, and University life, and for its role in advancing lifelong skills.

We provide intentional opportunities for personal empowerment and we strive to remain relevant in a dynamic field.

We provide opportunities to get healthy and stay physically healthy.

We always keep the students as a priority, and all that we do will be with this taken into consideration.
**DIRECTOR**

---

**GUIDING PRINCIPLE**

Provide direction for Recreational Sports and Wellness, motivating professional staff to dream big, follow through, and strive to make an impact on campus. Continue to remember the lollipop and make a difference.

**INITIATIVE 1**

**EXPECTED COMPLETION DATE: SPRING 2019**

Provide a vision developing a culture of leadership to inspire professional staff, student staff, and participants.

**INITIATIVE 2**

**EXPECTED COMPLETION DATE: FALL 2019**

Be a department that is organized and has sound financial principles.

**INITIATIVE 3**

**EXPECTED COMPLETION DATE: SPRING 2020**

Establish individual networks within recreational sports and wellness and collaborate with other departments on campus to form relationships that will benefit the staff, students, and departments.

**INITIATIVE 4**

**EXPECTED COMPLETION DATE: FALL 2020**

Provide hands on educational opportunities by empowering the professional staff and students to make an impact on campus.
GUIDING PRINCIPLE
Provide accountability and direction for all budgets.

INITIATIVE 1
EXPECTED COMPLETION DATE: FALL 2018
To create and implement a budget system for all areas to adhere to the policy and guidelines of the department.

INITIATIVE 2
EXPECTED COMPLETION DATE: SPRING 2020
Establish a culture of saving which will allow for a healthy reserve.

INITIATIVE 3
EXPECTED COMPLETION DATE: FALL 2019
Increase the knowledge and expertise of the department, which will educate the professional and student staff on budgets and operations.

GUIDING PRINCIPLE
Provide opportunities for students to develop hands-on skills within the business side of the department, and to enhance the office systems.

INITIATIVE 1
EXPECTED COMPLETION DATE: SPRING 2019
Allow students to learn the business side of the department by involving them in the daily operations.

INITIATIVE 2
EXPECTED COMPLETION DATE: FALL 2019
Work with the IT department to enhance the operational systems of the office.
Provide an innovative and safe facility and learning environment for our students and members.

INITIATIVE 1
Create a dynamic, hands-on learning experience for all student staff and interns to get them Real-World-Ready.

INITIATIVE 2
Collaborate with staff within the department to make registration for all programs and services online.

INITIATIVE 3
Create a safety plan that encompasses equipment maintenance, emergency action, and risk management best practices.

INITIATIVE 4
Be an advocate and resource for student organizations, collaborating with them on events and offering our facility for meetings and special events.

Turn Recreational Sports and Wellness into a widely recognized and positive brand on and off campus.

INITIATIVE 1
Create a unified look and brand for the department.

INITIATIVE 2
Develop marketing initiatives for community members to increase our memberships.

INITIATIVE 3
Develop a marketing plan highlighting our facility rentals for off-campus groups.
OFFER THE STUDENT AND COMMUNITY MEMBERS EFFECTIVE WAYS TO EXERCISE AND TO STAY WELL. THIS PROGRAM WILL INCREASE STUDENT RETENTION BY OFFERING INNOVATIVE FITNESS EQUIPMENT AND DYNAMIC FITNESS CLASSES TO KEEP THEIR INTEREST AND INCREASE PARTICIPATION.

INITIATIVE 1
EXPECTED COMPLETION DATE: FALL 2018
Establish a sought out personal training program.

INITIATIVE 2
EXPECTED COMPLETION DATE: SPRING 2019
Create a dynamic group exercise schedule that utilizes at least three areas of the facility and has four different modalities of training.

INITIATIVE 3
EXPECTED COMPLETION DATE: FALL 2019
Establish a Wellness program, in collaboration with the Kinesiology department, that teaches students about wellness initiatives and offers wellness programs to the student body and Southeastern community.

INITIATIVE 4
EXPECTED COMPLETION DATE: SPRING 2020
Create a personal training and group exercise practicum program that mentors future fitness professionals, ensuring employment and retention of trainers and instructors.

GUIDING PRINCIPLE
Provide a multitude of diverse programs and activities that will make an impact on the majority of students, which will result in higher satisfaction rates with the University and enhance the university’s efforts to increase retention.

INITIATIVE 1
EXPECTED COMPLETION DATE: FALL 2018
Collaborate with other departments to enhance the programs and services offered.

INITIATIVE 2
EXPECTED COMPLETION DATE: SPRING 2019
Enhance the Greek Cup system and develop a Housing Cup system.

INITIATIVE 3
EXPECTED COMPLETION DATE: SPRING 2020
Establish an extramural program that will allow students to experience higher competition levels.

INITIATIVE 4
EXPECTED COMPLETION DATE: SPRING 2020
Establish an Officials program that will provide life-long skills to students.

INITIATIVE 5
EXPECTED COMPLETION DATE: SPRING 2020
Establish a Sport Club program that will enhance each student’s college experience.
YOUTH PROGRAMS

GUIDING PRINCIPLE
Offer an outstanding youth program to the community by developing exciting and dynamic opportunities to challenge participants, implement new communication techniques, and to teach lifelong learning skills to the counselors.

INITIATIVE 1
EXPECTED COMPLETION DATE: SUMMER 2019
Develop skilled and confident counselors.

INITIATIVE 2
EXPECTED COMPLETION DATE: SUMMER 2020
Increase the communication from us to the guardians of the participants, which will make it easier for payments, receiving information, and creating a family atmosphere.

INITIATIVE 3
EXPECTED COMPLETION DATE: SUMMER 2020
Increase the number of field hours utilized within the Rec Kids program.

INITIATIVE 4
EXPECTED COMPLETION DATE: SUMMER 2021
Become an accredited Summer Camp program through the American Camp Association.

INITIATIVE 5
EXPECTED COMPLETION DATE: SUMMER 2021
Incorporate a variety of unique and challenging activities and opportunities for our diverse gathering of children.

INITIATIVE 6
EXPECTED COMPLETION DATE: SUMMER 2021
Increase the participation within Youth Programs.

Recreational Sports and Wellness holds an institutional membership, and the professional staff is involved with the National Intramural Recreational Sports Association. NIRSA is a leader in higher education and the advocate for the advancement of recreation, sport, and wellbeing.