

A full-page background image of a person water skiing. The skier is wearing a white t-shirt with 'LA CROSSE' printed on it, black shorts, and colorful gloves. They are holding a tow rope and are in the middle of a turn, creating a large splash of white water. The background shows a dense green forest under a bright sky.

UNIVERSITY OF WISCONSIN-LA CROSSE

MOVE

REC SPORTS ANNUAL REPORT 2024-2025

INSIDE

ACCOMPLISHMENTS GOALS PARTICIPATION CHALLENGES



9 Survey says: Rec Sports is vital to the mental health, academic success, and community connection at UWL.

Inclusivity Statement **11**



Intramurals...more than just games — it's where friendships start and the fun never stops.



Shoulder to shoulder, step by step — outdoor fun starts on page 24



Club Baseball and Waterski Wakeboard teams win National Championships



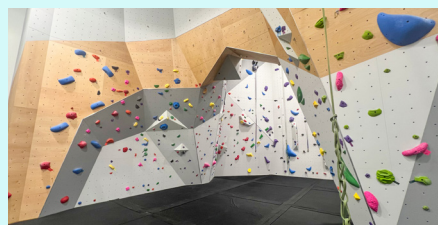
Turkey Trot heading into year 30 and continues to see growth

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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





New Climbing Gym Opened Spring Semester 2025

ORGANIZATIONAL CHART



JEFF KEENAN
Director
He/Him

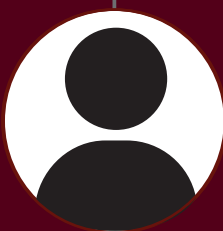
NATHAN BARNHART
Associate Director
Programs
He/Him



NEIL OSTLUND
Associate Director
Operations
He/him



JACOB SCIAMMAS
Outdoor Recreation
Coordinator
He/Him



VACANT
Competitive Sports
Coordinator



KYLIE LEWIS
Athletic Trainer
She/Her



NICK BERG
Fitness Coordinator
He/Him



CINDI SWANSON
Office Manager
She/Her



LEEANN DOBSON
Custodial Services Supervisor



JOHN SANDRY
Custodian Lead



JASON CLARK
Custodian



LORETTA RUEGG
Custodian



**KRISTOPHER
TEACHOUT**
Custodian



ROGER SEVERSON
Custodian

STAFFING CHANGES & ACCOLADES

- Ali Hengel, Competitive Sports Coordinator, resigned in July of 2024.
- Jake Sciammas completed a Wilderness First Responder certification course in River Falls, WI.
- Jeff Keenan presented at the Wisconsin Intramural Recreational Sports Association (WIRSA) Conference in Green Bay, WI.
- Neil Ostlund attended the Leadership Summit for Aspiring Directors at DePaul University.
- Nick Berg participated in the Universities of Wisconsin Student Affairs Leadership Academy.
- Nathan Barnhart was awarded the Outstanding Academic/Non-Instructional Staff of the Year Award for the Divisions of Student Affairs and Access, Belonging & Compliance.
- Jake Sciammas, Outdoor Recreation Coordinator, resigned in May of 2025
- Molly Grabarec was hired as our new Competitive Sports Coordinator after a full academic year of that position being vacant.

2024-2025

GOALS

Goal 1: By August 2024, in an effort to keep costs low, Rec Sports will implement SubitUp as our new student staff scheduling platform.

Progress Towards Goal

SubitUp was implemented prior to the start of the fall 2024 semester.

Goal 2: By May 2025, Rec Sports, in an effort to meet the ever-changing needs of students and staff, will reevaluate and implement changes to our current mission, vision, and values.

Progress Towards Goal

- After some initial work, this goal was put on hold due to staff vacancies.

Goal 3: By January 2025, Rec Sports, in an effort to meet the needs of today's students, will develop and implement a student staff leadership development program for Student Coordinators and those interested in leadership positions.

Progress Towards Goal

- Offered a Student Staff Enrichment Conference. While we only had one presentation submitted, the presentation was offered and received positive feedback. We will use this idea to offer quarterly or monthly sessions to our student employees in the future.
- We created student coordinator mini lessons on delegation, conflict resolution, effective communication, etc.
- Offered a semesterly gathering for Student Coordinators with the Director.

ANNUAL SURVEY HIGHLIGHTS



94% respondents believe that Rec Sports is **important to their quality of life, mental health and well-being** at UWL

Somewhat or strongly agree that the REC is overcrowded.

Somewhat or strongly agree that Rec Sports programs and facilities are welcoming and inclusive.

Somewhat or strongly agree that Rec Sports staff provide good customer service.

