

2021-22

ANNUAL REPORT



VISION

**A THRIVING COMMUNITY
ENJOYING ACTIVE AND HEALTHY
LIVES.**

MISSION

**WE ENHANCE THE UW-LA
CROSSE EXPERIENCE BY
OFFERING DIVERSE PROGRAMS,
INNOVATIVE SERVICES,
GROWTH OPPORTUNITIES AND
WELCOMING FACILITIES.**

CORE VALUES

FUN

WELLNESS

INTEGRITY

COLLABORATION

INCLUSION

LEADERSHIP DEVELOPMENT

CUSTOMER SERVICE

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Jeff Keenan
Director

Greetings! My name is Jeff Keenan, and it is my honor to serve as the new Director of Recreational Sports here at UWL! I started on July 1, 2021, to a warm welcome from the Rec Sports staff and the entire campus community.

I relocated from Baltimore, Maryland where I served as the Assistant Director for Competitive Sports within the Campus Recreation department at Towson University. I was eager to return to the Midwest, to work at a university with a great reputation, in beautiful surroundings.

Since then, I've enjoyed getting to know the students, faculty and staff at UWL, most notably the Rec Sports team of professional and student staff. As

I've become more acclimated to UWL, I can confidently say that what UWL has is unique. I've served at four other institutions before coming to UW-La Crosse. At no other institution has recreation been so centered. Students and administrators alike value recreation and understand its benefits. UWL sees campus recreation as an integral component of the student experience. For all these reasons, I'm excited for the years ahead.

I am grateful to my predecessor, Sue White, who served in this department for 35 years and for Mo McAlpine, who served in the interim Director capacity for a year. I thank them both for their unwavering leadership and dedication to the department! As I assume this role, it is my intention to continue their



supporting students and leading the department with passion and humility.

In the year since I've joined the team, I've had the chance to experience just about everything Rec Sports offers, from watching intramural sports games, to participating in group fitness classes, shadowing student staff, helping with events, and everything in between. I continue to be impressed with the quality programming and services Rec Sports provides students and the entire campus community. None of this would be possible without the hard work, passion and dedication of the Rec Sports team of professional and student staff.

In reflecting on this report, I am so proud of what we have accomplished as a team this past year!

On a personal note, it would be impossible for me not to comment further on the retirement and impactful career of Mo McAlpine, outgoing Associate Director of Operations.

Exciting opportunities are just around the corner as we open the new Student Fieldhouse in collaboration with Athletics and Exercise & Sport Science in the fall of 2022. We hope this new facility provides increased opportunities for intramural sports, sport clubs and informal recreation. Looking

ahead, Rec Sports will continue our important work around equity, diversity and inclusion in order to make sure that the REC is a welcoming and inclusive space for all. We will continue to enhance the UW-La Crosse experience by offering diverse programs, innovative services, growth opportunities and welcoming facilities. I hope you will join us!

Cheers,

Jeff Keenan
Director, Rec Sports



STAFFING CHANGES & ACCOLADES

- ▶ Jeff Keenan joined the Rec Sports team on July 1, 2021, to serve as the new Director
- ▶ After the departure of Whitney Burress, Ali Tackett took on the coordination of both intramural sports and sport clubs, while Hannah Grabow moved into the special events and marketing role
- ▶ Rob Hamman, Custodial Supervisor, retired after 28 years of service
- ▶ Leeann Dobson was hired on as the new Custodial Supervisor
- ▶ Joe Zimmerman, Lead Custodian, left the custodial team to pursue other opportunities after finishing his educational program at WTC
- ▶ John Sandry was promoted to Lead Custodian
- ▶ Karen Cornell joined the custodial team, but later left for a position with Chartwells
- ▶ Jason Clark joined the custodial team
- ▶ Allen Schlitter left the custodial team, taking a day shift custodial position at the Student Union
- ▶ Jeff Keenan took on the supervision of the EZONE Esports & Gaming student staff when the facility opened in February
- ▶ Mo McAlpine, Associate Director of Operations, announced her retirement after 32 years of service to the department. She will depart on July 1, 2022
- ▶ Ali Tackett moved from a 10-month contract to an 11-month contract for FY22. She will move from an 11-month contract to a 12-month contract for FY23
- ▶ Hannah Grabow will move from a 10-month contract to an 11-month contract for FY23
- ▶ Student employee Michaela Richman '22, received a campus recreation internship at Samford University



▶ Student employee Paige Parker '23, received the UWL Student Employee of the Year Award

2022-2023 GOALS

Goal 1: By May 1, 2022, Recreational 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 enhanced inclusion training, increased engagement, and expanded campus partnerships.

