

CAMPUS RECREATION STRATEGIC PLAN 2016-18

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 Strategic Goals. 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>INTEGRITY COMMUNITY DEVELOPMENT</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>

Alignment with and Contribution to the Division of Student Affairs 2014-17 Strategic Goals

There are 10 DSA Strategic Goals.

The following are those which Campus Recreation has identified as contributable.

DSA Goal #9 - Financial Resources

Strategy: Broaden the 2010-2013 fundraising strategy to fiscally support student leadership and skill development via workshops, seminars, conferences, certification, trainings, etc. by endowing a fund with the CSU Foundation. Assessment Metric: \$15,000 over a 3 year period

Leadership: Campus Recreation

Timeline: Fall 2015-Fall 2018

DSA Goal #3 - Student Learning Success

Strategy: Create a consistent practicum and internship experience across all areas in Campus Recreation.

Assessment Metric: Curriculum developed and annually reviewed/revised by Campus Recreation's Student Employment Committee

Leadership: Campus Recreation Student Employment Committee in partnership with Health and Exercise Science Department and Student Athlete Support Services

Timeline: Developed Summer 2016 and revised Spring 2017

DSA Goal #6 - Public Interaction / Strategic Partnerships

Strategy: Develop and implement Campus Recreation Marketing Plan

Assessment Metric: Increase utilization/participation in events, programs, and services by CSU students, faculty, staff, and dependents

Leadership: Campus Recreation

Timeline: Summer 2016-Spring 2019

DSA Goal #8 - Inclusive Excellence - Diversity, Equity, and Climate

Strategy: Include a component related to diversity and inclusivity in semi-annual student employment development training

Assessment Metric: Student Learning Outcomes written for each all-staff training; assessment conducted post training

Leadership: Campus Recreation

Timeline: Beginning Fall 2016

DSA Goal #10 - Physical Resources

Strategy: Intramural field enhancements, including evaluation of artificial turf options

Assessment Metric: Plan completed with campus partners including viability and identifying funding sources by end of Spring 2018

Leadership: Campus Recreation / Facilities Management

Timeline: Beginning Spring 2016

DSA Goal #10 - Physical Resources

Strategy: Redesign the retail space in the Student Recreation Center lobby to enhance general membership use

Assessment Metric: Construction completed by end of Spring 2016

Leadership: Campus Recreation / Facilities Management

Timeline: Plan beginning Spring 2015

DSA Goal #10 - Physical Resources

Strategy: Identify Student Recreation Center weight room expansion

Assessment Metric: Design completed, including viability of spaces and identifying funding sources by end of Spring 2016

Leadership: Campus Recreation / Facilities Management

Timeline: Plan beginning Fall 2015; if site design approved and determined to be financially feasible in FY17, construction completed by end of Spring 2017

DSA Goal #10 - Physical Resources

Strategy: Initiate Student Recreation Center expansion planning

Assessment Metric: Preliminary program plan completed Spring 2018

Leadership: Campus Recreation / Facilities Management

Timeline: Beginning Spring 2016

Project 1: Programs & Services

PARTICIPATION IN THE CO-CURRICULAR CAMPUS RECREATION EXPERIENCE = INCREASED STUDENT SUCCESS.¹



CHALLENGES

- Student population target increase to 35,000
- Target-marketing to the student population outside of the Student Recreation Center, specifically first-year students, traditionally marginalized/underrepresented populations, international students, and employees



RECENT SUCCESSES

- Department comprehensive Marketing Plan developed, implemented in Spring 2016
- Implementation of portable tablets for Facilities staff use in Fall 2015
- Development/fundraising opportunities assessed and plan developed in Summer-Fall 2015
- Implementation of GLBT audit recommendations in Summer 2015
- Completion of Campus Recreation GLBT audit in Spring 2015
- Inclusion policies and web page created in 2015
- Mobile web application implemented for certain areas and services in Summer 2015
- Online work order system implementation 2014-15
- Website redesign in 2014



NEXT STEPS

- Using CSU RDS as primary resource, assess adaptive programming feasibility and opportunities across all relevant program and service areas and begin implementation of recommendations by June 2016
- Assess need and feasibility of diversified Intramural Sports programming by July 2016
- Centralized assessment plan development in-progress; completion/implementation by July 2016
- Purchase, implement portable tablets for additional program and service areas for increased efficiency and accuracy of processes and data collection in July 2016
- Shift outdoor equipment rental program to Outdoor Program area by August 2016
- Full implementation of sport club concussion/injury tracking software databases by August 2016
- Assessment and evaluation of mobile department applications' effectiveness and functionality by June 2017
- Implement online locker sales by July 2017
- Continue expansion of electronic, web-based forms usage where possible

¹WE'RE HAPPY TO PROVIDE REFERENCES/CITATIONS. [EMAIL US HERE!](#)

Project 2: Student & Professional Staff Development

SUPPORTING THE ONGOING EDUCATION AND SKILLS DEVELOPMENT OF THOSE THAT DO WHAT WE DO.



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
- Development / expansion of sustained relationships for Student Development & Karspeck Funds sustainability and high annual usage



RECENT SUCCESSES

- Creation of Inclusivity Committee in July 2015
- Professional staff participation in FERPA and VAWA educational webinars in 2014-15
- Implementation of required, annual professional staff supervision skills training/development in 2015
- University JobX student employment posting/application system integration in Fall 2014
- Positively-trending Quality of Work Life assessment data
- 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
- Creation of Student Staff Development, Student Employment, Service Committees



NEXT STEPS

- Assess need and feasibility of advanced training curriculum for veteran student employees by June 2016
- Conduct professional staff position description review & classification analysis by August 2016
- Standardization of State Classified work and leave reporting/requesting processes by December 2016
- Continue development of student employee learning outcomes for programs, service areas, and events

Project 3: Facilities

WHERE WE SERVE THOSE WE SERVE.



CHALLENGES

- Mitigation of budgetary impact of Facilities Management utilities model shift at University level
- 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



RECENT SUCCESSES

- Student Recreation Center pool lamp upgrade & replacement in January 2016
- Student Recreation Center MAC gym padding project completed in January 2016
- NIRSA Regional Conference hosted in the Student Recreation Center with record attendance in Fall 2015
- Conversion of former smoothie bar lobby area to lounge/ studying/ charging area in December 2015
- Creation of mutually-beneficial, consistent procedures and processes to deliver services to Conference & Event Services and their affiliates in 2014 & 2015
- Completion of 525 kW solar panel installation on Student Recreation Center roof in 2014
- Installation of lights on outdoor northern sand volleyball courts in 2014
- Featured site on 2013 National Intramural-Recreational Sports Association Facilities Institute facilities tour



NEXT STEPS

- Upgrade Student Recreation Center audio-visual/public address system by August 2016
- Plan developed for creation of additional weight room space in Spring 2016
- Construction of Climbing Wall kiosk for advanced functionality and activity supervision by August 2016
- Examination of fields and inline hockey rink facility enhancement options by August 2016