



# UBCV RECREATION STRATEGIC FRAMEWORK

NOVEMBER 2017

# AGENDA

1. Welcome and Introductions
2. Development Process and Timelines
3. Why a UBCV Recreation Strategic Framework
4. Overview of Draft V1 of the Framework
5. Discussion - Breakout Exercises
6. Next Steps



# DEVELOPMENT OF THE FRAMEWORK

Chairs:

Kavie Toor - Senior Director, Recreation, Facilities and Sport Partnerships

Michael Tan - Director, Intramurals and Recreation

Carole Jolly - Director, Community Development, Campus and Community Planning

Development of the framework was informed by input from the Wellbeing Operations Committee (includes representatives from HR, Wellbeing, Residence Life, Equity & Inclusion, AMS, GSS) and other key stakeholders across campus.

Input from early engagement meetings held in the summer 2017



# TIMELINES

Deliverable	Date
Development of the Draft Recreation Framework Begins	January 2017
Early Engagement with Stakeholders (student, staff and community)	July and August 2017
Draft Recreation Framework Complete (V1)	November 2017
<b>Consultation Period (V1)</b>	<b>November and December 2017</b>
Draft Recreation Framework Complete (V2)	January 2018
Presented to Wellbeing Steering Committee	January 2018
Presented to Executive	February 2018



# WHY A UBCV RECREATION STRATEGIC FRAMEWORK

From the Undergraduate Experience Survey, we know that:

45% of students feel part of a campus community

60% feel like they belong on campus

44% of faculty feel a sense of belonging with the larger UBC community.

53% of staff feel a sense of belonging with the larger UBC community

Students who participated in UBC recreation programs are more likely to feel a sense of community/belonging



# WHY A UBCV RECREATION STRATEGIC FRAMEWORK

Students who participate in Recreation programs are more likely to show signs of confidence about the future and their capabilities:

- Understand the importance of physical wellbeing in supporting academics and life
- Describe their general health as higher
- Believe they can make a positive impact on the world
- Believe they have something important to contribute to society



# WHY A UBCV RECREATION STRATEGIC FRAMEWORK

Students who participate in Recreation programs have higher levels of reported resiliency factors, such as:

- Coping with demands of life
- Dealing with stress
- Knowing signs of personal stress
- Comfort reaching out for support



# WHY A UBCV RECREATION STRATEGIC FRAMEWORK

## Facilities

39% of domestic students/43% of international students rated very satisfied/satisfied with the **quality** of Recreation facilities on campus.

39% of domestic students/44% of international students rated very satisfied/satisfied with the **availability** of Recreation facilities.





# WHY A UBCV RECREATION STRATEGIC FRAMEWORK

## Programming and Communications

Currently there are many providers of Recreation services and the activities are not coordinated

Breadth of opportunities are not widely known by the community

Certain populations are currently not catered to by the existing model

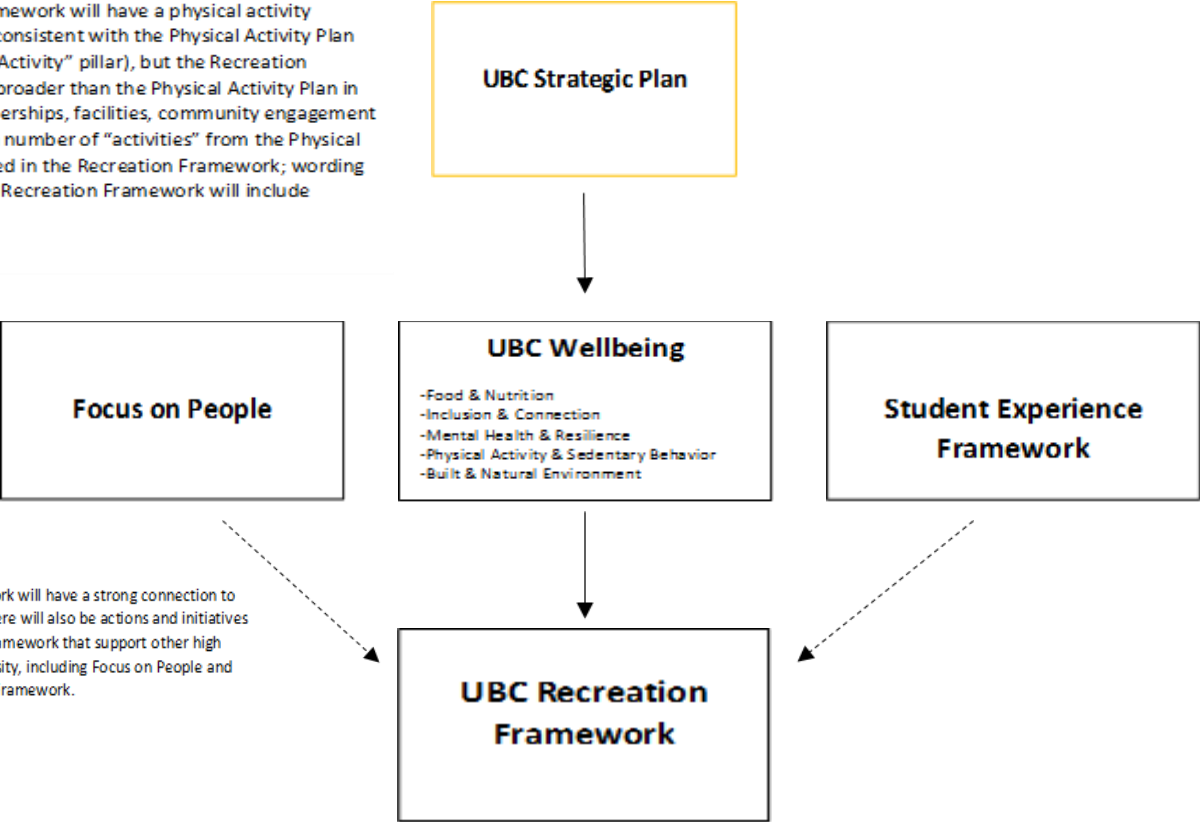
Duplicate communications strategies currently exist

