

## **Peak Adventures**

Our mission is to enrich the Sacramento State learning experience through adventure education and leadership development.

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### **Long Term Goals: 2010 – 2015**

- 1.0 We will increase the use of our services by 25% across all sectors of our program.
- 2.0 We will further develop the leadership training curriculum with the aim of providing student employees with leadership skills and experiences that give them an advantage in their post college endeavors.
- 3.0 We will expand outdoor adventure programming content to increase the opportunities for skills progression as well as increase the diversity of destinations.
- 4.0 We will develop a plan to make a smooth transition to The WELL.
- 5.0 We will maximize the marketing and programming collaboration with The WELL.

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### **Annual Priorities: 2010 – 2011**

- 1.0 We will continue to develop a specific set of marketing strategies and measure them for effectiveness. Annual goal is to increase use of services by an additional 5% as part of the longer term goal of 25% by 2015.
- 2.0 We will develop an outdoor trip manual to support our recent trip skills checklists.
- 3.0 We will develop a front desk manual and regular training program for front desk staff.
- 4.0 We will establish a formal mentoring and performance review structure for our Challenge Center staff.
- 5.0 We will increase the effectiveness of our outdoor trip logistical information systems.
- 6.0 We will develop and implement new curriculum for a variety of rock climbing clinics.
- 7.0 We will implement our plan for establishing communications and relationships regarding our new location at The Well.