

Strategic Plan

Recreation Management
Department

Brigham Young
University



2013

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

Priority 1: Improve career placement opportunities for students

<u>Year</u>	<u>Objective</u>	<u>Leadership</u>
2013-14	Develop advisory boards for EIM and TR with the specific mission of facilitating student networking in order to find internships and jobs.	EIM and TR coordinators
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: <ul style="list-style-type: none"> • Foster connections with agencies to hire RecM students • 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 	Department Chair, Career Placement Person
2014	Continue to expand LinkedIn group to better connect with students, expand alumni relations, and build professional networks.	Mat Duerden, Mark Widmer, Internship supervisors
2015	Have a functioning “on campus internship” program.	Brian Hill

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

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

Priority 3: Revise graduate program to strengthen position in the college

<u>Year</u>	<u>Objective</u>	<u>Leadership</u>
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). <ul style="list-style-type: none">• 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

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

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

<u>Year</u>	<u>Objective</u>	<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

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

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