

THE UNIVERSITY OF WISCONSIN-LA CROSSE

MOVE

2022-23 | Recreational Sports Department | Annual Report

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VISION

A thriving community enjoying active and healthy lives

MISSION

The Rec Sports Department enhances the UW-La Crosse experience by offering diverse programs, innovative services, growth opportunities, and welcoming facilities.

CORE VALUES

Fun, Wellness, Inclusion, Integrity, Collaboration, Customer Service and Leadership Development


Let's Move
LaOWL
EVERYONE!

ORGANIZATIONAL CHART



JEFF KEENAN
Director
He/Him



NATHAN BARNHART
Associate Director of Programs
He/Him



NEIL OSTLUND
Associate Director of Operations
He/him



HANNAH GRABOW
Marketing and Events Coordinator
She / Her



ALI HENGEL
Competitive Sports Coordinator
She/Her



KYLIE LEWIS
Athletic Trainer
She/Her



NICK BERG
Fitness Coordinator
He/Him



CINDI SWANSON
Office Manager
She/Her



VACANT
OC / Wall Graduate Assistant



LEEANN DOBSON
Custodial Services Supervisor



JOHN SANDRY
Custodian Lead



JASON CLARK
Custodian



RICHARD RUFF
Custodian



KRISTOPHER TEACHOUT
Custodian

STAFFING CHANGES & ACCOLADES

- Neil Ostlund joined the Rec Sports team in August to serve as the new Associate Director of Operations.
- Jeff Keenan took on supervision of the Rec Sports Athletic Trainer, Kylie Lewis, while Neil Ostlund took on supervision of Leeann Dobson and the custodial staff.
- Nick Berg received the Student Employment Supervisor of the Year Award
- Neil Ostlund was nominated for the Student Employment Supervisor of the Year Award
- Richard Ruff joined the custodial team, but later left for a position with UWL Custodial Services
- Hannah Grabow left the department in March for a chiropractic assistant position

2022-2023

GOALS

Goal 1: By May 1, 2023, Rec Sports, in partnership with the Division of Diversity & Inclusion in an effort to support diversity and inclusion efforts at UWL, will assess and expand upon departmental equity, diversity, and inclusion efforts as demonstrated by the development of surveys, enhanced inclusion training and increased engagement.

PROGRESS TOWARDS GOAL

- Completed a project to make lockers in the locker rooms more accessible for those using a wheelchair.
- Continued important work on size inclusivity.
  - » Moved the scales in the locker rooms to a less visible location.
  - » Created a Health at Every Size page on the Rec Sports website.
- Conducted a survey to better understand why students are intimidated to use the REC and what steps are necessary to reduce that intimidation.
- Implemented a re-design of the fitness areas within the REC to make more inclusive and welcoming spaces for all abilities.
- Due to the change, use of the 2nd floor increased by 37% overall, while the use of the strength training equipment specifically increased by 193%.

Goal 2: By January 25, 2023, Rec Sports, in an effort to enhance engagement and communicate the value of Rec Sports on many dimensions of wellness, will develop a Marketing and Communication Plan.

PROGRESS TOWARDS GOAL

This goal was put on hold to be reimagined in the future.

Goal 3: By January 25, 2023, Rec Sports, in an effort to improve customer service and increase efficiency will create student staff resources, training materials and customer feedback opportunities.

PROGRESS TOWARDS GOAL

- Developed a comprehensive Staff Employee Manual which will include information which all staff members must know, regardless of service staff position.
- Developed online training for Activity Staff.
- Developed training checklists for all positions, so that no matter when a staff member starts, they get the training they need to be successful.
- Implemented a departmental wide participant feedback form.
- Worked with student staff to create resource materials based on their needs and frequently asked questions.
- Started work to develop a Rec Sports Customer Service Philosophy.

Goal 4: By January 25, 2023, Rec Sports, in collaboration with campus partners, in an effort to enhance engagement and provide broader recreation opportunities, will seek to open the new Student Fieldhouse to the broader campus community.

PROGRESS TOWARDS GOAL

- Consulted with Facilities Management and project stakeholders to complete the construction and effectively furnish the new Fieldhouse.
- Worked with project stakeholders to develop an operations plan.
- Explored the budgetary impact of operating the Fieldhouse on the Rec Sports budget.
- Started sport club practices and intramural sports programming in the spring semester



FALL SURVEY HIGHLIGHTS

There were 2,078 respondents to the survey.

77% of respondents somewhat or strongly agree that the REC is overcrowded.

- 42% of written comments mentioned that the REC is overcrowded and/or needs more fitness equipment/space.
- 85% of respondents somewhat or strongly agree that Rec Sports programs and facilities are welcoming and inclusive.
- 89% of respondents somewhat or strongly agree that Rec Sports staff provide good customer service.
- 81% of respondents somewhat or strongly agree that their experience with Rec Sports helps them feel like they belong at UW-La Crosse
- 69% of respondents somewhat or strongly agree that their experience with Rec Sports programs and facilities improves their academic performance.
- 88% of respondents somewhat or strongly agree that Rec Sports helps them cope with stress.
- 34% of respondents somewhat or strongly agree that the opportunities provided by Rec Sports contributed to their decision to attend UW-La Crosse
- 40% of respondents somewhat or strongly agree that the opportunities provided by Rec Sports contribute to their decision to remain at UW-La Crosse through graduation.

