

APPENDIX A

Campus Recreation and WellWorks Alignment with Vision Ohio First Year Implementation

Objective Two: Improve retention rate and engagement of first-year students to increase the graduation rate of undergraduate students.
Strategy: Expand availability of learning communities.
CR Alignment: ADRW to teach UC115 in University College Learning Community
Strategy: Improve academic advising for first year students
CR Alignment: ADRW to advise 20 undecided students.
Strategy: Increase undergraduate involvement in research, applied projects, internships, co-ops, and service learning opportunities at the local, regional, national and international level.
CR and WW Alignment: Provide experiential learning opportunities through employment, internships and practica for 600 students.
Outcome: Students take more ownership through increased responsibility in the operations of facilities, programs and clubs in Campus Recreation and WellWorks
1st year goal: Determine graduation rate for student employees and club members
5th year goal: Exceed institutional graduation rate by 5%.
Strategy: Establish academic partnerships between colleges and Intercollegiate Athletics that incorporate student athletes into successful retention and engagement activities in effect within the broader university.
CR Alignment: Club sports involves 850 student athletes that are actively engaged in curricular and co-curricular
Outcome: Provide academic support for all employees and club athletes.
Investment: \$25,000 base funding for academic support (Funding from voluntary recreational activities fee)
1st year goal: Identify various retention and academic enhancement programs and distribute information, work with registrar to identify employees and club athletes in need of academic assistance.
5th year goal: Increase GPA, have fewer students on academic probation, and graduate more students than the institutional average.
Accountable Units: Division of Campus Recreation and WellWorks
Objective Ten: Create and implement a strategic enrollment management plan that promotes fiscal stability and improvements in quality, access and affordability/efficiency.
Strategy: Improve access, affordability and efficiency
CR Alignment: CR is efficient in expending only 19% of the General Fee for 75% student engagement. The cost per student (CPS) is less than \$120 per quarter to provide a wide range of facilities and programs and is affordable. CR provides approximately \$1.2M in outside revenue to offset costs related to student recreation.
Strategy: Create and implement a student recruitment marketing campaign.
CR Alignment: Research suggests recreational sports facilities, similar to the Ping Center, aid in the recruitment and retention of undergraduate students. College settings, including the aesthetic beauty, enhanced by a college golf course, is also considered a recruitment tool. A diversity of program choices including intramural and club sports, outdoor and adventure activities, and access to facilities for unstructured recreation have shown to benefit institutional recruitment
Starting Point: No known information regarding awareness of campus recreation or its programs.
Outcome: More students know about and participate in multiple campus recreation activities
Investments: \$15,000 to marketing department's base. (from existing funds)
1st year goal: Conduct a campus recreation awareness and satisfaction survey
5th year goal: Increase student awareness of campus recreation by 1% to a maximum of 90%.
Accountable Unit: Division of Campus Recreation
Objective Twelve: Clearly communicate our distinctive identity as an institution to all stakeholders, and using strategic communications, (e.g. advertising, news media relations, print and electronic publications) and external relation practices (e.g. community affairs and government relations) to effectively position the
Strategy: Cultivate and engage "family and friends" of the university.
CR Alignment: 75% of all undergraduate students have contact with some campus recreation facility or program. 500 plus students are employed, 850 club athletes have deep connections to the university and routinely return for alumni events. Much of the external funding for club sports is generated by family and friends.
Starting Point: Lists of alumni and friends within in the Division of Campus Recreation are disconnected.
Outcome: Alumni and friends feel re-connected to Ohio University through their affiliation with Campus Recreation
1st Year goal: Consolidate lists of alumni and friends from various groups and unify the distribution of information to all participants.
5th year goal: Make and maintain contact at least 50% of all employees and club athletes between 1994 and 2014.
Accountable Unit: Division of Campus Recreation