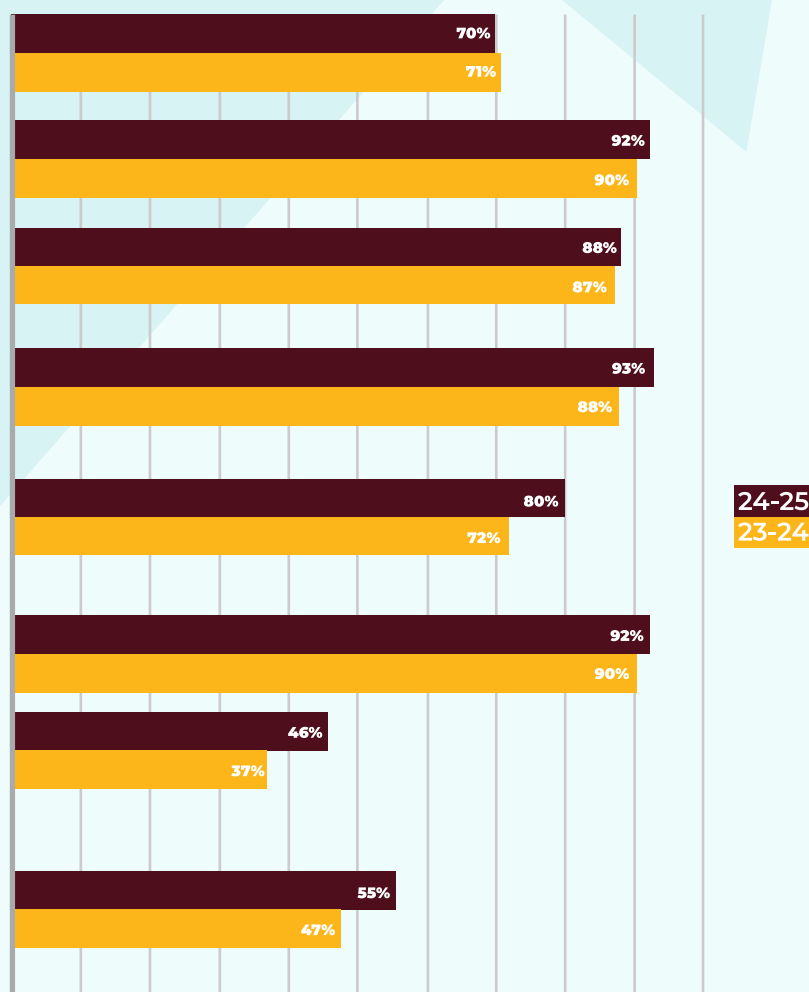
Somewhat or strongly agree that their experience with Rec Sports helps them feel like they belong at UWL.

Somewhat or strongly agree that their experience with Rec Sports programs and facilities improves their academic performance.

Somewhat or strongly agree that Rec Sports helps them cope with stress.

Somewhat or strongly agree that the opportunities provided by Rec Sports contributed to their decision to attend UWL.

Somewhat or strongly agree that the opportunities provided by Rec Sports contribute to their decision to remain at UWL 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 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. SINC welcomes all Rec Sports staff to join and values self-reflection, critical thinking, open discussion and building community.

ACCOMPLISHMENTS AND POINTS OF PRIDE

- Met as a professional staff team monthly to discuss EDI topics.
- SINC created and delivered two service area discussions titled "Accessibility" and "Beyond the Surface." There was positive response and strong participation from student staff.

FUTURE INITIATIVES

- Explore changes to our EDI training offerings for student staff, which would be in alignment with institutional and Universities of Wisconsin guidance.



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.



→ “My involvement in Outdoor Connection has encouraged me to prioritize my health and relationship with the outdoors. I’d love to incorporate it into my career someday, like maybe working for the National Park Service”

– **Isabella Pahl,**
Sophomore Outdoor
Connection Trip Leader

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.

Using recreation for developing leadership and life skills

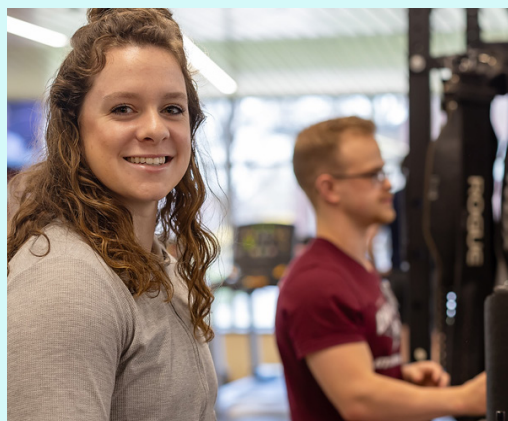
"Rec Sports has brought so much joy to my life. Over the three years employed at the REC, there was never a day when I did not want to go to work. I never knew a campus job could be so fulfilling and so rewarding. The Rec is where I found my best friend and I will forever be grateful. It truly is a great community filled with so many lovely people. I love all Rec Sports staff because everyone is so supportive. Every moment spent with my co-workers felt meaningful. Rec Sports became a space where I developed so many skills, leadership, communication, and more responsibilities. This place shaped my college experience and gave a sense of belonging. I'm leaving Rec Sports with unforgettable memories."

- Cortney Chard, Operations Student Coordinator

"You come here and it's more than just a job. The friends you make, you'll have forever. Working here made the transition into college easier." — **Ava Boulware, Intramural Sports Supervisor**

"Rec Sports has given me a healthy outlet for my mental health through the Fitness Center and being able to stay on top of my health. It has also given me friends who I feel are more like family, people I can go to when I am in trouble or just need someone to talk to. Intramurals have allowed me to work together as a team and enjoy the company of my friends. Overall, Rec Sports has positively impacted my college experience in so many ways, and I am forever grateful to have become a part of it."

Samantha Brown, Fitness Center Supervisor





FACILITIES & INFORMAL RECREATION

F The Recreational Eagle Center (REC) is a 133,200 square foot facility that houses a multitude of spaces such as a fitness center, climbing gym, 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

FUN FACT

86%

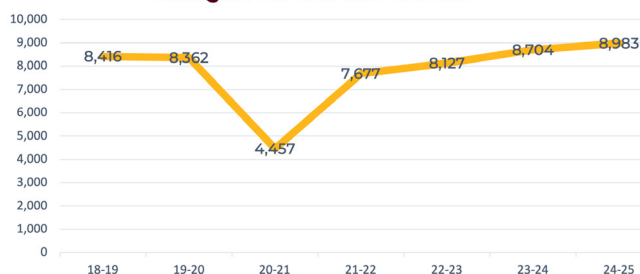
of UWL Students visit our facilities or engage with our programs / services annually.

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

State of the art

→ “The REC has some of the nicest and updated equipment compared to other UW schools. It's kept very clean, renovations are constantly being made to ensure students are being heard, and I've loved all of the programs I've participated in that the REC offers. Without having an outlet on campus to be active, my college experience would definitely be hampered.” – **Rec Sports Survey Respondent**

UNIQUE STUDENT USERS



from the fall to the spring semester amongst student staff due to graduation and other opportunities that led to the hiring of 11 new students.

