



NIRSA's 2018-2021 Strategic Plan

APPROVED AND ADOPTED BY THE NIRSA BOARD OF DIRECTORS. MARCH 27, 2018

NIRSA is comprised of campus recreation professionals who are motivated, passionate, lifelong learners compelled to create and advance opportunities for global 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, the best networking opportunities, and the best 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 “how” and “why” for our professional development offerings, networking opportunities, and resources, as well as all strategic priorities.

Strategic priorities for the next three years

NIRSA has identified four key priorities for the next three years. These newest priorities are not intended to stop or replace the core work of our Association. They define areas of focus for Association resources and carve out a path to advance our mission and vision.

- **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. Campuses that practice a culture of 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 positive, vibrant, sustainable, civically-engaged, and global society.

NIRSA will promote and foster the understanding that wellbeing is holistic—its multifaceted nature integrates our strategic values, particularly Equity, Diversity, and Inclusion. In addition, a “culture of wellbeing” is one that necessitates inclusion of the whole campus community.

NIRSA will act as—and empower members to act as—a driving force in health and wellbeing. That means being proactive innovators in this space, while acknowledging that no one “owns” 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.

- **Advocate for the impact of the campus recreation profession; advance the understanding that campus recreation professionals are higher education professionals impacting student success**

NIRSA will advocate for—and amplify the voice of—campus recreation among external partners and stakeholders both within and outside of higher education. While this concept is not new, the environmental scans showed that the ways NIRSA can be an effective advocate for the profession have evolved. Contributions to institutional recruitment and retention remain important, but the profession also needs to assert its value and show its positive impact in the large-scale, pressing issues within higher education, such as mental health and funding strategies.

NIRSA will further empower members to effectively tell the story of campus recreation to their own stakeholders on campus and beyond. To be successful in this pursuit, campus recreation professionals need to understand themselves first as higher education professionals who impact student success through the platform of recreation and wellbeing. In doing so, they will further their own leadership development and increase their impact on their campus community.

- Evolve NIRSA's structures to cultivate timely, relevant, and accessible learning opportunities

NIRSA will focus on evolving how we deliver learning, networking, and resources to campus recreation professionals, providing access for more people to engage in life-long learning and the high-level impacts the profession has on campuses and beyond.

We will increase our ability to be nimble in reacting to emerging topics and issues, as well as to be proactive in seeing what's around the corner.

- Answer the question: given the changing landscape of higher education and the profession, how do we evolve our brand identity?

Throughout its storied history NIRSA has evolved alongside the professionals we represent. Have we now reached the next milestone in the Association's evolution?

This is not a question we take lightly; we will be gathering more data, analysis, and direct member input, ensuring that our brand identity best tells the whole story of who we are and what we do to advance recreation, sport, and wellbeing within higher education.