

STRATEGIC PLAN

FACULTY OF HUMAN KINETICS

DEPARTMENT OF KINESIOLOGY &
DIVISION OF ATHLETICS AND RECREATIONAL SERVICES

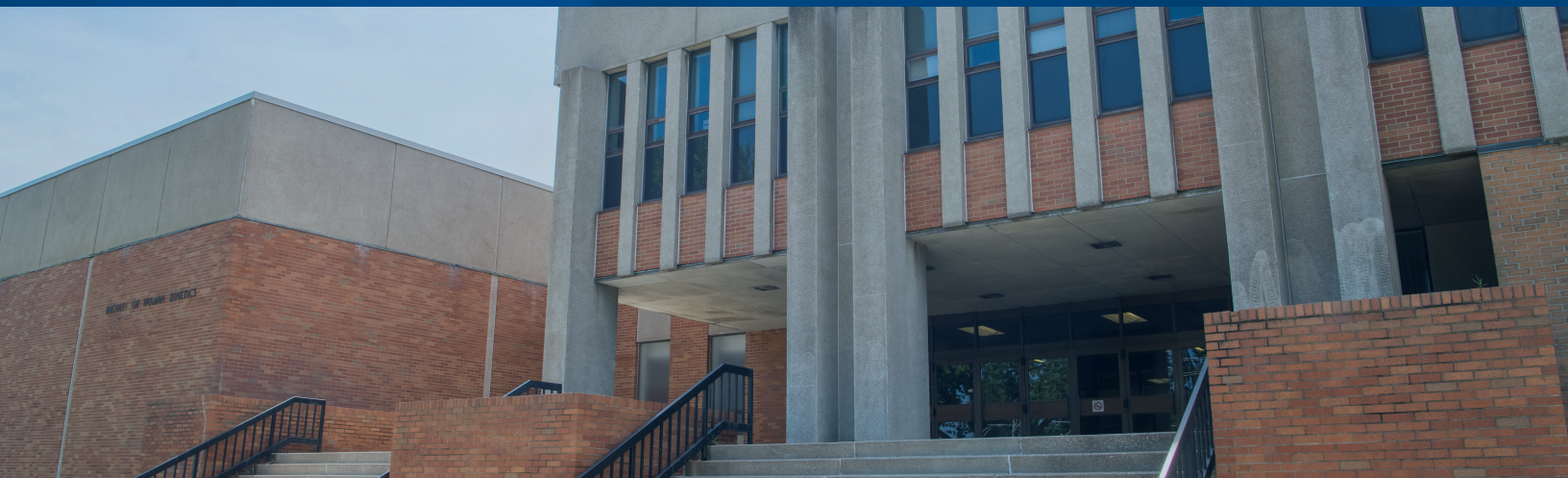


University
of Windsor

Faculty of Human Kinetics

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Introduction

In December 2011, the Faculty of Human Kinetics launched its Strategic Planning process with 2 retreats:

- Department of Kinesiology
- Division of Athletics & Recreational Services

Based on the information gathered at these retreats, the Strategic Planning Group developed the various components of the Strategic Plan found in this document.

This Strategic Planning process was facilitated by Marcela Ciampa, Manager Employee Engagement & Development in the Department of Human Resources





DEPARTMENT OF KINESIOLOGY



Message from the Acting Dean

As a long-serving faculty member, proud alumnus, and former Lancer athlete, it is my privilege and pleasure to welcome you to what is affectionately known as the HK Family! Our mission in the Faculty of Human Kinetics is to inspire students to be lifelong learners and leaders by engaging them in the study of human movement and in opportunities ranging from high performance sport to leisure and recreation. This mission is carried out by two highly interrelated units: the **Department of Kinesiology** and the Division of **Athletics and Recreational Services**.

Kinesiology is the academic unit where our students complete bachelors, masters, and doctoral degrees under the tutelage of some of the most gifted teachers and brightest researchers that our field has to offer. As evidence of our academic excellence, our Bachelor of Human Kinetics program has been identified by *MacLean's Magazine* as a standout program at the University of Windsor and has among the best student satisfaction ratings on campus according to the National Survey of Student Engagement (NSSE), while our Movement Science major is accredited through the Canadian Council of Physical Education and Kinesiology Administrators (CCUPEKA). At the graduate level, our Master of Human Kinetics program in Sport Management has been consistently ranked #1 in Canada and among the top 40 in the world by *SportBusiness International*, a leading trade publication based out of the United Kingdom.



