

# 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

## 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 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

\*Update policies and standards of operations

\* 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

\*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  
\* Make data-driven decisions

\* Balance work and personal life

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

\* Focus on quality over quantity

\* 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