- Open recreation in the Hetzel Fieldhouse continues to lack usage on Sunday evenings.

FUTURE INITIATIVES

- There will be a collaboration with the School District of La Crosse for use of the REC during planned reunification processes.
- Implement additional student training programs that focuses on providing expected service during phone calls.
- Due to the demand for the facility during the academic year, there will be additional operating hours added to the facility on the weekends. The facility will open at 8am on both Saturday and Sunday starting in the fall.

club practices special events, intramural sports and informal recreation. These facilities are shared with Athletics and Exercise Sports Science (ESS).

ACCOMPLISHMENTS

- Rec Sports collaborated with Residence Life to develop an emergency action plan for use of the REC after hours.

- Quarterly meetings were scheduled with Athletics to help plan for facility usage amongst both departments. It helped alleviate some stress when trying to schedule programs.
- The facility hosted a presidential campaign visit by Kamala Harris in October.
- With help from the Green Fund and Facility Management, we installed fans & LED lights in the Aerobics & Conditioning rooms.

CHALLENGES

- There was a lot of turnover

	19-20	20-21	21-22	22-23	23-24	24-25	% Change
Total Visits	262,439	109,463	280,558	322,108	344,571	353,913	2.7%
Total Student Visits	249,118	108,032	271,825	310,033	335,255	349,646	4.3%
Unique Users	8,362	4,457	7,677	8,127	8,704	8,983	3.2%
Unique Student Users	8,035	4,412	7,076	7,328	7,621	7,805	2.4%
% of Students that Swipe Into the REC (Academic Year)	82%	46%	75%	78%	81.4%	82.3%	1.1%
% of Students Users (Academic Year-All Programs & Swipes)					80%	83.9%	4.9%

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.

I 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

- Coordinated nearly 3,400 intramural contests over four quarters of programming.
- Added a third-quarter

pickleball league to meet growing participant demand.

- Student Coordinators Ethan Campbell, Claire Holden, and Delaney Brown led effectively during staff vacancy.
- Slightly increased the number of unique participants

CHALLENGES

- Forfeit fee collections increased by 37.7%, totaling \$189 more in fees than the previous year.
- Several leagues (e.g., Kickball, Dodgeball) did not run due to low interest—potentially better suited for one-day tournaments.
- Difficulty hiring and retaining officials continues, with onboarding processes needing

revision.

- Sportsmanship concerns in basketball leagues persist and require proactive intervention.

FUTURE INITIATIVES

- Pilot mandatory pre-season meetings for basketball league participants to reinforce expectations.
- Redesign onboarding and training for new intramural officials to improve retention.
- Test one-day tournament formats for niche or under-enrolled sports.
- Develop tools to monitor and analyze forfeit trends and improve team accountability.



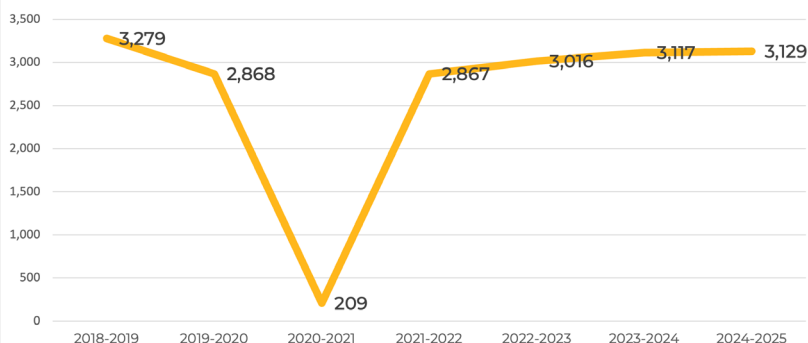


FUN FACT

→ Students played nearly 3,400 games in Intramural Sports last year.

3,394
GAMES

UNIQUE PARTICIPANTS



Creating a sense of belonging

"I gained a closer relationship with my friends through intramural sports"

-REC SPORTS, SURVEY RESPONDENT

Continue playing the sports you love

"I've made so many friends through Intramurals. It's kept me connected to the sports I love—like basketball, pickleball, and even bag toss. It's just such a fun way to hang out and meet people on campus." - **Clair Holden, Intramural Sports Participant**

	18-19	19-20	20-21	21-22	22-23	23-24	24-25	% Change
Unique Participants	3,279	2,868	209	2,867	3,016	3,117	3,129	.4%
Participations	39,504	28,155	519	28,257	30,819	33,424	32,282	-3.5%
Games/Contests	4,485	3,485	200	2,903	3,202	3,668	3,394	-8.1%
Average Participations Per Participant	12.05	9.82	2.48	9.86	10.22	10.72	9.69	3%
# of Teams	1,300	1,240	222	983	1,073	1,191	1,224	2.7%

SPORT CLUBS

The UWL Sport Club Program is the largest student run organization at UWL with over 500 members participating in 24 sport clubs. The Sport Club Program is committed to developing, promoting, and providing leadership to activity and competitive oriented clubs.

S 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

- Men's Club Baseball team won the NCBA Division II World Series Championship
- The Waterski and Wakeboard Club won the National Collegiate Water Ski Association Division II national championship
- Record-setting attendance at the Sport Club End-of-Year Celebration, with over 200 attendees.
- Operational improvements included launching a shared club email system, creating an infractions reference table, and refreshing the member resource webpage

CHALLENGES

- Without a full-time Competitive Sports Coordinator for most of the

year, responsibilities were absorbed by student leaders and staff. Brigid Straub and Reily Nelson showed exemplary leadership, with additional support from Kylie Lewis, Cindi Swanson, and Neil Ostlund.

- Some clubs struggled with understanding financial accounts and managing compliance, reinforcing the need for better officer tools and clarity.

FUTURE INITIATIVES

- Develop and implement centralized officer tools to

streamline access to policies and compliance materials.