Progress Towards Goal

- ▶ Updated our department's Equity, Diversity & Inclusion statement, combining two statements into one
- ▶ Rec Sports collaborated with the Office of Multicultural Student Services (OMSS) and various multicultural student organizations to host the first ever Multicultural Rec Night in the Recreational Eagle Center during the spring semester. The three-hour event included Zumba, Volleyball and yards games attracting 30 students
- ▶ Developed a comprehensive EDI training plan for professional staff members
- ▶ SINC (Student Inclusivity Networking Committee) created a multi-year departmental EDI plan for student staff education which will be implemented starting fall 2022
- ▶ Incorporated the Indigenous Land Recognition Statement into all Rec Sports signature events, Outdoor Connection trips, and all staff trainings
- ▶ Developed the Rec Sports Participation Grant Program to reduce the financial barrier to participate in paid programming. Rec Sports awarded a total of seven grants, totaling \$484.50. Funding was provided in part by a grant from the UWL Parent Fund
- ▶ Updated and expanded the Rec Sports EDI Website to include sections on accessibility, gender inclusion, inclusive programming and the new Rec Sports Participation Grant
- ▶ Initiated an educational campaign around size inclusivity and diet culture
- ▶ Trained Rec Sports student employees on explicit and implicit bias

- ▶ Initiated a project to making lockers in the locker rooms more accessible for those using a wheelchair
- ▶ Ordered larger towels for all body sizes

Goal 2: By January 25, 2022, Rec Sports, in collaboration with campus partners, in an effort to enhance engagement and provide broader experiences through online gaming and participation in the great outdoors, will seek to renovate the Outdoor Connection space and Esports venue, as demonstrated by the construction of the Outdoor Connection space and Esports venue.

Progress Towards Goal

- ▶ Developed an operating budget and operations plan including policies & procedures for use of the EZONE Esports & Gaming venue
- ▶ Opened the EZONE Esports & Gaming venue on February 22, 2022
- ▶ Completed the construction phase of the renovated Outdoor Connection space with full completion expected in August of 2022
- ▶ Explored resale merchandise to augment Rec Sports/ Outdoor Connection revenue

Goal 3: By April 30, 2022, Rec Sports will celebrate 100 years of Campus Recreation at the University of Wisconsin-La Crosse, in recognition of the first intramural sports activities being held on campus in 1922, by developing programs and initiatives which engage students, faculty, staff, and alumni.



Progress Towards Goal

- ▶ Integrated the “100 Years of Play” tagline and/or logo into departmental marketing campaigns and staff/intramural shirts
- ▶ Worked with Campus Archives to develop a historical timeline and display
- ▶ Instituted the 100 Years Challenge which engaged more than 100 participants
- ▶ Celebrated 100 Years of Play on Saturday, April 30th with current students, staff alumni and friends. The event featured an open house during the day, which drew staff alumni and their families from near and far to visit the REC for activities and receive campus tours. The evening reception featured a keynote address, titled “Playing it Forward with Purpose” by Jody Redman, '91 & '98, a former Rec Sports graduate assistant and nationally recognized expert on strategic planning and leadership development

Goal 4: By May 31, 2022, Rec Sports, in collaboration with the Coordinator of Student Wellness, in an effort to support the University's wellness initiatives, will initiate the development of the Rec Sports Wellness Plan, to be implemented during the 2022-2023 academic year.

Progress Towards Goal

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

INCLUSIVITY

Our equity, diversity and inclusion efforts are central to our mission. The Rec Sports Professional Staff empowers SINC (Student Inclusivity Networking Committee), a student employee committee led by Fitness Coordinator, Nick Berg, to address and spearhead many inclusive efforts with full support. SINC's focus is to ensure a safe and welcoming environment within Recreational Sports. 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.

