The Recreational Sports Department is committed to improving the physical, social, educational, and recreational needs of the UW-La Crosse community by providing positive experiences and modern facilities, which nurture appreciation of and participation in lifetime activities.
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INTRODUCTION

Research has shown that “participation in recreational sports programs and activities was found to be a key determinant of college satisfaction, success, recruitment, and retention,” (Planning for Higher Education, Jan-March 2009). This same study also found that students who participate in recreational sports improve overall emotional well-being, reduce stress coupled with an increased ability to handle workloads, and improve overall happiness as well as build self-confidence and character, promote diversity, teach team building, and improve leadership skills.

As proven through extremely high participation and an 86% approval rate for an expansion to the REC, the UW-La Crosse Recreational Sports Department is testimony to this research. In fact, our students are demanding more and are willing to pay additional money to expand facilities, programs and services. “Let’s Play” (department tagline) is an understatement as this campus is ready for an upgrade!

In addition to approving the REC expansion, Innosoft Fusion (campus recreation management software) and a program assistant (working title of Office Manager) have become reality after several years of conversation. We have also completed successful hires for Coordinators of Intramural Sports and Sport Clubs & Events. As we welcome Matt Schneider and Jenny Larson to the team, we bid farewell to two staff members who have been an integral part of our success over the past few years. Moving across campus is Erin Thacker to a position that is 100% Athletics. Ryan Rudesill has started a new chapter in his life by relocating in Minnesota to pursue an exciting professional opportunity for his wife. We thank Erin and Ryan for their fantastic work and wish them well. We will miss them both for many reasons!

The expansion, Fusion and new hires are only few of the many accomplishments that have happened throughout 2013-14, as highlighted in this report. Read on to learn more success stories in our many different programs and services.
IT'S TIME FOR AN UPGRADE

Adidas Outdoor sponsors the climbing wall, pro climber Nina Williams visits Conditioning Room renovation with new equipment Women’s Hockey qualified for nationals for the first time Record 4,508 games played Added the popular Insanity group fitness class Mo McAlpine, Associate Director awarded Academic Staff Excellence Award Record 260 student employees Added two new extended trips Implemented Fusion recreation management software New addition referendum passed with 86% approval Ryan Rudesill and Erin Thacker are moving on NICE nominations went nationwide, over 50 universities participating

#NICEnominations
As part of an assignment for ENG 307 this past Fall 2013, a group of students completed a class project geared toward student development. The ultimate goal was to establish the best practices by speaking with professional and student staff members as well as other system institutions throughout the state. Through interviews, the group determined the following five best practices for student development with the UW-L Recreational Sports Department: (1) teaching transferable skills; (2) providing leadership opportunities; (3) developing personal relationships; (4) providing training and orientation; and (5) respecting diverse skills and ways of thinking. Determining these best practices is a step toward the formalization of a student development plan that is a 2014-14 initiative.

Exit surveys completed by those students not returning next year validate these five best practices as well as confirm that employment with Rec Sports continues to be an opportunity to gain hands-on experience, develop skills and build lifetime relationships. Based on 26 non-returning students, the following percentages agreed or strongly agreed that the skills listed improved as a result of their employment:

- Conflict resolution: 85%
- Leadership: 85%
- Organization: 77%
- Self-confidence: 92%
- Time management: 85%
- Verbal communication: 88%
- Written communication: 77%

Some comments about these skills include:

Starting off at the end of my freshman year, I had no idea I had the capacity and leadership skills to fulfill the position of a building manager but the members of SAC saw something that I didn’t which I am very grateful for. I appreciate all of the support, respect, and trust all of the Professional Staff have given me. They’ve all helped me grow as a professional and even more so as a person. I have gained more confidence, leadership opportunities, communication skills, relationships, professionalism, integrity, etc. Looking back on my experience with Rec Sports, I am in awe… the student development opportunities I had taught me more than I could have learned in a classroom.

I have been challenged many times throughout my time here and because of that, have sharpened my skills to think outside of the box, think on my feet, and come up with solutions to problems effectively.

I have become a better leader and a better person overall working here. I HAD to become more organized, get a planner and write things down. I’ve learned that if I help, I will get help back and that no matter what you do you have to be honest in what you do and do your best at it. A job half done is a job not done.

The following statements summarize the entire Recreational Sports employment experience:

Being a member of the Rec Sports team has given me experiences, skills and friendship that are valuable beyond measure. The success of my college career blossomed while...
working with Rec Sports and for that I am forever grateful. The Recreational Sports Department at the University of Wisconsin-La Crosse is something to be truly treasured, respected, and never underestimated.

My experience as a Rec Sports staff member has changed my life… the REC has become my home. The Rec Sports staff has become my family. We learn something new from each other every day. We support each other, we play together, we cry together, we share successes with each other, we work through hard times together, we learn about each other. To say that we work together is an understatement.

Although I have only been employed with the REC for a year it was by far my best year in college. I made new friendships with people I might not have otherwise. I experienced new memories every day working at the REC that I will remember for a lifetime. It is an understatement when I say that my time at the REC shaped me into who I am today. The courage, confidence, leadership, and team building skills that I have developed while working at the REC have helped me tremendously and will continue to in the future. I loved my time at the REC and I know that when I look back 5, 10, or even 50 years from now that my memories from the REC and with my REC family will be my fondest of my time at UW-L.

The REC is the place where work becomes family. A family that becomes a big part of your life because it challenges you to become a better person and make those around you better. Even though, at the end of the day a job is a job. It’s not the money I earned here that made me happy, it is who I became…and what I am able to give because I’ve become more.

**STUDENT COMMITTEES**

All committees this year experienced fantastic attendance and retention as a result of strong student leadership. Initiated in the fall of 2012, the **B.E.S.T. (Building Exceptional Service Together)** Committee took on a dual role this year as S.M.I.L.E. (Students Motivated by Integrity, Leadership and Enthusiasm) was melded into its mission. Not only did B.E.S.T. plan departmental socials and the team challenge, it continued to build upon a strong foundation of customer service oriented programs: comment cards that are responded to and posted in the REC; brief customer service surveys that are sent to daily users; REC U, a staff-based developmental presentation/workshop series; the BESTee Program, an external evaluation for customer service; and RECognition Cards for staff to acknowledge recognition as well as discipline issues. Accomplishments for the committee include: expansion of recognition program on D2L; resume and cover letter presentation with Career Services; first ever google chat session with a panel of three alums; staff all-nighter; monthly socials, end of semester gatherings and ping pong tournaments; community service opportunities with Glow in the Deke and Relay for Life; coordination of volunteer recruitment for special events; and the production of an end of the year video for non-returners.

