MISSION STATEMENT
Campus Recreation Services is committed to educational enrichment, encouragement of active engagement, development of the complete individual, and the discovery of lifelong happiness.

GOALS
Quality Service
*Campus Recreation Services is committed to providing quality programs, facilities, and services.*

1. Continue to advance the realization of the Student Life Center (SLC) to better meet the needs of students and the campus community.
   a. Continually assess students’ needs to ensure that facilities address those needs.
      i. Continue to utilize on-going assessments to guide design of the SLC.
      ii. Use assessment results to determine operational standards for a new SLC.

   b. Enhance the awareness of the benefits of a Student Life center in supporting the academic mission of the institution.
      i. Continue providing validating information to senior administrators regarding the benefits of a new SLC.

   c. Develop a balance between meeting current needs of students and advocating for new facility.
      i. Strive to serve current students with a quality experience, while realizing the ultimate goal is a new SLC.

   d. Continue to educate about the need for a Student Life Center on campus to promote student engagement.
      i. Visual promotion of the SLC within facilities that highlight progress and future vision.
      ii. Continual education of ASUU student leaders and the University community to promote the new SLC.

2. Develop strategies to ensure that public areas are clean, welcoming and inviting to create a positive first impression.
   a. Each program and/or facility will create a detailed checklist of standards that demonstrate professionalism, cleanliness, and timeliness for all public areas.
3. Develop assessment strategies to respond to and meet needs of the campus community.
   a. Continue on-going assessments.
   b. Develop new annual assessments to target specific times outside the regularly scheduled program assessments.

4. Communicate assessment results within Campus Recreation Services to increase understanding of programs and promote data-driven decision making.
   a. Each area will present assessment results and dated action plans to staff at the conclusion of each semester. Presentation will serve as information sharing and cooperative problem solving.
   b. Ensure uniformity for all departmental assessments in the areas of demographics and marketing.

5. Maintain high levels of staff training and assessment of staff to ensure guest satisfaction.
   a. All student staff will be in uniform when on duty to better serve guests.
   b. Each program coordinator will complete a minimum two secret shopper/spot checks on student performance each semester during non-business hours.
   c. All student staff will sign a contract, agreeing to not only adhere to expectations, but to provide a quality experience for our guests.

6. Respond to changes in technology to address the needs of the campus community.
   a. Explore the feasibility of on-line registration for membership purchase.
   b. Stay current with all program, hardware, and software needs to ensure quality delivery and efficiency.
   c. Investigate ID software to eliminate reliance on Blackboard.
   d. All new members and registrants will receive an electronic thank you note for their engagement with our department.
   e. Review the feasibility of on-line rentals and reservations.
   f. Make available downloadable fitness tracking forms on departmental web site.
   g. Where applicable, expand Web CT training module for other groups and organizations within department.

**Student Focused**

*Campus Recreation Services is dedicated to meeting the needs of students.*

1. Assess and respond to the needs of students.
   a. Continual assessments and closing the loop through action plans to address identified issues.
   b. Post outcomes on web site and selected locations in facilities. Each program coordinator will provide area updates at the conclusion of each semester to be posted on web site.
2. Identify and implement the most effective means to reach students.
   a. Annual review of marketing delivery systems to reach students, based on survey results and individual feedback.
   b. Update, maintain and utilize distribution lists.
   c. Continue to provide quality service. Word of mouth is the best advertisement.

3. Promote programs that provide students the opportunity to become engaged with the campus community.
   a. Continue current and expand collaborations with other service and academic departments across campus.
   b. Assist student groups to promote their respective activities.

4. Continue to provide educational and experiential opportunities for students.
   a. When possible, encourage students to attend state, regional, and national training and conferences.
   b. Maintain and expand current experiential educational programs such as Cooperative Adventure Trips, Fitness Program, Swim Lessons, and Personal Training.
   c. Continue to provide CRS Outstanding Student Employee annual scholarships.
   d. Identify and sponsor academic internship opportunities.
   e. Incorporate learning outcomes in student staff evaluations

**Diversity**

*Meet the needs of the university’s diverse campus community.*

1. Offer a wide variety of programs to meet the needs of a diverse population.
   a. Annual review of programs and services to ensure a wide variety of interests and opportunities are met.
   b. Make changes in programs and services as appropriate in response to assessment results and special requests.

