

STRATEGIC PLAN

2025 - 2028



CHARLOTTE

UNIVERSITY RECREATION

About Us

Why We Exist

University Recreation empowers every body, every mind, every day to lead active, healthy and balanced lives, and strive for personal growth throughout and beyond their time at UNC Charlotte.

What We Do

University Recreation serves as the hub for recreation, sport, and fitness at UNC Charlotte; delivering comprehensive wellbeing experiences to students and community members.

From state-of-the-art facilities to a variety of program offerings, University Recreation offers something for everyone; such as exercising in one of our indoor or outdoor fitness spaces, playing intramural sports, joining a sport club, attending group fitness classes, working with a personal trainer, learning to swim, or participating in a signature event like RecFest or the annual 49er Gold Rush 5K.

All fee-paying, enrolled students receive a membership, while non-fee-paying students, faculty, staff, alumni, and retirees can easily purchase access to join the community.

Vision for 2028

With a competent and team-oriented staff, state-of-the-art facilities, and innovative programs, University Recreation will deliver exceptional recreational services to the UNC Charlotte community while serving as a national leader in recreation, wellbeing, and student development.

RESOURCES



University Recreation's Website

urec.charlotte.edu



University Recreation's Instagram

[@clt_urec](https://www.instagram.com/clt_urec)

CONTACT

UNC Charlotte University Recreation

u-rec@charlotte.edu
(704) 687-1385



UNC Charlotte



Student Affairs

University Recreation Strategic Plan

In 2021, UNC Charlotte launched a comprehensive strategic plan that outlines seven guiding commitments through 2031. In 2026, that strategic plan was refreshed and renamed [The Charlotte Difference: A Plan for National Distinction](#). The [Division of Student Affairs Strategic Plan](#) is in place from 2022-2027 and identifies four broad goals. The University Recreation Strategic Plan articulates our contributions to support both the institutional and divisional strategic plans.

The University Recreation Strategic Plan builds upon a solid foundation of providing high-quality recreation, sport, and fitness experiences to the UNC Charlotte community and positions the department for sustained success into the next decade. The plan is a culmination of a year-long planning process that engaged stakeholders from across the institution and is grounded in five themes that provide guidance for departmental, programmatic, and individual commitments to advance University Recreation:

- 1 Lead**
Creating an organizational structure to support teamwork and development
- 2 Develop**
Preparing students for life after graduation
- 3 Connect**
Building collaborative partnerships and telling our story
- 4 Innovate**
Advancing wellness and wellbeing through creativity and adaptability
- 5 Thrive**
Ensuring sustainable growth and necessary resources

These themes will serve as a foundation to guide the establishment of annual objectives and key results at the department level, as well as in functional areas, committees, and working groups. Each theme includes areas of focus that invite collaboration within University Recreation, as well as with campus and community partners, to drive the vision this plan inspires us to achieve for 2028.

LEAD

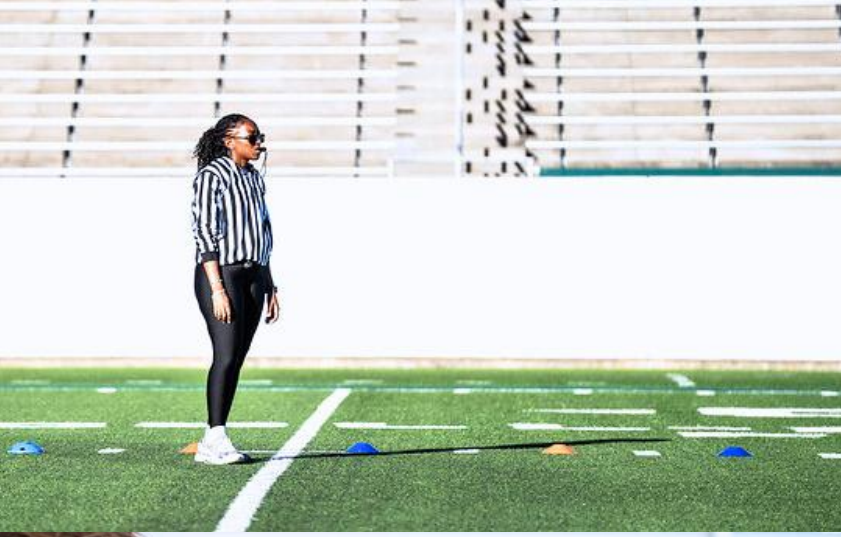
Creating an Organizational Structure to Support Teamwork and Development

We will prioritize the development of our professional staff, enabling them to be leaders in advancing wellness across the campus. By providing the necessary resources, support, and career development opportunities, we will foster a culture of teamwork, innovation, and effective communication within the department.

