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# MISSION STATEMENT

The Department of Campus Recreation enhances the quality of life of the Florida Atlantic University community by encouraging active and balanced lifestyles and to facilitate student learning through participation in Campus Recreation programs, services and facilities.

To accomplish this mission, the department will:

- Offer high quality programs and services that are diverse and innovative;
- Maintain progressive and well managed facilities in a safe and enjoyable environment;
- Provide experiential learning and foster the development of leadership, social and management skills through employment and participation opportunities;
- Effectively and ethically manage human, financial and physical resources;
- Recruit, develop and retain a committed, high achieving staff.

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# VALUES

**Excellence:** We adhere to the highest standards, attend to every detail, utilize resources effectively and strive to exceed expectations in all that we do.

**Progress:** We embrace innovation, creativity and imagination, resulting in a visionary approach to positive change and continuous improvement.

**Development:** We facilitate opportunities for experiential education, self-discovery and leadership through both participation and employment opportunities.

**Inclusivity:** We provide secure, accessible environments and diverse experiences that promote a sense of belonging and the opportunity to learn about the unique needs of an entire community.

**Professionalism:** We employ a knowledgeable and conscientious staff, and encourage professional development, staff achievement and a superior quality of work.

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# GOAL 1: ESTABLISH A FOUNDATION

The framework and infrastructure necessary to continuously serve a growing and diverse university population must be secured and planned for well into the future. Sustainable business operations, growing facilities and powerful technology are all essential foundational elements of a relevant and responsible Campus Recreation Department.

**OBJECTIVE 1A** – Identify long term facility needs for essential programs and services based on estimated population growth and diversity.

**Strategies:**

- Utilize published resources within our national organization to drive facility space assessments and needs benchmark SUS as well
- Conduct facility needs assessment
- Develop facility master plan for all FAU campuses to include construction timelines and project budget

**OBJECTIVE 1B** – Implement sustainable practices for facility maintenance and operations

**Strategies:**

- Conduct a Green Audit
- Research and apply 'green' enhancements for facility operations
- Purchase and maintain equipment with lower environmental footprint and costs
- Reduce the use of paper products
- Develop guidelines to advise environmentally sustainable program implementation
- Improve available technology on partner campuses
- Streamline facility scheduling and preventative maintenance
- Evaluate texting, tweeting, etc. as forms of communication with members

**OBJECTIVE 1C** – Maximize usability/relevance of existing facility spaces and operations

**Strategies:**

- Ensure available equipment meets user needs
- Redesign facility spaces to maximize usage potential
- Develop evaluation/review timeline to constantly monitor facility spaces and operation effectiveness and accessibility

**OBJECTIVE 1D** – Develop multiple business operation systems to increase revenue, inform planning and consistent oversight of programs, services, and accounts.

**Strategies:**

- Hire a Business Manager to ensure sustainable business operations and compliance
- Develop a long term budgetary analysis and forecasting plan that ensures growth and sustainability for the entire Department and all of its endeavors.
- Implement systems to obtain sponsorship and donations as a source of revenue to assist in growth and quality of programming.
- Assess current contracts with vendors to maintain competitive pricing
- Review current business operations, software systems, and processes with legal impacts to increase performance
- Perform internal audit to improve business operations and systems especially in student positions
- Identify schedule to review pricing and business systems/policies

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## GOAL 2: MOVE TODAY

Embody the concept of “Move Today” through programs and services that inspire an active lifestyle and the motivation needed to participate in consistent physical activity.

### OBJECTIVE 2A – Establish new programs and expand existing program quality and accessibility

#### Strategies:

- Identify programming needs of FAU students across all campuses
- Add programming to create comprehensive offerings
- Formalize risk management training and opportunities
- Build connection to National Organizations and current trends
- Develop Adaptive/inclusive sports, outdoor activities & fitness programs; collaborate with OSD, CARD and other entities on and off campus
- Serve distance learners and increase electronic offerings for online students
- Expand leadership opportunities for participants

### OBJECTIVE 2B– Communicate the value of participation in Campus Recreation’s programs and services

#### Strategies:

- Educate and advocate “Move Today” by presenting the benefits of activity to departments, student organizations, and/or at campus events etc.
- Become more mobile taking programs & services (group fitness, personal training, outdoor activities, small group competitions) to departments and groups on campus
- Implement marketing initiatives targeting alumni, faculty/staff members and offer specialized programs, workshops, and incentives
- Aggressively outreach to students

### OBJECTIVE 2C – Establish a clearly articulated assessment plan to improve the quality of programs and services and demonstrate impact

#### Strategies:

- Create assessment for programs, trainings, and other intentional experiences
- More accessible assessment and polling tools to understand the needs of our users
- Establishment of internal data collection process to determine success of programs and services

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## GOAL 3: COLLABORATION

Increase reach of programs and services through relationships with entities outside of Campus Recreation and/ or FAU.

### OBJECTIVE 3A – Build experiential co-curricular opportunities

#### Strategies:

- Collaborate with academic units
- Work with other divisions/ departments for lasting programs and facility development

### OBJECTIVE 3B – Maximize resources, share knowledge and program support

#### Strategies:

- Develop a Student Affairs Risk Management Committee
- Define collaboration and partnership expectations for our Departments
- Collaborate and partner with Student Affairs Departments based on established definition and expectations
- Work cooperatively as Campus Recreation Functional Team across campuses

### OBJECTIVE 3C – Establish relationships within the community

#### Strategies:

- Create a Rec Alumni group database
- Connect with the community and non-profit organizations
- Identify outside sponsorship and scholarship opportunities
- Become a destination site for Campus Recreation best practices

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## GOAL 4: STAFF INVESTMENT

The Department of Campus Recreation will be a leader in providing comprehensive and integrated opportunities and experiences for students and professionals. We will cultivate a student-centered environment that will contribute to both students and professionals becoming socially responsible global citizens with an enduring connection to the University.

### OBJECTIVE 4A – Create an intentional learning environment for students

#### Strategies:

- Formalize student employment and development experience
- Create actively engaged student employees
- Create sustainable system for continuing education

### OBJECTIVE 4B – Demonstrate ethical and responsible management

#### Strategies:

- Participate in and support diversity and inclusive initiatives
- Consistently articulate values, standards and expectations to student employees

### OBJECTIVE 4C – Establish expertise, leadership, involvement and advancement within the profession

#### Strategies:

- Professional staff involvement in and contributions to national organizations and FAU
- Provide opportunities for continuing education and relevant certifications for professional staff
- Become the model for student employment in the Division
- Host nationally accredited certification courses for staff and FAU community

### OBJECTIVE 4D – Document student learning

#### Strategies:

- Write and develop purposeful student learning outcomes
- Assess relevant student learning consistent with department, division, and university priorities