2. Provide services and facilities that are welcoming to the entire university community.
   a. Ensure that all guests feel welcome, safe, and secure when participating in programs and at facilities.
   b. When possible, provide ADA compliance.
   c. Make accommodations, when appropriate, for requests that cater to select needs.
   d. All written and verbal communications will be respectful to our diverse population.

3. Train staff to be respectful of all user groups.
   a. Include Student Affairs Diversity Council recommendations in all staff training materials.
   b. Continue current guest service training, with annual review to make changes, as necessary.
4. Increase outreach to departments and organizations that serve underrepresented students.
   a. Identify and work collaboratively with campus groups to provide services to students who do not typically participate with our department.

Knowledgeable staff/Professional development

Campus Recreation Services provides professional development, leadership, and a knowledgeable staff through continuous quality training.

1. Share information within Campus Recreation Services from professional development opportunities and in-house expertise.
   a. Presentation of information gathered from attended conferences and workshops at staff meetings from attendees.
   b. Once per month, staff will share professional advice at staff meetings that either has proven successful or warns of obstacles.

2. Implement changes based on student staff feedback to improve programs, services and trainings.
   a. Each semester during student staff meetings, dedicate time for students to provide feedback on processes to improve services and the recreation experience. Share these recommendations with full-time staff and implement as appropriate.
   b. Continue making changes in programs and services based on assessment feedback.

3. Encourage and support professional involvement in Student Affairs.
   a. Continue to support staff participation on various committees within Student Affairs.
   b. Report and share information of committee progress and results with all staff.

4. Increase the understanding and value of programs within Campus Recreation Services.
   a. Each coordinator will assign student staff to spend time at another program area to gain a better understanding of the scope of CRS and the role of their colleagues. Assigned student staff will report findings at meeting within their respective areas.
   b. Ensure that all staff are provided an appropriate depth of information of all programs and services within CRS.
   c. Continue to utilize and update Web CT training for all student staff.

5. Provide opportunities for staff to attend professional conferences.
   a. As feasible, continue to provide funding for staff to attend state, regional, and national conferences.
   b. Encourage presentations at conferences and committee involvement with national organizations.
   c. Spend informal time together as a staff at least three times each semester.
6. Continual and uniform training of student staff to provide them with the skill set to perform effectively.
   a. Implement and enforce standard expectations for student staff performance, regardless of facility or program.
   b. Each program will have a minimum of one student staff meeting each semester to review current performance and address actions items.

7. Continually review and update student staff training materials.
   a. Training and staff manuals will reflect the fact that we our training students for real life experiences, therefore, we will have real life expectations for job performance.
   b. Annual review, and changes as necessary, to the student staff manual.
   c. Continue current training throughout department.

8. Recognize outstanding student staff achievements within the department.
   a. Continue to provide the Outstanding Student Staff Scholarship, which recognizes both academic and job performance.
   b. Create a link on our web site that highlights student staff achievements within the department, in the classroom, and in the community at-large.
   c. Identify future professionals and promote professional development through continual training and advanced levels of responsibility, experiential experiences, and attendance at workshops and conferences.

**Safe environment**

*Provide a safe, accommodating, and secure environment for the University community.*

1. Train staff in critical areas and maintain appropriate certifications.
   a. Continue to require appropriate certifications for selected staff positions.
   b. Maintain current training for emergency preparedness.
   c. Promote qualified, capable, and mature students into supervisory roles.
   d. Public posting of evacuation plans in all facilities.

2. Ensure environment is safe for staff and participants.
   a. Maintain systematic inspection of facilities and equipment. Resolve action items in a timely manner as necessary.
   b. Continual review and enforcement of all policies and procedures to ensure safety and security of participants.
   c. Ensure appropriate level of supplies in all emergency kits.

3. Continuous review and update of emergency procedures for Campus Recreation Services.
   a. Annual review of emergency procedures. Work closely with other university departments to include timely information and implementation of new or revised procedures.
   b. Active participation on university emergency planning committees.
4. Continue Risk Management audits on a routine basis and continual compliance with University policy and procedures.
   a. Implement changes as directed by Risk Management at conclusion of risk assessment audits.

