



NIRSA Championship Series Long Term Vision

August 2018

Our Principles: To ensure the integrity of the Series, staff and volunteers will follow:

- Support the mission, vision, and strategic values of NIRSA
- Lead with open and honest communication
- Provide and promote student and professional development
- Commit to the NIRSA Championship Series promise
- Manage fiscal and other resources responsibly
- Foster a culture of assessment and research

Our Purpose: The NIRSA Championship Series is dedicated to providing *experiential learning through sport*.

Supported by hundreds of NIRSA member volunteers, the Series offers a variety of regional and national championships for college students in an effort to contribute to a culture of health and wellbeing that positively impacts student success.

Our Promise: The Series provides premier championship experiences delivered by qualified experts within a safe and inclusive environment.

This promise represents the core values of the Series and emphasizes the importance of creating value in the experience of all participants – players, officials, and volunteers.

Principles

Purpose

Promise



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Our Priorities

The NIRSA Championship Series has identified four key priorities for the next three to five years. These priorities are not intended to stop or replace the current work of the Series. Rather, they define areas of focus for Series resources and carve out a path to advance the impact of Series involvement.

Develop measures to evaluate operational success

The Series will dedicate resources toward providing experiential learning opportunities through fulfilling its brand promise. Responsible management of finances, volunteer time, and facilities will ensure sustainable practices that positively impact student and professional development.

The Series will develop key indicators for operational success. In an ever-changing landscape of sport, defining success will position the Series to evolve programming to meet current needs of student participants and NIRSA members. These standards will provide consistency and inspire a brighter future.

These key indicators will empower data-driven decisions. Creating and implementing meaningful assessments will align evaluation criteria with the guiding principles of the Series. Effective assessment includes establishing and adhering to strategic timelines and objectives that produce meaningful results. An open and transparent process will turn these results into tools for decision makers to affect needed changes and affirm existing procedures.

Develop
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SUCCESS**



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Our Priorities

Educate members for volunteer opportunities

The Series will invest in training for new members entering volunteer roles. Series events rely on experts to deliver premier championship experiences to participants. Many experienced and passionate professionals and students have served as tournament staff members, or on various work teams. As new members enter into these key positions, effective preparation is crucial to build self-confidence and ensure success in their roles.

The Series will create and implement effective continuing education and developmental components that prepare NIRSA members to serve as volunteers. Leveraging the proficiency of current and past Series leaders, content delivery will focus on increasing Series knowledge and consistent expectations. Through open and transparent dialogues, these components aim to equip NIRSA members with essential information that will enhance their own personal experience, along with boosting the impact they have on others through Series involvement.

The Series will develop brand ambassadors that increase the scope of impact on college campuses, and within NIRSA. In a unique learning environment, students and professionals gain valuable skills at regional and national championships that translate to many areas of their personal and professional lives. Instead of an “extra” privilege for college students, NIRSA members must promote the Series as a vital piece of the academic experience that contributes to student success.

**EDUCATE
MEMBERS for
volunteer
opportunities**



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Our Priorities

Focus strategically on the participant experience

The Series provides premier championship experiences delivered by qualified experts within a safe and inclusive environment. This promise recognizes the importance of creating regional and national events that attract participants and officials from across the country, while continuing to serve as a driving force for equity, diversity, and inclusion in sport.

The Series will add significant value to the player experience throughout their tournament attendance. Tournament staff will assess current practices to identify areas for improvement and develop exciting, new initiatives to enhance the championship environment and connect participants with unique aspects of the host location.

The Series will showcase the benefits of health and wellbeing through a premier championship experience. College students face many impediments to academic success, including stress, anxiety, sleep difficulties, and depression. The Series strives to combat these by promoting a culture of wellbeing at regional and national events that encourages participants to thrive in multiple elements of wellness.

**Focus
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PARTICIPANT
EXPERIENCE**



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Communicate the impact of involvement

The Series will empower members to effectively communicate the benefits of student and professional involvement. As NIRSA members continue to advocate for the value of recreation and wellness on college campuses, the Series must strive to do the same for its own programs on campus, and within NIRSA.

The Series will deliver a consistent and effective message to participants, members, and stakeholders. A great story is only as good as its storyteller. The Series will enhance current strategies to increase brand engagement. Navigating the growing options for communication, the Series will focus on successful management of impactful content and efficient communication mediums to showcase the incredible performance, growth, and learning displayed by participants, officials, and staff members.

**COMMUNICATE
THE IMPACT of
involvement**