



**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.



EDUCATION

We value education for its contributions to civic, community, and University life, and for its role in advancing lifelong skills.



INNOVATION

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



HEALTHY LIFESTYLES

We provide opportunities to get healthy and stay physically healthy.



STUDENT ORIENTED

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

WHY?

- ✓ MISSION STATEMENT
 - ✓ DEPARTMENTAL VALUES
- ## GUIDING PRINCIPLES

HOW?

INITIATIVES



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.

ADMINISTRATION

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.

ADMINISTRATION

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.

OPERATIONS & FACILITIES

GUIDING PRINCIPLE

Provide an innovative and safe facility and learning environment for our students and members.

INITIATIVE 1 ————— **EXPECTED COMPLETION DATE: SPRING 2019**

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

INITIATIVE 2 ————— **EXPECTED COMPLETION DATE: FALL 2019**

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

INITIATIVE 3 ————— **EXPECTED COMPLETION DATE: SPRING 2020**

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

INITIATIVE 4 ————— **EXPECTED COMPLETION DATE: SPRING 2020**

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

OPERATIONS & FACILITIES

GUIDING PRINCIPLE

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

INITIATIVE 1 ————— **EXPECTED COMPLETION DATE: FALL 2018**

Create a unified look and brand for the department.

INITIATIVE 2 ————— **EXPECTED COMPLETION DATE: SPRING 2019**

Develop marketing initiatives for community members to increase our memberships.

INITIATIVE 3 ————— **EXPECTED COMPLETION DATE: FALL 2019**

Develop a marketing plan highlighting our facility rentals for off-campus groups.

FITNESS & WELLNESS

GUIDING PRINCIPLE

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.

COMPETITIVE SPORTS

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 belongs to the Division for Student Affairs, which supports the University's mission. We serve as important resources for the recruitment of quality students, aid student retention by actively overseeing important services and co-curricular and extra-curricular programs, contribute to a sense of identity and loyalty for the institution, and create an environment that is safe, friendly, supportive, and caring. At the core of our success is a committed staff that believes in students. They want you to succeed in school, graduate, and find a job. Students who get involved in at least one out-of-class activity are more likely to be successful at Southeastern. Connect with any of the areas within Student Affairs so that you are involved, informed, and invested in your future.

**DIVISION FOR
STUDENT AFFAIRS**



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.

