Mission
The mission of the College of Health and Human Performance is to improve health, well-being, and quality of life. The College seeks to: discover, educate and motivate for a healthy tomorrow.

Commitment 1: Maximize Student Success

University Action 1.4: We will radically improve accessibility for key student populations.

Unit Objective 1: HHP will increase enrollment of key student populations through targeted recruitment efforts by five percent over 2014 - 2019.

Metrics:
1. Percentage increase in enrollment of key student populations
2. Number of active military and veterans who enroll in HHP programs

Unit Actions:
1. Establish articulation agreements with Community Colleges.
2. Collaborate with Community Colleges to establish seamless pathways between degrees via 2+2 programs (e.g., BS in Recreational Therapy, BS in Health Fitness Specialist) and 4+1 Master’s programs (e.g., MS in Recreational Services and Interventions, MS in Exercise and Sport Science).
3. Establish a liaison for determination of HHP course credit for prior military experiences and training.

University Action 1.7: We will connect diverse cultures to instructional opportunities.

Unit Objective 2: HHP will expand multicultural opportunities for students to explore the impact of cultural beliefs and values on people’s perceptions and global issues.

Metric:
1. Number of courses that offer diverse-cultural experiences (trend data over 2014 – 2019)
2. Each HHP department will have obtained the global diversity designation for selected courses. (Baseline 2014 data/100% by 2019).

Unit Actions:
1. Team with international universities to enhance multicultural student learning experiences.
2. Create distinctive educational experiences to attract international students
3. Incorporate diversity and cross-cultural experiences into courses so students develop an understanding of the impact of cultural perceptions.

Commitment 2: Serve the Public

University Action 2.1: We will inspire our students to be engaged citizens and leaders. We will expand service-learning, undergraduate research, and creative activity across our entire campus.

Unit Objective 3: HHP will expand service-learning opportunities by 5% over 2014 – 2019.
Metrics:
1. Number of student service-learning hours (baseline 2014 data/increase by 5% by 2019).
2. Number of faculty activities (as recorded in Sedona) (baseline 2014 data/increase by 5% by 2019).
3. Number of courses that carry the university service learning designation (trend data over 2014 – 2019)

Unit Actions:
1. Increase faculty and student engagement by partnering with regional businesses and industries to provide service-learning and professional development opportunities through health/wellness, fitness, and recreational promotion related activities
2. Review and revise courses to include a service-learning component in an effort to increase student opportunities and expand the number of courses that carry the university service-learning designation.
3. Revise the Individual Faculty Evaluation rubric to specifically include reference to service-learning and community engagement in each area of faculty duties (e.g., teaching, scholarship, service, other).

Unit Objective 4: HHP will increase undergraduate student participation in research 5% over 2014 – 2019.

Metric:
1. Number of undergraduate students involved in publications, presentations, and grants. (trend data over 2014 – 2019)

Unit Actions:
1. Fund at least 10 new undergraduate student research grants per year (e.g., $500 maximum budget; 50/50% from Department/College funds).
2. Create a college award for research mentorship to incentivize faculty participation in undergraduate research (by the 2016-17 academic year).

Commitment 3: Lead Regional Transformation

University Action 3.2: ECU will grow innovative and market-driven graduate programs that respond to regional challenges and opportunities.

Unit Objective 5: HHP will broaden the scope of the PhD. in Bioenergetics and Exercise Science.

Metric:
1. Number PhD in Bioenergetics and Exercise Science concentrations (two by 2019).

Unit Action:
1. Create an exercise science and a biomechanics concentration in the PhD in Bioenergetics and Exercise Science.

University Action 3.3: We will dramatically expand ECU’s research enterprise by investing in the people, tools, and facilities needed to conduct mission-driven research.

Unit Objective 6: HHP will expand its research infrastructure.

Metrics:
1. Number of HHP endowed professorships (four by 2019).
2. Building of the new research and teaching facilities in the South Academic Community (planned for May 1, 2018).

Unit Actions:
1. Leverage best practices to significantly increase resources necessary to fund four new endowed professorships to support three years of research (research action plan required).
2. Collaborate with units in the construction of the new research and teaching facilities to create collaborative, innovative spaces for research (identified as the ECU Research Gymnasium, part of the Campus Master Plan).

University Action 3.11: We will model health lifestyles for the region. We will be a leader in workplace wellness. We will revise and expand the ECU faculty/staff wellness program and increase participation by 5% annually.

Unit Objective 7: HHP will lead the establishment of a Healthy Campus culture by increasing participation in HHP health/fitness testing and evaluations by 5% over 2014 – 2019.

Metrics:
1. Percentage increase in the number of participants in the HHP health/fitness testing and evaluations
2. Health/fitness trend data of participants

Unit Actions:
1. Strengthen the healthy lifestyle component of the foundations curriculum in EXSS 1000, HLTH 1000 and RCLS 2601 in an effort to appropriately prepare ECU students to become health ambassadors within the university and communities in which they reside.
2. Develop and implement a strategic communications plan to increase awareness and promote participation in HHP wellness programs
3. Build capacity with external partners for research studies that support programs and services that align with this unit objective.
4. Form partnerships with campus units to inspire a Healthy Campus culture. For example, HHP faculty and staff will be involved in the University Wellness Committee, collaborate with Campus Recreation and Wellness, Human Resources, and be collaborators with the Health Sciences campus.