

# EXERCISE AND SPORT SCIENCE IMPACT



A STRATEGIC PLAN FOR  
THE DEPARTMENT OF EXERCISE AND SPORT SCIENCE  
2014-2016

WE **DISCOVER** AND **PROMOTE** KNOWLEDGE OF HUMAN MOVEMENT  
TO **IMPROVE QUALITY OF LIFE**



## A Strategic Plan to Enhance Our Public Impact

Success occurs when a team works together with teammates playing different roles, but executing the same plan in unison. The examples of this in team sports are numerous.

The principles for success are the same for the Department of Exercise and Sport Science (EXSS) as we are a team. Our strategic plan seeks to align us around our mission, vision, values, goal, objectives, and priorities as these serve as the playbook for our team's success. While every team member does not play the same role, every role is equally important to the success of our team.

Our strategic plan provides a framework for the EXSS Department through 2016. We have collectively identified our path for success.

- Our **Mission** serves as our reason for being and the primary objective toward which our programs and plans are aimed.
- Our **Vision** describes what we strive to achieve in the future.
- Our **Values** provide guidance for what we believe in, our guiding principles, and how we interact.
- Our **Goal** is a rallying point around which we define our top priorities and work.
- Our **Objectives** and **Priorities** provide context for how we will achieve our goal.

Executing our strategic plan, as a united team, will provide the pathway to success in achieving our goal to **Increase the Public Impact of the Department of Exercise and Sport Science.**

## Strategy Statements

**MISSION** We discover and promote knowledge of human movement to improve quality of life.

### VALUES

### ASCEND



**VISION** We will transform society by developing leaders and translating scientific knowledge into practical applications.  
*“Exercising Science Solutions for Public Impact”*

**GOAL** Increase our Public Impact

### OBJECTIVES & PRIORITIES

Research  
Impact

Increase external funding for research.

Awareness &  
Engagement

Faculty and staff are informed on our collective impact and individual contributions.  
Students and communities understand the impact of EXSS.

Academic  
Achievement

Maintain a high level of academic quality in all academic programs.  
Be the role model of our peers for delivering high quality and innovative academic programs.

## Goal

### INCREASE THE PUBLIC IMPACT OF EXERCISE & SPORT SCIENCE

Individually we are diverse in our subject matter expertise, scientific approach, and target populations. However, collectively as a department we are uniform on achieving our vision of **Exercising Science Solutions for Public Impact**.

Through our research, teaching and service we are able to address many of the important challenges faced by society. By working as a team to implement our strategic plan we are poised to create and translate solutions in our individual and collective scholarship areas. Through these efforts we may achieve global public impact that improves quality of life.



## Objectives: Research Impact

The EXSS faculty has actively pursued impactful research agendas. To support these research efforts the EXSS faculty has achieved the following:

- 60% of tenure-track faculty annually submit external research grant / contract proposals as principal investigator (PI)
- ~20% of tenure-track faculty annually secure external research funding as PI
- ~\$550,000 is annually awarded in external research funding to EXSS faculty as PI or administered by the EXSS Department (average from 2008 to 2013)

To strengthen our department's overall research impact we will increase external funding for EXSS research.

**Objective:** Increase external funding to support EXSS research.

### Immediate Priorities

- A. Increase the number of tenure-track faculty who annually submit for external research funding as PI to 80%
- B. Increase the number of faculty who are externally funded on an annual basis as PI to 40%
- C. Increase annual external research funding awarded to EXSS faculty as PI or administered by the EXSS Department to \$800,000
- D. Implement grant writing support / review program
- E. Increase number of faculty with a history of, or potential for, external funding

### Future Priorities

- A. Develop for-profit and consulting services to engage with community around areas of departmental expertise
- B. Improve existing laboratory space and instrumentation
- C. Increase total number of journal articles, book chapters and books published per year
- D. Increase citations to publications by EXSS faculty
- E. Increase invited national / international presentations given by EXSS faculty

## Objectives: Awareness & Engagement

The EXSS Department evolved from the original Physical Education degree program that focused on developing teachers of motor skill development. Today, the EXSS Department's mission is to discover and promote knowledge of human movement to improve quality of life. We work to achieve our mission across a diverse range of specializations including exercise and sport science, sport administration, exercise physiology, athletic training.

The evolution and diversity of the EXSS Department can lead to a lack of clarity regarding the definition, value and impact of EXSS. Thus, we must be proactive in the branding and marketing of EXSS for our faculty, students and community members to understand who we are, what we do, and the impact we have on the public.

**Objective:** Ensure that EXSS and outside community members understand our mission, vision and goal.

### Immediate Priorities

- A. Develop and promote the EXSS brand and impact story
  - i. Monthly website updates to promote EXSS Impact
  - ii. Regular social media promotion of EXSS Impact
  - iii. Annual newsletter
- B. Better inform of EXSS faculty / student contributions and impact
  - i. Develop informational videos highlighting EXSS faculty, research laboratories and students
  - ii. Implement an EXSS Impact lecture series

### Future Priorities

- A. Increase involvement of faculty in service oriented activities in one's area of expertise
  - i. Committee involvement (university, professional organization, grant review panels, editorial boards, etc.)
  - ii. Community engagement activities
- B. Increase social interaction opportunities
  - i. Alumni events & awards

## Objectives: Academic Achievement

The undergraduate and graduate students are our department's most valued illustration of how we impact the public. Through our academic course offerings, research experiences, internship opportunities, and mentoring we directly translate the scholarship of Exercise and Sport Science to our students and ultimately the public.

Above all else, we must be vigilant in maintaining a high-level of academic quality across each of our academic programs. We must constantly strive to be trend-setters in developing future leaders in all fields of Exercise and Sport Science.

**Objective:** Maintain a high-level of academic quality in all academic programs and be the role model for our peers.

### Immediate Priorities

- A. >90% of undergraduate and graduate students agree or strongly agree they received an excellent educational experience based on exit survey data
- B. 100% of undergraduate and graduate students are able to enroll in all required courses to complete their degree requirements on time
- C. Track job placement of undergraduate and graduate students
- D. Track graduate program placement of undergraduate and graduate students
- E. Offer a Bachelor of Science degree in Exercise and Sport Science

### Future Priorities

- A. Investigate development of online courses
- B. Offer new advanced level courses for undergraduate students

## Executing Our Plan

We will rally around our goal and be aligned as a team as we implement our strategic plan.

We will strive to build trust, master conflict, achieve commitment, embrace accountability, and focus on results as we work to execute our team’s plan.

In doing so we will achieve our priorities in the areas of increasing research impact, improving awareness and engagement, and maintaining the quality of our academic programs. Ultimately, this will result in our ultimate goal to **Increase the Public Impact of Exercise and Sport Science.**

ALIGN → EXECUTE → IMPACT



## Acknowledgements

### Strategic Planning Committee

- Claudio Battaglini
- Troy Blackburn
- Bonita Marks
- Darin Padua
- Sherry Salyer
- Erianne Weight

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- Alain Aguilar
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- Joseph Myers
- Barbara Osborne
- Meredith Petschauer
- Brian Pietrosimone
- Eric Ryan
- Lee Schimmelfing
- Edgar Shields
- Deborah Southall
- Deborah Stroman

WE WILL **TRANSFORM SOCIETY** BY DEVELOPING LEADERS AND  
TRANSLATING SCIENTIFIC KNOWLEDGE INTO PRACTICAL  
APPLICATIONS