- Develop and implement centralized officer tools to streamline access to policies and compliance materials.
- Increase transparency and planning accuracy in club budget allocations and travel reimbursements.
- Encourage interclub community-building through leadership events and informal meetups



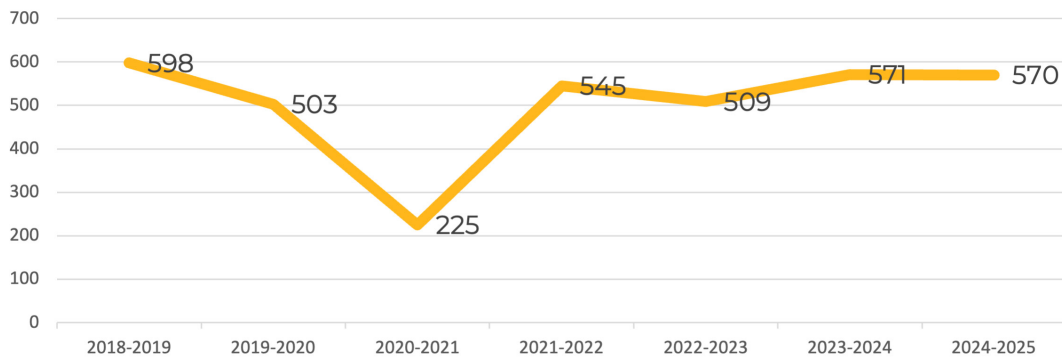


I have created many lasting relationships that will carry on after graduation. It also provides a break from schoolwork to play the sport I love."

— Evan Nyhouse, Baseball Club President



SPORT CLUB MEMBERS



	18-19	19-20	20-21	21-22	22-23	23-24	24-25	% Change
# of Clubs	24	20	22	23	23	24	24	-
Club Members	598	503	225	545	509	571	570	-0.2%
Home Events	50	40	0	36	37	55	51	-7.3%
Away Competitions	109	92	0	99	121	124	122	-1.6%
Miles Traveled	49,826	46,269	0	36,916	44,520	53,133	54,229	2.1%
One Day for UWL Donations						\$26,647	\$27,064	1.6%
SUFAC Budget	\$30,855	\$30,855	\$30,855	\$30,855	\$30,855	\$40,000	\$43,000	7.5%



FITNESS CENTER

FC 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 2nd floor were surveyed in Spring 2025 to gather critical feedback in the effort to address students concern for overcrowding and specifically how additional equipment and facility layout would improve student's experience. The data was instrumental in building an accurate fitness equipment purchase plan that would truly meet the high demand for fitness at UWL prior to the 25-26 academic year. In total there will be 23 new high demand additions to the fitness center,

a 47% increase. For the 2nd floor there are 16 new high demand additions, a 160% increase.

- The Fitness Center wrapped up the 2nd year of Strength Redefined. This offering takes place every other Thursday from 4pm-6:30pm to provide a welcoming atmosphere where newcomers or those apprehensive about exercising can start their fitness journey in a less crowded and intimidating environment closed to prior registrations only. The total attendance for the 2024-25 academic year was 389 participants, a 56% increase in attendance from

the previous year. It's evident a continued need for dedicated introductory spaces and resources is present within fitness and will continue to be a staple.

- Rec Sports Fitness is in the second year of collaboration with Team TEAL (Teaching and Encouraging Active Lifestyles) a student-led initiative committed to providing students with resources, support and local opportunities to confidently start and explore one's fitness journey. This year a foundation was laid for continued collaboration

Helping students improve mental health!

→ ““Rec Sports has allowed me a place to move my body and get exercise, which has improved my mental health when dealing with the workload of classes and studying” – **Rec Sports Survey Respondent**

which prioritizes awareness and growth of the “Getting Started” Rec Sports fitness webpage. This year’s contributions from Team TEAL in addition to existing webpage content include links to various activities in the community, encouraging student feedback from surveys, and ways to appreciate your body.

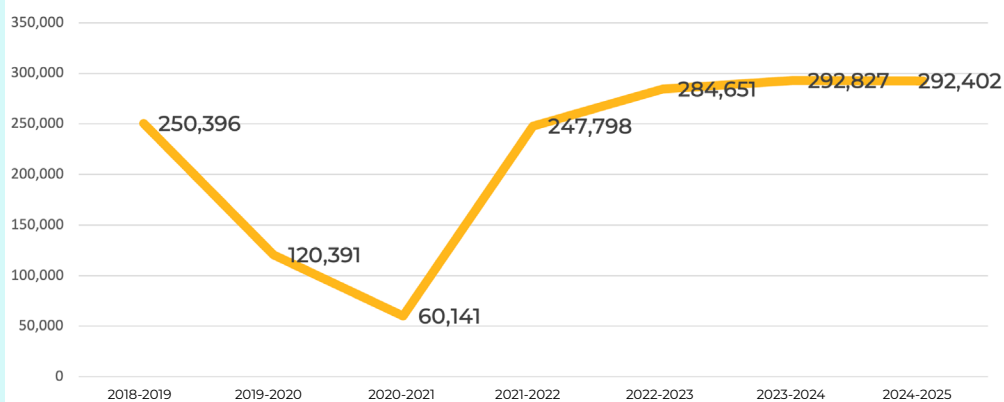
CHALLENGES

- The Fitness Center continues to serve the UWL community in many vital ways and consequently attracts large crowds which according to students feels overcrowded and which can lead to both frustration due to lack of equipment and as sense of intimidation for some. The Rec Sports annual campus survey is seeing a trend down in students’ overall sense of overcrowding and the current fitness equipment purchase plan should provide additional overcrowding alleviation.

