



**UNIVERSITY OF CALGARY**  
FACULTY OF KINESIOLOGY

# TOGETHER, STRONGER.

**A framework for excellence through collaboration.**

FACULTY OF KINESIOLOGY STRATEGIC PLAN 2024-29

## Introduction

This strategic plan offers a guiding vision for the Faculty of Kinesiology over the next five years. We will deliver excellence through unprecedented levels of collaboration between our units; a transformative approach that goes beyond disciplinary and professional boundaries. Together, we will increase the impact of research, create even more outstanding student experiences, and forge new connections with communities in and around Calgary, across Canada, and around the world. By working together, we are stronger.

*UCalgary offers youth with disabilities the opportunity to explore adapted sport and recreation activities*

## Vision

To be a global leader in the study and advancement of human movement, sport, recreation, health, and wellness.

## Mission

To deliver excellence in research, education, and community programs related to human movement, sport, recreation, health, and wellness.

## Foundational Commitments

The Faculty of Kinesiology is committed to promoting and enhancing Equity, Diversity, Inclusion, and Accessibility; Indigenous Engagement; Mental Health; Global Engagement; and Sustainability. We also promote entrepreneurial approaches across our work.

## Strategic Themes

The Faculty of Kinesiology will be a powerhouse of change through the interconnected work of our five units: The Academic Faculty, Dinos Athletics, Active Living, Olympic Oval, and Sport Medicine Centre. We will reach new heights by collaborating across three strategic themes:

**THEME 1**  
**Foster**  
**World Class**  
**Research and**  
**Innovation**

**THEME 2**  
**Enhance**  
**the Student**  
**Learning**  
**Experience**

**THEME 3**  
**Connect**  
**with**  
**Communities**





## The Intersecting Missions of Units

While collaborating on major strategic themes, our units will maintain their distinct identities and missions:



## Infrastructure — the Catalyst for Growth

The faculty and the university have grown. The development of our physical infrastructure has not matched this growth. Improving and enhancing our physical infrastructure will be the catalyst for this strategic plan and the priority of leadership over the next five years. We will be entrepreneurial and pursue opportunities beyond the resources we control with a relentless, innovative, and creative mindset. We will focus on philanthropy, fundraising, sponsorship, and community partnerships. We will *Start something!*

We will seek to build new physical resources that serve multiple units, include academic spaces, and enable us to pursue the goals of our three strategic themes. Our infrastructure priorities include:

Construction of a stadium complex that includes an astroturf field, seasonal dome, research/clinical space, and strength training facilities.

Secure funding for the essential renovation of the Olympic Oval.

Create, renovate, and/or expand spaces for teaching, research and social interactions.

Expand Active Living spaces to serve the university and broader communities.

Over 400,000 people come and go through the Olympic Oval every year







*Dr. Olivia Bruce, former PhD student under the supervision of Dr. Brent Edwards in the Faculty of Kinesiology Human Performance Lab, researches bone density and how females have a higher risk of stress fracture than males*

## STRATEGIC THEME 1

# Foster World Class Research and Innovation

### Faculty Goal:

*Enhance the production and impact of research through collaboration.*

We will collaborate, both within and beyond the faculty, to tackle major issues in the worlds of sport, health and physical activity. We will have an open door and welcome transdisciplinary connections. Our research productivity and impact will be enhanced by leveraging the collective resources of all our units to provide more opportunities for students, postdoctoral associates, faculty, staff and community partners.

### Collaborative Initiatives Across Units

The major focus for fostering world class research and innovation across our units will be to provide and support opportunities for increasing capacity, accessing participants and conducting studies.

Active Living will collaborate with academics to develop potential study ideas and will provide equipment (either through purchasing or repurposing) to support research.

Dinos Athletics will enhance opportunities for cross-program collaboration and, in particular, support research in injury prevention/recovery and psychological training.

The Olympic Oval will facilitate research projects in available building spaces and increase the use of innovative monitoring, testing, and training methods.

The Sport Medicine Centre will set a goal of ensuring that 100 per cent of physicians and 50 per cent of allied health providers are involved with research projects.