INCLUSIVITY

Our equity, diversity and inclusion efforts are central to our mission. We strive to challenge and hold our department accountable to be leaders in diversity, equity and inclusion efforts on campus, accomplished through consistent staff education, collaboration with campus partners, and assessment of departmental programs and policies.

STUDENT INCLUSIVE NETWORKING COMMITTEE (SINC)

The Student Inclusivity Networking Committee (SINC), is a student employee committee led by Fitness Coordinator, Nick Berg, to address and spearhead many inclusive efforts. SINC is comprised of student staff passionate about making Rec Sports a more welcoming and inclusive environment for everyone. The committee strives to further the department's commitment to Equity, Diversity and Inclusion through staff training and assisting with departmental annual initiatives.

ACCOMPLISHMENTS

- Expended the hours for women's night programming.
- Met as a professional staff team monthly to discuss EDI topics.
- SINC dedicated time to better educate themselves on the gender binary that currently exists within sports and recreation to help develop a Rec Sports service staff training discussion.
- Refer to the goals section of this report for additional accomplishments.

CHALLENGES

- The Rec Sports Instagram account received very critical comments after a post was made informing members of the department's reasons for relocating the scales. The comments made evident the important work that must still be done to combat diet culture, the challenging road ahead, and intentionality Rec Sports must dedicate to each future change through careful research and communication to continue serving as advocates for the Health at Every Size movement.

FUTURE INITIATIVES

- Investigate a change to the Rec Sports participant apparel policy to create a more welcoming space for all.
- Conduct an EDI assessment of each Rec Sports program/unit.

EQUITY, DIVERSITY & INCLUSION STATEMENT

Everyone deserves a chance to play and belong. We recognize that significant disparities exist for historically marginalized people in every aspect of society, including within our facilities, programs, and services. This is why we are dedicated to creating a space that celebrates, supports, and affirms everyone from all backgrounds, abilities, and fitness levels. We are focused on eliminating barriers that prevent the full participation of historically excluded populations. We believe in treating everyone with respect and strive to provide recreational facilities, programs and services which are welcoming, accessible and equitable.



STUDENT EMPLOYMENT

Rec Sports is truly "for the students, by the students." Our student staff members play significant roles in program development and success. They work with the thousands of users and participants on a daily basis. Without quality, dedicated and hardworking students, Rec Sports would not be able to meet and exceed the expectations of our active campus community.



IT'S A FAMILY

"While working at Rec Sports I found a home outside of home on campus. The people became friends like family, and the building became a welcoming place to do homework or just hangout. There was always a familiar smiling face there."

– **Gretchen Renz, Fitness Center Supervisor**

Student development continues to be the primary focus of employment. It is the goal of the professional staff to provide students with transferable skills that will help them prepare for the next step in their academic or work careers. We consider the department a "learning laboratory" that intends to help students gain firsthand experience and working knowledge of critical skills that align with our core values of inclusion, integrity, collaboration, customer service, leadership development, wellness, and fun.

Preparing students for the future

"Through working at the REC, I've not only improved on my time management and leadership skills, but I've also learned how to problem solve and critically think in stressful situations - all of which will benefit me in my future career!"

– **Megan Garski, Intramural Sports Official**

According to all exit surveys completed by students not returning next year, we are accomplishing our development goals as survey results confirm that employment with Rec Sports continues to be an opportunity to gain hands-on experience while enhancing skills and building lifetime relationships.

TAKE AWAYS

STUDENT STAFF EXIT SURVEYS

Percentage of respondents who agreed or strongly agreed that their employment had improved the following skills:

- Conflict Resolution – 86%
- Leadership – 93%
- Organizational Skills – 78%
- Self Confidence – 85%
- Time Management – 78%
- Verbal Communication – 86%
- Written Communication – 57%



BUILDING EXCEPTIONAL SERVICE TOGETHER (BEST) COMMITTEE

The BEST Committee works to build a strong and connected Rec Sports staff to support staff belonging and satisfaction. They plan and facilitate student staff outings, community building activities, end of semester recognition events and programs.

STUDENT ADVISORY COUNCIL (SAC)

As a representative body of the entire Recreational Sports student team, the Student Advisory Council (SAC) provides recommendations and works with the professional staff team on Rec Sports related policies, procedures, and staff concerns.

ACCOMPLISHMENTS

- SAC and professional staff collaborated to update the staff apparel policy.
- Integrated Eagle Advantage language into our student employment website, onboard and student self-evaluations.
- Continued integration of our service and activity staff by creating staff training resources for Activity Staff.
- Introduced bi-monthly staff update newsletters to increase communication.
- Presented to student staff on having difficult conversations with coworkers, supervisors and peers.