FUTURE INITIATIVES

- Acquire newly purchased Fitness Center and 2nd floor equipment during summer 2025 and rearrange both spaces to provide optimal usage and traffic flow to reduce overcrowding prior to 2025-25 academic year.
- Promote the Team TEAL and Rec Sports Fitness collaboration efforts on “Getting Started” webpage through in person tabling, QR codes and possible residence hall and first year student direct communication efforts. A possible 2025-26 effort could include the addition of a new fitness buddy program to help connect students with each other via Team TEAL or Rec Sports student ambassadors.

TOTAL FITNESS CENTER VISITS



	19-20	20-21	21-22	22-23	23-24	24-25	% Change
Total visits	120,391	60,141		284,651	292,827	292,402	-0.1%
Average user counts (Monday-Friday)			56	61	60	63	5%
Peak Average (Monday-Thursday)			86	97	100	105	5%
Average User Counts (Friday-Sunday)			35	41	41	39	-5%
Highest Count	155	55	130	160	144	135	-6%



Helping build meaningful relationships

→ “Rec Sports gave me a space to improve physically, stay grounded, and relax mentally. It helped me build deeper connections that made me feel rooted in La Crosse. I’ve met most of my friends through lifting and other activities, and I’ve built meaningful relationships just by sharing space in the gym.”

– **Ryan Courter, Fitness Center User**

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 had another record-breaking year of memberships and revenue, all while keeping the membership rate high value and affordable since 2018 at just \$40 per semester. Membership sales saw a 13% increase from the previous year.
- Academic year student billing equated to 493 memberships or 40% which was up from just 10% of overall sales during the previous year. Because of its success, a significant push to market and attract members through QR code student billing will continue
- The Group Fitness program continues to offer fun and free events each semester with great attendance. This year's offerings included Outdoor Yoga, Glow Cycle, Glow Zumba Costume Party, Candlelight Yoga and every offering registration sold out which makes for a fun and thriving community where students are excited to be a part of.

CHALLENGES

- The personal training program saw its second year of steady decline in participation since a 22-23 peak in post- covid sales. This year just 5 packages were sold totaling three unique users, down 50% and 57% respectively. These fast downward trends are likely not an indication of low promotion efforts due to a consistent annual effort but cultural and economic factors.

- An early and consistent marketing efforts prioritizing, but not limited to the group fitness spaces is necessary for the instructor recruitment efforts. This recruitment coincides with certification offerings which saw just one of three certifications being run due to low registration.

- Explore the interest, funding and logistics required to offer more unique and exciting group fitness events that align with Rec Sports values. process, further maximizing class participation.

FUTURE INITIATIVES

- The group fitness program will explore additional marketing and sales strategies in 25-26 to increase awareness, retain more 1st year membership to 2nd year membership.



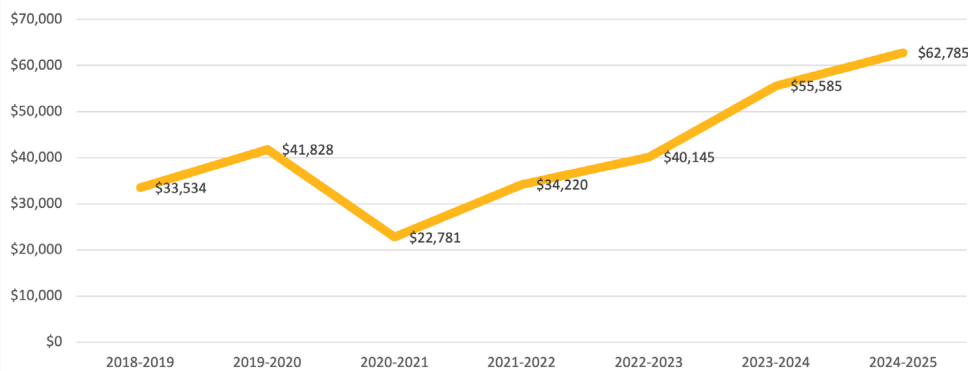
GROUP FITNESS PARTICIPATION

	19-20	20-21	21-22	22-23	23-24	24-25	% Change
Memberships Sold	1,106	716	1,019	956	1,131	1,239	10%
Revenue	\$41,828	\$22,781	\$34,220	\$40,145	\$55,585	\$62,785	13%
Total Participation	10,106	8,394	13,504	14,272	14,487	12,703	-17%
Unique Users				1,617	1,262	1,197	-5%
Unique Members					1,060	945	-11

PERSONAL TRAINING PARTICIPATION

	19-20	20-21	21-22	22-23	23-24	24-25	% Change
Packages Sold	30	22	20	29	10	5	-50%
Training Sessions	424	160	206	370	104	88	-15%
Revenue		\$2,539	\$2,800	\$4,625	\$1,860	\$1,470	-21%

GROUP FITNESS REVENUE



→ “Rec Sports has positively affected my college experience by providing me with opportunities to exercise and workout, allowing me to stay fit and clear my mind after a day of classes. I also enjoyed the social aspect of the fitness classes and made friends in the class.” **-Jolene Luedtke, Group Fitness Participant**

→ “Group fitness classes have allowed me to push myself in an environment where I feel safe and seen surrounded by people who don’t judge” **- Rec Sports Survey Respondent**

→ “Working at Rec Sports has made college more enjoyable. I’ve gained experience doing something I love and learned skills like how to manage my time and communicate better. Working here helped me stay active and connected with others.” **- Rec Sports Personal Trainer**

FUN FACT

+40

→ The Group Fitness Program offers a variety of over 40 classes each week during the Fall and Spring semesters to help students keep moving.

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 sold-out Spring Break Trips, offering students the opportunity to explore Utah and Colorado as well as Tennessee and Virginia
- Improved organization, updated condition, and completed significant repairs to current inventory of rental equipment and Green Bikes

CHALLENGES

- The weather has the most significant impact on our rental center and trips program's success. Over the past year, bad weather forced us to cancel more trips than in the past. Notably, winter had virtually no snow, which negatively impacted our snow sport rentals and trips – some of our most popular offerings.
- Outdoor Recreation Living Community participant numbers continue to stay strong but maintaining active participation throughout the year has proven challenging.

