

## VALUE: STEWARDSHIP

## Priority Actions:

- Manage department funds with integrity and wisdom, planning for and prioritizing immediate and long-term needs, and avoiding unnecessary expenditures.
- Provide complete budget transparency to the Administration, Student Senate Finance Commission, and all students.
- Involve students in the budget development process and in the presentation of the budget to the Student Finance Commission.

## MEASURES OF SUCCESS

- Staff work within System and University guidelines to establish a long-term plan for capital expenditures which leads to a balanced budget.
- Involve students and staff in the budget process through involvement on the Recreation Budget Advisory Committee.
- Students assist in the development of the Recreation and Sport Operations budget and present it to the Student Finance Committee.



2023-2024 Professional Staff

RECREATION AND  
SPORT OPERATIONS

Andy Jepsen  
Garrett Larson  
Shari Schuebel  
Sheryl Poirier

STRENGTH AND  
SPORT PERFORMANCE

Mikiny Prafke  
Zac Ruch  
Karlie Stefoniak  
Al Wiberg  
Brittany Wold

Recreation and  
Sport Operations  
University of Wisconsin  
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## ATHLETICS AND RECREATION

Tammy Brunschmid  
Brandon Carroll  
Gabe Champeau  
Nate Garvey  
Kodi Fezler

# Recreation and Sport Operations STRATEGIC PLAN 2025

The Strategic Plan for Recreation and Sport Operations is based on the strengths of the department, the focus of the Division of Enrollment Management, and the goals outlined in the UW-Eau Claire 2025 Strategic Plan. We will continue to work to achieve the Chancellor's Guidepost Goals and support efforts toward enrollment growth.

UNIVERSITY OF WISCONSIN  
EAU CLAIRERECREATION AND  
SPORT OPERATIONS

## MISSION

Foster in one another creativity, critical insight, empathy and intellectual courage, the hallmarks of a transformative liberal education and the foundation for active citizenship and lifelong inquiry.

We provide comprehensive student-centered Recreational experiences that support wellbeing and enhance academic learning.

## VISION

We are noted for rigorous, integrated, globally infused undergraduate liberal education and distinctive select graduate programs. We are leaders in preparing students for lifelong contributions to society through career, service, and personal achievement.

Recreation and Sport Operations is a leader in the advancement of recreation and sport; we educate, inspire, engage, and equip students to be active, healthy, and well in a global society.

## VALUES

Diversity and Inclusiveness • Leadership • Innovation and Continuous Improvement • Stewardship and Sustainability

Inclusiveness • Wellbeing  
Student Enrichment • Collaboration  
Stewardship + Sustainability • Leadership

## GOALS

- Goal 1: Achieve national distinction for programmatic leadership in health and wellbeing
- Goal 2: Achieve national distinction by leadership in Equity, Diversity, and Inclusion
- Goal 3: Achieve national distinction by integrating undergraduate research and creativity activity across all disciplines

- We will prioritize and support:
- Goal 1: Student and Staff Professional Development
- Goal 2: Student Engagement / Connection
- Goal 3: Equity, diversity, and Inclusion
- Goal 4: Facility Enhancement + Development
- Goal 5: Fiscal Responsibility



01

## We will prioritize and support STUDENT & STAFF PROFESSIONAL DEVELOPMENT

### VALUE: WELLBEING + LEADERSHIP

#### Priority Actions:

- Encourage and support professional staff attendance at relevant conferences and/or trainings that benefit both the individual and the department.
- Collaborate and contribute to Employee and Student Wellbeing, offering inclusive programs that support health and wellbeing on campus.
- Support student development by providing regular performance evaluations, guidance in goal setting, training and leadership opportunities, and scholarships for conferences and workshops.

#### MEASURES OF SUCCESS

##### Professional staff:

- Attend and take on leadership roles within professional organizations: NIRSA, WIRSA, NSCA AORE, and PCIA.
- Involvement in campus-wide health and wellness programming and increasing efforts and opportunities within our department to create a work environment that is supportive, flexible, and encourages healthy practices for personal well-being.

##### Student employees:

- Set a SMART Goal and receive frequent feedback and regular performance evaluations.
- Participate in ongoing trainings on ALICE, CPR/First Aid, EDI, Blugold Service Excellence, and other trainings.
- Obtain financial support for advanced trainings, certifications, conferences, and workshops.



02

## We will prioritize and support STUDENT ENGAGEMENT/CONNECTION

### VALUE: STUDENT ENRICHMENT

#### Priority Actions:

- Encourage student leadership in decision making and the administration of the Recreation department.
- Promote student involvement in department-wide programming and training.
- Develop engaging programs that recruit, retain, and support student success.
- Create and develop intentional Recreation programming that is inclusive of all students and supports a feeling of belonging.

#### MEASURES OF SUCCESS

- Students from all program areas of Recreation are represented on the Recreation Advisory Committee.
- Student employees assist with special events including Jig's Up, Shamrock Shuffle, and professional trainings.
- Freshman Connection first year students and RecConnect transfer students demonstrate higher retention rates.
- Students of color are involved in planning and attending Recreation programs with leadership from Recreation staff and the EDI/Recreation Intern.

03

## We will prioritize and support EQUITY, DIVERSITY & INCLUSION

### VALUE: INCLUSIVENESS

#### Priority Actions:

- Support and encourage participation in on-campus opportunities for mentoring.
- Promote employment opportunities in a manner that will attract diverse applicants.
- Host diversity training + professional development throughout the year for student employees and professional staff.
- Ensure programming, facility improvements, and new developments are inclusive and welcoming.

#### MEASURES OF SUCCESS

- Professional staff serve as mentors to underrepresented students and work towards completion of the EDI Tiers 1, 2, and 3.
- Employment opportunities are intentionally promoted in Multicultural Student Services and promoted by the EDI/Recreation Intern.
- Diversity training offered annually at the Fall All-Staff Training and the EDI Tier 1 training required of all non-first year student employees.
- Student and professional staff collaborate with and are encouraged to attend programs offered through the Office of Multicultural Affairs, Center for International Education, Gender and Sexuality Resource Office and the Office for Students with Disabilities. Equity, Diversity, and Inclusiveness is a primary consideration in the Master Plan.



“Recreation has been great in being a stress reliever and growth experience. I am very thankful for the experiences I have gained in the department.”

We respect and appreciate all people. We value the individual differences that make us unique and the similarities that bring us together. Come as you are and EXPERIENCE RECREATION!

04

## We will prioritize and support FACILITY ENHANCEMENT + COLLABORATION

### VALUE: SUSTAINABILITY + COLLABORATION

#### Priority Actions:

- Collaborate with Facilities Management on a maintenance and custodial plan that optimizes cleanliness and safety in all Recreation facilities.
- Finalize the comprehensive long-term Master Plan for Recreation and Athletics.
- Cultivate solid, mutually beneficial relationships with Housing and Residence Life, Centers, Kinesiology, Athletics, and the Community for effective collaboration on shared-use facilities.

#### MEASURES OF SUCCESS

- Monthly Facility Assessment meetings take place to ensure a high level of user safety and address any concerns.
- Start implementation of the Master Plan for Recreation and Athletics in the spring of 2022.
- Openly communicate on a regular basis with Housing and Residence Life, Centers, Kinesiology, Athletics, and the Community on the use of Recreation facilities, keeping students as a priority.