



NIRSA: Leaders in Collegiate Recreation

# Strategic Framework 2024-2027

## 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

## Scope

This three-year strategic framework will focus on recreation and wellbeing within higher education in the United States and Canada.

## Our Value Proposition

NIRSA provides the **best resources for learning, networking and advocacy** so that campus recreation professionals can inspire healthy people and healthy communities worldwide

**Professional Pipeline:** Individuals in campus recreation are supported and motivated to succeed in our evolving industry

**Advocacy:** Stakeholders understand the impact of campus recreation

**Wellbeing:** Wellbeing — a multifaceted, complex system — is central to our work

## Our Foundational Pillars

Member Value

Shared Expectations for Belonging

Stewardship