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.

Accomplishments/Points of Pride

- ▶ Rec Sports continued its partnership with the Pride Center to offer "Queer Night at the REC" under a new format. Rec Sports hosted monthly events during the spring semester which included a REC tour, kickball, yoga, and climbing wall nights. Participation this year was consistent, averaging 14 students per event
- ▶ Greatly increased the amount of women's night programming in the climbing wall and fitness center, moving from sporadically offering these events to offering them bi-weekly
- ▶ Refer to the goals section of this report for additional accomplishments

Challenges

- ▶ As we initiated an educational campaign around size inclusivity and diet culture, Rec Sports professional staff needed to educate themselves first, slowing progress towards the goal
- ▶ With the SEEDS program being put on hold, Rec Sports will need to seek out new partnerships and put additional work into developing new EDI initiatives on our own
- ▶ Committee membership in 2021-2022 was low, averaging five active members per semester down from 13 in 2020-2021. Increasing consistent future membership of SINC will be important for the REC and EDI initiatives

Future Initiatives

- ▶ Conduct an EDI assessment of each Rec Sports program/unit

- ▶ Conduct a survey to better understand why students are intimidated to use the REC and what steps are necessary to reduce that intimidation
- ▶ Continue important work on size inclusivity. Expand our educational activities on social media and within the REC

By the Numbers

- ▶ \$484.50: Amount distributed via the Rec Sports Participation Grant
- ▶ 620: Total participations in Women's Night in the Fitness Center

STUDENT EMPLOYMENT

Student development continues to be the primary focus of employment with the Recreational Sports Department. 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.

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. Based on 20 non-returning students, the following percentages agreed or strongly agreed that the skills listed below improved as a result of their employment:

- ▶ Conflict Resolution – 80%
- ▶ Leadership – 90%
- ▶ Organizational Skills – 80%
- ▶ Self Confidence – 75%
- ▶ Time Management – 75%
- ▶ Verbal Communication – 90%
- ▶ Written Communication – 75%

Building Exceptional Service Together (BEST) Committee

The BEST Committee was initiated to promote and maintain a comfortable, welcoming, and customer service atmosphere for staff members and participants. The committee does this through staff recognition, appreciation and involvement activities.

Student Advisory Council (SAC)

As a representative body of the entire Recreational Sports student team, the Student Advisory Council (SAC) provides recommendations to the professional team regarding staff-related policies, procedures, and concerns. This leadership group works extremely hard to develop and improve policies and procedures concerning staff-related issues and the

hiring process. SAC is also the primary group involved in the hiring of new service staff members each spring.

Accomplishments/Points of Pride

After a year away due to the COVID-19 pandemic, the BEST committee was reinstated. BEST committee members were committed and worked extremely hard to create positive and memorable experiences with each other, which ultimately improves the culture and cultivates the Rec Sports family. The BEST Committee planned 8 events with 179 participations for Rec Sports staff

- ▶ Began the integration of our service and activity staff by making



recognition forms available to all staff groups and extending invites to the annual end of the year staff recognition and appreciation event

- ▶ SAC in partnership with the Rec Sports professional staff continued efforts to make the employment application process easier for all.

Challenges

- ▶ Reduced committee engagement, especially at the end of the spring semester

- ▶ Low participation in most BEST activities

- ▶ Increased staff resignations mid-year created the need for additional hiring cycles

Future Initiatives

- ▶ Continued integration of activity and service staff from the beginning of the year to include staff training sessions as well as events and programs

- ▶ Implementation of one community service project per semester

- ▶ Consider staff newsletter, monthly drawing from RECOgnition forms for lunch with Jeff, and regular feature of staff member or team

By the Numbers

- ▶ 207: total number of student employees

- ▶ 85: staff recognition forms competed

Student Quotes

"It's so hard to put into words the positive impact that Rec Sports has had on my life. Yes, life, not just school. Rec Sports has helped me grow as a professional, with improving my leadership, problem solving, and organizational skills. Everyone at the REC is not just a community but a family. I've felt that I have another home away from home with the REC and if I could give any advice to someone at the University, it would be to apply at the REC."

