

University Recreation Strategic Plan

2024 - 2025

VALUES

WELLBEING

We empower the holistic physical, emotional, and social wellbeing of the App State community.

EQUITY, DIVERSITY & INCLUSION

We design opportunities for everyone to *engage* and thrive.

SUSTAINABILITY

We advocate to champion sound social, environmental, and economic practices.

TRANSFORM

We transform, *educate*, and *inspire* through *innovative* experiential learning and leadership *community* experiences.

CARE

We create a culture of care that supports individuals' self-discovery of their cultural identity.

ONE App State

We are team players. We nurture *collaboration* partnerships to pursue *excellence* in the student experience.

VISION

An equitable UREC community with opportunities for everyone with everyone.

MISSION

Facilitate an inclusive environment where recreation and wellness opportunities transform, engage, and care for the App State community to enhance student learning and development.

STRATEGIC ANCHORS

Inclusion & Access

Student Centeredness

Wellbeing & Recreation

One UREC

OBJECTIVES

Ensure that everyone has an opportunity to engage and thrive.

Enhance students' career readiness and leadership skills.

Inspire and empower a vibrant, active, and healthy App State Community.

Elevate UREC's students impact by unifying efforts and standardizing operation procedures.

STRATEGIES

*Connect, design, and invite underrepresented groups

* Provide meaningful & intentional development opportunities

* Design a breadth of innovative programs and services

* Build a foundational culture of care

* Celebrate different populations with intentional programs, communication, and co-sponsors events

* Create a team support working environment to nurture staff sense of belonging

* Actively participate in campus-wide health & Recreation initiatives

* Change the organizational culture through consensus buy in processes

* Challenge cultural norms to explore change. Update policies and standards of operations

* Taking UREC out of our footprints

* Strengthen relationships with campus and community partners.

*Standardize recruitment, hiring, onboarding, recognition, and evaluation protocols

* Design with everyone in mind

* Facilitate the learning in the midst of performing

* Create a culture of wellbeing

* Balance work and personal life

* Make data-driven decisions

* Reduce barriers & intimidation

* Focus on quality over quantity

* Offer service opportunities that benefit the greater community

* One Story - One Brand
Standardize UREC communication processes and platforms

*Recruit and hire with the focus of intent of representing App State Community

* Empower & support staff to actively seek their own professional development

* Meet current needs without compromising the future

* Speak students' languages