- First Flight attendees have been a source of interested student staff and participants. Given the cancellation of this program, we anticipate greater challenge in attracting staff and participants for future years.
- Recruiting and retaining qualified students with any simple bike repair/maintenance experience was a significant issue again this year.

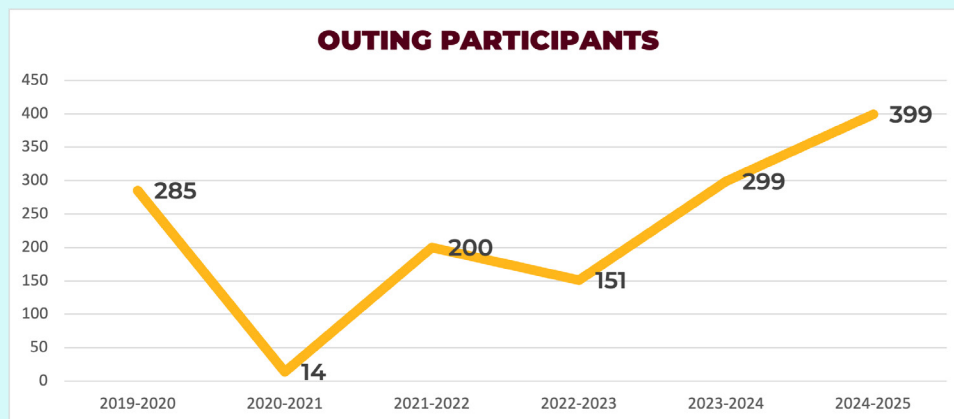
FUTURE INITIATIVES

- Completing our staff certification for Single Pitch Instruction. Offering outdoor rock-climbing trips locally without traveling further away and hiring a more costly guide service.
- Begin equipment replacement program to address highest priority equipment that is out of service and beyond

Making friends and memories

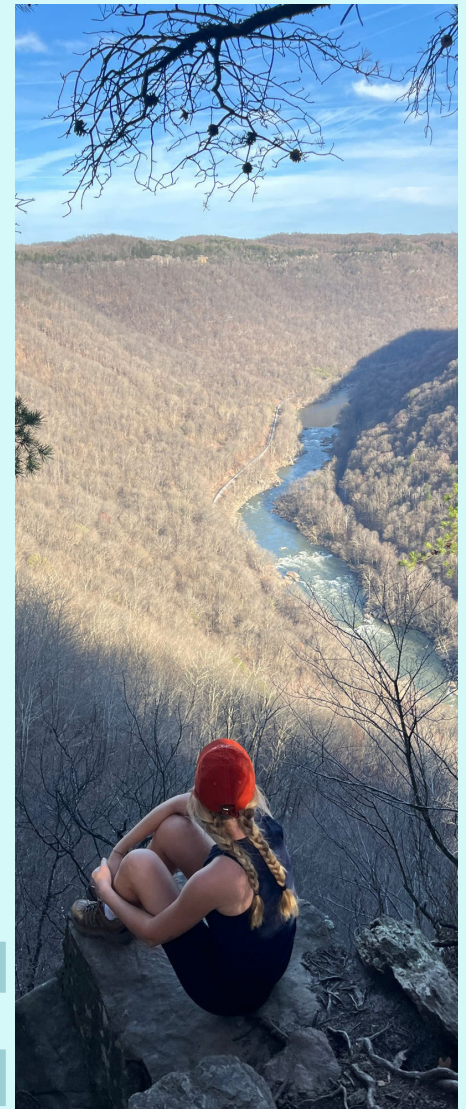
→ “Every new student should go on the trips! Even if you don't know anyone, they're a fun and easy way to meet people and step outside your comfort zone. I've made so many great memories and met amazing friends through the trips, it really helped me feel more connected on campus”

– Elle Ziebarth,
Outdoor Connection
Trip Participant



OUTDOOR CONNECTION STATISTICS

	19-20	20-21	21-22	22-23	23-24	24-25	% Change
Outing Participation	285	14	200	151	299	399	33.4%
Outings	59	3	48	42	38	51	34.2%
Rental Revenue	\$15,565	\$11,012	\$17,106	\$13,125	\$8,646	\$10,543	4.4%



CLIMBING GYM

C The Climbing Gym is a destination for adventure, challenge, and community! Our state-of-the-art facility aims to introduce and share the sport of climbing with individuals of all backgrounds, skill levels & abilities. Whether it's your first time climbing, or you're a seasoned pro, our goal is to foster a welcoming, inclusive space where participants can explore their potential, build community, and challenge themselves. Our staff are committed to supporting both recreational climbers and those seeking to refine their skills in a collaborative, safe, and engaging environment.

ACCOMPLISHMENTS

- Partnered with the Adventure Program of the Exercise and Sport Science Department to offer a temporary climbing facility at the Mitchell Hall Climbing Wall during demolition and construction of the new climbing facility
- Completed construction of new, modern, and expanded climbing facility
- Hosted a Professional Climbing Instructors Association Indoor Climbing Wall Route Setters Training

course for the first time to improve route setting safety, efficiency, and quality

- Began offering reservations for birthday parties and small gatherings
- Installed new state of the art Kilter training board

CHALLENGES

- Completion of the new climbing facility was delayed well into the semester. The new Kilter Board was even further delayed till after the semester was over. Because of the delays, a grand re-opening was not offered. Instead, a

community open house will be offered in the fall.

FUTURE INITIATIVES

- Develop new small groups coordinator to help manage the increase of birthday parties and small gatherings.
- Collaborate and create a facility use agreement with the new LaCrosse community youth climbing club
- Explore new programming opportunities that the new Kilter board presents.





