School of Kinesiology & Recreation
Recreation & Park Administration Program

Strategic Plan

Strategic Planning Goals

The following is an overview of the strategic plan for the Recreation and Park Administration (RPA) Program at Illinois State University. The strategic plan is an extension of *Educating Illinois 2013-2018* which is Illinois State University's Strategic Plan. *Educating Illinois* represents a commitment to action. The College of Applied Science and Technology and the School of Kinesiology and Recreation also follow *Educating Illinois 2013-2018* in their planning documents. The mission, vision, and values of the Recreation and Park Administration program provide the foundation for the Recreation and Park Administration Strategic Plan.

Mission

The mission of the Recreation and Park Administration program is to promote the healthy use of leisure through exemplary teaching, focused research, and professional service.

Vision

Our students will graduate with a solid knowledge base, professionalism, and practical experience making them competitive, sought after employees in the field of leisure services.

Values

- Empower self-confidence and cultivate critical thinking through assignments that require students to use critical thinking skills and implement the concepts learned in classes and from their experiences.
- Provide a solid foundation in leisure theory and philosophy.
- Assist students in developing research and evaluation skills so they understand the significance of evidenced-based decision making.
- Foster in students the ability to program experiences for diverse populations, including socio- cultural factors and people with disabilities.
- Provide opportunities for students to acquire practical experience through volunteerism, practicums, internships, and service learning.
- Teach students to develop a "big picture" approach to the profession by understanding trends and issues in the field through opportunities such as conference attendance, the RPA Symposium, and Parks and Recreation Society (PARS).
- Remain current and actively participate in local, state, national, and international professional organizations in order to continue to gain knowledge through professional development activities which will ultimately drive cutting edge curriculum.

There are four goals guiding the strategic plan that are driven by the aforementioned mission, vision, and values of the Recreation and Park Administration Program:

Goal #1:
Provide premier undergraduate academic programs

Goal #2:
Provide exemplary graduate academic programs

Goal #3:
Engage in quality state, nationally, and internationally recognized scholarship

Goal #4:
Engage in service and outreach initiatives to enhance relationships with professionals and alumni

Philosophy and Purpose

To provide additional context for these goals, it is important to understand the philosophy and purpose of the Recreation and Park Administration Program.

Philosophy

Leisure, play, and recreation are assigned value by our society and have been the subject of considerable study relative to their role in human satisfaction, development, and community solidarity. The complexity and growth of our society have meant both increased resources for leisure and increased conditions with the potential to constrain satisfying leisure. The recreation and park profession has emerged as an interdisciplinary field involving a range of settings and responsibilities charged with providing resources and serving the leisure needs and wants of people. These responsibilities include: (a) facilitating quality leisure experiences, (b) minimizing constraints to recreation participation, and (c) advocating for future recreation and leisure policy. As a social force, the recreation and park profession makes a significant contribution to the quality of life of people of all ages and abilities in a constantly changing social and physical environment.

The four-year degree in recreation, park and leisure services is a requisite for entering the profession. It is typically the baccalaureate graduate who provides the majority of direct services and substantial direction for the field. Therefore, baccalaureate curricula in leisure services hold the main responsibility for professional preparation. It is the responsibility of colleges and universities to provide the baccalaureate graduate with theoretical concepts, skills for the application of theory, skills for employability, and an environment for enhancing professional commitment. Furthermore, it is the responsibility of these curricula to interact with leisure agencies in the field and adjust academic programs in response to practitioner and participant needs. Faculty expertise and services should be extended to the local community, state, and national levels.

Purpose

The general purpose of the Illinois State University Recreation and Park Administration Program is to prepare recreation management and therapeutic recreation students for leadership, programming, and supervisory roles in a variety of leisure settings. In serving this purpose, program faculty are committed to: (a) excellence in the professional preparation of student majors and minors in Recreation and Park Administration; (b) a liberal education with interdisciplinary studies related to contemporary culture and the recreation and park profession; (c) basic and applied research in recreation, parks, and leisure studies; and (d) service to professional agencies and organizations through workshops, service-learning opportunities, faculty consultations, and committee involvement.

