

One-page strategy

VISION

The Sports Center offers (inter)national students (and student associations) and employees of Tilburg University, Fontys, and Avans sports facilities and coaching to realize their personal development in a safe environment that brings people together and connects them.

MISSION

For its target groups, the Sports Center stimulates sports, exercise, and personal, vital development in a safe environment. The programming and facilities are formed for and by the target groups under expert supervision.

AMBITION

We strive for healthy, self-conscious, and skilled students and staff who feel at home within the university community and beyond.

STRATEGY

Sports, exercise, and health: We consider sports, exercise, and health important for students and staff. We adapt the form to the wishes and needs of the target groups. Our strong point is that we do this with personal attention.

Community building: The Sports Center is aware of its connecting role in the university community. The Sports Center wants to contribute to solidarity on and around the campus.

Hospitality and Safety: Students and staff of the university and affiliated higher education institutions should feel comfortable and welcome at the Sports Center and during the organized activities. Emphasis is placed on the safety in sports and physical activity and on social safety: mistakes may be made.

Education: The Sports Center connects to the Tilburg Educational Profile by contributing to the pillars Skills and Character.

Research: The Sports Center seeks to connect with the Tilburg University impact theme Health & Wellbeing. A connection is also sought with the Fontys institutes, for example Lifestyle Studies.

Accommodation: The Sports Center is looking for temporary and permanent sports accommodation to cope with the current hustle and bustle and the expected growth, taking into account the philosophy of the Living Campus.

Sustainability: The Sports Center will continue to play a pro-active role in improving the sustainable employability of Tilburg University employees. In addition, where possible, the Sports Center will contribute to the Tilburg University sustainability ambitions by including this in the procurement processes.

Quality of service: The Sports Center strives for excellent services for the many, diverse, and international user groups. Knowledge of the market, contact with the customer, and quality measurements are essential. Customer satisfaction surveys, user consultations, and account discussions are suitable means to achieve this.

Organization (culture and management): The Sports Center strengthens its culture based on trust, commitment, inclusiveness, and joint responsibility. The employees understand their profession, are in the right place, and enjoy their work. The processes are user-friendly and efficient. The organization and the people continue to learn. We strive for clear and open communication.

OBJECTIVES

Sports, exercise, and health:

1. Actively provide information about healthy nutrition.
2. Encourage ambitious associations to raise their levels.
3. Actively meet the demand of students and staff to relax.
4. Bringing the *horeca* and vending sector in line with the Dutch Health Council's recommendations.

Community building:

5. Support student sports associations.
6. Contribute to the integration of international students and staff.
7. Ensure an open, comfortable, and convivial atmosphere.

Hospitality and safety:

8. Contributing to the Tilburg University hospitality concept
9. Ensure social safety.

Education:

10. Develop an educational vision for sports instructors in line with the Tilburg Educational Profile.

Research:

11. Contribute to research into the effects of (student) sports.

Accommodation:

12. Offer sports facilities in line with the growth ambition, internationalization, and the living campus

Sustainability:

13. Execute, expand, and extend the project "sustainable employability of Tilburg University staff" in collaboration with HR.
14. In case of replacements, look for a durable solution.
15. Actively contribute to the Healthy Campus project

Quality of service:

16. Optimize account discussion and user groups, measure customer experience, and measure service quality.
17. Examine further flexibilization of memberships
18. Optimizing digital information services

Organization (culture and management)

19. Guarantee the principles of the learning organization within the Sports Center.
20. Actively monitor culture