

Guiding Principles

As a department within the Division of Student Affairs, we share in the pillars that guide our thinking, planning, and decision-making.

A Sense of Belonging and Engagement
Financial Stability
Health and Well-Being
Academic Success

Strategic Goals

Goal #1: Improve Effectiveness & Efficiency
Goal #2: Provide Leadership Experiences
Goal #3: Seek Collaborations
Goal #4: Contribute to Overall Student Wellbeing
Goal #5: Create and Foster Community

Strategic Goals and Objectives

Goal #1: Improve Effectiveness & Efficiency

Objective 1.1- Continue Enhancing Utilization of Capital in order to seek out best practices for advancing staffing needs, wages, and operational budgets.

- Select annual goals for the department to include those that will be formally assessed each year per the Division of Student Affairs.
- Conduct yearly reviews of student and professional staff wages and positions to ensure they are meeting the needs of the department.
- Conduct reviews of the departmental organization chart to ensure communication is maintained at a high standard.
- Utilize staff recognition programs to maintain and increase morale of staff.
- Develop best practices for branding and marketing facilities and events and purchasing marketing materials.
- Continue to assess and develop standards that dictate department travel policies for staff and students.
- Continue to prioritize the expansion of departmental travel budget to allow for students and professional staff to attend conferences and other professional development opportunities.
- Work with other consolidated institutions in the state to discuss trends and methodologies on serving students on multiple, diverse campuses.
- Develop a transparent systematic process for the acquisition & utilization of revenue and EOY funds.
- Maintain a log on all Campus Recreation & Wellness equipment and replace outdated equipment as necessary.
- Seek to continually renovate and construct high-caliber recreational facilities that meet the needs of the UNG community.

Objective 1.3- Pursue Operational and Technological Innovations that keep the Department of Campus Recreation & Wellness in line with national trends within campus recreation.

- Maintain records of hardware and software housed within the department with dates acquired and have updated yearly.

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- Further highlight success of participants and staff via internal and external media.
- Develop a scholarship committee to assist in determining travel

- Collaborate with Multicultural Student Affairs to develop inclusive programs and initiatives that target underrepresented populations.
- Focus marketing efforts toward faculty and staff to increase awareness of services we provide.
- Utilize and promote Pine Valley for teambuilding and leadership opportunities.
- Partner with Student Health Services, Counseling, and Disability Services to seek opportunities to provide healthy lifestyle programs that explore total well-being.
- Encourage student staff and participants to volunteer and participate in other Student Affairs and UNG functions.
- Seek department and student group goals and objectives and determine how CRW goals align and how we can work together accordingly.
- Cultivate a relationship with the UNG Foundation to seek out financial opportunities to enhance the department as a whole.

Objective 3.2- Enhance Partnerships with Academic Affairs by utilizing students from various plans of study to provide services for Campus Recreation & Wellness

- Continue to seek and create partnerships with the Center of Global Engagement and the Center for Language Education to offer programs specific to international student and faculty/staff populations.
- Continue to expand our relationship with the Department of Kinesiology to participate in recreational and wellness programming and as a recruitment source for student personal trainers and group exercise instructors.

Goal #5: Create and Foster Community

Objective 5.1- Provide Programming in a Safe, Inclusive Environment where everyone feels comfortable and secure while participating.

- Incorporate EAP drills throughout each semester.
- Continue to recruit a diverse, qualified staff of students
- Utilize national certifications among student and professional staff to ensure high standards of safety and positive experiences.
- Make available adaptive exercises and equipment for patrons.
- Be intentional in the creation of inclusive physical and digital marketing that represents diverse backgrounds and is welcoming to all members of UNG.

Objective 5.2- Maintain an Atmosphere that Forms Lasting Memories and Instills a Sense of Belonging to individuals who participate in recreational & wellness programming.

- Continue to track and assess the effect Campus Recreation & Wellness has on the retention of students in comparison to average retention rates at UNG.
- Compare assessments with average retention rates at UNG.
- Incorporate programming that is inclusive of diverse and underrepresented populations.
- Encourage Sport Clubs to cultivate and establish alumni networks.
- Inspire students continued participation and interest in recreation both during and after their tenure at UNG.
- Brand facilities and programs in a way that promotes an appreciation for Campus Recreation & Wellness and UNG as a whole that inspires a sense of school spirit and admiration for UNG.

Objective 5.3 Seek to create a virtual community through marketing and online programming efforts.

- Continue to develop E-sports and other virtual programs to allow interactions among individuals with similar interests to interact.
- Educate and inform students through interactive social media and online content.
- Create an interactive website and/or forum that allows for the UNG community to meet and discuss similar interests; while also, informing community on current initiatives, activities, and opportunities.