Strategic Issues 2014-2019

A planning document guides an academic unit into the future and should include precise direction. The ensuing pages outline strategic issues for each goal as well as tasks and objectives to address the strategic issues and ultimately meet the goal. The strategic issues for the goals include:

Goal #1: Provide premier undergraduate academic programs

1.1.0 Enhance relationships with RPA undergraduate students
1.2.0 Increase international opportunities for students
1.3.0 Investigate opportunities for distance learning
1.4.0 Provide opportunities for students to develop academically and professionally outside the classroom
1.5.0 Provide professionally relevant curriculum and delivery methods

Goal #2: Provide exemplary graduate academic programs

2.1.0 Provide professionally relevant curriculum and delivery methods
2.2.0 Establish and implement a strategy for graduate student recruitment

Goal #3: Engage in quality state, nationally, and internationally recognized scholarship

3.1.0 Faculty will conduct at least 10 refereed or invited presentations at state, national, or international conferences

3.2.0 Faculty will publish at least 5 refereed manuscripts, books, or book chapters

Goal #4: Engage in service and outreach initiatives to enhance relationships with professionals and alumni

4.1.0 Host RPA alumni and professional events on and off campus

4.2.0 Enhance relationships among RPA, Wellness, and Recreation Services in McCormick Hall-Student Fitness Center

4.3.0 All faculty will attend professional conferences annually

4.4.0 Enhance communications with professionals and alumni

4.5.0 All RPA faculty conduct service with at least one professional or campus committee or in an editorial capacity

Specific Program Objectives

The remainder of this document is an outline of specific tasks or objectives to be completed in order to achieve the established goals and strategic issues. These tasks and objectives run from 2014 to 2019.

Goal #1: Provide premier undergraduate academic programs

Strategic issues	Responsibility	Target Date	Completion Date
1.1.0 Enhance relationships with RPA undergraduate students			
1.1.1 All faculty will participate in an RPA new student welcome in KNR 170	All faculty	Every semester	Fall 2014, Spring 2015, Fall 2015
1.1.2 Maintain RPA social media platforms to enhance student communication	Beggs	Every semester	In Progress
1.2.0 Increase international opportunities for students			
1.2.1 Establish an opportunity for RPA students to travel abroad	Schlatter Smith	Summer 2017	
1.2.2 Host international students studying recreation management and/or therapeutic recreation	All Faculty	Fall 2014	September 2014
1.3.0 Investigate opportunities for distance learning			
1.3.1 Have faculty trained in methods of on-line instruction	All Faculty	Fall 2018	Summer 2013 – Beggs, Spring 2014 – Mainieri
1.3.2 Discuss potential blended or on-line courses	All Faculty	Fall 2017	
1.4.0 Provide opportunities for students to develop academically and professionally outside the classroom			
1.4.1 Examine establishing professional development benchmarks and a professional development plan for undergraduate students	Mainieri	Fall 2015	Fall 2015
1.4.2 Investigate opportunities for Rho Phi Lambda to participate in quiz bowl and academic competitions	Schlatter	Fall 2016	
1.4.3 Induct students in Rho Phi Lambda annually	Schlatter	Annually	December 2014, December 2015
1.4.4 Encourage Rho Phi Lambda members to participate in scholarship opportunities at a national level	Schlatter	Annually	Fall 2015
1.5.0 Provide professionally relevant curriculum and delivery methods			
1.5.1 Complete and submit COAPRT accreditation report	Beggs/Schlatter	Fall 2014	November 2014
1.5.2 Conduct successful faculty search in Therapeutic Recreation	Beggs	Spring 2014	April 2014
1.5.3 Conduct successful faculty search in Therapeutic Recreation	Beggs	Spring 2015	May 2015
1.5.4 Conduct successful faculty search in Recreation Management	Mainieri	Fall 2015	

