



## **Department of Campus Recreation & Wellness Strategic Plan**

### **Mission**

*The mission of Campus Recreation & Wellness is to influence the health and well-being of the UNG campus community. Our comprehensive recreation and wellness facilities and programs provide opportunities for all campus members to participate, experience, and understand how the dimensions of wellness contribute to their overall health and being.*

### **Vision**

To be the premier on-campus resource for recreation and wellness.

### **Diversity & Inclusivity Statement**

The University of North Georgia prepares students to lead in an inclusive, diverse and global society. Essential to this mission is an environment that is welcoming, respectful, and inclusive of individuals and groups from a range of social, economic, and cultural backgrounds to create an environment that embraces varied perspectives, values, and unique experiences.

In accordance with the missions of the University of North Georgia, the Division of Student Affairs, and NIRSA: Leaders in Collegiate Recreation®, the Department of Campus Recreation & Wellness at UNG is committed to promoting understanding and appreciation for all individuals and groups participating in our activities. Furthermore, we strive to recruit and retain high-caliber and diverse professional staff and student-workers in an effort to develop employee cultural competencies and build skills to ensure an inclusive learning and work environment that is safe for all. Finally, the Department of Campus Recreation & Wellness seeks to foster a climate where equity and equality are valued and supported.

### **Core Values**

In accordance with the Division of Student Affairs, Campus Recreation & Wellness supports the following qualities and expects to see them within ourselves and encourage in others as we do our daily work.

- Student-Centeredness
- Community
- Inclusivity & Diversity
- Efficiency
- Integrity
- Interpersonal Relationships
- Service Excellence
- Safety

## Guiding Principles

As a department within the Division of Student Affairs, we share in the pillars that guide our thinking, planning, and decision-making.

- A Sense of Belonging and Engagement
- Financial Stability
- Health and Well-Being
- Academic Success

## Strategic Goals

- Goal #1: Improve Effectiveness & Efficiency  
Goal #2: Provide Leadership Experiences  
Goal #3: Seek Collaborations  
Goal #4: Contribute to Overall Student Wellbeing  
Goal #5: Create and Foster Community

## Strategic Goals and Objectives

### Goal #1: Improve Effectiveness & Efficiency

- **Objective 1.1- Continue Enhancing Utilization of Capital** in order to seek out best practices for advancing staffing needs, wages, and operational budgets.
  - Select annual goals for the department to include those that will be formally assessed each year per the Division of Student Affairs.
  - Conduct yearly reviews of student and professional staff wages and positions to ensure they are meeting the needs of the department.
  - Conduct reviews of the departmental organization chart to ensure communication is maintained at a high standard.
  - Utilize staff recognition programs to maintain and increase morale of staff.
  - Develop best practices for branding and marketing facilities and events and purchasing marketing materials.
  - Continue to assess and develop standards that dictate department travel policies for staff and students.
  - Continue to prioritize the expansion of departmental travel budget to allow for students and professional staff to attend conferences and other professional development opportunities.
  - Work with other consolidated institutions in the state to discuss trends and methodologies on serving students on multiple, diverse campuses.
  - Develop a transparent systematic process for the acquisition & utilization of revenue and EOY funds.
  - Maintain a log on all Campus Recreation & Wellness equipment and replace outdated equipment as necessary.
  - Seek to continually renovate and construct high-caliber recreational facilities that meet the needs of the UNG community.
- **Objective 1.3- Pursue Operational and Technological Innovations** that keep the Department of Campus Recreation & Wellness in line with national trends within campus recreation.
  - Maintain records of hardware and software housed within the department with dates acquired and have updated yearly.

- Maintain records of all social media accounts within the department and abide by the division and university social media plans.
- Utilize software to track all Campus Recreation & Wellness equipment.
- Assess all technology and cohesiveness of social media within the department to ensure we are best meeting the needs of the UNG community and communicating effectively.
- Utilize UNG Connect as a means to contribute to co-curricular transcripts and to conduct pre and post assessments.
- **Objective 1.4- Provide Targeted Trainings for Staff** that allows for personal development and imparts job skills necessary for employees to operate at a high level.
  - Continue to seek ways to have impactful trainings and meetings with UNG staff.
  - Establish and modify an orientation system for student staff that meets the requirements of student onboarding set by both the Division and the Office of Human Resources.
  - Provide both optional and required trainings and workshops that target soft skill development.
  - Develop a mentorship program for new staff across all areas of the department.
  - Provide skill related training opportunities within each area of Campus recreation & wellness to ensure student and professional staff are qualified and knowledgeable in their area of expertise.
  - Explore and encourage professional management and supervisory roles.
- **Objective 1.5- Continue to promote brand management** within Campus Recreation and Wellness that reflects the standards laid out by the Division of Student Affairs and the University of North Georgia.
  - Enhance department visibility with students, staff, and faculty through brand and logo recognition, campus events and outreach, and collaborations.
  - Continue practice of developing promotional items to ensure brand awareness.
  - Ensure that all physical and digital publications are branded appropriately with use of logos, etc.
  - Incorporate branding into our facilities that represents UNG and our department.

