

# Campus Recreation



**Strategic Plan 2022-2026**

CAMPUS  
RECREATION  
STRATEGIC PLAN

2022-2026

WESTERN OREGON UNIVERSITY  
ATHLETICS

This plan shall present an action-oriented and energetic roadmap for decisions to foster the Campus Recreation Mission and Vision.

### OUR MISSION:

Campus Recreation provides active opportunities to enhance the student experience and cultivates a community of supportive relationships.

### OUR VISION:

- ▷ Most universally utilized department on campus
- ▷ Aid in recruitment and retention of the university
- ▷ Maximize participation in programs
- ▷ Develop transferable skills for future ambitions

# I. TARGETED PARTICIPATION

PROVIDING ACTIVE OPPORTUNITIES THROUGH INTENTIONAL PROGRAMS.

(WOU I.I.I)

1. Increase annual group fitness participation.
  - 1.1. Continue to innovate creative growth in offerings and programs.
2. Increase annual outdoor program participation.
  - 2.1. Find flexible ways to allow more participants to join outdoor programs while keeping costs affordable.
  - 2.2. Continue streamlining the program by partnering with local programs and services.
  - 2.3. Increase access and overall use through the development of the Outdoor Rental Center
3. Maintain Intramural participation.
  - 3.1. Implement programming to increase participation among new and returning students.
  - 3.2. Continue to provide a variety of flexible programs
4. Increase unique Club Sports participation.
  - 4.1. Utilizing various marketing mediums to increase campus pride in its Club Sports teams.

# II. IMPROVE EFFICIENCY

INSTILLING CONCEPTS OF CONSERVATION THROUGHOUT THE DEPARTMENT.

(WOU V.4.1, 5.1 & 5.3)

1. Identify and implement a credit card and online payment process fees/dues.
  - 1.1. Identify and implement a payment solution that complies with WOU policies.
2. Establish an electronic facility schedule portal for programs to reduce paper usage.
  - 2.1. Develop online or computer alternatives to paper processes.
3. Develop efficient contracting and facility use agreements with community partners to increase revenue generation opportunities.
  - 3.1. Develop liability and risk management coverage with General Council.

### III. SKILL DEVELOPMENT

COMMITMENT TO THE DEVELOPMENT OF TRANSFERABLE SKILLS.

(WOU I.I.I & V.6.1)

1. Create a measurable way to quantify the learning outcome of the development of transferable skills for student staff.
  - 1.1. Establish a transferable skills assessment process.
  - 1.2. Articulate, publish and market to student staff the Campus Recreation - Student Employment rubric.
2. Establish development opportunities for professional and student staff.
  - 2.1. Development of trackable growth processes.
  - 2.2. Establish an ongoing career development program for Campus Recreation student staff

### IV. FISCAL RESPONSIBILITY

DEVELOP REVENUE-GENERATING OPPORTUNITIES.

(WOU III.3.1, V.3.1 & V.4.1)

1. Increase revenue generated through each Campus Recreation facility.
  - 1.1. Promote turf field to collegiate, high school, and recreational governing bodies as a quality, affordable option.
  - 1.2. Expand upon current relationships to pursue long-term agreements.
  - 1.3. Promote aquatics to community users and internal groups.
  - 1.4. Expand Climbing Wall accessibility for community users and groups.
  - 1.5. Promote HWC rentals to conference groups and continue to innovate third-party summer campus wide programs.

### V. SAVE WOU

STRATEGICALLY ALIGN VALUABLE EXPERIENCES

(WOU IV.2.3, 4.1 & 4.3)

1. Develop and cultivate internal partnerships to draw in other WOU departments.
  - 1.1. Utilize facilities and programs already established to group positive

connections between the academic disciplines and athletic programs.

- 1.2. Apply and support new, reestablished, and established academic programs in order to promote recreation, transferable skills, and human capital development.
- 1.3. Propose new appeal programs and infrastructure projects to contribute to recruitment and retention goals of the institution in support of current and future WOU initiatives.

# BENEFITS OF CAMPUS RECREATION

## Healthy Behaviors

Research concludes that regular physical activity alleviates stress, reduces feelings of depression and anxiety, improves quality of sleep and promotes psychological wellbeing.

Buckworth, J., Dishman, R. K., O' Connor, P. J., & Tomporowski, P. D. (2013). *Exercise psychology* (2nd ed.). Champaign, IL: Human Kinetics.

## Campus Connection

Club sports, intramural sports, informal recreation and group fitness participation impact a student's social wellbeing leading to increased student retention.

Danbert, S. J., Pivarnik, J. M., McNeil, R. N., & Washington, I. J. (2014). Academic success and retention: The role of recreational sports fitness facilities. *Recreational Sports Journal*, 38(1), 14-22.



## Social Engagement

Campus recreation facilities are important not just for offering a continuum of physical activity opportunities, but also for providing a safe place to engage with other students.

Huesman, R.L., Jr., Brown, A.K., Leo, G., Kellogg, J.P., & Radcliffe, P.M. (2009). Gym bags and mortarboards: Is use of campus recreation facilities related to student success? *NASPA Journal*, 46(1), 50-71.

## Professional Development

Work experiences that occur outside the classroom offer opportunities to develop skills in conjunction with the academic experience as employers are looking for these skills in new graduates.

Jackson, D. (2014). Employability skill development in work-integrated learning: Barriers and best practice. *Studies in Higher Education*, 40(2), 350-367.