The **Student Advisory Council** (SAC) returned several veteran faces to the table, resulting in a “first ever” accomplishment of discussing everything on the list. Furthermore, this was the first time SAC adopted a cause for the year, taking on sustainability as its primary focus (beyond employment). Members evaluated and modified current departmental practices, created and shared a recycling program, re-labeled recycling containers and coordinated with a student guest speaker for spring training. Other accomplishments include: modification to the staff HRS procedures to include a warning for first offenses; recommendation of “activity staff” for non-service staff terminology; agreement that once a staff member is elected to SAC, he/she remains on SAC throughout entire employment tenure; discussion regarding staff social media plan and apparel to include flip flops and sports themes; and approval of additional rule to food policy regarding utensils (prohibited).

With the elimination of first aiders this year, the **Emergency Response Team** (ERT) became an even more critical link in the ongoing training of student staff members. Through the hard work and coordinated efforts of Morgan McDougall, Graduate Assistant ATC, ERT co-chairs AJ Heil and Michael Kempf, and ERT committee members, this major transition in injury care went smoother than anticipated. In fact, on the end of the year survey to evaluate the emergency response training, a third year staff member stated the following regarding the first year without first aiders: “we received proper training this year… I think it was just a matter of us knowing the EAP’s and being prepared for any situation that came up. We did need to do a little more in responding, but I think overall it was beneficial because we learned how to deal with situations better.” Training expanded beyond ERT to encompass a training response program that contains two pieces: an educational component and the hands-on portion with ERT. The educational part included fall and spring training, online refreshers, updates to EAP’s and injury reports, an electronic evaluation, and the development of five basic questions to ask upon arrival to an injury situation. The quality leadership of AJ and Michael continued to move ERT forward with continued focus on red shirt reviews; creation of an effective online tracking and scheduling system for reviews; completion of reviews for almost every service staff member with CPR and AED in the fall; the facilitation of an all-staff review session opportunity in the spring; and the creation of a script for a new training video to be developed next year.

As the result of an ENG 307 group project geared toward social media, the **Social Media Administration Committee** (SMAC) was developed. The purpose of this council, led by the newly created social media student position held by AJ Heil, is to guide and improve the social media administration of the department as directed by the administrator handbook (developed by students working on the group project, which included AJ). This handbook is a valuable resource that includes sections for posting guidelines, strategies for an effective social media page (general and platform-specific), interaction management, and the procedure for requesting new Rec Sports social media page. There is also a quick-start guide for creating strong social media strategies as well as a Facebook page assessment checklist. SMAC’s impact was immediate and substantial this past spring semester primarily through the REC 2.0 marketing plan that was overwhelmingly approved.
ACCOMPLISHMENTS

- 3 students attended NIRSA Conference in Nashville (plus Austin Sanderson who graduated in the fall); 8 students attended WIRSA Conference in Eau Claire; 9 students attended Lead On at the University of Michigan
- 2 students were awarded WIRSA Student Development Scholarships
- 2 undergraduate students received graduate assistantships at Valdosta State University (special events, leadership and student development) and Southern Illinois University-Carbondale (academic assistantship)
- 1 graduate student served as the Wisconsin Student State Representative
- Jenny Larson was hired full-time as Coordinator of Sport Clubs & Events at UW-L
- Utilized new evaluation process with SAC for first round interviews that improved efficiency of selecting second round candidates
- Initiated NICE nominations that spread throughout the department, campus, state and nation
- Beneficial hire of office manager Rachel Berry
- Successful transition with care of injuries in first year without student athletic trainers
- Employed approximately 260 students with 6.8% diversity (excludes 10 students who chose not to indicate ethnicity)
- Hired 36 new 2014-15 service staff members with 11% diversity

ISSUES

- Ongoing challenge to keep staff members focused on high standards and attention to detail
- Must continue to revise discipline procedures and HRS plan to ensure more consistent enforcement throughout department
- Ongoing challenge to creatively train staff members on emergency response and care
- Through REC 2.0 conversations, a potential customer service issue was discovered and addressed in the Strength Center

NEW INITIATIVES

- Formalize student development program that outlines benefits of working with Rec Sports
- Incorporate LeaderShape attendees into fall staff training and leadership plan
- Further develop and utilize alumni panel through google hangouts
- Reassess alumni development fund and application process
- Expand emergency response program that incorporates two certified athletic trainers
- Consider payment and/or incentive to student leaders of committees
Instructional programs continue to uphold somewhat consistent numbers, though an area of lower emphasis within the department. The addition of Jenny Larson to the professional staff (spent last summer as an intern with instructional programs at UCLA), a redesign to the webpage and the launching of Fusion makes this upcoming year an opportune time to focus more growth and collaboration in this area. Reality is that instructional programs are happening in the Outdoor Connection and Strength Center, yet are not classified as such. With a more concrete plan and marketing scheme, instructional programs are sure to grow.

Once again we were able to offer American Red Cross certifications for campus. Jenny Larson served as the primary instructor through mid-spring semester when Morgan McDougall became certified to teach as well. We increased campus certifications from 18 (2012-13) to 36 this past year with focus on sport club officers. Jenny and Morgan also assisted with certifications for groupx instructors, the Child Care Center and the 2014-15 Rec Sports staff.

This was the first full year of self-defense instruction led by University Police (co-taught last fall with Shaun Clark, one of the initial instructors). This partnership continues to flourish and is an effective collaboration as the officers add a unique perspective with their training. It is also beneficial to have them out spreading the word about the class at orientations, registrations and throughout the residence halls. Though numbers dropped somewhat from last year, the quality experience for students was maintained as indicated in the evaluations. Comments included: “It helps me feel more safe just walking around in public by myself, or even with others, especially at night because I know I have skills that can help defend myself and others now; I would recommend this class to others because I believe everyone should take this kind of class sometime in their lifetime, so that they have skills that could potentially save their or someone’s life one day; I have gained a sense of confidence in myself and the ability to protect myself and possibly others in a scenario that one is typically unprepared for. I am very happy to have taken this class and have had the two instructors I had.” A concern for next year is that Officer Batien is leaving UW-L so there may be some uncertainty with a second instructor to assist Officer Barton.

ACE PARTICIPATION

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<th>Spring 2013</th>
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</thead>
<tbody>
<tr>
<td>Group Fitness Instructor</td>
<td>1 (1 student; classroom portion only)</td>
<td>7 (4 UW-L students)</td>
</tr>
<tr>
<td>Personal Training</td>
<td>9 (6 UW-L students)</td>
<td>4 (3 UW-L students)</td>
</tr>
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In addition to the ACE prep courses, seven groupx certifications were offered throughout the year. The Zumba® certification in the fall was combined with a Party in Pink fundraiser that generated dollars for Susan G. Komen. Other certifications included: cycling, pilates, turbokick, and INSANITY®.