Catherine Van Lare '22,
Building Manager

"My work experience as a BM was more than I could ask for; not only did I get to work with the best co-workers, but I also gained life skills that I will take with me for the rest of my life. Deciding to work for the REC was hands down, one of the best decisions I made during my time at UW-L."

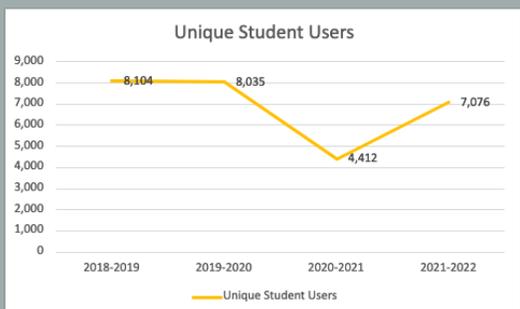
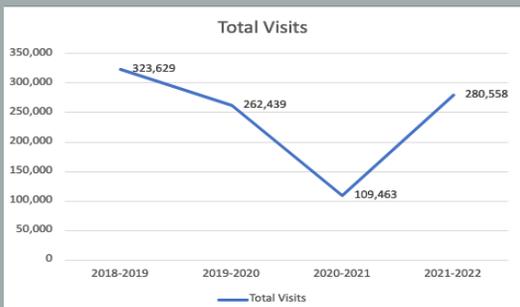
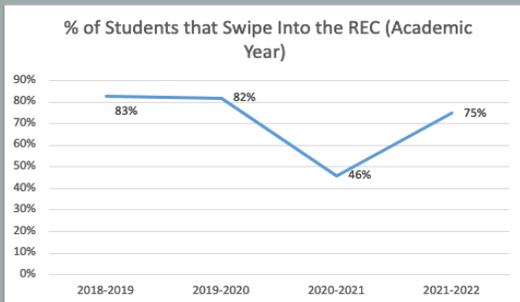
Miki Kobayashi '22,
Building Manager

FACILITIES & INFORMAL RECREATION

The original Recreational Eagle Center (REC) is a 103,000+ square foot stand-alone student recreation facility that features 4 basketball/6 volleyball continuous wooden courts, a multipurpose room, climbing wall, 2 racquetball courts, aerobics room, conditioning room, 200-meter track with track-side cardiovascular and strength equipment, Outdoor Connection equipment rental center, and prior to REC 2.0, a Strength Center. Programs are also offered in Mitchell Hall, a shared facility with Exercise and Sport Science and Athletics. Outdoor activities take place at the Veterans Memorial Sports Field Complex, to include the football and soccer/ lacrosse turf fields, and the North Campus green space. October 1, 2018 marked a historical day for UW-La Crosse with the grand opening celebration of the REC 2.0 expansion. The expansion included a 15,000-square foot fitness center on the first level that includes a coordinator's office, personal training room, sunken level for racks and platforms, turf area for training and stretching, and cardio and strength equipment throughout. The second level of the expansion features a 15,000-square foot multi-activity court (MAC) on the second level for use by sport clubs, intramural leagues, and informal recreation. In 2022, the EZONE Esports & Gaming space and new conference room opened in the old Strength Center.



REC VISITS BREAKDOWN



Accomplishments/ Points of Pride

- ▶ With the COVID-19 pandemic subsiding, informal recreation bounced back as the courts and upper level became active once again. Minimized COVID restrictions increased use of the REC by student organizations and the La Crosse Exercise and Health Program (LEHP) returned with regular usage throughout the facility

- ▶ The transition to a new custodian supervisor, Leeann Dobson, was successful following the retirement of Rob Hamman with approximately 28 years of service

- ▶ Facility projects and enhancements included the completion of the new EZONE Esports & Gaming venue and new conference room in the old Strength Center space, painting throughout the REC, mounting of an AED at north campus, conversion of old tennis courts to new green

space in the Veterans Memorial Sports Complex, and the addition of multicolored lights in the Conditioning Room

