

Northwest Missouri State University  
Department of Health and Human Services  
Parks & Recreation Program  
Corporate Recreation/Wellness  
Parks and Recreation  
Therapeutic Recreation

FIVE – YEAR STRATEGIC PLAN  
2015 – 2020

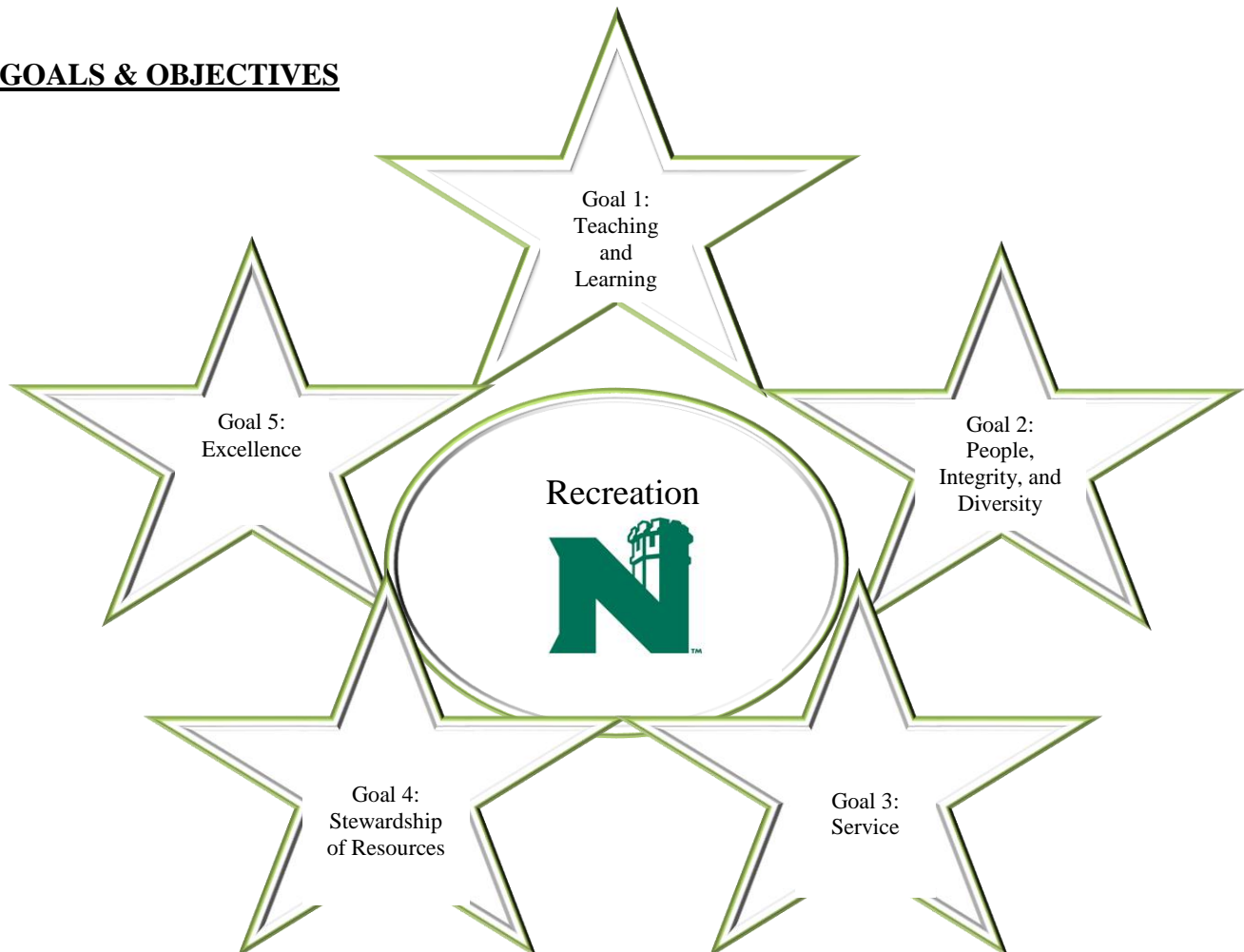
**MISSION**

Programs within the Department of Health and Human Services are committed to providing a quality environment which encourages the University community to be active, understand, and maintain or improve, emotional, physical and intellectual well-being.