**Goal #2: Provide Leadership Experiences**

- **Objective 2.1- Encourage Personal Achievement and Involved, Responsible Citizens** that are able to make an impact on the UNG community and surrounding community both as students and as members of society after graduation.
  - Continue to be a resource for the community and provide services through our students that benefit the community.
  - Commit as a department to implement and participate in community volunteer opportunities.
  - Develop a cross-campus/department wide volunteer project or service opportunity.
  - Continue to offer and encourage participation in conferences and special events aimed at professional development.

- Further highlight success of participants and staff via internal and external media.
- Develop a scholarship committee to assist in determining travel allocations for students.
- Create a matrix of leadership skills learned through participation in Campus Recreation & wellness programs.
- **Objective 2.2- Promotion of Student Employment Skills Learned** so that student employees can be cognizant of developed hard and soft skills obtained through employment.
  - Emphasize skills that student staff should obtain as employees of Campus Recreation & Wellness.
  - Develop an “exit interview” qualitative assessment of graduating student staff as a means to determine what skills Campus Recreation & Wellness has assisted in developing.
  - Enhance the visibility of skills learned to potential students as a means of staff recruitment.
  - Continue to include “veteran” staff in training and mentoring of new staff.
  - Assess the impact of students attending conferences on skill development; have these students promote what they learned to other students.
  - Provide opportunities for staff and participants to speak about the impact recreation has had on them and discuss their experiences.
  - Continue to support job ready skill development by emphasizing resources such as Career Services.
  - Conduct reviews of student staff résumés and seek to assist students in the job search process.
- **Objective 2.3- Development of Skills Learned through Co-Curricular Opportunities** accomplished through participation in Campus Recreation & Wellness programming.
  - Continue to assess current programs to determine their value.
  - Utilize assessment of current programs to determine which we keep, modify, or eliminate in order to ensure the programs offered have valuable assessments associated with them.
  - Ensure that programs have targeted assessments that seek to identify skills learned through participation.
  - Promote personal wellness opportunities that provide students the opportunity to explore their personal wellness and self-care.
  - Seek inclusive collaborations and events that seek to engage students to interact with other students from diverse backgrounds.

**Goal #3: Seek Collaborations**

- **Objective 3.1- Increase Partnerships with UNG departments and offices** by finding opportunities where Campus Recreation & Wellness services can be utilized to provide assistance in accomplishing similar goals or outcomes.
  - Continue to collaborate with Human Resources in relation to the USG wellness initiative.
  - Maintain and/or enhance partnerships UNG departments and offices.
  - Work closely with the Office of Student Involvement and support student organizations with facility and equipment needs as possible.

- Collaborate with Multicultural Student Affairs to develop inclusive programs and initiatives that target underrepresented populations.
- Focus marketing efforts toward faculty and staff to increase awareness of services we provide.
- Utilize and promote Pine Valley for teambuilding and leadership opportunities.
- Partner with Student Health Services, Counseling, and Disability Services to seek opportunities to provide healthy lifestyle programs that explore total well-being.
- Encourage student staff and participants to volunteer and participate in other Student Affairs and UNG functions.
- Seek department and student group goals and objectives and determine how CRW goals align and how we can work together accordingly.
- Cultivate a relationship with the UNG Foundation to seek out financial opportunities to enhance the department as a whole.
- **Objective 3.2- Enhance Partnerships with Academic Affairs** by utilizing students from various plans of study to provide services for Campus Recreation & Wellness; and in return, provide students with tangible, “real world” experiences.
  - Continue to seek and create partnerships with the Center of Global Engagement and the Center for Language Education to offer programs specific to international student and faculty/staff populations.
  - Continue to expand our relationship with the Department of Kinesiology to participate in recreational and wellness programming and as a recruitment source for student personal trainers and group exercise instructors.
  - Collaborate with the Department of Communication, Media, and Journalism to enhance Campus Recreation & Wellness social media and marketing efforts.
  - Incorporate the Pine Valley Ropes Course into existing academic classes to introduce an outdoor leadership component.
  - Allow guests and campus partners to speak at meetings as a means for our professional staff and student employees to be better informed of the opportunities they have on campus.
- **Objective 3.3- Expand Community Partnerships and Initiatives** that provide opportunities for students to be involved in the local community and for the community to participate in on-campus events and programs.
  - Instill a department wide commitment to implementing and participating in community volunteer opportunities.
  - Develop a cross-campus/department wide volunteer project or service opportunity.
  - Maintain community memberships for access to recreational facilities.
  - Seek out community partnerships for facility space for campuses and programs that do not have dedicated recreation facilities.
  - Recognize and promote current community service efforts.
  - Continue to provide support and volunteers for campus events.
  - Introduce community partners at staff trainings to broaden student awareness and provide tangible opportunities for students to get involved.
  - Explore community sponsorships and partnerships for programming and external funding.

