

NMHU Unit Strategic Planning: FY21 Plan  
 Unit name: Campus Recreation  
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PLAN - Unit Goals / Objectives										
Unit	Unit / Department Objective	Purpose of Objective	SP Goal 1	SP Goal 2	SP Goal 3	SP Goal 4	SP Goal 5	Status (New or Ongoing)	Timeframe	Measurable outcomes
Campus Recreation	Establish a robust student life experience, maximizing student engagement, student development, and promoting student success.	To use student development theories, strategies, and practices to prepare our students to develop skillsets to be successful for life after NMHU.	X					New	Continuous	Measure the success of programming to support and enhance the well-being and success of students.
Campus Recreation	Support the personal development and growth of every student to enhance self-awareness, physical and psychological well-being, honest and open communication, leadership, and integrity.	We strive to offer a unique participatory environment and leadership opportunities where students contribute to a community that fosters diversity and lifelong learning while supporting their academic success.		X	X			Ongoing	Continuous	Measure and build participation in first-year traditions that build institutional connection.
Campus Recreation	Promote student involvement and active exploration through the creation of educationally purposeful programs, activities, and environments.	Develop and enhance community partnerships to increase student participation in civic engagement and public and community service opportunities			X			Ongoing	Continuous	Forestry and geology faculty can participate on local outdoor excursions to make the hike or trip educational for the participant.
Campus Recreation	Establish a safe, and enjoyable experience for students and campus constituents independent of sexual orientation, race, ethnicity, gender, identity, abilities, status, and religious affiliation.	To support and uphold the University's (DEI) initiatives and provide a place where students want to be and belong. Ensure that campus recreation is a place where students feel welcomed, and can engage in their recreational activity of choice.	X			X		New	Continuous	Identify specifically who our campus constituents are, assess their needs and interests and develop specific programs and services to welcome all students into our community and spaces.
Campus Recreation	Maintain facilities, technology, and resources to promote growth, an inclusive climate, student engagement, and student success.	To maintain, improve, and increase student-centered facilities and spaces. Increase opportunities for student interaction with faculty outside the classroom.					X	Ongoing	Continuous	Track attendance at all facilities for usage. This will determine how frequent the area is visited. Based on age and needs of the space, this will determine what gets renewed and when.

DO - Implement Plan		STUDY - Assessment			ACT - Improve
Action(s)	Budget implication	Status (Met, Ongoing, Stop)	Outcome(s)	Challenge(s)	Improvement(s)
Implement marketing campaigns and strategies to increase brand recognition through social media, storytelling and participant engagement.	None	Ongoing	Increased campus visibility of all our recreation opportunities.	Updating our digital presence. Working with university relations and other departments to reach students where they are.	Update our technological platforms to ease the process of student engagement.
Implement programming to connect student activities to their social and mental health well-being. Also continue to use the peer resource program to make all offerings relatable to students.	None	Ongoing	Providing the student development aspect in first year experiences should lead to higher retention rates across the board.	Requiring first year students to participate in various recreation opportunities.	Informing students of what we offer, when we offer, and how they can participate.
Establish local hiking trails that have educational experiences tied to them. For example: The lookout nature preserve, Gallinas hot springs.	None	Ongoing	Increased participation with faculty and students. Fostering relationships outside of the classroom through recreation programming.	Obtaining the buy in from faculty to participate and or assist in these recreational opportunities.	Building the needed relationships with various campus stakeholders to fulfill this need.
Partner with campus entities to reach under-represented populations within our department offerings and break down barriers to participation.	None	Ongoing	Reduced sense of not belonging, a more stable and enjoyable environment for all students.	Ensuring all students, faculty, and staff are all in on DEI initiatives.	Sustain.
Maintain, improve, and increase student centered facilities and spaces.	Yes, costs will vary depending on what needs present themselves.	Ongoing	Reduced spending on all newly purchased equipment for facilities if equipment is properly maintained and cared for.	Ensuring that all equipment whether technological or physical is properly used and maintained with care.	Sustain.