Areas of Focus

- ◆ Create systems, structures, and processes that encourage and support teamwork and cross-functional collaboration
- ◆ Provide competitive salaries and clear pathways for professional growth
- ◆ Recruit and retain a staff that commits to creating an institutional culture of wellbeing and is valued for their expertise
- ◆ Support leadership and professional development at departmental, unit, division, university, and association levels





DEVELOP

Preparing Students for Life After Graduation

While we serve the greater UNC Charlotte community, we will maintain a student-centered approach to all decisions. By creating high-impact, mentored student employment experiences and intentionally designed programs and services, we will provide essential career readiness skills and foster lifelong wellbeing values and behaviors.

Areas of Focus

- ◆ Standardize hiring, pay scales, leadership opportunities, and other processes to create a more consistent student employment experience and align internal practices with University initiatives
- ◆ Increase our investment in certifications, trainings, and other professional development opportunities for student employees to be able to perform their jobs at a high level
- ◆ Create developmental opportunities for current and emerging student leaders
- ◆ Develop and assess student outcomes related to career readiness and wellbeing

CONNECT

Building Collaborative Partnerships and Telling Our Story

We will strategically build our brand presence, marketing reach, and impact through targeted partnerships within the campus and broader community. By positioning UREC as a wellness leader and amplifying our stories of impact, we will enhance brand recognition and ensure our messaging resonates with the UNC Charlotte and extended communities.

Areas of Focus

- ◆ Strengthen existing and develop new strategic partnerships that enhance the University Recreation brand and support broader physical activity and wellbeing initiatives
- ◆ Position staff as thought leaders and bridge-builders in the wellbeing space
- ◆ Create compelling content and campaigns that showcase participant success stories and long-term impact metrics
- ◆ Celebrate 49er sport clubs' achievements and leverage their reach as key marketing assets to strengthen the University Recreation brand and community connection





INNOVATE

Advancing Wellbeing Through Creativity and Adaptability

We will be agile in our approach to meet the evolving needs of the UNC Charlotte community, leveraging innovation to improve facilities, programs, and operations. Embracing technology and data-driven decisions will allow us to continually enhance our offerings and remain at the forefront of recreation and wellbeing services.

Areas of Focus

- ◆ Review facilities, programs, services, processes, and systems to ensure they effectively and efficiently achieve intended outcomes
- ◆ Lead and support the implementation of the SAMHSA Dimensions of Wellness in University Recreation, Health and Wellbeing, and across the University
- ◆ Increase data fluency to effectively utilize technology to support both administrators and end users
- ◆ Proactively explore emerging trends and interests to develop innovative solutions that anticipate needs before they arise

THRIVE

Ensuring Sustainable Growth and Necessary Resources

We remain committed to providing state-of-the-art facilities and resources that meet current and future needs. Regular facility and equipment upgrades, maximization of revenue streams, and effective stewardship of resources will support the long-term success of our programs and services and ultimately the wellbeing of the UNC Charlotte community.

Areas of Focus

- ◆ Secure a naming gift for the University Recreation Center
- ◆ Develop and begin implementation of a master plan for all University Recreation facilities to address evolving department and stakeholder needs
- ◆ Complete a five-year fitness equipment replacement plan at the University Recreation Center and Belk Gymnasium
- ◆ Maximize revenue streams, including student fees, and ensure effective long-term stewardship of University Recreation resources



FACILITIES

University Recreation Center

8827 Craver Rd.
Charlotte, NC 28223

Belk Gymnasium

8911 University Rd.
Charlotte, NC 28223

Northeast Recreational Field Complex

1001 John Kirk Dr.
Charlotte, NC 28262

Hayes Field Complex

8704 Wells Fargo Ln.
Charlotte, NC 28262

Calisthenic Outdoor Recreation Equipment

Toby Creek Greenway
35.3105°, -80.7367°

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