ACCOMPLISHMENTS

- Experienced successful year with self-defense program led solely by University Police
- Certified 36 students in first aid/CPR/AED
- Offered seven groupx certifications throughout the year, including first ever INSANITY® certification

ISSUES

- Low numbers continue with the ACE Exam Preparation Courses, with the cancellation of the group fitness instructor track this year
- One of the police officers who teaches self-defense is leaving UW-L

NEW INITIATIVES

- Develop a marketing plan that collaborates instructional programs throughout the department and offers new courses
- Increase number of first aid/cpr/aed certification courses offered throughout the year
- Continue evaluation of the ACE Exam Preparation Course to determine if it is the ideal certification
Providing an opportunity for students to recreate on their own terms in the REC has always been a priority. When evaluating programs, services and schedules, the department has always maintained at least one court as well as open use of the track, Strength Center and satellite spaces throughout the entire day. The REC 2.0 survey confirmed that students need and want their space! Therefore, the majority of this report will focus on survey results as related to usage.

1,996 students started the survey that was distributed this past spring in an effort to gain feedback regarding current use of the REC. The survey demonstrated that 86% of the respondents use the REC at least once a week.

Probably the most stunning result from the survey is that 92% of the respondents indicated they experienced overcrowdedness that prevented or delayed them from playing or working out in their desired space. The top four most congested areas identified were (in order): (1) treadmills; (2) Strength Center; (3) ellipticals; and (4) courts. Other compelling results include:

- students desire an expanded strength and conditioning center
- females want a more inviting strength and conditioning center
- students want more cardiovascular equipment
- there is a significant desire to see a multi-activity space that can facilitate basketball, volleyball and other activities

Without a doubt, this survey provided significant support and a recognized need to expand the REC. The approval rate of over 86% in support of the referendum clearly solidifies that students are willing to pay for the ability to work out where they want, when they want. Until the expansion happens, it is imperative that the department continue to maximize use of the building, attempting to maintain balance with all programs and services, keeping informal recreation in mind at all times.

Time and space in Mitchell Hall continues to be a concern as informal recreation is a low priority. Schedules in the field house have changed throughout the year as time for academic classes, athletic practices and camps continues to expand and change with little notice, impacting informal tennis. Fortunately time in the pool was consistent this year so lap-swimming hours basically stayed the same.

**ACCOMPLISHMENTS**

- Integrated practice times for club volleyball teams while maintaining open recreation opportunities
- Added and replaced new strength and cardio equipment to track level (see Strength Center report)
- Purchased two motorized treadmills to meet increased demand specifically for motorized equipment

**ISSUES**

- Ongoing need for balance with informal recreation and programs with increased participation in intramural leagues and club teams
- REC is unable to meet student needs during peak times due to high number of users
- Time for open tennis continues to diminish in the MH field house
- Diminishing time and space in Mitchell Hall for tennis

**NEW INITIATIVES**

- Work closely with Jenny Larson & Matt Schneider to effectively schedule intramural leagues and club events/practices while maintaining informal recreation opportunities on the courts and in Conditioning Room
- Evaluate methods to reduce intimidation factor of Strength Center, particularly for women
- Initiate discussion with Athletics to revisit grid of times that facilities are available for ESS, Athletics and Rec Sports
In its 17th year of existence, this was probably one of the most impactful years of the Recreational Eagle Center as the purchase of Innosoft Fusion became a reality and REC 2.0 was overwhelmingly approved by students! At the time of print for this report, we are hours away from going live with Fusion and are extremely excited about the positive impact this will have on daily operations. This comprehensive campus recreation management software will manage all aspects of our organization and integrate point of sale, membership management, equipment inventory and reservations, course registrations, and facility access. The member portal will allow for online registrations and access to IMLeagues. For the first time ever, credit card payments will be accepted at the Information Counter. Though there is a lot of work on the back end to launch Fusion, the program is extremely intuitive and will undoubtedly streamline every aspect of our day-to-day operations for participants and staff.

Resonated through the 86% approval rate of the REC 2.0 expansion, students agree it’s time for an upgrade to the facility. Since opening the doors in 1997, we are serving over 2,000 more students and are literally “bursting at the seams” during peak usage. Through a pre-vote survey this spring, students clearly indicated more space is needed as over 92% of the respondents stated they have experienced congestion that hinders their ability to workout at the REC (see Informal Recreation in this report for additional survey information related to usage). The top three new spaces recommended on the survey are (in order): (1) cardio room; (2) larger Strength Center; and (3) multi-activity court. With a proposed expansion footprint of 30,000 square feet (SF), pre-design possibilities include a two-story addition that would increase programmable space in the building by over 36%. Potential ideas suggest a larger strength/cardio room of nearly 12,000 SF beneath a multi-activity court. A strength/cardio room of this size is an increase of approximately 166% SF compared to the existing Strength Center of 4,500 SF and allocated area around the track, allowing for nearly 71% increase in workout space and capacity throughout the entire building. In addition to more space, the multi-activity court would allow for a wider variety of activities (currently limited to volleyball, basketball and badminton), expanded recreation programming as well as increased and more flexible practice times for sport clubs. The current timeline is geared toward hiring an architect by September for pre-design renderings.

Throughout the facility this past year, much work has been done to make us look better as the Conditioning Room, Aerobics Room, and office spaces have been painted in school colors. The offices also received new carpet and window treatments. In preparation for the new Sport Club and Events Coordinator, Erin’s former office has been remodeled to a more efficient workspace that opens up the room and allows for an additional station that students may work at. Larger day use lockers were purchased and installed for students and staff, with access to long board lockers near the vending machines.

During the late days of May/early June, much work is being done throughout the building to update the ventilation system and install better controls. Once again, Rec Sports expresses sincere appreciation to the Green Fund for supporting a large portion of this project. As sustainability continues to be a priority, all drinking fountains, hand dryers, faucets and soap dispensers throughout the building are now automated and upgraded.

In an effort to reprogram the former martial arts room, Room 150 was renamed the Conditioning Room. Two pieces of Life FACILITIES
Fitness Synry360 full-training service centers were installed to provide limitless opportunities for training smarter, better, and more efficiently. The ultimate goal of this equipment is to allow general use throughout the day in addition to hosting Eagle Fit 360 classes led by personal trainers. Only in its first year, this equipment was not heavily used and class numbers were lower than expected.

