2013 COA 2.01 STANDARDS

2.0 Mission, Vision, Values, and Planning
2.01 The academic unit shall have the following current written documents that are clearly demonstrated to be consistent with the institution and with the recreation, park resources, and leisure services profession:

2.01:01 Mission, vision, and values statements.
2.01:02 Three to five year Strategic Plan with evaluation of current status or progress toward goals.

Suggested Evidence of Compliance: Copies of the pertinent documents or specific URL locations.

PROCESS STEPS COMPLETED
September/October 2007
1. At retreat developed 5 year vision
2. Conducted SPOT analysis
3. Draft of core values
4. Advisory council environmental scan – global trends, CA trends, sustainability trends; student knowledge, skills, abilities

Fall 2007/Winter 2008
1. CAFES SWOT analysis
2. CAFES Environmental Scan
3. CAFES assessment and revision of 03-04 strategic vision themes
4. Advisory council environmental scan – internal/external strengths & weaknesses
5. Capital Campaign Readiness Assessment finalized

June 2008
1. With consultant Jesse Sostrin, crafted four components of a vision – our purpose, our strengths, the results we create and the value we add.

September 2008 (continued consultation with Jesse Sostrin)
1. Mission: To advance leadership and knowledge and in recreation, parks and tourism.
2. Vision: Healthy lifestyles, memorable places, life-enhancing experiences
3. Tagline: Live it, Protect it, Explore it

February 2009
1. Advisory Council curriculum development input

November 2009
1. Finalized core values
2. What do we need to do now?
   a. Assess RPTA 2005 long-range goals
   b. Assess RPTA 2005 strategic vision themes
   c. Explicit connection to Cal Poly’s strategic planning, university learning objectives, WASC program assessment tools,
   d. Revision of goals and vision themes