Fun way to stay active and challenge oneself

“Spring 2025 was my first semester working at the climbing wall, and it quickly became one of the most impactful parts of my college experience. As someone with 12 years of climbing experience, it was incredibly rewarding to share my passion with both newcomers and experienced climbers while watching a strong, supportive community take shape”

– Karley King, Climbing Gym Supervisor

CLIMBING WALL STATISTICS

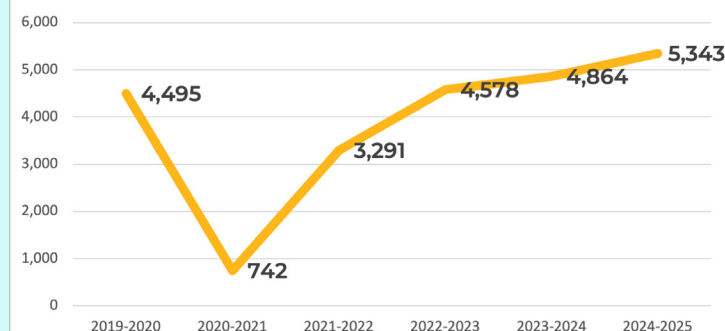
	19-20	20-21	21-22	22-23	23-24	24-25	% Change
Visits	4,495	742	3,291	4,578	4,864	5,343	9.8%
Unique Users	816	264	710	809	850	954	12.2%
Revenue	\$2,841	\$4.74	\$2,248	\$4,990	\$8,745	\$11,487	31.4%

Leadership development

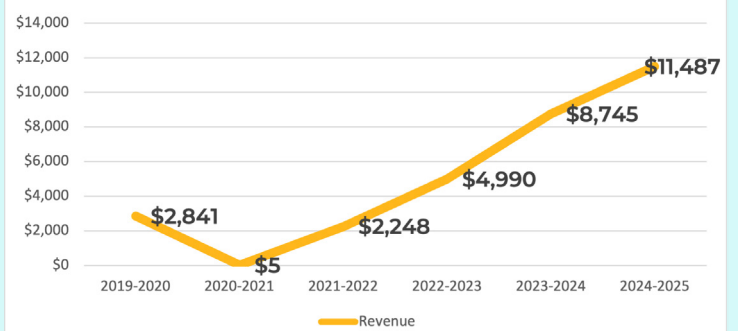
→ “Staying healthy, engaging in fun activities, and having friends to do it with is motivating. The REC offers a bunch of diverse activities, competitions, trips, and job opportunities”

– Noelle Lee, Climbing Gym User

CLIMBING GYM VISITS



CLIMBING GYM REVENUE





New Gaming Console

EZONE

ESPORTS AND GAMING

E 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

- Tournaments & events saw increased participation thanks to moving registration out of IMleagues and to a Microsoft Form. Furthermore, monthly challenges were introduced to some success to increase engagement.
- The EZONE partnered with the Campus Activities Board and Residence Life for Eagles at Night and Dorm Wars programming.
- For the first time in a few years, we experienced some engagement from the UWL Esports & Gaming Club as they sought to start a team within the Wisconsin Esports League. We will continue to further develop the relationship moving forward.

CHALLENGES

- The EZONE saw a 21% drop in visits this year. In addition, summer use of the space is very minimal. For the past three years (2022-2024), the average number of visits for the entire summer was 188. As a result, we will be closed for summer moving forward, while remaining open for reservations.



24 Alienware PCs

- EZONE use by the public remains low. Memberships and day passes have garnered just \$765 in revenue, down from the previous year.

- Create social media ads to spread the word to local families that the EZONE is open for birthday parties and small gatherings.

FUTURE INITIATIVES

- Create an awareness campaign to remind students of the features of the space and that the EZONE is available to them at no additional cost.

	21-22	22-23	23-24	24-25	% Change
Total visits	3,454	8,197	8,557	6,771	-20.9%
Unique Users	685	1,005	923	873	-5.4%
Day Pass Revenue	0	\$528	\$768	\$520	-32.3%
Membership Revenue	0	\$25	\$395	\$245	-38%
Reservation Revenue	0	\$676	\$1,714	\$1,719	0.3%

→ “The EZONE has been a great space for me to relax and just unwind from the day...and it’s been fun participating in some weekly challenges. Rec Sports has been a great way for me to meet new people and discover new activities I enjoy.”

- Sam Schlicht, EZONE Participant

→ “I personally struggled a lot my first year with meeting new people, but the EZONE has become a spot where I’ve been able to make new friends. We’re all able to do things we enjoy together after classes and hang out.”

- Isabelle Halverson, Esports Representative



Self Defense Class

INSTRUCTIONAL PROGRAMS

I 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

- Thanks to an initiative supported by the Universities of Wisconsin, we started offering Into to Mindfulness Courses in partnership with Counseling & Testing and Wellness & Health Advocacy. A total of 6 classes were offered with a total of 36 participants.
- There continued to be a full schedule of CPR classes for the fall and spring semesters.
- The CPR registration numbers increased from 152 to 180 this year, a 17.6% change.
- The self-defense classes stabilized this year with the same instructors teaching the course from last year. The numbers improved from 21 to 40 for a 90.5% change.

- There was collaboration amongst other departments to offer a reduced rate for CPR classes. The charge was reduced to \$50 for departments requiring certifications.

the absence of a professional staff member, so the other instructors had to take on more courses.

FUTURE INITIATIVES

- There is the potential to add two additional CPR instructors who will be able to assist with the course load that is offered. certifications.

