

CAMPUS RECREATION

Mission

Campus Recreation provides highest quality facilities, comprehensive programs and services that provide leisure opportunities, promote healthy lifestyles, and develop teamwork and leadership skills.

Vision

Campus Recreation will:

- Be nationally recognized as a premier university recreation program;
- Be a front-runner in the delivery of the highest quality customer service;
- Enhance quality of life for the university community; and
- Be an innovative and effective force in the recruitment and retention of students.

Core Values

Excellence – We seek excellence in all our endeavors, and we are committed to continuous improvement.

Integrity – We are committed to the principles of truth and honesty, and we will be equitable, ethical, and professional.

Service – We believe that serving others is a noble and worthy endeavor.

Intellectual Freedom – We believe in ethical and scholarly questioning in an environment that respects the rights of all to freely pursue knowledge.

Diversity – We respect others and value diversity of opinion, freedom of expression, and other ethnic and cultural backgrounds.

Stewardship of Resources – We are dedicated to the efficient and effective use of resources. We accept the responsibility of the public's trust and are accountable for our actions.

Goals, Critical Success Factors, Objectives, and Strategies

Goal 1. Academic Excellence: Provide facilities and programming that support and promote the academic mission of Oklahoma State University.

Critical Success Factors:

- Have 75% of the student body utilize facilities and fitness programs
- Support academic programs through services and facilities
- Efficiently coordinate resources

Objectives:

Objective 1.1: Market and promote the benefits of recreation and physical fitness.

Strategies:

- Promote and advertise through the Internet to publicize university and community events.
- Communicate open recreation and intramural opportunities to all living groups.
- Encourage staff interaction with user population.

Objective 1.2: Provide training, learning opportunities, practical application, and financial support through internships, assistantships, and student employment.

Strategies:

- Provide part-time employment for 350 students.
- Provide 8 internships or graduate assistantships.

Objective 1.3: Support academic mission through service, space, and equipment.

Strategies:

- Establish priorities for facility use and equipment needed for academic classes.
- Share professional expertise by serving as guest lecturers.
- Represent Campus Recreation in university orientation and retention programs.

Objective 1.4: Contribute to a safe and secure environment.

Strategies:

- Monitor facility by using security cameras and identification scanning techniques.
- Keep 100% of staff certified in cardio-pulmonary resuscitation and automated external defibrillator.
- Keep 50% of staff trained in first-aid or blood-borne pathogens.
- Keep 100% of staff trained in material safety data sheets “Right to Know.”

Goal 2. Student Development: Provide accessible and high-quality recreational and leisure services to the university community.

Critical Success Factors:

- 90% overall student satisfaction in services
- 75% student participation in Campus Recreation programs
- All student employees complete the personnel management program
- Implement programs and opportunities to enhance leadership, teamwork, and healthy lifestyles

Objectives:

Objective 2.1: Market Campus Recreation and Colvin Recreation Center to the university community.

Strategies:

- Develop an annual marketing and promotion plan.
- Enhance and expand Web based information and interaction.
- Target incoming students.

Objective 2.2: Increase freshman participation in Campus Recreation services.

Strategies:

- Promote and advertise services to freshman class.
- Involve 100% of staff in Freshman Enrollment programs.

Objective 2.3: Provide opportunities for students to develop skills and leadership experiences.

Strategies:

- Recruit student involvement through Freshman Enrollment clinics and the ALPHA Program.
- Advertise promotional opportunities in-house by way of Web site and flyers.
- Empower students in leadership roles by supplying training and support for competent leadership.
- Provide financial assistance for conferences, training sessions, and competitions.

Objective 2.4: Recruit, hire, train, and evaluate graduate students entering the professional field of recreation.

Strategies:

- Mentor undergraduate students entering the profession.
- Recruit, interview, and hire potential graduate students for employment at professional conferences.

Objective 2.5: Promote healthy student lifestyles by providing alternative recreational activities.

Strategies:

- Showcase new and expanded facilities.
- Offer late-night and weekend programming.
- Target diverse populations.

