



NIRSA: Leaders in Collegiate Recreation

Strategic Plan 2018-2021



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



Leadership



Equity, Diversity & Inclusion



Sustainable Communities



Service



Health & Wellbeing



Global Perspective

Scope

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

Our Value Proposition

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

NIRSA will

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

NIRSA will

advocate for the impact of our profession; advance the understanding that campus recreation professionals are higher education professionals impacting student success

NIRSA will

evolve NIRSA's structures to cultivate timely, relevant, and accessible **learning opportunities**

NIRSA will

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