An ongoing challenge throughout the REC is the leaks in the racquetball courts and near court 4. Physical Plant continues to evaluate the flat roof in an effort to determine the cause, though unsuccessful to date. The turnstile in the Strength Center has also failed for the majority of the year. Unfortunately the manufacturer has gone out of business, creating repair issues. The work-around at this point is to place the turnstile in a rotating position with no stop on it so that students swipe with each entry rather than walking through an open gate (current process). Another security issue is the web-based cameras viewed by University Police. Though these cameras tend to work off and on, it is our understanding they were not originally reconnected with the move of the station. Currently, four of the six are now functioning with the premise that the other two will be up soon. There is a campus-wide discussion regarding cameras that will hopefully lead to new cameras and practices in the REC within the next academic year.

Storage in the REC has become a larger problem as there is concern with the space where much Outdoor Connection and other equipment is stored. To free up building space, the large room on the west end that currently holds campus chairs and staging is going to be cleared (items to be surplused) with the ultimate goal of building storage spaces for the Outdoor Connection and sport clubs.

The outdoor sports complex and Mitchell Hall are still critical venues to successful programming for both the Intramural and Sport Club Programs. Though heavily used and beat up, the designated recreation fields are essential to programming, both during the day and into the evening with lights. Conversations continue regarding the facility reservation process as we faced many changes, often on very short notice, making programming extremely challenging.

**ACCOMPLISHMENTS**
- REC 2.0 expansion approved by over 86% of the student voters
- Innosoft Fusion software purchased and currently being implemented
- New floor and painted walls in Conditioning Room (formerly Martial Arts Room)

**PARTICIPATION NUMBERS**

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<td>Percentage of student body (swiped at least once)</td>
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**ISSUES**
- Roof leaks continue in the racquetball courts and west end of field house
- Strength Center turnstile non-functional for majority of the year
- Age and texture of the climbing wall of growing concern
- Day use lockers too small for bags and shoes; no current storage for longboards (temporarily housed in staff area)
- Security cameras inactive due to relocation of University Police and maintenance issues
- Roof for Child Care Center needs to be replaced (anticipated FY15/16 at cost of $380,000)
- Proper storage space and allocation with concerns regarding mechanical rooms
- West end storage full of campus chairs and staging pieces (soon to be surplused)
- Eagle Fit 360 classes not as popular as anticipated and use of synrgy equipment minimal
- Wear and tear on outdoor fields
- Unpredictable schedule changes for outdoor sports complex and Mitchell Hall

**NEW INITIATIVES**
- Reclaim storage space on west end by removing chairs and staging
- Allocate storage space for clubs and off-season Outdoor Connection
- Active participation in conversations with students and campus entities about the expansion of the REC and turf on the recreation fields
- Secure architect and pre-design renderings
- Continue to collaborate with Athletics on use of outdoor sports complex and Mitchell Hall, especially with transition of Erin Thacker into her new position
- Restructuring of reservation priorities with changed status for aikido and boxing
- Reprogramming of synergy equipment and increased participation in classes
The GroupX Program expanded this year to include Eagle Fit 360 classes offered in the reprogrammed Conditioning Room. Similar to popular high intensity training classes, Eagle Fit 360 combines functional, strength and endurance training components to provide a total body workout for small groups of 8. Trained coaches/personal trainers from the Strength Center lead these classes and ensure a quality, safe workout (see Strength Center report for additional information).

An exciting change to the traditional GroupX Program this past spring was the addition of INSANITY® classes offered for 30 and 50 minute sessions. Though times were limited since there were only two certified instructors, this new class proved to be very popular. Overall, there were 17 aerobics and 7 cycling classes (6 in the spring) per semester, with an additional class held for all on Fridays. As charted below, total participation decreased approximately 9%. However, there were 2-3 less classes per semester and the number of students in J-term 2013 was a 142% increase from the previous year. Of note is the increase from Fall 2013 to Spring 2014 which is not the typical trend.

Though participation and class offerings seem to decline, students indicate their quality experience has been maintained. In a survey completed by 156 students this Spring, 2014, 92% indicated that their overall experience was very good or excellent. Comments included:

Emily was great! A huge part of why I signed up for the class is because I loved her so much! She was an excellent teacher and instructor, very motivating and encouraging which made the class fun and exciting!

I absolutely love this class! It would be nice if it was just slightly earlier because it’s kind of difficult to plan when to have dinner, but it’s really not a huge sacrifice for such an awesome workout!

Zumba with Tammy Zee is the best part of my week. She is always cheery and makes me feel like I can do anything I set my mind to. Tammy is a motivator, and a great one at that.

The instructor for this class is fantastic! She is so personable and friendly, always makes sure we push ourselves but not too far. You can tell she loves yoga and just makes it super enjoyable for all.

An additional survey was conducted with groupx participants to evaluate their interest in a potential transformation of the program’s structure. Rather than registering for a class held on a certain day at a specific time, students were asked to consider an “all access pass” that would cost more but allow them to attend any class throughout the week. Surprisingly, results were literally split as 50% preferred to stay with the current method. Therefore, at the risk of losing revenue, the decision was made to maintain registration for a specific class.

In an attempt to gain an understanding why groupx numbers might be declining, a survey was sent to students who participated in a fall groupx class but did not register in the spring. Of the 96 students who responded, 98% indicated they had a positive experience with the class they attended. 99% said they would consider registering for another class so there were no glaring issues with the program. As expected, the primary reason students stated they did not register was due to

**PARTICIPATION NUMBERS**

(according to the POS)

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FITNESS
conflicting schedules/not enough time (77% response). Further consideration needs to be given to the declining numbers.

**ACIS FITNESS PROGRAM**

Brittany Studinski, Special Projects Assistant, administered the ACIS Program this year. Her work was invaluable as she managed giveaways, submitted photos and coordinated the fitness challenge. Though there was not a national fitness rewards program (had participated in this program for the past five year), the Tampax Pearl active female and instructor programs continued. This spring, Brittany coordinated the fitness challenge with the Strength Center staff and Special Events team, conducting field assessment tests in the green space on the south side of the building. Competitions included: sit ups, push-ups, broad jump, flexibility, and a Prowler push. 28 students participated with the hope of qualifying for the national challenge (selected schools yet to be announced).