Dr. Jess C. Dixon

Acting Dean, Faculty of Human Kinetics, University of Windsor

Kinesiology research is facilitated through a number of research centres and laboratories, and is supported by funding from all three major Canadian granting agencies (i.e., NSERC, SSHRC, CIHR), along with several foundations and industry partners. Collectively, our research advances knowledge that enhances health, well-being, and overall quality of life, and promotes meaningful change in the areas of community, health, industry, policy, society/culture, and sport/recreation on local, national, and international scales.



Athletics and Recreational Services includes all of our Lancers varsity and club teams, some of the most progressive and diverse campus recreation and intramural programming you will find in North America, and some of the finest athletic facilities you will find in the country. Over the past 25 years, our Lancers athletic teams have captured 26 national titles and 51 provincial titles, produced 3 U Sports Athletes of the Year, 6 U Sports Academic Top 8 selections, several Olympians, and dozens of coach of the year honours, while Lancer Recreation has captured many national and international awards for its leadership and programming excellence through the Canadian Intramural Recreation Association (CIRA) and NIRSA: Leaders in Collegiate Recreation.

Our athletic and recreational programming primarily take place in the St. Denis Centre, which comprises the Dennis Fairall Fieldhouse (inclusive of a 200m indoor track and gymnasium), the Forge Fitness Centre, and Alumni Field (inclusive of a World Athletics certified 400m outdoor track and FIFA/CFL approved artificial turf field). Supported by a \$55M commitment from our undergraduate, graduate, and part-time student unions, the University of Windsor broke ground on the new \$73M Lancer Centre in the Fall of 2019, which will provide our students and local community with a triple gymnasium with seating for 2,000 spectators, a state-of-the-art 13,000 square foot fitness centre, an eight lane 25m pool, new social and study areas (including the Alumni Lounge), three multipurpose rooms, and refurbished outdoor fields. Our programs and facilities provide countless opportunities for student employment and experiential learning, and facilitate dozens of community partnerships. Needless to say, the Faculty of Human Kinetics serves as a major hub of campus and community activity and is a tremendous source of Lancer pride.

I get asked all the time, ‘what makes the Faculty of Human Kinetics such a special place to study, work, compete, and/or play?’ My answer always comes down to our **people**. It was the caring and passionate faculty and staff who first recruited me here as a graduate student more than 20 years ago, and it is our people who provide the foundation for everything that we achieve today. Guiding the decisions of our people is a deep commitment to equity and excellence in everything that we do, among other core values. Today, I am honoured to serve as Acting Dean, where I work alongside some of the most knowledgeable and dedicated people that our fields have to offer. I assure you that we are doing our absolute best to provide our students with a positive and memorable learning experience that will set them on the path to success wherever their futures might take them.

Sincerely,
Dr. Jess C. Dixon
Acting Dean, Faculty of Human Kinetics



Our Mission

To advance the multi-disciplinary study of Kinesiology through the integration of innovative research, teaching and learning practices, and by fostering collaborative community partnerships to enhance human performance and quality of life.

Our Vision

Our vision is to be a world class program driven by outstanding faculty, staff and students working together to shape and define the future of Kinesiology.

Our Values

P ASSION	Passion drives our success
E QUITY	Equity enriches our environment
O PPORTUNITY	Opportunities promote professional and personal growth
P ARTNERSHIPS	Strong partnerships enhance our impact
L EADERSHIP	We influence society through leadership
E XCELLENCE	Striving for excellence in everything we do



STRATEGIC PRIORITIES



PRIORITY 1

OUTSTANDING TEACHING & LEARNING

Our goal is to prepare students for success through outstanding teaching and the delivery of dynamic multi-disciplinary curricula in a supportive and engaging environment.

Objective A

Enrich the compulsory, broad-based core of the curriculum while reflecting the multi-disciplinary nature of Kinesiology.

Objective C

Identify and incorporate new technologies and teaching techniques that enhance student learning.

Objective E

Achieve and maintain high individual and departmental student evaluation of teaching and satisfaction scores.

Objective B

Align the curriculum with faculty expertise, workload capacity, student interests and societal needs.