- ▶ New shower towels were purchased for locker rentals and towel service was launched

Challenges

- ▶ Enforcement of masks was extremely challenging and taxing, particularly on student staff members

- ▶ One racquetball court remained offline for the year due to Outdoor Connection equipment storage through the delayed construction project

- ▶ Faculty/staff memberships are trending upwards but remain low overall

- ▶ Facility challenges included ongoing leaks throughout the REC, particularly during the steam shut down periods, no chalk policy on turf that

prevents sport club competitions on the fields, reoccurring cracks in the MAC floor, and ongoing issues with the oldest turnstile that impacts access

Future Initiatives

- ▶ The new Student Fieldhouse should allow for additional programming spaces for sport clubs and intramural leagues which will create more opportunities for informal recreation in the REC
- ▶ Additional space in the fieldhouse opens the opportunity to recruit student organizations and partner with them for programs and events in the field house and the REC
- ▶ Development of a plan to increase faculty/staff memberships with additional conversation regarding family access
- ▶ Facility initiatives include wheelchair accessible lockers, potential conversion of a racquetball court, addition of annual preventive maintenance for the ice machine, fans in the aerobics and conditioning rooms, and an HVAC project to repair leaks in the fieldhouse

By the Numbers

- ▶ 138,200: Square footage of the Recreational Eagle Center

▶ 208,558 total swipes into the Recreational Eagle Center

▶ 75% of UWL students swiped into the REC during the academic year

Student Quotes

“Working at Rec Sports was one of the best things that I did during college. It opened me up to so many new experiences and I met so many great people along the way. Not only is it a fun place to work but it also allowed me to grow both personally and professionally, the experiences that I’ve had while working at Rec Sports will impact me for the rest of my life!”

Hunter Sutter '22, Building Manager

FITNESS CENTER

The Fitness Center, which opened in October of 2018, is a state of the art 15,000 square foot space containing six different training zones that are filled with over 130 pieces of cardio and strength training equipment, artificial turf, and a private personal training room. The Fitness Center aims to serve the

UWL campus community by providing a safe and inclusive environment for everyone to embrace physical activity.

Accomplishments/Points of Pride

- ▶ Successfully gathered student feedback that initiated a 2022-2023 plan to update the equipment and layout on the second floor of the REC and in the Fitness Center
- ▶ Two new Fitness Center events were implemented to break down known barriers that still exist in participation such as confidence with new exercises. Despite low participation we continue to prioritize inclusive programming to make the Fitness Center a welcoming place for everyone

▶ Hosted the Wisconsin State Collegiate Weightlifting Meet

Challenges

- ▶ The Fitness center is often overcrowded, exceeding its enjoyable capacity
- ▶ Feedback generated from members highlighted that intimidation is high

TOTAL FITNESS CENTER VISITS

247,798

FITNESS CENTER VISITS	2018-19	2019-20	2020-21	2021-22
Total Visits	250,396	120,391	60,141	247,798
Average Users Counts / HR (Monday-Thursday)				56
Peak Average/ HR (Monday-Thursday)				86
Average User Counts / HR (Friday-Sunday)				35
Highest Count /HR	156	155	55	130

Future Initiatives

► In January 2023, a new space will be created in the Fitness Center which will encompass all high need equipment such as dumbbells, benches and cable machines in turn alleviating the congestion and intimidation of the current space. The second level of the Recreational Eagle Center will be re-designed to meet the needs of today's users

► Educational workshops aimed at removing intimidation for newcomers will continue and relocate to the aerobics room in the fall 2022 and 2nd floor for spring of 2023 which will provide a more private and conducive environment for everyone

By the Numbers

► 247,798: Total visits to the Fitness Center

► 130: highest recorded number of users in the Fitness Center during the year

Student Quotes

"Rec Sports has played a pivotal role in both my college experience and personal development. I can 100% say I would not be the person I am today if I hadn't applied and somehow miraculously got the job. Every single person who works at the REC are some of the best people I know, hands down, from my coworkers to the Pro staff, there isn't a time that I walked into the

close with them but just having that recognition means a lot and it shows the sense of community REC Sports has at UWL. In terms of personal development, I can say I'm more confident in myself and my speaking abilities and that's all thanks to my coworkers and pro staff for always believing in me when I definitely didn't believe in myself."