**ACCOMPLISHMENTS**

- Added Eagle Fit 360 and INSANITY® classes to groupx program
- Formalized evaluation structure for groupx instructors and participants
- Increased participation numbers from fall to spring semesters
- Conducted fall and spring user satisfaction surveys as well as registration and retention surveys
- Completed ACIS fitness challenge in hopes of qualifying team for national competition

**ISSUES**

- Eagle Fit 360 did not meet participation expectations and experienced retention issues with coaches/personal trainers
- Restrictions for insanity due to instructor certification (only two certified)
- Lack accurate tracking method for groupx classes (POS and database numbers do not match)

**NEW INITIATIVES**

- Online registration of classes through Fusion
- Increase involvement in Eagle Fit 360 classes
- Implement formal evaluation and instructional process for instructors

**FITNESS QUICK FACTS**

- 24 classes per week
- +1,500 participants
- Classes only $25
The Recreational Sports Department offers numerous Special Events each year. These events provide opportunities for the students, staff and members of the greater La Crosse community to explore different recreational activities. From table tennis tournaments to golf scrambles to an indoor triathlon to the largest 5k road race in the area, there is something for everyone. Collaboration with various campus departments and organizations as well as partnerships with community businesses allow for the Rec Sports department to provide a multitude of fun and exciting events each year.

The Rec Sports department was able to sponsor sixteen special events this year including one new event. 2013-14 marked the first year that the Rec Sports Special Events team organized the annual RecFest event. RecFest was a collaboration with New Student Orientation and offered first year and all returning students the opportunity to learn more about Sport Club programs, Intramural Sports, the Outdoor Connection, Strength Center, Group Fitness classes and a number of other services and opportunities that the Recreational Sports Department provides. Over 1,000 students participated in RecFest this year.

Over 5,211 students, staff and community members participated in at least one special event during the 2013-14 academic year. Participation in special events increased 12% during this academic year. 2,206 runners and walkers galloped their way to campus for the 19th annual UW-L Turkey Trot. For the second time in the race’s history, the department was able to secure two presenting sponsors. Presenting sponsors for the 2013 UW-L Turkey Trot were Subway and Health Tradition Health Plan.

This annual event not only provides an opportunity for the campus and La Crosse community to participate in a 5k fun run/walk, but also offers UW-L undergraduate and graduate students the chance to be involved in various aspects of a large road race. Proceeds from this year’s race benefited the EcoPark, the UW-L Multicultural Scholarship Program, the Division of Student Affairs and UW-L Rec Sports. Over $10,000.00 was donated in total.

The success of the special events is due in large part to the motivated and eager Special Event Supervisors who develop new ideas, plan and finally implement the events. This year’s team included three returning supervisors and one first year supervisor. The Special Events team looks forward to continuing to provide opportunities through existing events as well as creating new opportunities for involvement, socialization and recreation through innovative new ideas.

ACCOMPLISHMENTS

- Moonlight Fun Run & RecFest: Both the Moonlight Fun Run and RecFest have been wonderful additions to the Welcome Week activities on campus. 793 students incorporated fitness into a unique setting and in a fun social environment when they participated in the 5k fun run allowing them to run/walk around campus and get the “lay of the land”. 1,056 students joined us for
Turkey Trot: Due to the drastic cold that swept through La Crosse the week of the Turkey Trot participation was down in 2014. Although the total number of participants decreased, the event was still a success. PT Timing was our official timing company again and brought professionalism, accuracy and increased race day features for participants to the race. Active.com was again utilized which allowed the department to more efficiently manage the registration process and allowed for consistent, technology friendly and increased communication with participants.

NEW INITIATIVES

- Continue collaboration with REC 300 class and students
- Increase UW-L student and staff participation in the annual Turkey Trot
- Increase the net revenue of the Turkey Trot
- Develop 1 new special event each semester
- Continue assistance with the planning of New Student Orientation and Welcome Week Activities

SPECIAL EVENTS QUICK FACTS

- 16 Events
- 5,211 Participations
- 3 Road Races
- A record “RecFest” event - 1,056
- Turkey Trot donated over $10,000
- Over 150 volunteers
The Outdoor Connection provides quality outdoor gear rental, resource information, skill clinics, trips and an on campus residence living learning community for the UW-La Crosse Community.

The Outdoor Connection experienced tremendous growth in 2013-14. Records were set in terms of revenue, participation and program offerings. Revenue reached the $70,000 mark for the first time, participation grew to over 500 for the first time, and over 65 individual programs were offered throughout the year (skill clinics, day trips, overnight trips and week long extended trips).

The growth and success is primarily the result of two main factors: a highly motivated and committed trip leading staff and the inclusion of stand up paddleboarding (SUP). The trip leading staff proposed and implemented a record number of trips including two brand new extended winter trips, backpacking in Mississippi and paddling and backpacking in Florida. The addition of stand up paddleboarding attracted a lot of attention and our free summer clinics were very popular and were booked throughout the summer. The additional media exposure SUP’s brought to our program not only increased SUP rentals but also unexpectedly increased kayak and canoe rentals.

REVENUE COMPARISON LAST 6 YEARS

OUTDOOR RECREATION LIVING LEARNING COMMUNITY

Building upon and learning from our inaugural year, the ORLLC made a few important changes. Weekly gatherings were initiated and organized to ensure the entire group gathered throughout the year and residents were included in the trip selection and planning processes. These two simple changes improved attendance for the day and overnight trips and increased the general satisfaction members had of the community. Plans are underway for a third year with the goal of reaching a full house of 36 residents participating.

ACCOMPLISHMENTS

► Successfully implemented spring and 2 winter break extended trips:
  Appalachian Trail Backpacking (2)
  Mississippi Backpacking
  Florida Paddling and Backpacking
  Zion National Park Hiking and Canyoneering

► Successfully implemented a 9 day comprehensive trip leader training trip to the Buffalo River and Oachita Mountains in Arkansas

► Earned a record $71,255 in revenue

► Added stand up paddleboarding to the paddle sports program

► Offered over 65 individual clinics and trips

► Developed a new sponsorship relationship with Adidas Outdoors

► Implemented “Solar for Students” a free solar product check out program for UW-L students, a partnership with the Green Fund and Goal Zero Solar Company

► Improved quality of Outdoor Recreation Living Learning Community

► Upgraded equipment:
  Purchased 3 new airboards, 8 new camping hammock systems, 18 new sleeping bags, 4 new backpacking water buckets, 2 water purifiers, padding dry storage boxes and 3 new dry bags

► Implementing Fusion online outdoor gear reservation system

ISSUES

► The ability to use Pettibone Lagoon for paid programs will require a $60 per use user fee which will impact the amount of SUP programming offered

► Outdoor Connection is no longer assisting with the planning and implementation of First Flight; will effect our participation numbers next year

NEW INITIATIVES

► Provide hammock camping trips

► Offer long board rentals

► Provide at least 2 trips over winter break

► Research feasibility of offering climbing trips to the schedule
An indoor climbing wall attempts to mimic the environment of climbing outdoors. Indoor climbing is a unique alternative to traditional exercise, which develops strength, improves endurance and increases self-confidence. The REC Wall has 21 belay stations. The climbing experience changes regularly as the staff creates new, fun routes for all climbing abilities.

