

University Recreation Strategic Plan

2025 - 2026

VALUES

WELLBEING

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

ENGAGE

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

A UREC community with opportunities for everyone with everyone.

MISSION

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

STRATEGIC ANCHORS

Engagement & Access	Student Centeredness	Wellbeing & Recreation	One UREC
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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.
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STRATEGIES

*Connect, design, and invite a variety of groups to participate in our offerings.	* Provide meaningful & intentional development opportunities	* Design a breadth of innovative programs and services	* Build a foundational culture of care
	* 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
*Update policies and standards of operations			
*Design with everyone in mind	* Taking UREC out of our footprints	* Strengthen relationships with campus and community partners.	*Standardize recruitment, hiring, onboarding, recognition, and evaluation protocols
*Reduce barriers & intimidation	* Facilitate the learning in the midst of performing	* Create a culture of wellbeing	* Balance work and personal life
*Recruit and hire with the focus of intent of representing App State Community	* Focus on quality over quantity	* Make data-driven decisions	
		* Offer service opportunities that benefit the greater community	* One Story - One Brand Standardize UREC communication processes and platforms
* Speak students' languages			
	* Empower & support staff to actively seek their own professional development	* Meet current needs without compromising the future	