



K-State 2025 Strategic Action and Alignment Plan

College or Major Unit: Division of Student Life

Department: Recreational Services

1. What are your Department's mission and vision and how does your organization contribute to achieving the University's and your College's/Major Unit's vision for K-State 2025?

VISION: Recreational Services' vision is to be a recognized leader that promotes active and healthy lifestyles in a diverse setting, while providing student learning and leadership opportunities.

MISSION: Recreational Services strives to educate and is committed to the development, promotion and management of quality recreation facilities, services and programs for the Kansas State community.

ORGANIZATIONAL VALUES:

QUALITY: *We strive to exceed the expectations of our patrons and utilize our resources to provide:* Programs and services of variety, content, diversity

State of art, clean, durable and maintained equipment. Competent student and professional staff

EDUCATE: *We strive to provide correct information and knowledge in:* Exercise and activity skills and habits, physical and mental wellness, policies and procedures of utilizing our facilities and programs, student and staff development, training, leadership and empowerment.

Accepting responsibility for actions.

SAFETY: *We are committed to ensuring the well-being of our patrons and staff in regards to:* Risk management, inspections, maintenance and repair of all equipment and facilities Proper staff training in all aspects of facility and program management. Clean and sanitary facilities and equipment

CHARACTER: *We believe and recognize that commitment, respect, dependability, integrity and accountability are essential components of a successful and unified team.* Respect of departmental policies and procedures. Respect of patron's rights and needs, co-worker's abilities and responsibilities

Respect of facility and equipment use and courage to use common sense and treat all patrons fairly.

COMMUNITY: *We are an integral part of the university community and the community of Manhattan that promotes:* Student focused programs and initiatives. Recognize needs of our membership patrons, collaboration with other campus departments as well as public sector entities, involvement in university wide initiatives. Accessibility, inclusiveness, diversity in programming and staffing.

FUN: *We will provide a positive and enjoyable atmosphere for our patrons and student employees by providing:* Environments that encourage and reward positive customer service in all interactions, friendly, welcoming and caring attitude towards all patrons, programming to include recreational, competitive activities and events that encourage success for all patrons

PROGRESS: *We recognize the importance of progress in everything we undertake by:* Embracing innovation, creativity, improvement and imagination in all aspects of our operation, encouraging student staff to learn and provide input in aspects affecting program philosophies and operations, flexibility in management and leadership approach

2. What are your Department's key strategic activities and outcomes?

3. Identify [in brackets] which of your Department's strategic outcomes are directly linked to your College's/Major Unit's outcomes. (If your Department or similar unit is not in a College or Major Unit, skip this question.)