The REC Wall maintains high standards for climbing instruction and safety. Each of the climbing wall staff are trained and certified as Professional Indoor Climbing Instructors by the Professional Climbing Instructors Association.

Despite significantly lower participation rates (-24%), overall the REC wall and its staff experienced a very good year. The annual climbing competition attracted its largest number of climbers ever with 82; Adidas Outdoors became a sponsor; Mountain Khakis sponsored three activity nights called “Mountain Khakis Mondays”; new programs like Women On the Wall (WOW) and Route Setting Basics were initiated; group programs were developed for resident assistants and we added two hang board training devices inside the Conditioning Room. The staff worked hard constantly updating climbing routes and keeping the wall fun and fresh.

It was apparent very early that the number of people coming into the climbing wall was lower than normal. After September of 2013, we were down over 35% compared to the year before. September is a crucial time to introduce the sport to new students and having fewer climbers in the beginning can severely impact the overall participation. The staff reacted by creating new programs and looking for creative ways to attract new climbers. Without the new programs and promotional efforts, participation would have fallen even more. Typically we have seen a drop in participation from fall to spring semesters in the 15% range. However, this year the wall experienced only a 0.9% decrease; a statistic that illustrates how hard the staff worked to bring in climbers.

WISCONSIN INDOOR CLIMBING SERIES
WiCS is a volunteer collaboration between six UW System schools. 2014 was the third year for the series and it experienced extreme growth both in participation and sponsor support. A new competition at UW-Eau Claire was added, a new web site was launched and three “presenting level sponsors” Goal Zero, Adidas Outdoors and La Sportiva joined the effort.

In all, over 410 climbers competed in the six competitions held from January through April. UW-L climber Jacob Gloe finished 2nd in the series and UW-L finished in third overall.

ACCOMPLISHMENTS
▶ Implemented new Women on the Wall program
▶ Adidas Outdoor became a sponsor
▶ Mountain Khakis sponsored 3 activity nights
▶ Record 82 participants climbed in the climbing competition
▶ 2 new climbing training hangboards were added in the Conditioning Room
▶ Pro climber Nina Williams made a guest appearance, climbed, presented and signed autographs at the climbing competition

ISSUES
▶ Participation! The decrease in participation is a very concerning issue. Increasing participation will be the top priority for 2014-15.

NEW INITIATIVES
▶ Increase participation
The Sport Club Organization is one of the largest student run organizations at UW-La Crosse with a continuous mission to promote, develop, and provide leadership to sport and recreation oriented student clubs. With 19 different sport clubs and close to 350 members, an opportunity is offered for all students to participate in organized group instructional, recreational, and competitive activities. Helping build transferable life skills such as fiscal responsibility, time management, leadership, and communication has contributed to the development of student leaders and overall success of each sport club.

While working with club officers, we see the unique challenges facing each club. Funding, member recruitment, facility usage on campus or in the community, coordinating practice and league schedules, and leadership of peers are only a few issues the club officers face each year. Each club meets with the Sport Club Coordinator and members of the executive council individually to address any issues throughout the year specific to their club’s needs. At minimum, meetings happen twice per academic year.

SPORT CLUB EXECUTIVE COUNCIL
The executive council consists of five elected officers from different sport clubs who work with the Sport Club Coordinator and Recreational Sports Graduate Assistant to lead, educate, and oversee the 19 sport clubs and their officers through constant contact, event attendance, and sport club council meetings. Our executive council has successfully implemented a point system where each club earns points throughout the year for paperwork adherence, attendance at meetings, fundraising, community service, and in other general categories. This helps track requirements of each club including proper forms required by the University. The goal of the point system is to reward clubs for great performance on and off the field. The point system is used to allocate the annual budget from student segregated fees to individual clubs, removing any personal connection or involvement of the executive council members when allocating money. The point system also serves as an indicator to sport club officers of requirements their club must meet throughout the year.

This year, the executive council completely updated the sport club handbook for use by all officers as a resource related to all aspects of the sport club program. The executive council also co-sponsored an alcohol education session with the Wellness Coordinator, Jason Bertrand.

SPORT CLUB COUNCIL
The sport club council is comprised of representation from all sport club officers in occasional meetings to discuss the bylaws, policies, and procedures for all clubs. Each club is responsible for selecting or electing student officers to lead and represent their club at council meetings. These meetings are used to review and formulate policies, procedures, bylaws, and assist in the training of club officers. This year, executive council members worked together to present information and lead sport club council meetings giving a “students teaching students” aspect to the sport club organization.

ACTIVE CLUBS
Membership
- 19 Sport Clubs
- 178 Male Participants
- 158 Female Participants
- 336 Total Members

ACCOMPLISHMENTS
- Sport clubs hosted 52 competitions
- Clubs competed in 214 contests
- Six clubs qualified for sport or league’s highest competition level
- Completed 1,210 hours of community service between 19 clubs
- Sport club council approved the addition of boxing, men’s hockey, and Olympic weightlifting as new clubs for 2014-15 while aikido was unable to sustain membership and will drop sport club status for 2014-15
- Utilized point system to allocate entire SEG fee budget automatically
- Successfully tracked required travel reports from all clubs traveling
- Completed update of Sport Club Officer Handbook to be used as reference for officers
- Open communication link with club officers through individual meetings at the beginning of their season to develop goals, objectives, and assist with planning

ISSUES
- Continual increase in costs associated with participation (travel expenses, raised league fees, higher team dues, equipment rental/purchase rates, etc.) with no additional segregated fee funding
- Inability of clubs to secure facility reservations for league competition on campus forcing clubs to look at renting field space from city/community/local school districts or forfeit contests (i.e. Men’s and Women’s Soccer unable to use UW-L soccer field)
- Getting bumped from practice reservations at Mitchell Hall at the last minute due to inaccurate scheduling of facilities for educational classes or athletic practice schedule changes without notice
- Risk management, liability, and medical coverage concerns with clubs moving practices off-campus to local parks after not being able to secure practice space on campus
- Appropriate use of social media (Facebook, Twitter, etc.) for club related functions
- Continual interest in new student groups joining the Sport Club Organization with no additional funding from segregated fees. May need to consider a freeze on adding Sport Clubs until additional funding becomes available