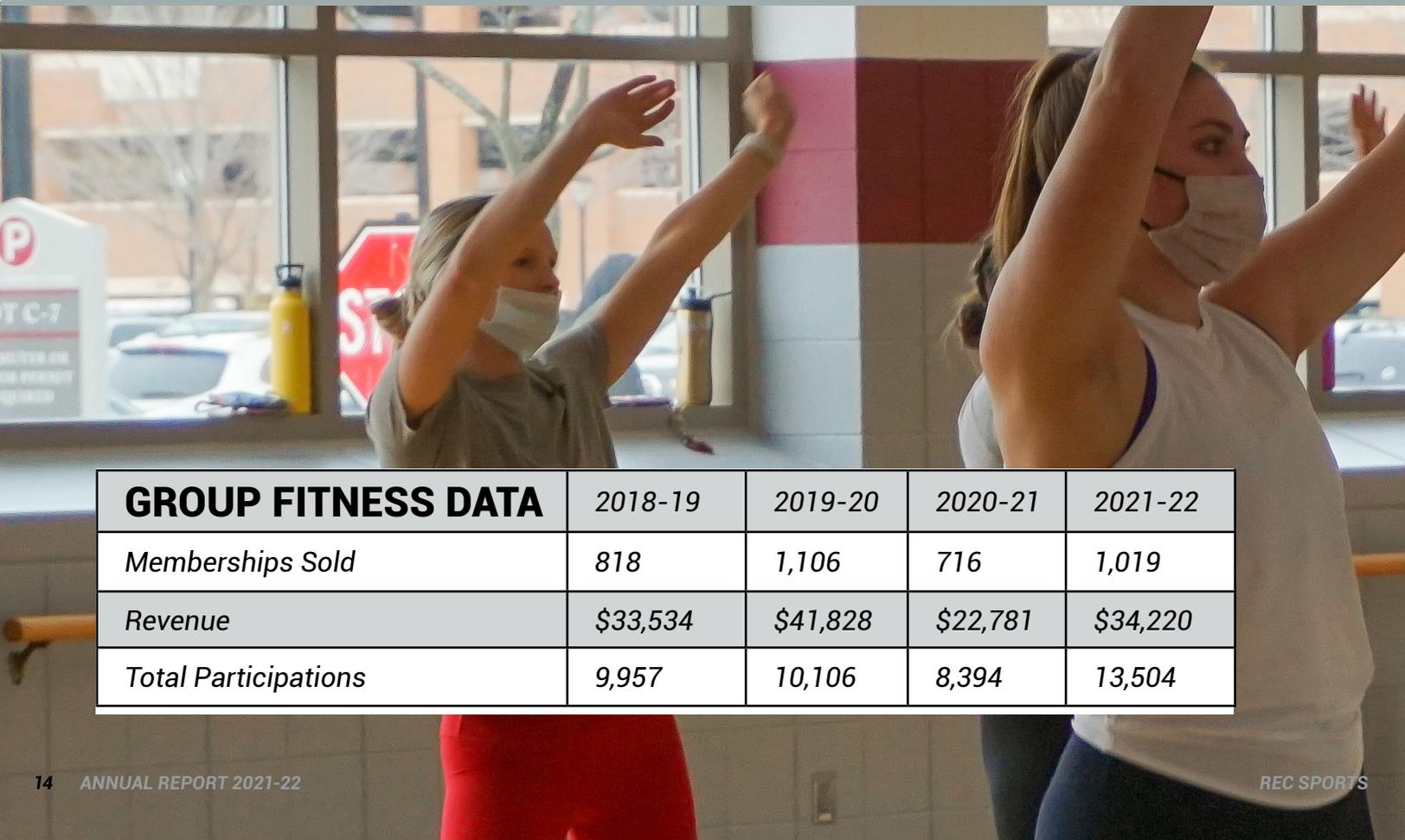
- Sydney Gentilli '23,

“ there wasn't a time that I walked into the REC and wasn't asked how my day was going or got a fist bump from someone.”