**Goal #4: Contribute to Overall Student Wellbeing**

- **Objective 4.1- Utilize Dimensions of Wellness** to design and promote programs and activities that center around overall wellbeing.
  - Expand group exercise classes offered that include suitable times and interests of Community and Faculty/Staff members.
  - Seek innovations and recommendations for introducing new group exercise classes.
  - Expand locations where group fitness classes are offered by partnering with Athletics and Residence Life.
  - Promote collaborations within Campus Recreation & Wellness areas to incorporate a fitness or well-being component into existing programs.
  - Continue to promote and enhance existing fitness programs.
  - Create introductory fitness workshops and other programming “How To” videos to encourage new participant involvement.
  - Design and implement new fitness & wellness initiatives such as massage therapy, wellness coaching, and nutrition coaching.
  - Provide opportunities for students to gain experience in managing emotions and stress through competition, personal discipline, and exposure to high-level situations such as leading or trying new activities.
  - Incorporate dimensions into existing social media and publications.
  - Continue to promote events aimed at relieving stress for students.
  - Seek university and community partnerships aimed at stress relief.
  - Create a social media campaign aimed at dimensions of wellness promotion.
- **Objective 4.2- Include High Value Experiences in Programming** that are quality opportunities that foster students’ learning, development of self, and success.
  - Collaborate with academic departments and other departments within the Division that provide tangible, real-life experiences that are utilized during and after college.
  - Implement service learning and community-based learning opportunities.
  - Provide programming that allows for self-exploration and development.
  - Continue emphasizing leadership opportunities for staff and participants.
  - Design opportunities and programming that will enhance students’ co-curricular transcripts and job related skills development.
- **Objective 4.3- Develop Meaningful Life Skills** through participation in recreational and wellness programs that can be utilized after graduation.
  - Provide students opportunities and skills necessary to personally set wellness and fitness goals.
  - Offer experiences that allow students to develop autonomy, establish identity and relationships, develop purpose, and establish integrity.
  - Deliver opportunities for students to improve time management skills.
  - Recognize the importance of teamwork and how team play develops the ability to implement a variety of strategies, tactics, concepts, and skills.
  - Encourage use of technology to assess, maintain, and enhance personal health.
  - Provide resources that demonstrate the relationship between physical activity and wellness.

**Goal #5: Create and Foster Community**

- **Objective 5.1- Provide Programming in a Safe, Inclusive Environment** where everyone feels comfortable and secure while participating.
  - Incorporate EAP drills throughout each semester.
  - Continue to recruit a diverse, qualified staff of students
  - Utilize national certifications among student and professional staff to ensure high standards of safety and positive experiences.
  - Make available adaptive exercises and equipment for patrons.
  - Be intentional in the creation of inclusive physical and digital marketing that represents diverse backgrounds and is welcoming to all members of UNG.
- **Objective 5.2- Maintain an Atmosphere that Forms Lasting Memories and Instills a Sense of Belonging** to individuals who participate in recreational & wellness programming.
  - Continue to track and assess the effect Campus Recreation & Wellness has on the retention of students in comparison to average retention rates at UNG.
  - Compare assessments with average retention rates at UNG.
  - Incorporate programming that is inclusive of diverse and underrepresented populations.
  - Encourage Sport Clubs to cultivate and establish alumni networks.
  - Inspire students continued participation and interest in recreation both during and after their tenure at UNG.
  - Brand facilities and programs in a way that promotes an appreciation for Campus Recreation & Wellness and UNG as a whole that inspires a sense of school spirit and admiration for UNG.
- **Objective 5.3 Seek to create a virtual community** through marketing and online programming efforts.
  - Continue to develop E-sports and other virtual programs to allow interactions among individuals with similar interests to interact.
  - Educate and inform students through interactive social media and online content.
  - Create an interactive website and/or forum that allows for the UNG community to meet and discuss similar interests; while also, informing community on current initiatives, activities, and opportunities.