INDIVIDUAL SPORT CLUB ACCOMPLISHMENTS
- Waterski and Wakeboard finished the fall season undefeated taking 1st place in every event through the conference tournament extending their conference tournament winning streak to 12 consecutive, spanning 3 years of competition. The team qualified for their 3rd consecutive trip to the United States Water Ski Association National Championship in California but was unable to secure funding to attend
- Men’s Volleyball finished 2nd at the DII National Collegiate Volleyball Federation National Championship in Reno, NV. The team also secured 1st place in the Wisconsin Volleyball Conference Tournament with a win over eventual NCVF D1 National Champion UW-Oshkosh
- Women’s Volleyball finished 5th at the DII National Collegiate Volleyball Federation National Championship in Reno, NV. The team also secured a 2nd place finish in the Wisconsin Volleyball Conference Tournament and secured WVC Program of the Year honors
- Women’s Hockey for the first time ever, qualified for and finished 5th at the American Collegiate Hockey Association DII National Championship in Delaware
- Men’s Lacrosse finished 5th out of 40 teams at the Great Lakes Lacrosse League Conference Tournament
- Equestrian was ranked 3rd in Zone 7 Region 4 of the Intercollegiate Horse Show Association
- Archery had multiple members finish as All-Americans

SPORT CLUBS QUICK FACTS
- 19 recognized sport clubs
- 336 members
- 214 contests played
- 52 competitions hosted on campus
Through participation in physical activity, the Intramural Sports program seeks to promote wellness, develop friendships, and to encourage the wise use of leisure time. The program strives to provide a diverse offering of both competitive and recreational experiences to reach the needs, interest, and skill level of the university community of around 10,000 students. With individual, dual, and team competition, intramural sports are able to provide something for everyone. The program is built on a strong foundation of tradition, teamwork, and fun!

Intramural Sports continue to be the most popular extracurricular activity for students at UW-L. During the past academic year, students were offered the opportunity to register for 34 sport and activity leagues. These ranged from team sports such as basketball, volleyball, softball, and soccer to dual or individual sports like tennis, badminton, and bag toss.

The Intramural Sports program saw record numbers in participants (3,851), number of participations (11,515), and contests played (4,508). Throughout the year, our staff checked participants in for a contest 45,174 times. We also crowned 91 teams, doubles teams, and singles champions with 620 of the coveted intramural championship t-shirts awarded.

With record breaking numbers in participation, Intramural Sports continued to stretch the boundaries of facilities on campus. Both the Recreational Eagle Center and Mitchell Hall see action up to five nights a week from 6:30pm to midnight. Outdoor activities including flag football, soccer, ultimate frisbee, kickball, and softball utilize North Campus and the Sports Complex fields starting as early as 3:00 PM. The lights at Veteran’s Memorial Sports Complex Field allow some leagues to extend from dusk to 11:30pm.

With an increase in participation, Intramural Sports was able to successfully launch a new activity called Big Base which has a spin to the indoor version of kickball. Along with Big Base, many activities offered once per year in the past were offered multiple times to engage interested participants more during the year.

The Intramural Sports program continued the growth with IMLeagues and iPads throughout the year. This year, the intramural participants registered a team and paid for the league on IMLeagues via PayPal. This allowed a more user friendly system and avoided a need for captain’s meetings. Participants would instead complete an online captain’s quiz to ensure the rules and policies of the league were understood.

We continued the UW-L Campus Cup this year awarding both a fall semester and spring semester champion. The cup is awarded to the top intramural “group” based on points earned from each sport offered throughout the semester. Groups
consist of 20 members participating in as many leagues and sports as they desire. Points are awarded for participation, wins, team sportsmanship, and final standings in playoffs. The group “BOPF” claimed both semesters of the cup.

**STAFFING**

Ryan Rudesill and his family decided to relocate to the Twin Cities after 5 total years of service in the department including 1.5 years as a Graduate Assistant, 2.5 years as the Interim Coordinator, and 1 full year as the Coordinator. A national search to fill the position in April brought Matt Schnieder to UW-La Crosse as the Coordinator of Intramural Sports. Jennifer Larson returned for her second year with the department teaming up with first year Graduate Assistant Taylor Poth. Taylor came to the department after an internship at UW-Green Bay with the Rec Sports Department. Jennifer Larson graduated in May 2014 and will assume the Sport Club and Events Coordinator position at UW-La Crosse.

The undergraduate staff consisted of 12 intramural supervisors with six first year staff members. Those staff members brought a range of experiences and expertise which helped lead to one of the most successful years for the undergraduate staff. The intramural supervisors were able to work together to cover shifts of all 34 leagues offered as well as all home sport club shifts. The implementation of online payment for IMLeagues gave the supervisors more freedom because we were not forced to host 34 captain’s meetings during the evening of registration.

This year, intramural sports hired 84 student officials, umpires, and scorekeepers for different sports including flag football, basketball, soccer, futsal, volleyball, trenchball, floor hockey, and softball. Many of the students joined the UW-L Student Officials Association where they were able to attend additional clinics, socials, and given opportunities to work local games and tournaments in the community, outside of the intramural program.

**ACCOMPLISHMENTS**

- Record number of participants (3,851), participations (11,515), and contests played (4,508)
- Implemented online payment for team fees to streamline registration for participants.
- Implemented online captain’s quizzes to ensure all policies and rules were understood by captains prior to team registration.
- Implemented online player quizzes to ensure all participants knew major policies for sports such as having student I.D. to check-in, appropriate apparel, location of contests, etc.
- Successfully launched Big Base

**ISSUES**

- Availability of campus facilities with academics, athletics practices and events, and outside group reservations; specifically the Mitchell Hall Field House with weather issues in the Spring semester forcing athletics indoors causing intramural leagues to be cancelled
- Scheduling facilities with increased participation numbers
- Quality and maintenance of grass field at Sports Complex with the number of contests

**NEW INITIATIVES**

- Provide alternatives to league play including weekend tournaments, evening tournaments, or off-campus events
- Possibly utilize facilities around La Crosse to meet expanding desire to participate
- Further develop the intramural supervisor manual, student officials association, and professional development of student employees
- Continue adding new activities for students including the use of the pool in Mitchell Hall
Research has shown strength and conditioning exercises are safe and effective for men and women of all ages and can be very powerful in reducing the signs and symptoms of numerous diseases and chronic conditions such as: arthritis, diabetes, osteoporosis, obesity, back pain, and depression. In national news and research it has been indicated that prevention of disease should be the focus of each and every individual.

