



CAMPUS RECREATION STRATEGIC PLAN

*Colorado State University
Division of Student Affairs*

This plan shall serve as a dynamic, living, action-oriented, visionary roadmap for decisions that is both driven and supported by the Campus Recreation Mission, Vision, and Values. This plan is divided into three primary projects that encapsulate all relevant issues and actionable goals.



Campus Recreation Mission, Vision, & Values

MISSION:

Campus Recreation actively promotes the pursuit of a balanced, healthy lifestyle to a diverse university community.

VISION:

- By providing diverse programs, quality venues, experiential learning, co-curricular opportunities, and exceptional service
- Through the encouragement of self and social responsibility that fosters positive contributors to the university and global community
- Through demonstrations of respect for talents, abilities, cultures, and shared ideas
- By providing a healthy, progressive, and safe environment that nurtures positive behaviors

VALUES:

- Our integrity lies in trusting each other to maintain high standards in all we do.
- Our community is united through a common vision and shared experiences while respecting and supporting one another.
- We develop individuals through education and teachable moments

Project 1: Programs & Services

The Challenges

- Student population target increase to 35,000 by 2020
- Target-marketing to the student population outside of the Student Recreation Center
- Lory Student Center West relocation to Student Recreation Center MAC gym into Fall 2014

Recent Successes

- Completion of Campus Recreation GLBT audit
- Affiliate membership expansion
- Addition of a Communications Manager to facilitate development of a comprehensive marketing plan
- Addition of an Aquatics Coordinator to allow for continued development of the Aquatics Program
- Expansion of summer term Intramural Sports Program
- Implementation of DocuSign electronic signature-based forms in the Sport Clubs Program

Next Steps

- Implement online program, membership, and service registration by January 2015
- Implement online work order system by June 2015
- Examine feasibility of portable tablet devices for Facilities, Maintenance, Athletic Training/Injury Care, and Intramural Sports operations, and for assessment; report out by July 2015
- Continue expansion of electronic, web-based forms usage by May 2016
- Web page redesign contracted out for release in August 2014
- Mobile web application implemented for certain areas and services by July 2015
- Develop a comprehensive marketing plan by July 2015
- Implement GLBT audit recommendations by July 2015
- Evaluate outdoor equipment rental program by July 2015
- Centralized assessment plan developed by July 2015
- Assess need for international student-specific programming
- Assess need and feasibility of diversified Intramural Sports programming
- Using CSU RDS as primary resource, assess adaptive programming feasibility and opportunities across all relevant program and service areas by June 2016
- Implement online locker sales by Aug. 2015
- Assess Department development opportunities, feasibility to include fundraising, naming, sponsorships, etc.

Project 2: Student & Professional Staff Development

The Challenges

- Creating effective development opportunities for a student staff of more than 200 student employees, annually, with a pragmatic timeline
- Enabling student employees to engage in a meaningful volunteer service component
- Resource planning for supplemental funding related to external professional staff development opportunities

Recent Successes

- ✓ Positively-trending Quality of Work Life assessment data
- ✓ Implementation of Department Manager Training for advanced leadership and skill development
- ✓ Creation of Student Staff Development, Student Employment, and Service Committees
- ✓ Development of and participation in the Student Leadership Series program
- ✓ High utilization of Student Development and David Karspeck Funds for student employee professional development opportunities
- ✓ Increased student staff involvement in national and regional conferences, state workshops, and extramural events
- ✓ Increased involvement in community service projects by student employees and Sport Club student-athletes
- ✓ Supplemental funding of professional staff development opportunities

Next Steps

- Incorporate University JobX student employment posting/application system by December 2014
- Restructure student staffing model in auxiliary facilities by June 2015
- Create and evolve effective methods of communication about and implementation of development opportunities to all student staff areas by May 2015
- Develop student employee learning outcomes for programs, service areas, and specific departmental events
- Assess need for and feasibility of advanced training curriculum for veteran student employees by Dec. 2016
- Conduct professional staff position classification analysis by December 2014
- Perform professional staff position description analysis, revision by September 2014
- Implementation of required professional staff supervision skill training
- Standardization of State Classified work and leave reporting/requesting processes by May 2015

Project 3: Facilities

The Challenges

- Potential impact of an on-campus football stadium.
- Continuing a productive facilities collaboration with Athletics that provides field space for Sport Clubs and Intramural Sports.
- High facility use by Conference & Event Services affiliate groups.

Recent Successes

- ☑ Student Recreation Center renovation and expansion of \$32 million
- ☑ Student Recreation Center aquatic center renovation of \$3.4 million
- ☑ Installation of lights on outdoor northern sand volleyball courts
- ☑ Featured site on 2013 National Intramural-Recreational Sports Association Facilities Institute facilities tour
- ☑ Awarded bid to host 2015 National Intramural-Recreational Sports Association Regional Conference

Next Steps

- ☐ Create mutually-beneficial, consistent procedures and processes to deliver services to Conference & Event Services and their affiliates, to be in place by December 2014
- ☐ Completion of 525 kW solar panel installation on Student Recreation Center roof by July 2015
- ☐ Assess feasibility and need for installation of and programming options for ropes course element additions inside and/or outside the Student Recreation Center
- ☐ Creation and implementation of conference planning committee for 2015 NIRSA Regional Conference by July 2014
- ☐ Assess need and plan for creation of additional weight room space
- ☐ Plan for and implement space reorganization/allocation to accommodate international student-targeted programming
- ☐ Create a plan for the transition of the smoothie/snack bar area of the lobby into a viable, functional space
- ☐ Student Recreation Center East Lawn development plan created