

CAMPUS RECREATION STRATEGIC PLAN 2015-17

COLORADO STATE UNIVERSITY
DIVISION OF STUDENT AFFAIRS

We have a Strategic Plan! It's called "doing things."
(Cue the shapes, tables, and flowcharts!)

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, as well as the Division of Student Affairs 2040 Guiding Vision. This plan is divided into three primary projects that encapsulate all relevant issues and actionable goals.



Campus Recreation Mission, Vision, & Values

Mission	Vision	Values
<p>Campus Recreation actively promotes the pursuit of a balanced, healthy lifestyle to a diverse university community.</p>	<p>By providing diverse programs, quality venues, experiential learning, co-curricular opportunities, and exceptional service</p> <p>Through the encouragement of self and social responsibility that fosters positive contributors to the university and global community</p> <p>Through demonstrations of respect for talents, abilities, cultures, and shared ideas</p> <p>By providing a healthy, progressive, and safe environment that nurtures positive behaviors</p>	<p>Our integrity lies in trusting each other to maintain high standards in all we do.</p> <p>Our community is united through a common vision and shared experiences while respecting and supporting one another.</p> <p>We develop individuals through education and teachable moments</p>

Division of Student Affairs 2025 Guiding Vision

DSA GUIDING VISION AREAS:

- *RESEARCH AND DISCOVERY*
- *LEARNING*
- *STUDENT DEVELOPMENT*

BROAD VALUES:

- *THE WHOLE STUDENT, THEIR DEVELOPMENT, AND THEIR SUCCESS*
- *AN ENVIRONMENT THAT SUPPORTS PROFESSIONAL AND STUDENT STAFF AND THEIR EXPERIENCES*
- *PRIDE AND COMMITMENT TO THE CSU EXPERIENCE*
- *AN INCLUSIVE, SOCIALLY JUST, AND AFFIRMING COMMUNITY FOR STUDENTS AND STAFF*

CHALLENGES

- Student population target increase to 35,000
- 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 in Spring 2015
- Rebranding and implantation of Team Building program and services through Outdoor Program by April 2015
- Online program, membership, and service registration system implementation
- Web site redesign
- Inclusion policy and web page created
- Online work order system implementation
- 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 GLBT audit recommendations by July 2015
- Evaluate outdoor equipment rental program by July 2015
- Centralized assessment plan developed by July 2015
- Mobile web application implemented for certain areas and services by August 2015
- Examine feasibility of portable tablet devices for Facilities, Maintenance, Athletic Training/Injury Care, and Intramural Sports operations, and assessment; report out by August 2015
- Develop a comprehensive marketing plan by April 2016
- Continue expansion of electronic, web-based forms usage by May 2016
- 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. 2016
- Assess need for international student-specific programming
- Assess need and feasibility of diversified Intramural Sports programming
- Assess Department development opportunities, feasibility to include fundraising, naming, sponsorships, etc.

CHALLENGES

- Creating and communicating 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

- Professional staff participation in FERPA and VAWA educational webinars in 2014-15
- Creation of Inclusivity Committee in July 2015
- Implementation of required, annual professional staff supervision skills training/development
- University JobX student employment posting/application system integration in Fall 2014
- Restructure student staffing model in auxiliary facilities in September 2014
- Positively-trending Quality of Work Life assessment data
- Implementation of Department Manager Training for advanced leadership and skill development in 2014-15
- Creation of Student Staff Development, Student Employment, 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

- Conduct professional staff position classification analysis by December 2015
- Standardization of State Classified work and leave reporting/requesting processes by January 2016
- Assess need for and feasibility of advanced training curriculum for veteran student employees by June 2016
- Perform professional staff position description analysis, revisions by Aug. 2016
- Develop student employee learning outcomes for programs, service areas, and specific departmental events

CHALLENGES

- Planning and mitigation for impact of the 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
- Completion of 525 kW solar panel installation on Student Recreation Center roof
- Installation of lights on outdoor northern sand volleyball courts
- Creation of mutually-beneficial, consistent procedures and processes to deliver services to Conference & Event Services and their affiliates
- 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; implementation of related conference planning committee

NEXT STEPS

- Conversion of former smoothie bar lobby area to lounge/studying/charging area by September 2015
- Assess need and plan for creation of additional weight room space
- Assess feasibility and need for installation of and programming options for ropes course element additions inside and/or outside the Student Recreation Center
- Plan for and implement space reorganization/allocation to accommodate international student-targeted programming
- Student Recreation Center East Lawn development plan created