Digital tools currently in place are limited



# CONNECTION WITH EXISTING UBC STRATEGIES

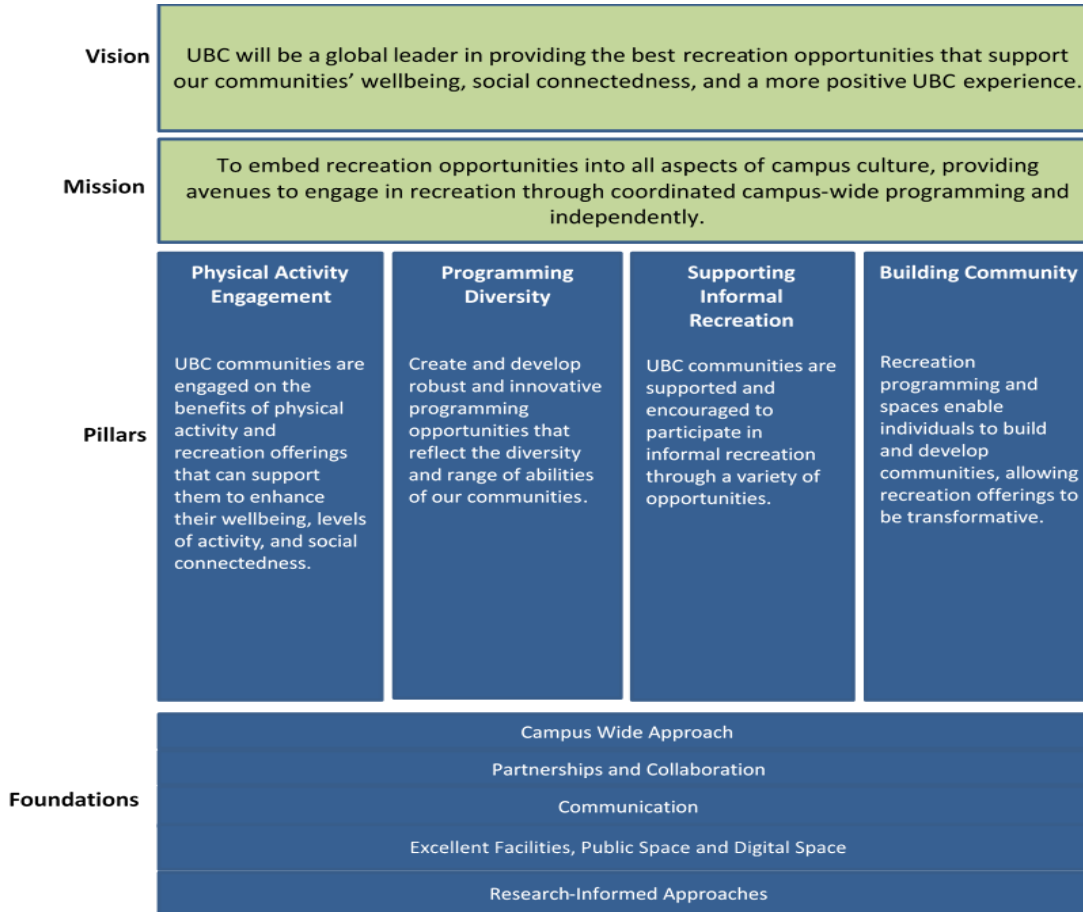
The Recreation Framework will have a physical activity component that is consistent with the Physical Activity Plan (example “Physical Activity” pillar), but the Recreation Framework will be broader than the Physical Activity Plan in certain areas (partnerships, facilities, community engagement etc.) There will be a number of “activities” from the Physical Activity Plan included in the Recreation Framework; wording will be aligned. The Recreation Framework will include specific outcomes.