CHALLENGES

- Low participation in most staff engagement activities.
- SAC held an open forum for student employees. Only one student attended

FUTURE INITIATIVES

- Re-envision departmental committee work. Each committee will have a detailed framework for committee structure, expectations, duties, and benefits.



A student enters the Recreational Eagle Center in the Spring when the tulips bloom.

Making an impact

"I strongly believe that my involvement in Rec Sports has given me a huge network of support and outlets in the "real world." Not only do I have new opportunities, but I also am able to have a strong leadership position on my resume. Rec Sports helps prepare me every day for my future by helping me learn and experience new things." **– Kasidy Brecht, Aquatics Student Coordinator**

FACILITIES / INFORMAL RECREATION

The Recreational Eagle Center (REC) is a 133,200 square foot facility that houses a multitude of spaces such as a fitness center, climbing wall, four basketball courts, two multi-purpose courts, two fitness studios and much more. The majority of Recreational Sports programs take place within the REC, including informal recreation. Rec Sports provides students the opportunity to check out equipment for a variety of activities to use outside of structured programming to help relieve the everyday stress of the classroom. The REC also hosts several events throughout the year in collaboration with other student groups and departments on campus to keep the facility thriving. In addition to the Recreational Eagle Center, the Rec Sports Department utilizes the Fieldhouse and Mitchell Hall for programming such as sport club practices/events, intramural sports and informal recreation. These facilities are shared with Athletics and Exercise Sports Science (ESS).

THREE FACILITIES ON CAMPUS

In addition to the Recreational Eagle Center, the Rec Sports Department utilizes the Fieldhouse and Mitchell Hall for programming such as sport club practices/events, intramural sports and informal recreation.

ACCOMPLISHMENTS

- A new professional staff member transitioned into the Associate Director of Operations role.
- Increased student employment opportunities by adding over 10 additional students to the Rec Sports family for operations (Building Managers and Customer Service Representatives). The new staff were needed to provide more flexibility for scheduling and to accommodate a shift in staff structure/responsibilities as Competitive Sports staff will no longer be working shifts at the REC Info Counter.
- Opened the new Fieldhouse at the beginning of the spring semester and hosted competitive sports programming throughout the semester.
- Filled the vacant second shift custodial position for a full custodial team throughout the year.

CHALLENGES

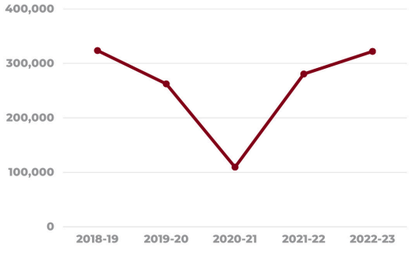
- Continued to work through growing pains for scheduling the new Fieldhouse to find the best useable time for Rec Sports, Athletics, and ESS.

FUTURE INITIATIVES

- Reservation/calendar operations will be moving to an online/software program for easier and real-time tracking of events and equipment set-ups. Reservation requests come in daily and with this new operation, it allows professional and student staff the ability to make reservations as needed while also providing information to all staff when the reservation is made.
- Informal recreation hours will be added to the new Fieldhouse once a generalized schedule has been put in place amongst all users (Recreation, Athletics, ESS).

REC Swipe Data (June 1-May 31)	2021-2022	2022-2023	% Change
Total Visits	280,558	322,108	14.8%
Total Student Visits	271,825	310,033	14 %
Unique Users	7,677	8,127	5.8 %
Unique Student Users	7,076	7,328	3.5%
% of Students that Swipe Into the REC (Academic Year)	75%	78%	3%
% of Students Users (Academic Year-All Programs & Swipes)		80%	

STUDENT VISITS



INTRAMURAL SPORTS

As one of the most popular activities Rec Sports has to offer, the primary goal of intramural sports is to provide UWL students, faculty, and staff with the opportunity to participate in activities in a structured and enjoyable environment.

Intramural sports include individual, dual and team competition in a variety of events across men's, women's, co-rec (co-ed), and open leagues. Activities are varied, which creates an opportunity for all individuals to participate no matter their skill level or ability. Whether competitive or recreational in-nature, the program prides itself in being a great way for students to meet new people, develop and cultivate friendships, to continue to be involved in the sports they have grown to love, try new things, and to make life-long memories.

ACCOMPLISHMENTS

- Improved basketball official development during the spring semester. Offered more in-depth training with videos and put an emphasis on evaluating officials. Officials were also more receptive to feedback and wanted to improve their officiating skills.
- More returning student Competitive Sports Supervisors with experience operating an intramural sports programming greatly enhanced the program. They were more knowledgeable about our policies and procedures and had lived experiences post-covid with intramural sports operations.
- Retained 25 officials and scorers from fall to spring semester.

CHALLENGES

- The spring weather and river flooding made outdoor sports, specifically softball, extremely difficult. We were able to just barely finish the playoffs in time for exam week.

FUTURE INITIATIVES

- Potentially change locations of leagues to balance facilities between sport club programming.
- Host the 2024 WIRSA Basketball Tournament.
- Continue increasing our social media presence.