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Objective Fourteen: Enhance positive engagement and cultural enrichment in campus and community life.
Strategy: Enhance students' out-of-class experience in order to increase student involvement in out-of-class activities.
CR and WW Alignment: Research indicates on-campus student employment, particularly in jobs related to majors brings relevance to the out-of-class experience. Engagement with 850 club sport athletes and 75% of the undergraduate population suggest an important role CR plays in the provision of out-of-class experiences.
Starting Point: SA indicates current out-of-class involvement is 77% (2006-07 OUIR Involvement Study). This is actually the percentage of freshman engagement and according to the 2007-08 report engagement is up to 78%. Intramural athletics and campus recreation make up 59% of this engagement.
Outcome: Turn away fewer students from first quarter intramural sport activities.
Investment: \$ 250,000 base to be paid for by a voluntary recreational activity fee
1st year goal: Purchase and install an artificial turf IM sports field. Expand Ping Center fitness floor space.
5th year goal: Increase involvement by 1% each year after the turf is installed and return engagement in IM Athletics and Campus Recreation to 2003-04 levels (68%).
Accountable Unit: Division of Campus Recreation
Objective Fifteen: Improve health and safety
Strategy: Reduce incidence of high risk drinking and drug used through continued refinement of discipline, law enforcement, education, programming and communication efforts.
CR Alignment: CR staff currently participates in various university efforts to reduce high risk drinking and drug use.
Outcome: Students are more aware of the impact of high risk behavior and provided more opportunities for alternative activities.
Investment: \$40,000 for alternative programming and intra-facility communication system (covered by funds generated by voluntary recreational activity fee.
1st year goals: Purchase and install communication system; measure students awareness of high risk behavior as related to participation in recreational activities.
5th year goal: Through incentives, Increase weekend program participation by 10%
Strategy: Develop emergency readiness and business continuity plans for every department on campus
CR and WW Alignment: All CR and WW departments have emergency response policies and procedures but lack business continuity plans.
Outcomes: Departmental personnel are aware of and can implement procedures related to emergency response and business continuity; Ping Center is capable of serving as a major venue in providing emergency response to a catastrophic event
Investment: To be determined
1st year goals: Determine the requirements of an emergency shelter; align emergency response and newly develop business continuity plans; train staff on new plans.
5th year goals: Renovate Ping Center to be capable of serving as an emergency response shelter.
Strategy: Improve the management of risk for the university through implementation of an enterprise risk management system
CR and WW Alignment: Departments currently have risk management plans.
Outcome: All facilities and programs meet national safety standards and guidelines
Investment: \$ 250,000 base to be paid for by a voluntary recreational activity fee for field turf. (Investment is duplicated in multiple places.)
Objective Sixteen: Increase the efficiency, quality, and accountability of academic support units and academic units through assessment, improved productivity, strengthened student, faculty and staff service, and strategic cost reductions.
Strategy: Academic support units to adopt a continuous improvement and customer focus style while reducing costs whenever possible
CR and WW Alignment: Campus Recreation has undergone the first phase of ASUPR. WellWorks is scheduled for the coming year. Departments currently participate in a quality improvement operational planning cycle. Each unit has a mission, vision, goals and objectives and aligns these to patron needs. Annual reports are results based and assesses completion of stated goals to complete the cycle.
Outcome: Departments use a more robust system of assessment including quantitative and qualitative measures
Investment: \$75,000 base for an assessment coordinator to support ADRW. (Funds from CR Executive Account and Recreation Activities Fee)
1st year goals: Hire assessment coordinator; establish quantitative tools to assess outcomes related to student learning outcomes, patron satisfaction and business process.
5th year goal: Complete all phases of Campus Recreation and WellWorks ASUPR
Accountable Units: Campus Recreation and WellWorks

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Objective Nineteen: Improve campus facilities and strengthen commitment to sustainability.
Strategy: Promote sustainability and the continued "greening" of all campuses
CR Alignment: Campus Recreation oversees some of the largest amount of usable green space on campus including the Golf Course, IM and Club Sport Fields.
Outcome: Provide attractive and usable green space
Investment: \$ 250,000 base to be paid for by a voluntary recreational activity fee for field turf. (Investment is duplicated in multiple places.)
1st year goal: Purchase and install an artificial turf IM sports field.
5th year goal: Purchase and install second turf field for club sports.
Strategy: Support the collaborative initiative "Healthy Ohio" through campus-wide communications and incentives on all campuses.
WW Alignment: WellWorks has been actively involved with the Healthy Ohio campaign and is a collaborative partner with Human Resources.
Outcome: Increase the Health Risk Appraisal participation by 5% each year (WW to conduct this assessment)
Strategy: Enhance health and wellness education initiatives for faculty and staff.
WW Alignment: WellWorks is the primary provider of health and wellness education initiatives.
Investment: \$7,000. Return Employee Wellness Account funding to 2003-04 funding levels (\$225,000)
Outcome: Implement a variety of education programs/services (didactic and skill based) for faculty and staff based and prioritized on the Health Risk Appraisal group results and evaluations.
Starting Point: Current level of participation (Based on WellWorks provided data.)
Objective Twenty-One: Encourage faculty, students, and staff to aspire to national leadership in advancing knowledge and practices in their fields or expertise and facilitate notable achievements and their recognition
CR Alignment: Campus Recreation has been active in a number of national endeavors. Past successes include Bill Sells, President of the National Intramural and Recreational Sports Association (NIRSA) and National Service awards to a number of staff members. Club Hockey has three National Championships since 1996, the equestrian club has won national championship in 2002. Since 1998 Ohio University has developed more All American Intramural Sports Officials than any other institution in the country. Currently, Douglas Franklin, NIRSA Standards Chair and Representative to the Council for the Advancement of Standards in Higher Education; Brad Whittaker, Melissa Toretch and Hafedh Benhadj serve on multiple national committees and and 13 club sport teams, including Hockey, participated this year in national
Outcome: Student employees and club leaders are actively engaged in national organizations or compete in national level sporting events