Objective D

Implement practices throughout the curriculum to enhance the literacy, numeracy, communication, and critical thinking skills of our graduates.

Objective F

Increase meaningful experiential and active learning opportunities in the classroom and in the community



PRIORITY 2

IMPACTFUL RESEARCH

Our goal is to advance the research profile of the Department of Kinesiology by cultivating innovative individual and collaborative initiatives in basic and applied endeavours.

Objective A

Create and maintain a base budget to support Kinesiology research

Objective B

Expand community based research and self-sustaining entrepreneurial activity through the Centre for Human Performance & Health and the International Centre for Sport & Leisure Studies.

Objective C

Increase individual and collaborative submissions for research funding to both public and private agencies.

Objective D

Attract individual and corporate donations to support research programs and facilities.

Objective E

Heighten the promotion and marketing of Kinesiology research.

Objective F

Identify and implement strategies to attract the best graduate students and post doctoral fellows.



PRIORITY 3

COMMUNITY ENGAGEMENT

Our goal is to develop, maintain, and extend collaborative, mutually beneficial partnerships that link the resources of both the Department of Kinesiology and the wider communities.

Objective A

Create new and strengthen existing departmental, institutional, and international collaborations and engagement.

Objective B

Capitalize on the diversity of Faculty funding opportunities and partnerships to realize departmental objectives.

Objective C

Establish, develop, and enhance innovative teaching partnerships and collaborations, locally, nationally and internationally.

Objective D

Promote and enhance partnerships that build on our research strengths, increase the support for research, and enhance the delivery of research to our stakeholders and partners.



PRIORITY 4

MARKETING AND COMMUNICATION

Our goal is to raise the profile of the Department of Kinesiology by broadly communicating and promoting our successes in teaching, research and community engagement.

Objective A

Actively engage our internal and external communities in the promotion and celebration of departmental successes.

Objective C

Continuously review and upgrade our promotional materials and website to ensure the effective delivery of program information and coverage of contemporary and emerging issues and events.

Objective E

Utilize national, international rankings and institutional data to advance our goals.

Objective B

Enhance coverage of special events and faculty and student success stories by internal and external media.

Objective D

Explore and implement new and innovative methods to enhance student recruitment.

Objective F

Attract national and international discipline meetings to the University of Windsor.



PRIORITY 5

STRATEGIC INVESTMENTS

Our goal is to enhance the Mission of Kinesiology through strategic investment in people, infrastructure and support resources (services).

Objective A

Attract and retain faculty and staff of the highest quality in areas of research, teaching and service.

Objective B

Explore and secure innovative means of generating revenue for program and facility development consistent with departmental values.

Objective C

Maximize efficiency of operations in programs and administration.

Objective D

Continue to foster an environment that is both progressive and supportive for faculty, staff and students.

Objective E

Maximize productivity through the allocation of responsibilities according to individuals' strengths and potential.

Objective F

Support and encourage the professional development and growth of faculty and staff.



DIVISION OF ATHLETICS & RECREATIONAL SERVICES



Our Mission

To enhance the student experience and foster a commitment to personal development through competitive sports and recreation opportunities.

Our Vision

The Division of Athletics & Recreational Services (ARS) is a recognized leader in sports and recreation and an integral part of the University experience.

Our Values

P ASSION	Passion drives everything we do
R ELATIONSHIP	We build relationships by engaging our students, campus and community
I NSPIRE	We inspire people to succeed in their pursuit of their goal
D IVERSE	We embrace diversity in our approach, programs and people
E XCELLENCE	We seek excellence through teamwork and fair play



STRATEGIC PRIORITIES



PRIORITY 1

RESOURCE MANAGEMENT

Our goal is to create a resource framework that advances the Mission and Vision of the Division of Athletics & Recreational Services (ARS).

Objective A

Carry out a review of all programs/activities to position ARS among the best programs across Canada.

Objective C

Develop Lancer Athletics and Recreation sustainability planning (scenario planning).

Objective D

Promote student participation and support on major projects.

Objective B

Develop a resource plan based on the outcome of the program review and the strategic direction of ARS.





PRIORITY 2

ENHANCE REPUTATION & CAMPUS PRIDE

Our goal is to build campus pride and enhance the Lancer reputation locally, regionally and internationally.