**VISION**

The Parks & Recreation Program seeks to focus on student needs and foster student development through educational experiences guided by skills and knowledge necessary for excellence in the recreation profession.

**GOALS & OBJECTIVES**



Approved: 1/28/15

**GOAL 1.00 – TEACHING AND LEARNING:** “Student Success: Every Student, Every Day.” To educate students in the undergraduate and graduate programs in Parks & Recreation to meet changing professional needs through relevant/modern learning experiences. This focuses on the Parks & Recreation Program meeting the “ensure relevant programs” goal of the strategic plan and the “improve college completion.”

Critical Success Factors

1. Seek to maintain five faculty tenure lines through 2020.
2. Seek to add a six faculty tenure line when enrollment or re-alignment provides justification to do so – recruit and hire well-qualified faculty members.

**Objective 1.01:** Seek to retain and sustain five tenure-track faculty lines through 2020 to assure compliance with Council on Accreditation for Recreation, Park Resources and Tourism (COA) accreditation standards.

**Objective 1.02:** Maintain a meaningful assessment plan for undergraduate and graduate programs to ensure continued proper assessment of student learning outcomes and comply with accreditation standards.

**Objective 1.03:** Review and update course content based upon current trends & issues and meaningful program assessment results from practice certification exam data.

**Objective 1.04:** Evaluate and develop field experience opportunities and review all policies related to field experiences, including review and revision of the field experience manual and internship manual and placement sites when appropriate.

**Objective 1.05:** Incorporate collaborative and field-based learning experiences into the program curriculum to enhance, strengthen and diversify the students’ learning.

**Objective 1.06:** Review, develop and monitor the enrollment management plan.

**Objective 1.07:** Develop and secure appropriate technology and support materials to improve teaching and learning in the Parks & Recreation Program. Including online course development and online assessment testing through Northwest Online.

**Objective 1.08:** Training and compliance of faculty to stay relevant in their teaching. Professional development utilized when necessary to enhance courses, curriculum and program.

**GOAL 2.00 – PEOPLE, INTEGRITY AND DIVERSITY:** Serve, attract, retain and develop high quality, diverse students and faculty in the Parks & Recreation Program, in an environment of respect for others, encouraging freedom of expression and diversity of opinions, while being committed to truth, honesty, equity, ethical and professional standards as highlighted by the university strategic plan “grow enrollment of diverse students” goal.

Critical Success Factors

1. Focusing our efforts to align with the University strategic plan.
2. Focusing on student success: every student, every day.
3. Offer courses in sequence and with frequency that permit students to graduate with their degree on time.
4. Achieve and sustain the following targets for student enrollment.

<i>Number enrolled/year</i>	<i>Number graduated/year</i>
200 baccalaureate level	37 Bachelor of Science
10 masters degree level	2 Master of Science

Approved: 1/28/15

**Objective 2.01:** Attract, retain and develop ethnically and culturally diverse students.

**Objective 2.02:** Attract, retain and support the development of ethnically and culturally diverse faculty members when the opportunity for recruitment is available.

**Objective 2.03:** Value the processes whereby learners achieve excellence.

**Objective 2.04:** Value the dignity of each individual and the dignity of diverse groups of people.

**Objective 2.05:** Value the integration of theory and practice, program and services.

**Objective 2.06:** Seek to provide an open, supportive, caring and sensitive environment in which learners are encouraged to and prepared to navigate change.

**GOAL 3.00 – SERVICE:** Faculty and students will have opportunities to foster, develop and nurture relationships with community, state and national agencies as an area of professional development to strengthen the teaching skills for courses and providing connections for our students.

#### Critical Success Factors

1. 100% of the tenure line faculty shall be in service roles (at least 3) locally through clubs, program, department, college, university, community, regional, state, and/or national committees and organizations. This is vital as outlined by the Department review process and the faculty handbook at Northwest Missouri State University.
2. Participate in appropriate interdisciplinary programs.

**Objective 3.01:** Provide certification and professional development opportunities to students and in-service training for professionals in the field of recreation and other faculty on campus.

**Objective 3.02:** When time is available: provide consulting services for agencies in the community related to the recreation or health professions.

**Objective 3.03:** Promote recreation and wellness activities and programs on our campus.

**Objective 3.04:** Identify and develop interdisciplinary activities/courses with other departments and colleges.

**Objective 3.05:** Provide opportunities for student professional development at conferences and other appropriate venues.