Intramural Championship t-shirts are highly coveted and it looks like some folks are going to have to wait for another semester to take one home.





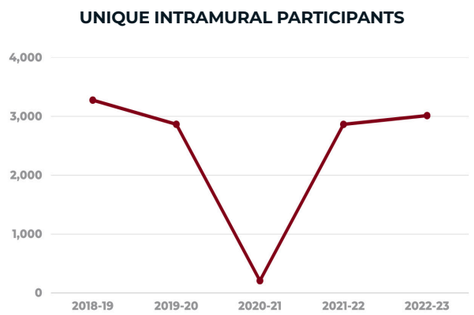
"(Working for Rec Sports) opened and developed so many close friendships and relationships. It gave me an opportunity to meet so many people, many of whom are now my friends. Further, it helped keep me active and de-stress from academics."
- **Nick Mitchell, Intramural Sports Official**

MAKING MEMORIES

Playing intramural sports with friends creates lasting memories by fostering a strong sense of camaraderie through shared fun and exciting experiences.

"Participating in intramurals is definitely one of the things I will really miss once I graduate. It's been such a fun experience getting to do three different intramural sports. I've made new friends through intramurals, and it's helped me get through stressful times and hard workloads from my classes."

- Kaitlyn Michalek, Intramural Sports participant



FACT

The Intramural Sports program will plan and organize over 3,200 different games/competitions throughout the year and award over 500 intramural championship t-shirts.

+3,200

	2021-2022	2022-2023	% Increase
Unique Participants	2,867	3,016	5.2%
Participations	28,257	30,819	9.1%
Games/Contests	2,903	3,202	10.3%
Average Participations per Participant	9.9	10.2	3%
# of Teams	983	1,073	9.2%

SPORT CLUBS

The UWL Sport Club Program is the largest student run organization at UWL with over 500 members participating in 23 sport clubs. The Sport Club Program is committed to developing, promoting, and providing leadership to activity and competitive oriented clubs.

Most clubs are part of an external governing body that schedules regular and post-season competitions. Students are given hands-on experience with leadership, travel, budgets, marketing, promotions, and fundraising while participating in an activity they love. Club logistics, rosters, waivers, scheduling contests or practices, and representing the club on and off campus are the responsibilities of elected student officers of each club. The Rec Sports Competitive Sports Coordinator advises all sport clubs.

ACCOMPLISHMENTS

- The Executive Council presented before SUFAC and was able secure an increase of $11,263 in funding for FY24.
- UWL Foundation accounts were set-up for all clubs, allowing clubs to now accept donations year-round from the UWL Foundation Website.
- One Day for UWL was a huge success! 20 clubs participated and raised over $19,000.

CHALLENGES

- Some student staff struggled to understand their purpose during supervision of sport club events.

FUTURE INITIATIVES

- Improve staff training and increase buy-in for the Competitive Sports Supervisors overseeing sport club events.
- Improve engagement with clubs that do not often communicate or seem to not take full advantage of resources available to them (boxing, triathlon, fishing).

Update the Sport Club Handbook to include information about jersey check out and return.

"I loved being a part of sport clubs. It gave me a chance to find a new hobby and passion that I wouldn't have otherwise been able to. It also helped me meet new people and make lasting connections and friendships with others. It also became something for me to look forward to and take my mind off of school, which was also really nice and helpful. And now it's something that I'm going to continue to pursue after college."

- Samantha Wiener, Archery & Fishing Clubs



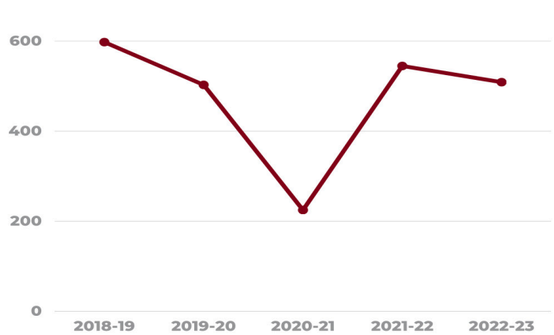


UW-L Students keep their competitive juices flowing by participating on one of the 24 active clubs that are organized and run by students for students. They practice and compete in the state, region and even nationally.

TEAMWORK

"Rugby has been one of the most inclusive and welcoming environments I have ever met here at UWL, my teammates always hold me accountable, and we have the upmost respect for each other. Our team dynamic is so strong, and they always push me to get better when it comes to grades, personal challenges or even progressing at anything I face. My captains are always open to talking with me and I know that I can depend on them."