Objective A

Generate increased awareness about ARS on campus and in the community through student driven initiatives such as:

- Lancer Campus Spirit committee
- Loyalty rewards program mobile application for students and fans
- OUA.tv webcasting platform
- Create new digital content to share both on campus, in the community and nationally through our goLancers.ca website

Objective B

Develop a Lancer brand strategy to align Campus Recreation into the brand such as:

- Showcase and promote our Lancer brand in Michigan
- Support student-led initiative for athletic facility referendum
- Promote Lancer brand on main campus through Campus television screens, information boards, etc.
- Enhance presence in commercial outlets
- Annual Alumni event

Objective C

Develop and implement an event/activity to engage faculty and staff in ARS such as:

- Faculty and Staff appreciation event

Objective D

Enhance our facilities and services to improve the overall student experience.



PRIORITY 3

STUDENT ENGAGEMENT & DEVELOPMENT

Our goal is to enhance opportunities in ARS for student engagement and personal development.

Objective A

Develop a student leadership model in collaboration with academic departments to allow students to develop career related skills for the workplace.

Objective B

Increase student participation in Campus Recreation and Lancer events through the development of an incentive system that tracks participation.

Objective C

Promote student participation and engagement in community initiatives.





PRIORITY 4

FACILITIES

Our goal is to develop athletic and recreation facilities that enhance the University's reputation and student experience.

Objective A

Create a sense of community in our facility amongst students, faculty and staff by bringing together academic, recreational and social activities

Objective B

Create a facility in which high performance sport and recreational activities can co-exist.

Objective C

Increase capacity and diversity in our programs and activities.

Objective D

Widen the gateway between the University and the Windsor-Essex community through research and student-centred learning.

Objective E

Attract and host high profile events.





PRIORITY 5

STRUCTURE & GOVERNANCE

Our goal is to establish a governance policy and structure to meet the current and future needs of ARS.

Objective A

Create a staff model and structure that aligns with the current and future needs of ARS.

Objective B

Identify and formalize a mechanism to provide ARS staff with the opportunity for input into policies and decisions impacting the Faculty.

Objective C

Enhance methods of communication and information sharing across the Faculty.





AREAS FOR COLLABORATION



Areas for Collaboration

Based on the information gathered at the retreats (December 2011) and through the Strategic Planning Survey (January 2015), the following areas for collaboration between the Department of Kinesiology and the Division of Athletics and Recreational Services (ARS) have been identified:

Collaborative Priority 1

Student Experiential Learning

Collaborative Priority 2

Knowledge Translation

Collaborative Priority 3

Community Engagement



COLLABORATIVE PRIORITY 1

STUDENT EXPERIENTIAL LEARNING

Our goal is to increase opportunities in the Faculty of Human Kinetics for student experiential learning through collaborative Kinesiology and ARS programming.

Objective A

Develop a collaborative working group to investigate and confirm all possible student experiential learning opportunities between Kinesiology and ARS.

Objective B

Create a database of each experiential learning opportunity that is possible within the Faculty.

Objective C

Establish a mechanism by which all experiential learning opportunities are updated, communicated and promoted to faculty members and students within the Faculty.

Objective D

Evaluate the effectiveness of the working group and the new collaborative approach for delivering experiential learning opportunities to students.



COLLABORATIVE PRIORITY 2

KNOWLEDGE TRANSLATION

Our goal is to enhance knowledge translation and its application through collaboration within the Faculty of Human Kinetics and in the community.

Objective A

Enhance communication pathways between Kinesiology and ARS in order to motivate inquiry and inform best practice.

Objective B

Support varsity and recreation programs through the application of knowledge.

Objective C

Increase collaborative research-driven initiatives.

Objective D

Create pathways in which knowledge can be disseminated and applied to community interests.

Objective E

Position the Faculty as a hub in which educators and the community can come together to discuss current thinking and future advancements in the field.

COLLABORATIVE PRIORITY 3

COMMUNITY ENGAGEMENT

Our goal is to develop collaborative partnerships between Kinesiology and ARS that engages the community.

Objective A

Expand and promote the program offerings of the Faculty of Human Kinetics Human Performance and Health initiative.

Objective B

Create a database and promote opportunities for community engagement.

Objective C

Establish a working group responsible for the creation and oversight of community engagement initiatives.





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