**GOAL 4.00 – STEWARDSHIP OF RESOURCES:** Enhance the learning and service environment in which the Parks & Recreation Program resides through efficient and effective use of resources.

#### Critical Success Factors

1. Seek to keep all faculty in a unified office location, properly equipped and situated to support the functions of the unit.
2. Seek adequate storage for essential instructional and research supplies and equipment.
3. Provide state of the art technology in the classrooms and labs for faculty, graduate assistants and students.

Approved: 1/28/15

4. Provide state of the art computer hardware and software (and peripherals) for faculty, graduate assistants and students; upgrades should be on a minimum of a five-year rotation.
5. Provide proper training and dissemination of technologies (such as: soft chalk, NOnline and other software) to other faculty members to utilize to enhance their courses.

**Objective 4.01:** Seek continued funding for and opportunities to enhance the learning environment through appropriate technology, while maintaining sensitivity for personal contact and traditional learning.

**Objective 4.02:** Strive to utilize more electronic means of dispersing information to classes. Focusing on the utilization of less paper based copies without compromising the student learning experience.

**Objective 4.03:** Vigorously support the provision of a comfortable, safe, accommodating learning environment serving the needs of a diverse population in which undergraduate and graduates students in the program can work closely with the faculty.

<b>GOAL 5.00 – EXCELLENCE:</b> Achieve and sustain excellence in all aspects of the Parks & Recreation Program
--

Critical Success Factors

1. Sustain accreditation through the COA for the core Parks & Recreation Program.
2. Receive adequate resources to achieve ‘critical success factors’ and goals including, but not limited to, recruitment of students, marketing of the program, and faculty development.

**Objective 5.01:** Maintain accreditation from the COA through continued “Self-Study” to assure compliance with standards for the accredited core program.

**Objective 5.02:** Seek to exceed Department, College and University standards and expectations through the delivery of programs and services of excellence.

**Objective 5.03:** Encourage and enhance dialog and trust among and between administrators, faculty, staff, students and the various public agencies served through the Parks & Recreation Program

**Objective 5.04:** Maintain a continuous assessment of the goals outlined by the Parks & Recreation Program to determine changes or identify needs.

Implementation Schedule of Goals  
2015 - 2020

Goals and Objectives	Implementation and Assessment Plan		
	Semester	Annual	On-going
<b>Goal 1.00 Teaching and Learning</b>			
Objective 1.01 – retain & sustain faculty lines	X		
Objective 1.02 – meaningful assessment		X	
Objective 1.03 – review of course content		X	X
Objective 1.04 – fieldwork		X	
Objective 1.05 – field-based experiences	X		X
Objective 1.06 – enrollment management plan		X	X
Objective 1.07 – technology			X
Objective 1.08 – training/faculty compliance	X	X	X

Goals and Objectives	Implementation and Assessment Plan		
	Semester	Annual	On-going
<b>Goal 2.00 People</b>			
Objective 2.01 – diverse students	X	X	X
Objective 2.02 – diverse faculty		X	X
Objective 2.03 – learning process			X
Objective 2.04 – individual/group dignity			X
Objective 2.05 – integration			X
Objective 2.06 – learning environment			X

Goals and Objectives	Implementation and Assessment Plan		
	Semester	Annual	On-going
<b>Goal 3.00 Service</b>			
Objective 3.01 – Certification/Prof. Dev.		X	X
Objective 3.02 – consulting		X	X
Objective 3.03 – Campus promotion		X	X
Objective 3.04 – Interdisciplinary activity		X	X
Objective 3.05 – Student Prof. Devel. Opps	X	X	X

Goals and Objectives	Implementation and Assessment Plan		
	Semester	Annual	On-going
<b>Goal 4.00 Stewardship of Resources</b>			
Objective 4.01 – funding opportunities		X	X
Objective 4.02 – Less paper, more efficient	X	X	X
Objective 4.03 – Safe learning environment	X	X	X

Goals and Objectives	Implementation and Assessment Plan		
	Semester	Annual	On-going

Approved: 1/28/15

<b>Goal 5.00 Excellence</b>			
Objective 5.01 – Maintain accreditation	X	X	X
Objective 5.02 – College/university standards	X	X	X
Objective 5.03 – dialog and trust	X	X	X
Objective 5.04 – assess for improvement	X	X	X

This Page Intentionally Left Blank