1.5.5 Conduct successful faculty search in Recreation Management	Beggs	Fall 2016	
1.5.6 Conduct successful faculty search in Recreation Management	Beggs	Fall 2017	
1.5.7 Host COA visit for continuing accreditation	All Faculty	Spring 2015	April 2015
1.5.8 Successfully complete 30th COA accreditation in 2015 by attending hearing at NRPA	Beggs	Fall 2015	Fall 2015
1.5.9 Discuss assessment findings and determine actions	All Faculty	Annually	Fall 2014, Fall 2015
1.5.10 Review assessment plan	All Faculty	Annually	Fall 2014, Fall 2015
1.5.11 Examine opportunity for KNR 381 as an elective	Beggs	Fall 2015	
1.5.12 Revise KNR 398.30 evaluation instrument	Nicholson & Beggs	Fall 2015	
1.5.13 Continue efforts to diversify faculty when opportunities arise	All Faculty	Annually	In progress
1.5.14 Increase RPA student involvement in Honors program by recruiting students in undergraduate classes	All Faculty	Every semester	In progress
1.5.15 Review RPA curriculum	Beggs	Fall 2017	
1.5.16 Review TR curriculum	Beggs	Fall 2018	
1.5.17 Review class sizes of RPA core classes	Beggs	Spring 2017	
1.5.18 Review entry requirements for new RPA majors	Beggs	Spring 2016	
1.5.19 Investigate the possibility of developing additional field experience requirements for Recreation Management students	Mainieri	Spring 2016	
1.5.20 Add a direct measure of entry level knowledge of techniques and processes used by TR professionals	Hildebrand & Schlatter	Fall 2014	December 2014
1.5.21 Develop a diversity measure stemming from KNR 270 which will include all RPA students	Hildebrand, Schlatter, Beggs	Fall 2014	December 2014

Goal #2: Provide exemplary graduate academic programs

Strategic issues	**Responsibility**	**Target Date**	**Progress**
2.1.0 Provide professionally relevant curriculum and delivery methods			
2.1.1 Conduct successful tenure track faculty search in Sport Management	Beggs/Warren	Fall 2014	December 2014
2.1.2 Propose graduate curriculum utilizing Recreation Administration courses and the Stevenson Center program	Schlatter/Beggs	Fall 2014	August 2014
2.1.3 Review the Recreation Administration graduate curriculum	Beggs/Mainieri	Spring 2016	
2.1.4 Conduct Sport Management immersion trip	Warren	Annually - Fall	November 2015
2.1.5 Review the Sport Management curriculum	Warren	Fall 2015	Fall 2015
2.1.6 Investigate the possibility of establishing a graduate student mentor program	Mainieri	Fall 2016	

2.1.7 Examine establishing professional development benchmarks and a professional development plan for graduate students	Mainieri	Spring 2016	
2.2.0 Establish and implement a strategy for graduate student recruitment	Mainieri	Spring 2016	

Goal #3: Engage in quality state, nationally, and internationally recognized scholarship

Strategic issues	**Responsibility**	**Target Date**	**Progress**
3.1.0 Faculty will conduct at least 10 refereed or invited presentations at state, national, or international conferences	All Faculty	Annually	In progress
3.2.0 Faculty will publish at least 5 refereed manuscripts, books, or book chapters	All Faculty	Annually	In progress

Goal #4: Engage in service and outreach initiatives to enhance relationships with professionals and alumni

Strategic issues	**Responsibility**	**Target Date**	**Progress**
4.1.0 Host RPA alumni and professional events on and off campus			
4.1.1 Host RPA Advisory Council meetings each academic year	Beggs	Annually	November 2015
4.1.2 Establish Sport Management Advisory Council	Warren	Spring 2016	
4.1.3 Host the RPA Alumni and Friends Social at IPRA	Beggs	Annually - Spring	January 2016
4.1.4 Host the Sport Management Symposium	Warren	Annually - Spring	February 2016
4.1.5 Host the Miracle League Golf Outing fundraiser	Warren	Annually - Spring	April 2016
4.2.0 All faculty will attend professional conferences annually	All Faculty	Annually	In progress
4.3.0 Enhance communications with professionals and alumni			
4.3.1 Create Sport Management alumni newsletter	Warren	Annually	In progress
4.3.2 Identify alumni that can be highlighted in the KNR newsletter	All Faculty	Annually	In progress
4.3.3 Maintain RPA alumni listserve	Beggs	Annually	In progress
4.3.4 Maintain Facebook alumni groups for RPA	Schlatter	Annually	In progress

4.3.5 Maintain Facebook alumni groups for Sport Management	Warren	Annually	In progress
4.3.6 Recognize an alumni or friend of the program for their work in the field of recreation	Beggs	Annually	October 2015 & January 2016
4.3.7 Develop alumni relations by collecting post-graduation contact information with students during their internships	Beggs	Fall 2015	Fall 2015
4.4.0 All RPA faculty conduct service with at least one professional or campus committee or in an editorial capacity	All Faculty	Annually	In progress

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