

Eastern Kentucky University

College of Health Sciences: Revised Strategic Plan for 2020

Department of Recreation & Park Administration

Given the updates to the EKU 2020 Strategic Plan, the CHS Planning Committee made modifications to the Mission and Vision of the College. They were affirmed by the Committee and are as follows:

Mission:

The mission of the Department of Recreation and Park Administration is to prepare outstanding recreation, parks and tourism industry professionals and leaders who contribute to the success and vitality of their communities, the Commonwealth, and the world.

Vision:

The Department of Recreation and Park Administration will be to continuously strive for excellence resulting in being the best in Kentucky.

Values:

1. Sense of Community (Direct linkage w/ EKU Strategic Plan)

Department Beliefs: Creating a supportive and unified environment that provides students and faculty with a sense of family and community.

Professional Beliefs: Creating a sense of place and community; connecting people and fostering relationships and friendships; enhancing cultural unity; fostering human development; supporting economic development; strengthening safety and security.

2. Stewardship of Place (Direct linkage w/ EKU Strategic Plan)

Department Beliefs: Supporting faculty and student initiatives to increase place awareness and natural resource awareness, sustainability and preservation; maintaining a department that promotes interactions, relationships, and fosters place attachment.

Professional Beliefs: Preserving & protecting open space, riparian habitat, rivers, streams, lakes, and the coast; recycling programs and using recycled products; organizing and conducting cleanup efforts of rivers, streams and park areas; providing environmental education and nature interpretive programs.

3. Promote Health and Wellness (Direct linkage w/ CHS Strategic Plan)

Department Beliefs: Influencing quality of life of stakeholders; supporting health and wellness initiatives.

Professional Beliefs: Play as a natural conduit to enhance health and well-being; promoting healthy lifestyles and physical activity; lifelong learning and personal growth/development via hobbies and other leisure time pursuits; creative expression; work-life balance.

4. Cultural Competency (Direct linkage w/ EKU Strategic Plan)

Department Beliefs: Mutual respect, inclusion, recognition and education regarding the importance of diversity.

Professional Beliefs: Importance of all individuals and belief in underserved populations such as individuals with disabilities, at-risk youth, elderly, minority groups, single parents, and the economically depressed. Belief in Social Equity, Accessibility & Inclusivity.

5. Intellectual Vitality, Excellence and Celebration (Direct linkage w/ ECU Strategic Plan)

Department Beliefs: Importance of integrity, critical thinking, continuous improvement, innovation, creativity, and celebration of student, faculty and staff accomplishments. Promoting a Department culture of excellence and celebration.

Professional Beliefs: Festivals and special events that create memories and connect people; enhancing family experiences and linking all generations; fun/recreation as a conduit to health, happiness and quality of life.

RPA faculty approval 9/4/15

ECU 2020 Goals and CHS Academic Planning Group Strategic Directions:

ECU Goal 1: Academic Excellence

| | |
|------------------------------------|--|
| ECU Strategic Direction 1.1 | Invest in our Faculty |
| | CHS SD 1.1.1 The College of Health Sciences (CHS) will support faculty scholarly research and creative endeavors. |
| | RPA SD 1.1 RPA will support faculty scholarship and creative endeavors. |
| ECU Strategic Direction 1.2 | Promote Innovative Instruction and Programming |
| | CHS SD 1.2.1 The CHS will assess teaching effectiveness and use the results to enhance instruction. |
| | RPA SD 1.2 RPA will strive for faculty excellence in teaching effectiveness. |
| ECU Strategic Direction 1.3 | Strengthen Academic Programs |
| | CHS SD 1.3.1 The CHS will continually assess and strengthen academic programs. |
| | CHS SD 1.3.2 The CHS will provide nationally recognized, high quality, accredited and approved programs. |
| | RPA SD 1.3 RPA will continue accreditation by the National Recreation and Park Association Council on Accreditation for Parks, Recreation and Tourism. |