The Strength Center philosophy is guided by sound principles, which allow us to accomplish our goals and objectives. It is essential we dedicate ourselves to the campus community each and every day to assure an inclusive, safe, and clean facility. The following are the objectives of the REC Strength Center;

• Providing the UW-L campus community all the equipment necessary to start or to continue to improve their physical wellness
• Providing the UW-L campus community all the necessary education to start or to continue to improve their physical wellness
• Provide the UW-L campus community an environment of confidence and productivity
• Embrace the campus community to explore strength and fitness activities and methodologies
• Hold steadfast on minimizing and avoiding injury

The following are principles that guide the REC Strength Center:

• Movement education when an individual performs an activity in an unsafe manner
• Embracing proper use of spotting and spotting equipment
• Promotion of Personal Training (PT) and Small Group Training (SGT) to improve performance and effectiveness

**ACCOMPLISHMENTS**

The Strength Center again has shown greater interest and usage in all programmed and non-programmed areas as compared to last year.

- We had a record number of participants come through our doors this year (107,308), a 31% increase over last year including a 7% increase from women. These numbers are very strong and do not even include participation of the equipment located around the track (10 piece machine circuit, 57 cardio pieces, and a core training area).
- This year we also added more new equipment in the conditioning room, two Synergy 360 units from Life Fitness. This equipment promotes small group (<9) or personal metabolic training. We called our small group training “Eagle Fit” and had (29) participants. We have also added a chalk bowl for users to be able to improve their workouts.
- New this year was the start of the Olympic Weightlifting Student Organization, which has applied for and earned sport club status. We are very excited!
- Strength Center staff has made referrals to the Health Science Center 23 times this year.
- Our UW-L Strength YouTube page is produced to demonstrate proper execution of exercises. It currently has 250 subscribers and has over 739,348 views, a 7% increase in views and an 11% increase in minutes watched from last year.
Personal training this year was very thrilling as a record (51) diverse amount of clients sought guidance to maximize their time and efforts in the REC building. The truly stimulating piece is the transformation of clients, physically and mentally. In addition witnessing the general participant gleaning proper training and instruction from the personal trainers can be seen by imitation by other users, which is wonderful and always a goal of the facility. The Personal Training program will continue to grow with the implementation of Fusion.

**ISSUES**

- Due to limited capacity we had to close the doors to the Strength Center 27 times for a minimum of 10 minutes.

In our current facility during an average weekday 7 hours out of 16 hours a day the Strength Center is at or above 90% capacity (capacity =60).

- At the beginning of the year we installed a turnstile in hopes of accurate tracking and room use. Due to unforeseen multiple mechanical failures our tracking is less than optimal.

- Like last year interest in the Prowler and Eagle Fit was there, however coordinating users, space, and instructors became a challenge.

**NEW INITIATIVES**

- Personal Training – create marketing campaign
- Prowler/Eagle Fit – improve class offerings and marketing
- Continue to promote the use of the facility by women and strive towards another 2-5% increase
- Create new videos linked to equipment to decrease use barriers and update videos

**PARTICIPATION NUMBERS**

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**STRENGTH CENTER QUICK FACTS**

- 107,308 entries into the Strength Center (31% increase)
- 12 Tons = “weight” in strength equipment
- 60 = max capacity of Strength Center
- 739,348 Youtube views, 250 Subscribers
By guiding the campus communities’ behaviors we allow for a more holistic, balanced lifestyle where students, staff and faculty are able to achieve their full potential. The team’s mission is to empower students and staff by providing them with the knowledge and tools necessary to lead a healthy, balanced lifestyle.

Our vision of Physical Wellness is maintenance of a healthy quality of life through exercising, eating well, avoiding harmful habits, getting adequate sleep, getting regular physical exams, and taking steps to prevent injury.

Physical Wellness is now an icon in the weekly Campus Connection. The objective is to provide information about physical wellness activities and programs offered.

REC Faculty/Staff members receive a wellness newsletter every Wednesday educating participants and/or offering different physical tests for assessment. In response to the newsletter strength staff has had (32) direct interventions with Faculty/Staff.

This year our staff partnered with the health mentors from the Wellness Resource Center in the Residence Hall assessments. It was a success! We visited every Hall twice this year. Our staff spent over forty hours assessing fitness parameters that determine health status at Residence Halls and at the REC. Our participation increased again from last year (270). This is a reflection of improved interest, residence hall promotion, and increased effort by our staff and by the campus community.

**ISSUES**

- The residence hall tours had mixed reviews concerning content and privacy
- Campus outlook/buy in with Wellness

**NEW INITIATIVES**

- Develop new and additional outreach programs preventative in nature to students and faculty/staff.
- Improve and develop all aspects of the Residence Hall tours by reviewing the content and purpose and promote interventions rather than screens and information.
- Continue BASICS appointments
- Involvement with the unveiling of the UWL Wellness wheel
- Begin branding the physical wellness icon and working together
The promotions team supports the Rec Sports Department’s various programs by creating and coordinating the dissemination of print, digital, and social media. The “Promotions Team” consists of three student employees: a graphic designer, video producer, and a social media coordinator.

The highlight of the year for the promotions team was the development and execution of the communications plan that helped gain support for a proposed $8 million addition onto the Recreational Eagle Center. The communication plan consisted of two phases: a fact finding and education phase followed by a get out the vote campaign. The plan was called REC 2.0, It’s Time for an Upgrade and included a comprehensive survey, dynamic power point presentation, use of info graphics for print, online and social media, a web page, social media outreach, development of an ambassador program, vinyl banners, poster board displays, a giant outdoor display and news media. The referendum passed with 86% of the voters supporting the addition.

ACCOMPLISHMENTS
In addition to implementing a successful referendum vote our team also provided the promotional materials to help promote over 60 different programs and communication initiatives.

Social Media
- Initiated the new Social Media Administration Committee (SMAC)
- Developed new Social Media Student Coordinator position
- Maintained a comprehensive 85 page web site
- Maintained 10 Facebook pages with 6,356 “likes”, an 83% increase
- Maintained a twitter account with 2,000+ tweets, 500+ followers
- Maintained a YouTube channel with 56,903 views (55% increase)
- 34 videos added this year

Print Media
- 65 unique flyers/posters
- Brochures
- Student planner ad
- Turkey Trot billboards
- 10+ t-shirts
- Calendar of Champions
- Student directory ad

Public Relations
- Coverage on all local television stations for REC addition
- Coverage on all local television stations for #nicenominations
- Television coverage from Channel 19 and 8 for Climbing Comp
- News story coverage in the Tribune for Stand Up Paddleboarding

ISSUES
- The Department’s promotional needs continue to grow and challenge the teams ability to provide effective promotions in a timely fashion.

NEW INITIATIVES
- Update web site using the new content management software and new University web templates
- Continue to expand the use of social media
- Train new graphic design and video production staff members
- When feasible, better utilize news releases to disseminate program info to the general public