Goal 3. Diversity: Provide recreational and leisure activities that address the unique needs of a diverse student body.

Critical Success Factors:

- Increase participation of minorities in facilities and programs
- Solicit input from diverse populations for program development

Objectives:

Objective 3.1: Create specific programs for minority student organizations and disabled students.

Strategies:

- Encourage student advisory groups to remain active.
- Solicit interest for programs.
- Market programs to specific groups.
- Provide equipment and facilities for related programs.

Objective 3.2: Increase awareness of job opportunities for American with Disabilities Act and minority populations.

Strategies:

- Make special recruitment efforts and information available to students with disabilities.

Goal 4. Human Resources: Provide a respectful working environment that encourages, develops and practices professionalism, self-improvement, equal opportunity, and respect for others.

Critical Success Factors:

- Less than 10% annual staff turnover
- 90% of staff volunteer for campus-wide committees, activities, and events
- Effective use of incentives to encourage excellence

Objectives:

Objective 4.1: Compensate staff in a fair and equitable manner consistent with accepted market levels.

Strategies:

- Implement the Broadbanding plan.
- Implement and maintain the incentive plan.
- Perform salary studies of regional and national recreation departments in conjunction with Human Resources.
- Evaluate department annual budget to assure adequate funding.
- Evaluate compensation plan annually.

Objective 4.2: Fill vacant staff positions with the best available candidates.

Strategies:

- Conduct a national search.
- Seek candidates that meet departmental qualifications.
- Strive for diversity in staff.

Objective 4.3: Encourage and provide staff development opportunities at all levels of departmental staffing.

Strategies:

- Encourage participation in Student Affairs and other staff development programs that are appropriate to position.
- Provide funding for attendance at professional development conferences.
- Maintain institutional memberships.

Goal 5. Leverage Resources: Maximize financial effectiveness of Campus Recreation programs and facility.

Critical Success Factors:

- Keep revenue greater than expense
- Responsibly manage financial resources
- Continue reserve fund for deferred capital improvements and deferred maintenance
- Pursue outside funding for specialized programs

Objectives:

Objective 5.1: Maintain and ensure staff competency to meet programming and facility needs.

Strategies:

- Offer release time for continuing education requirements.
- Conduct in-service training.
- Offer competitive compensation.

Objective 5.2: Effectively train student employees for productive management roles.

Strategies:

- Provide training seminars and workshops through Student Personnel Management committee.
- Facilitate communication and feedback between student and professional staff by utilizing Student Personnel Management Committee.
- Provide bi-annual training coordinated through Student Personnel Management committee.

Objective 5.3: Retain adequate funding.

Strategies:

- Demonstrate prudent stewardship of student resources.
- Effectively manage physical resources.
- Effectively utilize professional talents.

Goal 6. Image, Pride, and Recognition: Demonstrate and promote the successes and traditions of both the National Intramural Recreation Sports Association and university traditions.

Critical Success Factors:

- 20% of staff participate in campus activities outside the department of
- 40% of staff participate in campus Freshman Orientation program
- Have 1 student employee recognized annually by a recreational national organization
- Promote the image of a healthy campus

Objectives:

Objective 6.1: Welcome new students to campus.

Strategies:

- Participate in Freshman Enrollment browse sessions.
- Continue to support and participate in the ALPHA Program.
- Continue to act as the largest supporter of Camp Cowboy and assist in its improvement.
- Take a major role in providing university facility tours.
- Foster a good relationship with High School and College Relations.

Objective 6.2: Support and enhance the tradition of Special Olympics.

Strategies:

- Continue to host the yearly state games within facility confines.
- 100% of staff facilitate events during Special Olympics.

Objective 6.3: Increase staff awareness of traditions.

Strategies:

- Enroll new staff in Human Resources programming that relates to university history.
- Conduct campus tours for new employees.
- Encourage employees to wear orange and black on Fridays.

Objective 6.4: Have a student employee recognized by National Intramural Recreation Sports Association.

Strategies:

- Develop internal programs to promote professional organization involvement.
- Create student professional development program.
- Recruit and support students in the career fields of recreation and leisure.