- Maria Jerabek, Women's Rugby Club



	2018-19	2019-20	2020-21	2021-22	2022-23	% Change
# of Clubs	24	20	22	23	23	0.0%
Club Members	598	503	225	545	509	-6.6%
Home Events	50	40	0	36	37	2.8%
Away Competitions	109	92	0	99	121	22.2%
Miles Traveled	49,826	46,269	0	36,916	44520	20.6%
Dues Collected	$54,949	$61,895	$0	$49,440	$77,129	56.0%
SUFAC Budget	$30,855	$30,855	$30,855	$30,855	$30,855	0.0%



National Champions

Men's club volleyball team won the Division 2 National Collegiate Volleyball Federation (NCVF) National Championship, held in Kansas City, Missouri. The championship tournament took place between April 13 and April 15



Improving Student Wellbeing

"It has been really rewarding. At the beginning of the semester, I wasn't working out and I only stayed in my dorm studying. I've seen an overall increase in happiness and decrease in stress because of going and working out in the REC"
– Rec Sports Fall Survey participant.

FITNESS CENTER

The Fitness Center is a 15,000 square foot facility that supports UWL by providing enjoyable opportunities to move one's body and build community in an environment in which everyone can pursue their unique goals. Within the space there are seven different zones totaling over 145 pieces of cardio and strength equipment.

ACCOMPLISHMENTS

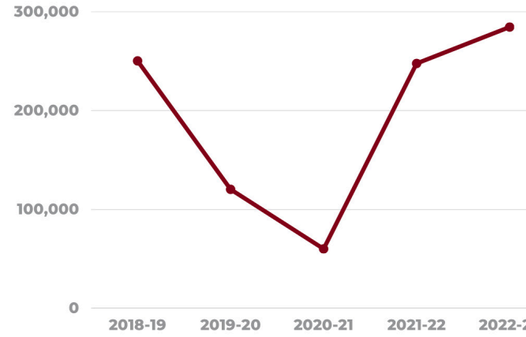
- The Fitness Center and the 2nd floor were updated in January 2023 with specific equipment to combat overcrowding and intimidation. The plan was heavily influenced by student feedback and includes items such as more dumbbells, benches, cardio, and cable machines. The project has been highly praised and successful according to student feedback. Due to the change, use of the 2nd floor increased by 37% overall, while the use of the strength training equipment specifically increased by 193%.
- For the second year in a row, the Fitness Center has provided a dedicated Women's and non-binary night critical to developing the appropriate culture and opportunities necessary for equitable outcomes within health and fitness. Average participation from 21-22 to 22-23 saw a 6.8% increase (44 to 47) and 13.43% increase in peak participation (67-76).
- The Fitness Center began collaborating with student organizations to bring programming for advanced lifters to the REC. The UWL Olympic Weightlifting club hosted the Driftless Open meet at the Fitness Center in November, which was quite successful, attracting 40 participants. It was designated as the Wisconsin state qualifying meet for the 2nd consecutive year. Additionally, the UWL Barbell Club hosted their inaugural open meet in April attracting 30 participants.

CHALLENGES

- According to our department's fall feedback survey many students continue to feel the fitness center is overcrowded and as a result feel frustrated and/or intimidated.
- In the fall, two free workshops were offered by certified personal trainers to share instruction on free weight fundamentals but unfortunately had only 3 participants.

FUTURE INITIATIVES

- Future programing efforts will expand to now include workshops taught in collaboration with the Olympic Weightlifting Club & Barbell Club, and recurring fitness center challenges to engage members with opportunities to learn, compete and build community.
- All fitness staff will receive additional training on Health at Every Size and inclusive language as they interact closely with members and play a pivotal role in shaping culture aimed at combatting toxic diet culture.



	18-19	19-20	20-21	21-22	22-23	% Change
Total visits	250,396	120,391	60,141	247,798	284,651	14.9%
Average user counts (Monday-Friday)				56	61	8.9%
Peak Average (Monday-Thursday)				86	97	12.8%
Average User Counts (Friday-Sunday)				35	41	17.1%
Highest Count	156	155	55	130	160	23.1%



FITNESS PROGRAMS

FP Fitness programs play a critical role in the department's overall effort to provide opportunities for everyone to play and belong in a community that embraces active and healthy lives. Both group fitness and personal training aim to serve UWL with highly skilled, certified, and passionate student staff. Group fitness boasts a high value service that utilizes an unlimited membership for a flat fee where members can enjoy a wide variety of inclusive and motivating classes at convenient times. Personal training services provide a unique and specialized experience that helps members build the confidence and experience they desire in a private hands-on setting. Whether members want the customized experience of private training or energetic community that group fitness offers, members will always receive support, encouragement, education, and instruction for effective exercise.

ACCOMPLISHMENTS

- The Group Fitness Program introduced a new academic year membership option. The new option generated 253 individual sales. The change contributed to 17% increase in group fitness revenue from 21-22.
- The Personal Training Program began offering a new 6-week custom program design service.
- The Personal Training Program increased training package sales by 45% in 22-23 and generated a 65% increase in revenue.

CHALLENGES

- Damand for personal training continues to grow, however it is difficult to find certified personal trainers to fill the need and meet the demand.
- The Group Fitness Program offers certifications to become an instructor but unfortunately two of the three offerings did not run during the spring semester due to low registration.

