

Strategic Plan 2021-2024

Our Mission

NIRSA is a leader in higher education and the advocate for the advancement of recreation, sport, and wellbeing.

Our Vision

NIRSA is a premier association of leaders in higher education, inspiring healthy people and healthy communities worldwide.

Our Strategic Values



Equity, Diversity & Inclusion



Leadership



Global Perspective



Service



Health & Wellbeing



Sustainable Communities

Our Value Proposition

NIRSA provides the best **professional development offerings**, the best **networking opportunities**, and the best **resources**.

NIRSA will

continue to be a driving force in an integrated approach to health and wellbeing.

NIRSA will

strive for inclusive excellence through an anti-racist and equity lens.

NIRSA will

reimagine learning, education, and networking.

Scope

This three-year strategic plan will focus on recreation and wellbeing within higher education in the U.S. and Canada.

NIRSA IS COMPRISED OF CAMPUS RECREATION professionals who are motivated, passionate, lifelong learners compelled to create and advance opportunities for wellbeing through higher education. Our shared **strategic values** guide our work as educators helping students flourish and succeed during and after their time on campus.

As a professional association:

NIRSA provides the best professional development offerings, networking opportunities, and resources so that campus recreation and wellbeing professionals can inspire healthy people and healthy communities worldwide.

This value proposition is at the core of all we do. The impetus for our 1950 founding was Dr. William Wasson’s recognition of the need for knowledge and shared community within this profession. Over the years, though each strategic plan was responsive to the specific times and concerns in which it was created, that initial impetus always remained central. It is now understood as our enduring, core value proposition.

Our **mission, vision, and strategic values** continue to guide the “why” for our professional development offerings, networking opportunities, and resources, as well as all strategic priorities.

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Strategic Values

Equity, Diversity & Inclusion	Leadership
Global Perspective	Service
Health & Wellbeing	Sustainable Communities

Scope

This three-year strategic plan will focus on recreation and wellbeing within higher education in the U.S. and Canada.

Strategic priorities for the next three years

NIRSA has identified three key priorities for the next three years. These priorities are to enhance the ongoing core work of our association. They define areas of focus for association resources and carve out a path to advance our mission and vision.

→ **NIRSA will continue to be a driving force in an integrated approach to health and wellbeing**

NIRSA recognizes health and wellbeing as integral to student success and a thriving campus community. Campus communities, both physical and virtual, that practice a culture of holistic wellbeing advance not only higher learning but also the core purpose of higher education: to prepare students to lead healthy, flourishing, and productive lives so they in turn contribute to a vibrant, sustainable, and civically engaged society.

NIRSA supports the wellbeing definition (www.nirsa.org/hands-in) as articulated by the inter-association efforts and the necessity of institutions to equally engage the interdependent individual and community wellbeing components.

NIRSA will continue to act as — and empower members to act as — a driving force in health and wellbeing. That means being proactive innovators and relentless collaborators who are constantly seeking to foster relationships and partnerships to advance wellbeing. Integration will be our priority; we all have a shared responsibility to weave wellbeing into the fabric of all the ways we live, learn, work, and play within our communities.

→ **NIRSA will strive for inclusive excellence through an anti-racist and equity lens**

NIRSA is committed to understanding and recognizing the rich history of this association, which began at Dillard University, a Historically Black College & University. To build a more inclusive future, we know we must acknowledge the wrongs of the past. NIRSA is committed to becoming an anti-racist organization that empowers its members to be actively engaged in the work to create anti-racist campus communities and dismantle systemic racism.

NIRSA will promote and foster the understanding that wellbeing is holistic — and that communities cannot be well if their members are not well — just as individuals cannot be well if the structures, systems, and normative behaviors that surround them are not well. NIRSA will empower members to engage in concurrent work to foster an understanding that equity, diversity, and inclusion are essential to the work of recreation.

NIRSA is committed to taking measures to evaluate the Association's organizational structures, policies, and pathways to volunteer and staff leadership positions, and we commit to taking action on the findings. We recognize that becoming an anti-racist and equitable organization is a continual process that must show up in our behavior, decisions, and culture, including the way we uphold or challenge the systems and norms around us.

→ **NIRSA will reimagine learning, education, and networking**

NIRSA recognizes that the global pandemic has created lasting changes to the ways we learn, access education, and network with colleagues. Though in-person programs will come back, online is also here to stay. There are opportunities to increase the accessibility of NIRSA's programs by expanding delivery options. This new hybrid environment offers new ways to shorten the timeline from idea to implementation, increasing the timeliness and relevance of content offered.

The roles and responsibilities of campus recreation professionals are rapidly evolving. NIRSA will continue to advocate for the impact of campus recreation and our members as leaders in higher education. We will showcase promising practices, thought leadership, and innovation both to the profession and external stakeholders.

NIRSA will continue the innovation and experimentation necessitated by the pandemic to reimagine, refine, and retool our portfolio of programs, products, and services. NIRSA will support professionals with learning opportunities and resources to lead through rapidly changing environments.