| Key Activities | Short Term (2013 - 2015) Key Outcomes | Intermediate (2016 - 2020) Key Outcomes | Long Term (2021 - 2025) Key Outcomes |
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| <i>What we plan to do...</i> | <i>What we expect to happen...</i> | <i>What we expect to happen...</i> | <i>What we expect to happen...</i> |
| <p>Goal I: Develop and implement initiatives that enhance academic success and support student persistence.</p> <p>E. Develop a comprehensive, coordinated and integrated model for delivery of student services</p> <p>5. Develop a wellness coalition that coordinates and integrates wellness activities of Recreational Services, Lafene Health Center and Counseling Services.</p> <p>Goal II: Support students through advocacy and development of the whole student.</p> <p>A. Provide education and support to assist students in developing healthy lifestyles.</p> <p>3. Provide programs that support and educate in the areas of physical health, wellness and fitness.</p> <p>A. Provide health related workshops and programs that focus on the development of standards of exercise and fitness that can last through a lifetime. These will support and educate in the areas of health, wellness and fitness: Personal training programs, fitness and exercise classes, sports participation, sport club programs, lifetime activities and non-traditional recreational activities.</p> <p>B. Promote the Kansas State Challenge Course to all campus groups as an opportunity to increase self-awareness and group interaction.</p> | <p>Plan meetings of related services and programs. Meet monthly for first year to develop program outline and scope.</p> <p>Develop a semester plan for activities that promote wellness to students and campus community. [SL:I-E, 5]</p> <p>Plan with professional staff to develop plan for numerous exercise and workshop concepts that support and benefit concepts of lifetime fitness.</p> <p>Develop a semester/yearly plan for activities that promote wellness to students and campus community.</p> <p>Introduce one new intramural and one new non-traditional recreational activities each semester.</p> <p>40% of the participants will be satisfied with the program offerings. [SL:II-A, 3]</p> <p>Develop a plan to promote and expand the use of the KSU Challenge Course by campus student organizations and departments. To include special offers, publicity and media relations, etc.</p> <p>Increase the number of student organizations and departments by 10%.</p> <p>40% of the groups will be satisfied with their experience at the Challenge Course. [SL:II-A, 3]</p> <p>Develop departmental growth plan that evaluates participation rates, program offerings, facilities size and student support staff that promotes</p> | <p>Plan and implement two activities or workshops per semester to enhance student and KSU population wellness.</p> <p>40% of the participants will be satisfied with the program offerings. [SL:I-E, 5]</p> <p>Increase the number of workshops and programs focusing on development of exercise and fitness activities.</p> <p>Add two new specialized workshops and exercise programs each semester, along with the short term goal additions.</p> <p>50% of the participants will be satisfied with the program offerings. [SL:II-A, 3]</p> <p>Increase the number of student organizations and departments by 15%.</p> <p>50% of the groups will be satisfied with their experience at the Challenge Course. [SL:II-A, 3]</p> <p>Add full time professional coordinators to strengthen management and supervision on promotion of student success</p> | <p>Plan and implement four activities per semester to enhance student and KSU population wellness.</p> <p>60% of the participants will be satisfied with the program offerings. [SL:I-E, 5]</p> <p>Increase the number of workshops and programs focusing on development of exercise and fitness activities, personal training, and non-traditional recreational activities each semester.</p> <p>Add four new programs of this nature each semester.</p> <p>75% of the participants will be satisfied with the program offerings. [SL:II-A, 3]</p> <p>Increase the number of student organizations and departments by 20%.</p> <p>60% of the groups will be satisfied with their experience at the Challenge Course. [SL:II-A, 3]</p> <p>Add two full time professional assistant director positions to manage the new areas of wellness promotion, aquatics management,</p> |

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| <p>Goal IV: Provide environments, and facilities that are conducive to student learning and success.</p> <p>A. Achieve and maintain staffing that promotes student success. 1. Evaluate student support staff shortfalls and anticipate staffing growth needs in order to address future issues pertaining to student success.</p> <p>B. Provide facilities that enhance student success. 1. Evaluate existing student life space for improvements that can be made to enhance the overall success of our students.</p> <p>2. Evaluate, renovate and expand existing student life facilities and build new facilities where needed to accommodate more students and/or the increasing demands of existing students.</p> <p>C. Develop and maintain appropriate technology that supports student success. 4. Expand the use of digital signage and enhance digital interactive technologies</p> | <p>student success. Review ratio of professional and student staff to requirements of the provision of a top 50 university campus recreation program. Use peer institution, conference and national program data to evaluate proper staffing. Add one to two custodial and general maintenance and repair positions to adequately manage the increased size and dimensions of the newly expanded Recreation Complex. Current status is lowest number of professional staff within Big 12 and similar sized campuses. [SL:IV-A, 1]</p> | <p>models. This would include four new professional staff positions, student internships and student managers in each program and facility offerings. [SL:IV-A, 1]</p> | <p>outdoor and experiential education programs. [SL:IV-A, 1]</p> |
| | <p>Host and provide facilities and services to all Student Life departments that require space to promote their individual programs, i.e., Student Union Program Council, Health Fair, Career Fair, Student Organization Fairs, Human Resources workshops, etc. [SL:IV-B, 1]</p> | <p>Host at least two Student Life activities each semester.</p> <p>Participants will show a 50% satisfaction rate with the events. [SL:IV-B, 1]</p> | <p>Host at least 4 Student Life and student related activities each semester.</p> <p>Participants will show a 75% satisfaction rate with the events. [SL:IV-B, 1]</p> |
| | <p>Develop a timeline and master plan for a future aquatic facility at the current site of campus recreation. This facility to replace the aging natatorium on campus. Involve campus planning, student government, university administration, and design consultants for a feasibility study. [SL:IV-B, 2]</p> | <p>Plans are developed and construction costs are secured. Completion and operation of the aquatic facility will be completed.</p> <p>Students show a 50% satisfaction of the new aquatics facility. [SL:IV-B, 2]</p> | <p>Project completed. [SL:IV-B, 2]</p> |
| | <p>Develop departmental plan to utilize digital signage and touchscreens to publicize, advertise and provide on-site information source to promote Recreational Services as well as other campus and Student Life activities and programs. Purchase and program digital signs and touchscreens in this time period. [SL:IV-C, 4]</p> | <p>Utilize the digital sign programs as a possible revenue stream by advertising businesses.</p> <p>Contractual relationship with 5 local businesses. [SL:IV-C, 4]</p> | <p>Contractual relationship with 10 local businesses. [SL:IV-C, 4]</p> |