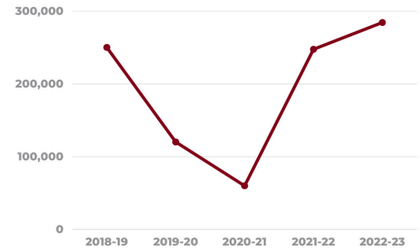
! Group Fitness Instructors help us offer over 40 classes per week

FUTURE INITIATIVES

- The Group Fitness Program will begin special event classes starting in the fall and recur monthly. This unique experience may be open to all students for free and is aimed at increasing student engagement, building community, and adding value to the Group Fitness Program.
- The Group Fitness and Personal Training Program will move many processes necessary for registration to a virtual format such as QR code membership registration and waivers to the Rec Sports website which will decrease the time it takes to begin a service.
- Rec Sports will work with the Exercise Sport Science academic program to recruit personal trainers moving forward.

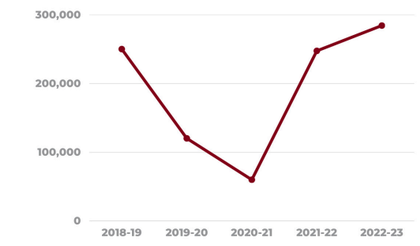
GROUP FITNESS STATISTICS

	2018-19	2019-20	2020-21	2021-22	2022-23	% Change
Memberships Sold	818	1,106	716	1,019	956	-6.2%
Revenue	$33,534	$41,828	$22,781	$34,220	40,145	17.3%
Total Participation	9,957	10,106	8,394	13,504	14,272	5.7%
Unique Users					1617	



PERSONAL TRAINING STATISTICS

	2018-19	2019-20	2020-21	2021-22	2022-23	% Change
Packages Sold	9	30	22	20	29	45.0%
Training Sessions	146	424	160	206	370	79.6%
Revenue	$1,504	$3,984	$2,539	$2,800	$4,625	65.2%





Making connections

"I have created a family here at UWL and so many of them I met through the fitness classes and the environment that is cultivated in the fitness programs by the instructors. Not only the friends I made, but Aaron (group fitness instructor) has been a huge support for me as I have tackled both college and life in general. I would not be whom I am today without his impact on my life. I have learned so much from his class and him that I will carry with me."

- Ryann Burger, participant

OUTDOOR CONNECTION

The Outdoor Connection provides quality outdoor gear rental, resource information, trips, and an on-campus residence community for the UW-La Crosse Community. The Outdoor Connection is where UWL students come to "unplug". The outdoors and mainly our extended break trips provide a unique setting for positive transformation. Whether it's from our participants building new relationships or our staff developing their leadership skills, the outdoor experience can have a profound impact on all involved.



ACCOMPLISHMENTS

- Successfully organized and facilitated two Spring Break trips, offering students the opportunity to explore Utah, New Mexico and Arizona.
- Procured the final furnishings and photos to be hung in newly renovated Outdoor Connection.
- Began a partnership with the Recreation Management academic program which provides students with the opportunity to check out a seated tandem bike.

CHALLENGES

- The weather has the most significant impact on the success of our rental center and trips. Over the past year, bad weather forced us to cancel more trips than in the past. Notably, spring and fall flooding had a negative impact on watercraft rentals. Canceling trips and not renting items reduces word-of-mouth promotion and social buzz about our services.
- The lack of an official equipment replacement strategy is causing excessive wear on popular rental items.
- Outdoor Recreation Community participant numbers continue to stay strong but maintaining active participation throughout the year has proven challenging.

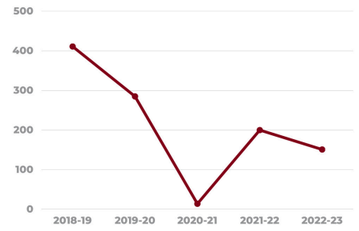
FUTURE INITIATIVES

- Develop a comprehensive outdoor equipment replacement plan.

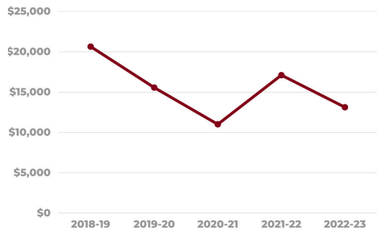
OUTDOOR CONNECTION STATISTICS

	2018-19	2019-20	2020-21	2021-22	2022-23	% Change
Outing Participation	411	285	14	200	151	-24.5%
Outings	81	59	3	48	42	-12.5%
Revenue	$20,643	$15,565	$11,012	$17,106	$13,125	-23.3%

PARTICIPATION



REVENUE



Preparing our students for the future

The planning and organization skills that come from leading a trip are priceless. If I want to become an event planner someday, this real-world experience will give me a leg up on other candidates. Also, I just love being able to learn outdoor skills. While I might not have a career that utilizes these skills in the future, they are incredibly helpful to fuel my love of camping and the outdoors. They will also allow me to plan and execute safe and sustainable camping trips in my personal life.

- Trinity Rietmann, Outdoor Connection Staff



CLIMBING WALL

The climbing wall simulates a variety of rock formations and utilizes hundreds of moveable hand and foot holds to provide participants a fun mental and physical challenge. The climbing wall is located in the Recreational Eagle Center, has 4 auto belays and all essential climbing gear is available at no additional charges.

