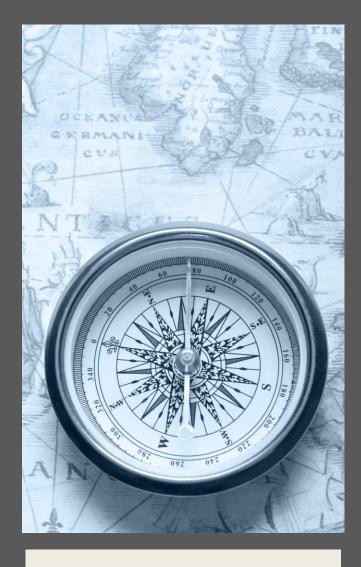
Strategic Plan

Recreation Management Department

Brigham Young University





Vision

We strive to attract and educate exceptional students who are passionate about making a difference in the lives of individuals, families, and organizations. As faculty, our greatest desire is to help students gain the knowledge and skills necessary to design meaningful experiences that engage, heal, build relationships, create joy, and provide opportunities to foster personal growth. We also believe it is our responsibility to help students prepare for and obtain high quality career opportunities. Additionally, we seek opportunities to contribute to our academic and professional fields through the production of exceptional scholarly and outreach activities. Subsequently, we are consistently recognized as a top program in the country for scholarly productivity.

Mission

We enhance well-being for individuals, families, and organizations by producing and sharing knowledge that inspires and prepares people to create or engage in meaningful recreational experiences.

Core Values

- We value the role wholesome recreation plays in the well-being of individuals, families, and organizations.
- We care about our students and respect their human potential.
- We are committed to the professional preparation of our students.
- We value dynamic learning environments.
- We strive to make meaningful contributions to both recreation related research and practice.

Department motto or tag line

Creating meaningful recreational experiences

Strategic Priorities Academic Year 2013 – Academic Year 2015

Year	Objective	Leadership
2013-14	Develop advisory boards for EIM and TR with	EIM and TR
	the specific mission of facilitating student	coordinators
	networking in order to find internships and jobs.	
2013 - 15	Support the EVM and TR clubs in sponsoring an annual internship fair.	Club Advisors
2014 - 15	Secure a full-time relationship manager to:	Department Chair,
	• Foster connections with agencies to hire	Career Placement
	RecM students	Person
	• Track student placement	
	• Regularly review the department career	
	website and LinkedIn group to update and	
	correct.	
	• Expand alumni relations	
	• Track students to determine if they are	
	actively engaging in activities suggested on the RecM Careers Website	
	• Assist with the EIM Conference	
2014	Continue to expand LinkedIn group to better	Mat Duerden,
	connect with students, expand alumni relations,	Mark Widmer,
	and build professional networks.	Internship
2015		supervisors
2015	Have a functioning "on campus internship"	Brian Hill
	program.	<u> </u>

Priority 1: Improve career placement opportunities for students

Priority 2: Revise therapeutic recreation program to strengthen position in the college

Year	Objective	Leadership
July 2014	TR faculty will provide program revision recommendations to the department faculty and	TR Coordinator
	Marriott School deans for approval.	
2014	TR Faculty will review accreditation standards, career opportunities, professional input, and other sources to identify interact and sources	TR Coordinator
	other sources to identify interest and career opportunities for a TR program with a strong business curriculum.	

Priority 3: Revise graduate program to strengthen position in the college
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Year	Objective	Leadership
2013-2014	Identify three viable strategies for accommodating more graduate students prior to admitting a new class on February 1, 2014. Possible strategies include: multiple students working on different aspects of one project, assigning students to faculty research projects, developing an "applied" thesis (similar to project).	Graduate Coordinator
2013-2014	Facilitate continued discussion regarding the focus of our graduate program (professional prep OR doctoral prep) and develop curriculum proposal for fall 2014. This could include a broader focus with opportunities for professional track students as well as thesis track students	Graduate Coordinator
2014	 Update and refine the 3+2 program proposal prior to the fall curriculum change deadline (for possible future use). Talk to professionals about potential graduate program changes to gain feedback and assess interest/need. 	Graduate Coordinator
2013 - 2015	Increase graduate student recruitment by attending and having a presence at graduate fairs across Utah and on campus.	Graduate Coordinator

Priority 4: Design and adopt strategies to recruit high-quality students

Year	Objective	<u>Leadership</u>
2013	Develop and refine ideas for promoting the	Peter Ward, Brad
	recreation major to students.	Harris
2014	Develop a marketing plan for the department to	Peter Ward, Brad
	attract high-quality students and promote the	Harris
	department to the college and university.	

Priority 5: Continue to foster a climate of high levels of research productivity

Year	Objective	<u>Leadership</u>
Annual	Attract high quality graduate students each year	Graduate
		Coordinator
Annual	Continue to collaborate with department faculty; utilize department research and writing teams	All Faculty
Annual	Encourage and support presentations of research papers at national conferences	Department Chair

<u>Priority 6: Document the quality and impact of department outreach efforts that educate</u> and inspire people to create or engage in meaningful recreation experiences

Year	Objective	<u>Leadership</u>
Annual	Document and measure faculty presentations to	Department Chair
	academic, professional, and community	and Secretary
	audiences (in person, on radio, TV, magazines,	
	social media)	
Annual	Document and measure faculty projects that	Department Chair
	develop programs to teach others to create or	
	engage in meaningful recreation experiences	
Annual	Measure the number of annual internship (off	Internship
	and on campus) hours provided by students	Coordinators
Annual	Place and document students in career positions	Career Placement
	of influence	
Annual	Document number of hours of student outreach	Department Chair
	that provides programs and services to the	and Secretary
	community.	
Annual	Produce a department impact report to share with	Department Chair
	the college, alumni, and students. This would	and Secretary
	include both academic and professional impacts	