4a. What resources and/or opportunities exist for your Department to achieve its vision and outcomes?

Increased funding from current resources to support increased programming and staffing to more effectively manage the scope of our facilities and programs. Student privilege fees, state fees, facility rental rates and membership fees are our current sources of income.

4b. What resources and/or opportunities are needed for your Department to achieve its vision and outcomes?

Increased funding for all staff increases, new program initiatives, potential feasibility study and construction of additional facilities. Need to investigate outside sources of funding; donations, advertisement income etc. This would also include potential increases in student privilege fees, membership and rental rates.

5. How do you propose to acquire the resources needed for your Department to accomplish its vision and outcomes?

Our department is the lowest funded campus recreation program in the Big 12. This is true in staffing also and in salaries. In the same studies, it is shown that our department receives the lowest amount of privilege fees of any institution in the Big 12 while raising a higher percentage of income through membership sales of any Big 12 institution. We successfully operate by proper management of current budgets.

**6. How does your plan link to the K-State 2025 University Benchmark Metrics, Common Elements, and Thematic Goals, Outcomes, and Metrics?
(See below)**

6. Departmental Links to K-State 2025 University Benchmark Metrics, Common Elements, and Thematic Goals, Outcomes, and Metrics

| Links to Benchmark Metrics |
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| Links to Common Elements |
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| CE-1 - Communications and Marketing CE-7 - Sustainability CE-8 - Technology |

| Links to University Thematic Goals, Outcomes, and Metrics | | | |
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| Links to 2025 Thematic Goals and Metrics | Links to Short Term Outcomes (2011 – 2015) | Links to Intermediate Outcomes (2016 – 2020) | Links to Long Term Outcomes (2021 – 2025) |
| T6 - Facilities and Infrastructure | <p>T6-A - Responsive, timely, and strategic facilities services aligned with campus operational needs as well as future planning and implementation</p> <p>T6-C - Robust and reliable information technology ensuring business continuity and consistent with the achievement of the highest quality levels of support for research, instruction, student services, and administration</p> | <p>T6-D - Adequate office space for all K-State employees equipped to support their work and productivity</p> <p>T6-E - Enhanced campus community experience and collaborative learning and working environments promoted by facilities that support multidisciplinary work and integrated interaction between students, faculty, researchers, staff, and administrators</p> | T6-I - Well-maintained buildings, utilities, IT infrastructure, and grounds consistent with the expectations and image of a highly ranked land grant research and teaching institution |