REC and wasn't asked how my day was going or got a fist bump from someone. You're just a part of something so much bigger and the people you get to connect with while working is endless. I've come to recognize so many faces outside the REC, not to say I'm super

Fitness Supervisor

"Some of my best friends I have met either at the REC or I've met through being part of the (Olympic Weightlifting Club) team. These friends to me feel honestly more genuine than "weekend



GROUP FITNESS DATA	2018-19	2019-20	2020-21	2021-22
Memberships Sold	818	1,106	716	1,019
Revenue	\$33,534	\$41,828	\$22,781	\$34,220
Total Participations	9,957	10,106	8,394	13,504

friends" or familiar faces I'll see in classes. This is due to having a common passion for not only the same sport but also for health and well-being, this in my mind is necessary for a balanced lifestyle. This team has provided me with a small family away from home!" -

Jane Handrick '25, Fitness Center Participant

FITNESS PROGRAMS

The group fitness program offers a wide variety of structured classes that are taught primarily by UWL students. These classes provide the UWL campus community with a fun and energizing way to meet their fitness goals under the direct supervision of a certified instructor. The Group Fitness program aims to provide members with as

much value as possible, such as a motivating atmosphere, encouraging instructors, effective workouts, competitive pricing, class variety, and times offered. A separate membership fee is required to participate in group fitness classes.

Our nationally accredited certified personal trainers help clients set realistic goals and build a customized program to achieve them. Whether they want to run their first 5k, learn how to back squat, or possibly ramp up their training for a competition, we match individuals with a trainer that best meets their needs.

Accomplishments/Points of Pride

▶ According to group fitness member surveys, 90+% felt that the environment was inclusive and welcoming

▶ 3 staff members received Rec Sports Mo McAlpine Student

Development Scholarships to help them pay for group fitness and personal training certifications

Challenges

▶ Attracting new instructors and trainers is difficult due to the high price tag associated with certifications and the low pay rate compared to other local facilities

▶ Participation in most group fitness classes dip 20-30% around midterms and finals

Future Initiatives

▶ Add an annual group fitness membership option

▶ Offering a program for purchase option which would allow personal training clients to purchase a low-cost specific program designed by a certified personal trainer

▶ Streamline the signup process from initial inquiry to first personal training



GROUP FITNESS PARTICIPATIONS

13,504



session which will allow for initiation of the service in a week or less

By the Numbers

- ▶ 13,504: group fitness participations

Student Quotes

"My freshman year, first semester at UWL I signed up for group fitness yoga classes and it helped create a very affordable and structured practice. Then a couple years later I was teaching yoga classes myself. I loved being a part of an active and health-centered workplace and school subculture."

-Cora Vogt '22, Group Fitness Instructor

"Rec Sports has positively affected my college experience in multiple ways, including creating friendships, building upon friendships, allowing me to step out of my comfort zone, and gain a lot of confidence in myself. With the strength and power group fitness class specifically, I have been able to surpass my lifting goals multiple times due to the help of the instructor and others in the class. I feel safe and supported lifting heavy weights and that helps build my confidence in myself and push myself when working out alone...Rec Sports allows me to take a break from all my classwork, hang out with friends and clear my mind while doing the things I love, working out, staying fit, and getting stronger."

-Mandie Schwarz '24, Group Fitness Participant

INTRAMURAL SPORTS

The Intramural Sports Program seeks to promote a healthy lifestyle by providing physical activity outlets that meet the competitive and recreational needs of the campus community. The program also 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. Intramural sports continue to be one of the most popular extracurricular activities for students at UW-La Crosse.



During the academic year, students have the opportunity to participate in team sports like basketball and flag football to dual/individual sports like bag toss and badminton. Each activity offers various ways to participate, including gender-specific and co-rec leagues (“A” leagues for competitive teams and “B” leagues for recreational teams) along with singles and doubles availabilities in racquet sports. Of course, the goal for participants is to bring home one of the coveted intramural championship t-shirts, but the program strives to include as many members of the campus community as possible all while creating and maintaining a safe, fair and fun environment.