ACCOMPLISHMENTS

- Hired architects to re-design and renovate the climbing wall. Construction will begin in May of 2024.
- Rejoined the Midwest Climbing Series by hosting a bouldering competition and welcoming 49 participants

Saw a 148% increase in membership and guest pass purchases, while climbing wall visits increased by 39% over last year.

CHALLENGES

- We lack enough interested and qualified route setters, which affects our ability to create a variety of climbing conditions accessible to beginners upto advanced climbers. Changing routes frequently is essential to keep the climbing interesting and keeps our regular climbers engaged and challenged.

FUTURE INITIATIVES

- Complete design phase for the remodeling of the climbing wall.

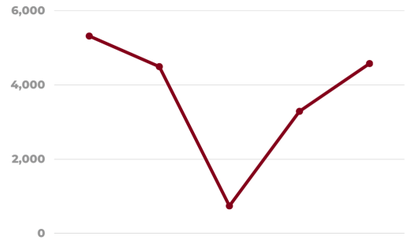
LEARNING OUTSIDE THE CLASSROOM

"I am learning to teach movement techniques which is very applicable to physical therapy. I am learning about growth and maturation of the body, as well as motor learning and how to teach motor learning, which is helpful for if/when I need to help beginners with movement patterns." **– Grace Nadolski, Climbing Wall Staff**

CLIMBING WALL STATISTICS

	2018-19	2019-20	2020-21	2021-22	2022-23	% Change
Visits	5320	4495	742	3291	4578	39.11%
Unique Users	837	816	264	710	809	13.94%
Revenue	$6,056	$2,841	$4.74	$2,248	4,990	121.98%

VISITS





THE EZONE



The EZONE is a welcoming community space for gamers of all abilities who like to participate in recreational and competitive gaming. The space includes 24 high-end gaming PCs, console gaming, virtual reality devices, a streaming room and a viewing area. The space is available for drop-in use and offers leagues and tournaments.

ACCOMPLISHMENTS

- After a difficult first year with Metactix, the EZONE switched software providers. SENET was tested over the summer and implemented for fall 2022. The new software solution has proven to be much better than Metactix. Staff and participants alike seem to enjoy it.
- Marketing to the public was increased. A brochure was created and distributed to local businesses. Rec Sports hosted an EZONE Open House in February. Two local television outlets and The La Crosse Tribune had coverage of the event. After the event, Wisconsin Public Radio did a live segment on esports, featuring an interview with Jeff Keenan, Director, and Colin Kipper, EZONE Student Coordinator.



Virtual Reality

CHALLENGES

- The EZONE staff focused on increasing programming during its second academic year in operation. Seven offerings were made available, one being a collaboration with the Super Smash Bros Club. A few offerings did not run due to lack of registration. Even with reducing the cost of registration for spring events, getting students to register for leagues and tournaments has been difficult.
- The EZONE experienced numerous audio-visual delays and issues over the course of the year. The audio-visual capabilities of the space were finally fully operational by March of 2023.
- EZONE use by the public is slow to take off. Just 66 day passes and one, one-month membership have been sold. Furthermore, summer use of the space is very minimal.

FUTURE INITIATIVES

- Further increase marketing efforts. Options include a Google Maps listing, advertisements, tabling at community events and increased print marketing distribution.

LEARNING OUTSIDE THE CLASSROOM

"I have learned a lot of different skills through working at Rec Sports. It has helped me face new situations in problem solving, time management, and customer service. Most importantly, my involvement in Rec Sports has taught me a lot about upholding a diverse and inclusive environment."
– **Alexa Himlie, EZONE Representative**

	21-22	22-23	% Change
Total visits	3,454	8197	137.3%
Unique Users	685	1005	46.7%
Day Pass Revenue	0	$528	
Membership Revenue	0	$25	
Reservation Revenue	0	$676	

"I really enjoy going to the EZONE to play on an actual set up instead of just my laptop. It's a good escape to relax and enjoy your time with friends online." - **Shawn Rauch, EZONE User**



Building confidence

"It gives you a newfound confidence that you have options if a bad situation arises. Furthermore, I feel comfortable in my skills of getting myself out of scenarios. The education and preventative skills he teaches are also useful."
– Self Defense Participant

INSTRUCTIONAL PROGRAMS

Rec Sports offers annual instructional programs to campus and the surrounding community. The two programs continuously offered through the department are American Red Cross certification classes for Adult/Pediatric First Aid, CPR & AED and Self-Defense classes offered through a partnership with the UWL Police Department.

ACCOMPLISHMENTS

- Both self-defense classes offered reached full capacity (50), increasing by 16.3% from last year.
- All CPR courses were taught using the blended format, reducing instructor workload for each class.
- Participation numbers for CPR classes increased by 153% from last year.

CHALLENGES

- There were some growing pains implementing fully blended CPR courses. There was more work making sure participants completed the online training prior to completing the in-person skills session.
- There were more rescheduling issues and moving of participants with the CPR courses than what has happened previously.