CHALLENGES

- There was one less First Aid/CPR instructor this year due to

SELF DEFENSE STATISTICS

	19-20	20-21	21-22	22-23	23-24	24-25	% Change
Participants	17	0	43	50	21	40	90.5%
Revenue	\$204	0	\$519	\$600	\$252	\$480	90.5%

RED CROSS CERTIFICATIONS

	19-20	20-21	21-22	22-23	23-24	24-25	% Change
Participants	70	70	77	195	153	180	16.6%
Revenue	\$4,020	\$4,225	\$4,452	\$9,716	\$8,204	\$11,870	44.7%

MINDFULNESS

	19-20	20-21	21-22	22-23	23-24	24-25	% Change
Participants						36	

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 majority of home sport club competitions and certain departmental events.

ACCOMPLISHMENTS

- Purchased SportRisk concussion training package, designed specifically for collegiate recreation, for implementation in sport club risk management officer training
- Drafted sport club program policy & procedure for medical restriction/disqualification from participation

CHALLENGES

- When needing to refer students, there are limited options available for advanced care for musculoskeletal injuries/concerns in house at the Student Health Center. Students are often referred off campus in these cases, which presents a barrier for some in terms of transportation, finances, etc., especially those without health insurance. Additionally, the waitlist to be seen by the physical therapist at the Student Health Center for an initial evaluation, which is a great option for many students, is several weeks long.
- Despite robust training for sport club Risk Management Officers, there was an increase in the number of injuries that were not properly reported or formally reported at all.

FUTURE INITIATIVES

- Implement mock injury/emergency drills for sport club risk management officers, facilitated by Rec Sports staff during team practice times
- Serve as potential preceptor and clinical site for students in the UWL Athletic Training Program team physicians, as well as physicians at Student Health Center, to create new concussion return-to-play protocol that reflects most up-to-date literature and best practices.



	21-22	22-23	23-24	24-25	% change
Athletes Cared For	103	296	267	232	-13%
Injuries*	126	157	143	146	-1%
Patient Encounters	502	1,007	605	704	16%
AT Coverage Hours	175	174	178	170.5	-4%
Baseline ImPACT Tests Administered	372	198	493	417	-16%

*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.



Moonlight Mile - Welcome Week Event

MARKETING AND 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

- Turkey Trot participation grew by 31.8% (1,171 in 2024 vs. 888 in 2023), marking the third consecutive year with over 25% growth. This continued momentum underscores the event's strong reputation and effective promotion.

- Instagram reach more than doubled (+158%), supported by a 94% increase in posts. Facebook also saw a 91.1% boost in total reach. Combined, these platforms helped us reach over 677,000 unique users this year.

- Created 592 Canva projects (+6.7% from last year) to meet increasing promotional demands from across the department.

- Updated the Marketing &

Events Handbook, providing clearer expectations and improved workflows for student staff and program liaisons.

CHALLENGES

- While reach expanded, engagement rates declined: Instagram dropped by 26.7% and Facebook's average reach per post declined by 42.8%. This may indicate content fatigue or a need for more intentional storytelling.

	19-20	20-21	21-22	22-23	23-24	24-25	% Change
Moonlight Mile	149	0	400	500	525	588	12%
REC Fest	1,224	32	1,300	1,790	1,519	1,229	-19%
Turkey Trot	866	0	569	741	888	1,171	32%
Battleship	0	28	80	70	41	64	56%
Night on the Slopes	211	159	183	223	105	141	34%
Other Events	399	389	406	234	489	507	4%
Total Participation	3,067	618	3,138	3,718	3,675	3,700	4%

- Although the team successfully met graphic design and promotional needs, consistently producing high-quality video content remains a challenge due to the time and planning required to execute it well. Balancing video production with print and digital requests requires careful prioritization and workflow management.

FUTURE INITIATIVES

- Develop a consistent content calendar that prioritizes short-

form video, student voices, and engagement-focused content.

- Highlight student impact stories and behind-the-scenes features to strengthen our storytelling and humanize the Rec Sports brand.
- Celebrate the 30th Annual Turkey Trot with legacy-themed promotions, alumni engagement, and milestone storytelling.



Preparing students for their future

“I’ve learned so much more than I expected in my Marketing & Events role. From running booths to managing campaigns, I’ve developed skills that directly translate to my future career. It’s been the most rewarding part of my time at UWL.”

- Cole Rogeberg,
Marketing &
Engagement Staff

Social Metric	23-24	24-25	% Change
Facebook Posts	64	174	63.2%
Facebook Reach	18,825	35,966	47.7%
Avg Reach per Facebook Post	294.1	206	42.8%
Avg Facebook Video Views	239	2,378	89.9%
Instagram Posts	95	184	48.4%
Instagram Impressions	272,956	704,988	61.3%
Instagram Reach	248,005	641,072	61.3%
Instagram Engagements	14,235	28,974	50.9%
Instagram Engagement Rate (%)	5.7	4.5	-26.7%



29th Annual Turkey Trot



AQUATICS

Rec Sports works in collaboration with the Athletics Department and the Exercise and Sport Science Department for shared use of the pool, located in Mitchell Hall. The program has scheduled lap swim hours daily throughout the academic year.

ACCOMPLISHMENTS

- The Lifeguard Student Coordinator, Cole Umland, received their American Red Cross Lifeguard Instructor Certification during the spring to help with recertifying the current staff.

CHALLENGES

- The Lifeguard Student Coordinator from the past two years decided to not return to their role in August, which made for a quick transition to a new person in that role.

FUTURE INITIATIVES

- Add a Fusion card reader at the pool to more easily track usage
- With the Student Coordinator being certified as an instructor, there is the potential to add Lifeguard classes for the campus and community, similar to the CPR classes that are offered by

Pool Visits	22-23	23-24	24-25	% Change
Total Visits	1,787	2,237	2,572	15.0%
Unique Users	441	535	518	-3.2%
Total Student Visits	1,321	1,761	1,983	12.6%
Unique Student Users	430	495	456	-7.9%
Total Faculty/Staff Visits	325	394	429	8.9%
Unique Faculty/Staff Users	11	40	20	-50.0%
Community/Guest Visits	141	101	127	25.7%