The Recreation Framework will have a strong connection to UBC Wellbeing, while there will also be actions and initiatives within the Recreation Framework that support other high level plans at the University, including Focus on People and the Student Experience Framework.



# Overview - Draft UBCV Recreation Strategic Framework



# VISION AND MISSION

Vision:

*UBC will be a global leader in providing the best recreation opportunities that support our communities' wellbeing, social connectedness, and a more positive UBC experience.*

Mission:

*To embed recreation opportunities into all aspects of campus culture, providing avenues to engage in recreation through coordinated campus-wide programming and independently.*



## Pillars – Key Areas of Activity in Support of the Mission and Vision

### Physical Activity Engagement

UBC communities are engaged on the benefits of physical activity and recreation offerings that can support them to enhance their wellbeing, levels of activity, and social connectedness.

### Programming Diversity

Create and develop robust and innovative programming opportunities that reflect the diversity and range of abilities of our communities.

### Supporting Informal Recreation

UBC communities are supported and encouraged to participate in informal recreation through a variety of opportunities.

### Building Community

Recreation programming and spaces enable individuals to build and develop communities, allowing recreation offerings to be transformative.

## PILLARS – KEY AREAS OF ACTIVITY IN SUPPORT OF THE MISSION AND VISION

### Physical Activity Engagement

UBC communities are engaged on the benefits of physical activity and recreation offerings that can support them to enhance their wellbeing, levels of activity, and social connectedness.

#### Approaches:

- Build awareness: develop a strategic communications plan that further educates UBC communities on the benefits of a healthy lifestyle and physical activity.
- Establish a model that will enable key partners in health and recreation across campus to support data collection and analysis related to its user groups.



## PILLARS – KEY AREAS OF ACTIVITY IN SUPPORT OF THE MISSION AND VISION

### Programming Diversity

Create and develop robust and innovative programming opportunities that reflect the diversity and range of abilities of our communities.

#### Approaches:

- Enhance program offerings in the areas of location, timing, skill level, format etc. to meet the recreation needs of groups located on and off campus.
- Collaborate with recreation and health programmers across campus to optimize opportunities, reduce duplication and produce unique offerings in programming where possible.



## PILLARS – KEY AREAS OF ACTIVITY IN SUPPORT OF THE MISSION AND VISION

### Supporting Informal Recreation

UBC communities are supported and encouraged to participate in informal recreation through a variety of opportunities.

#### Approaches:

- Provide tools and resources for departments and faculties to design and engage their staff, faculty and students in informal recreation and healthy activities in the classroom and the workplace.
- Explore opportunities for students, faculty, staff and residents to engage in informal recreation in the public realm through design and provision of suitable outdoor spaces.





## PILLARS – KEY AREAS OF ACTIVITY IN SUPPORT OF THE MISSION AND VISION

### Building Community

Recreation programming and spaces enable individuals to build and develop communities, allowing recreation offerings to be transformative.

### Approaches:

- Deliver Recreation events that provide an enriching experience and offers opportunities to connect and build relationships.
- Recreation spaces are designed/built to intentionally offer opportunities to create and foster connections between students, faculty, staff and the community.



# DISCUSSION – BREAKOUT EXERCISE

Please move into small groups at your tables and discuss:

## Question #1

What do you think about the pillars – is there anything missing?

What do you think about the approaches – is there anything missing?

## Question #2

How does your individual work, or that of the department/stakeholder group you represent, support the pillars/approaches?

- 20 minute discussion in groups
- 20 minute discussion as a full group



## NEXT STEPS

**November – December 2017:** Continuing to hold group and individual consultation meetings

**January 2018:** Feedback from today's session, and other meetings, will be used to finalize V1 of the framework

**February 2018:** The framework is presented to UBC Executive





THE UNIVERSITY OF BRITISH COLUMBIA