FUTURE INITIATIVES

- To help improve the registration/reschedule process for CPR classes, there will be new policies implemented that provide timelines to receive full or partial refunds, to reschedule/change a class session, and the process for when a participant has not completed the required online session before attending their scheduled in-person skills class.
- Consider adding NARCAN administration to a limited number of CPR courses.

SELF DEFENSE STATISTICS

	2018-19	2019-20	2020-21	2021-22	2022-23	% Change
Participants	43	17	0	43	50	16.3%
Revenue	$517	$204	0	$519	$600	15.6%

RED CROSS CERTIFICATIONS

	2018-19	2019-20	2020-21	2021-22	2022-23	% Change
Participants	76	70	70	77	195	153.2%
Revenue	$4,384	$4,020	$4,224.80	$4,452	$9,716	118.2%



Building skills

"I am learning to ask for input and accept criticism, use others' ideas to build off your own, and listen to the team collaborate in weekly meetings. Overall, I am getting extensive practice in design characteristics, such as spacing and size of elements, color schemes, using our brands fonts, etc." - **Carrissa Murphree, Rec Sports Graphic Designer**

EVENTS & ENGAGEMENT

The Special Events Program and Engagement Team provides a diverse range of engaging activities that aim to foster a sense of community and highlight the wide array of programs and services available. Our team organizes unique events, creates compelling content, and reaches out to different communities to encourage participation. These special events offer students the chance to explore new experiences with no or minimal financial burden. By doing so, we aim to attract a diverse population that may not usually utilize the REC or departmental programs.

ACCOMPLISHMENTS

- Achieved a 30% increase in Turkey Trot participation, with a total of 741 individuals registering for the 27th Annual Turkey Trot 5K. This significant surge in participation not only revitalized the event but also ensured its financial viability once again.
- Successfully organized and deployed more than 15 promotional tables throughout the year.
- Achieved an 18% increase in overall Special Event participation.

CHALLENGES

- Events and Marketing Coordinator, Hannah Grabow left to take a new position in the private sector.
- Instagram reach fell by 66% and requires further detailed investigation to determine possible reasons.

FUTURE INITIATIVES

- Restructuring the Marketing and Engagement team, creating two distinct roles: Marketing/Social Media & Events.

	2018-19	2019-20	2020-21	2021-22	2022-23	% Change
Moonlight Mile	197	149	0	400	500	25%
REC Fest	1,359	1,224	32	1,300	1790	38%
RECtober Fest	157	218	10	200	160	-20%
Turkey Trot	726	866	0	569	741	30%
Battleship	66	0	28	80	70	-13%
Night on the Slopes	86	211	159	183	223	22%
Other Events	860	399	389	406	234	-42%
Total Event Participation	3,451	3,067	618	3,138	3718	18%

ATHLETIC TRAINING SERVICES

AT Following collegiate recreation best practices, athletic training services are available to the 500+ athletes that comprise the 20+ sport club team rosters. Services include injury prevention, evaluation and treatment, post-injury rehabilitation, emergency care, concussion evaluation and management, and assistance with referrals to outside care. On-site athletic training coverage is also provided for the vast

ACCOMPLISHMENTS

- With help of Athletics and ITS, Rec Sports installed and implemented the electronic health record software, Athletic Trainer System (ATS), which allows for more efficient and centralized documentation, record keeping, and injury tracking, plus many more capabilities yet to be explored .
- Successfully integrated the first ever Student Coordinator of Safety and Risk into the team, who assisted with tracking of sport club participation paperwork and ImPACT tests, inventory and inspection of sport club first aid kits and all departmental safety and risk supplies and equipment, and creation of safety and emergency response materials for Rec Sports staff.

CHALLENGES

- Size, location, and layout of current athletic training space is not conducive to having more than one athlete in the space at a time, greatly reducing the number of appointment times available to athletes on any given day – this was even more difficult to manage this year due to the increased volume of athletes seeking services.
- Not having access to athletic training space in the new Fieldhouse as originally hoped due to project delays and backordered supplies and equipment made the space usable.

FUTURE INITIATIVES

- Utilization of additional athletic training space in the new Fieldhouse to allow for improved service efficiency and greater access to/ availability of services for athletes.
- Serve as potential preceptor and clinical site for students in the UWL Athletic Training Program
- Implementation of more robust concussion education training for sport club athletes, officers, and coaches in Fall

	21-22	22-23	CHANGE
Athletes Cared For	103	296	187%
Injuries*	126	157	25%
Patient Encounters	502	1,007	101%
AT Coverage Hours	175	174	-0.6%
Baseline ImPACT Tests Administered	372	198	-47%

*Only new musculoskeletal injuries and concussions were accounted for here. Wounds/ blisters and "injuries" where no evaluation was performed but taping and/or ice only was provided were not counted in this category. Those cases were included in the number of athletes cared for and patient encounters, however.

Additionally, more thorough/detailed tracking methods were utilized in 2022-23 than in 2021-22, which accounts for some (but not all) of the significant increase in numbers/percent change for the first three data points.