EKU Goal 2: Commitment to Student Success

EKU Strategic Direction 2.1

Invest in our Students

- CHS SD 2.1.1** The CHS graduates will meet or exceed national pass rates on licensure certifications and standardized exam results.
- CHS SD 2.1.2** The CHS will support students' scholarly research and creative endeavors.
- RPA SD 2.1** **RPA will support student research and creative endeavors.**

EKU Strategic Direction 2.2

Focus on Strategic Enrollment

- CHS SD 2.2.1** The CHS will demonstrate a commitment to diversity.
- RPA SD 2.1** **RPA will support a diverse faculty and student body and the appreciation of cultural influences on recreation.**

EKU Strategic Direction 2.3

Increase Efforts to Retain and Graduate Students

- CHS SD 2.3.1** The CHS will assess advising effectiveness and use the results to strengthen advising.
- RPA SD 2.3** **RPA will assess advising effectiveness and strive for advising excellence.**

Health Sciences

EKU Goal 3: Institutional Distinction

- EKU Strategic Direction 3.1** **Invest in our Staff**
- CHS SD 3.1.1** The CHS will support staff professional development opportunities.
 - RPA SD 3.1** **RPA will support staff professional development.**
- EKU Strategic Direction 3.2** **Advance the EKU Brand**
- CHS SD 3.2.1** The CHS will have a brand and communication strategy.
 - RPA SD 3.2** **RPA will have a brand and invest in marketing processes.**
- EKU Strategic Direction 3.3** **Create a Diverse, and Inclusive University Culture**
- CHS SD 3.3.1** The CHS will celebrate faculty, staff and student scholarly research and creative endeavors.
 - CHS SD 3.3.1** **RPA will maintain an inclusive and diverse culture.**

EKU Goal 4: Financial Strength

- EKU Strategic Direction 4.1** **Optimize Campus Resources**
- CHS SD 4.1.1** The Administrative Council for CHS will annually examine measures related to our financial effectiveness to include: workload, class size, and faculty and staff issues to strengthen programs.
 - RPA SD 4.1** **RPA will optimize resources while staying compliant with COAPRT accreditation standards.**
- EKU Strategic Direction 4.2** **Increase External Support**
- CHS SD 4.2.1** The CHS will engage alumni, friends and other stakeholders.
 - RPA SD 4.2** **RPA will engage alumni and other stakeholders.**

EKU Goal 5: Campus Revitalization

- EKU Strategic Direction 5.1** **Initiate and complete EKU Revitalization plan, which includes rehabilitation of existing facilities and construction of new ones with a focus on the EKU student experience.**

CHS SD 5.1.1 The CHS will assess classrooms, labs, offices, technology, and student-centered facilities required to support program growth.

RPA SD 5.1 RPA will assess classrooms, labs, offices, technology, and student-centered facilities required to support program growth.



EKU Goal 6: Service to Communities and Region

- EKU Strategic Direction 6.1** **Become the 1st Choice Partner in Regional Educational, Economic, Cultural, and Social Development**
- CHS SD 6.1.1** Collaborate with the University's regional community partners to promote academic achievement, economic development, and quality of life.
- RPA SD 6.1.1** **RPA will partner with regional agencies in promoting recreation, parks and tourism.**
-
- EKU Strategic Direction 6.2** **Become Nationally Prominent in Fields and Regional Relevance**
- CHS SD 6.2.1** The CHS will continue to strengthen quality community and regional partnerships.
- CHS SD 6.2.2** The CHS will continue to bring distinction to our region with nationally recognized, accessible programs to promote engagement and improve health and quality of life.
- RPA SD 6.2** **RPA will continue to strengthen state, regional and national prominence.**
-
- EKU Strategic Direction 6.3** **Bring EKU to Our Service Region**
- CHS SD 6.3.1** Collaborate with the University's regional community partners to promote academic achievement, economic development, and quality of life. *(Same as 6.1.1)*
- RPA SD 6.3** **RPA will support regional stewardship and service-learning projects and services.**
-
- EKU Strategic Direction 6.4** **Bring Our Service Region to EKU**
- CHS SD 6.4.1** CHS will offer college programs, activities, and events to encourage travel to EKU campus that improve health and quality of life.
- RPA SD 6.4** **RPA will offer activities and programs that bring others to campus.**