**Increased visibility**

*Be creative in meeting the needs of participants, build a positive image and increase university community awareness.*

1. Assess and update marketing strategies.
   a. Identify areas of strengths and weaknesses and develop strategies to increase visibility.
   b. As appropriate, respond to unsolicited comments and suggestions to improve services.
   c. Increase and better balance of marketing throughout each semester.

2. On-going promotion of Campus Recreation Services through unified branding and theming.
   a. Redesign of all branding and theming so that look is revitalized and consistent throughout all materials.

3. Use technology to increase visibility and connect students to Campus Recreation Services.
   a. Continual assessment of electronic technology, both current and emerging, to promote programs, communicate with the campus community, and provide more efficient operations.

4. Share critical assessment findings and outcomes to promote the benefits of Campus Recreation Services participation.
   a. Make available findings and outcomes through postings, web site, and annual report.
Visual promotion of the SLC within facilities that highlight progress and future vision.

Develop strategies to ensure that public areas are clean, welcoming and inviting to create a positive first impression.

Each program and/or facility will create a detailed checklist of standards that demonstrate professionalism, cleanliness, and timeliness for all public areas.

Develop new annual assessments to target specific times outside the regularly scheduled program assessments.

Each area will present assessment results and dated action plans to staff at the conclusion of each semester. Presentation will serve as information sharing and cooperative problem solving.

Ensure uniformity for all departmental assessments in the areas of demographics and marketing.

All student staff will be in uniform when on duty to better serve guests.

Each program coordinator will complete a minimum two secret shopper/spot checks on student performance each semester during non-business hours.

Each program will have a minimum of one student staff meeting each semester to review current performance and address actions items.

All student staff will sign a contract, agreeing to not only adhere to expectations, but to provide a quality experience for our guests.
Explore the feasibility of on-line registration for membership purchase.

Investigate ID software to eliminate reliance on Blackboard.

Review the feasibility of on-line rentals and reservations.

Make available downloadable fitness tracking forms on departmental web site.

Post outcomes on web site and selected locations in facilities. Each program coordinator will provide area updates at the conclusion of each semester to be posted on web site.

Annual review of marketing delivery systems to reach students, based on survey results and individual feedback.

Foster relationships to better promote our services to specific groups and organizations.

Incorporate learning outcomes in student staff evaluations

Presentation of information gleaned from attended conferences and workshops at staff meetings from attendees.

Once per month, staff will share professional advice at staff meetings that either has proven successful or warns of obstacles.

Each semester during student staff meetings, dedicate time for students to provide feedback on processes to improve services and the recreation experience. Share these recommendations with full-time staff and implement as appropriate.
Report and share information of committee progress and results with all staff.

Each coordinator will assign student staff to spend time at another program area to gain a better understanding of the scope of CRS and the role of their colleagues. Assigned student staff will report findings at meeting within their respective areas.

Spend informal time together as a staff at least three times each semester.

Implement and enforce standard expectations for student staff performance, regardless of facility or program.

Each area will have a minimum of one mandatory student staff meeting each semester.

Annual review, and changes as necessary, to the student staff manual.

Create a link on our web site that highlights student staff achievements within the department, in the classroom, and in the community at-large.

Update emergency procedures as appropriate based on University requirements and internal operations.

Ensure appropriate level of supplies in all emergency kits.

Annual review of emergency procedures. Work closely with other university departments to include timely information and implementation of new or revised procedures.

Update marketing plan and strategies to ensure campus community awareness of facilities and services.
Increase and balanced marketing throughout each semester.

Redesign of all branding and theming so that look is revitalized and consistent throughout all materials.

Identify and work closely with student groups and organizations to increase participation and awareness.

Make available findings and outcomes through postings, web site, and annual report.

Identify and develop cooperative programming opportunities with selected groups and organizations.

Include Student Affairs Diversity Council recommendations in all staff training materials.

Identify and work collaboratively with campus groups to provide services to students who do not typically participate with our department.