### Academic Faculty Specific Initiatives

- Promote collaboration (e.g., host regular seminars and meetings, provide cross-unit funding opportunities, identify multi-unit research opportunities, and submit multi-unit research grants).
- Create initiatives to increase research funding and grant success (e.g., provide catalyst and matching funding, employ a part-time grant-writer/editor, and create/obtain professorships and endowed chairs).
- Increase undergraduate involvement in research by securing more awards.
- The Joan Snyder gift will be leveraged (1:1) and we will become a world-leader in research with women and girls.

### Metrics will include:

Number of undergraduate awards; research output per faculty member; annual Tri-Council funding; examples of impact on broader community and industry; start-up/spin-off companies created; QS and Shanghai rankings; and new professorships and chairs.





We can boost our programs even further with Joan Snyder's extraordinary legacy gift of \$30 million to establish the Joan Snyder Fund for Excellence in Kinesiology and \$2 million for the Joan Snyder Program of Excellence in Women's Hockey

## STRATEGIC THEME 2

# Enhance the Student Learning Experience

### Faculty Goal:

*Cultivate a deep curiosity for, and joy of, teaching and learning.*

We will cultivate deep curiosity and joy for immediate and lifelong learning. We will celebrate enjoyable teaching, learning, and professional development experiences.

### Collaborative Initiatives Across Units

The major focus for enhancing the student learning experience across our units will be to provide career-building and experiential learning activities through practicum placements, internships, and hiring students.

Our goals are to provide opportunities each year to 500 students through Active Living, 50 students through Dinos Athletics, 50 students through the Olympic Oval, and 25 students through the Sport Medicine Centre.

### Academic Faculty Specific Initiatives

- Explore expansion opportunities, including increasing student access and enrollment, and creating majors and micro-credentials.
- Increase awareness, number, and amount of undergraduate and graduate student scholarships by increasing applications, including increasing per student graduate student funding to highest level in Canada.

- Engage every student in our undergraduate and graduate programs in experiential learning activities.
- Strike a working group to embed Equity, Diversity, Inclusion and Accessibility (EDIA) and decolonization in student-learning.
- Entrench student, staff and instructor wellness in curriculum design and delivery.
- Increase student-based international opportunities (e.g., exchange programs, hosting initiatives).
- Embrace an approach of constant improvement (e.g., conduct a review of graduate student teaching and learning opportunities, and review undergraduate course offerings to support student progression).

### Metrics will include:

Student satisfaction surveys/feedback; scholarships and awards created and obtained; new EDIA initiatives; new wellbeing initiatives in teaching and learning contexts; experiential learning opportunities created; and new learning opportunities created.





*Alumni programs, membership discounts, and events create an essential connection to community and proud Dinos for life*

## STRATEGIC THEME 3

# Connect with Communities

### Faculty Goal:

*Place communities at the heart of what we do.*

Whether it be working with scholarship and industry, welcoming people from the City of Calgary and its surrounding communities through our doors, or connecting with the rest of Canada and the international community, we place communities at the centre of everything we do.

### Collaborative Initiatives Across Units

The major focus for enhancing connections with communities in Calgary, nationally, and around the world will be increasing the number of, and participation in, community-based programs and partnerships.

Active Living will increase the number and range of community-oriented programming. Active Living will also adopt an inclusive approach to event hosting, supporting historically underserved groups.

Dinos Athletics will expand and enhance the Kakatosiiks Indigenous Engagement Partnership and support programming for equity-deserving groups.

The Olympic Oval will make the guest experience and customer service a top priority and increase the number of community partnerships.

The Sport Medicine Centre will create nationally and internationally recognized educational fellowship for pediatricians interested in sport medicine.

### Academic Faculty Specific Initiatives

- The dean will increase the number of significant interactions with donors and sponsors to support fundraising initiatives.
- The academic program will create coordinated community engagement events, which may include an annual public research seminar, public-facing workshops, social/digital 'debunking myths in sport science' initiative, and a comprehensive social communications strategy with metric tracking across platforms.
- Develop a Kinesiology alumni mentorship program, a speaker series, and increase the number of alumni interactions.
- Create a database of community members interested in participating in research.

### Metrics will include:

Number of significant interactions with donors (dean); number of community engagement events and participants; social/digital media metrics; customer/client satisfaction surveys; new alumni initiatives; and number of sport/recreation events hosted.



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# Start something.

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