Accomplishments/ Points of Pride

- ▶ Strong participation in intramural sports following hiatus due to COVID-19
- ▶ Overall program facilitation went well considering the challenges of returning to play
- ▶ An intramural team competed at the WIRSA State Basketball Tournament, at the NIRSA Region III Basketball Tournament and at the and at the NIRSA National Basketball Tournament
- ▶ Three student staff worked at the WIRSA Basketball Tournament hosted at the University of Wisconsin – Eau Claire

Challenges

- ▶ Adjusting to regular intramural sports programming after two years of minimal in-person programming was challenging due to the need to hire and train an almost completely new student staff of officials, scorers, and supervisors. Only 2

of 15 supervisors had supervised intramural sports pre-covid

- ▶ Enforcement of the University’s mask policy
- ▶ Staff turnover throughout the year

Future Initiatives

- ▶ Improve official morale. Pre-COVID19, we had a fantastic officiating program. There was a lot of buy-in from students and we hardly had officials quit. We also offered an official of the week “award” to officials that were nominated and voted on by their peers. Bringing this program back, along with offering more team bonding activities, and reviving the Student Officials Association will help team morale and hopefully encourage officials to apply and retain their positions
- ▶ Offer one-day tournaments for participants who aren’t looking for the commitment of a league
- ▶ Increase social media presence for the entire intramural sports season

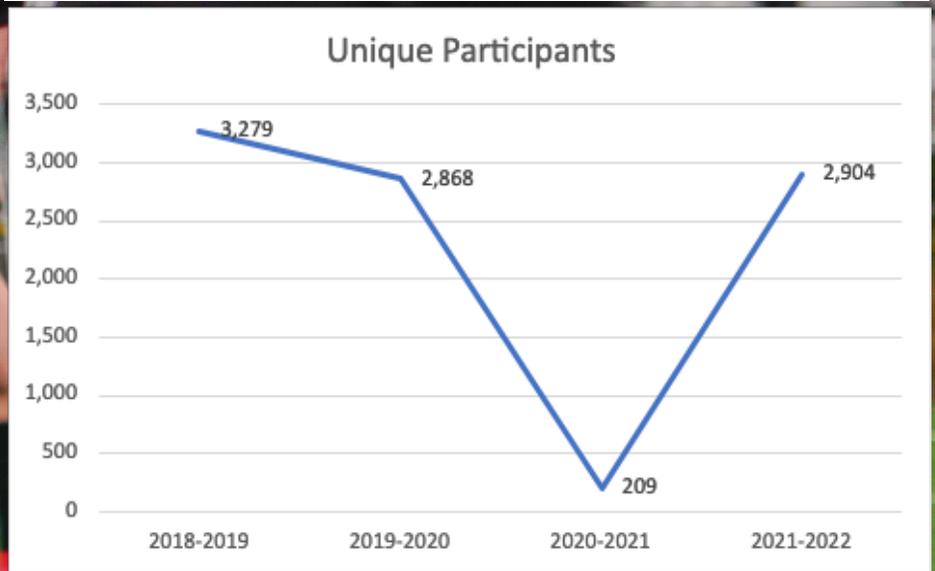


Intramural Co-Ed Soccer



INTRAMURAL PARTICIPATION

Number of individual students who played in an Intramural Sports league



	2018-19	2019-20	2020-21	2021-22
Unique Participants	3,279	2,868	209	2,904
Participations	39,504	28,155	519	28,257
Games/Contests	4,485	3,485	200	2,903
Average Games per Participant	8.81	8.08	2.6	9.73
Teams	1,300	1,240	222	983



“It’s an awesome time to relieve some stress, exercise, and hangout with your friends! I have made some incredible friendships.”

By the Numbers

- ▶ 2,904: Total unique participants
- ▶ 28,257: Total participations

Student Quotes

“Rec Sports and intramural sports are a really great “escape” from reality – aka - from your schoolwork and busy class schedules. It’s an awesome time to relieve some stress, exercise, and hangout with your friends! I have

made some incredible friendships through Rec sports and intramurals that I know will last a lifetime!”

Matt Vandenberg '24,
Intramural Sports Participant

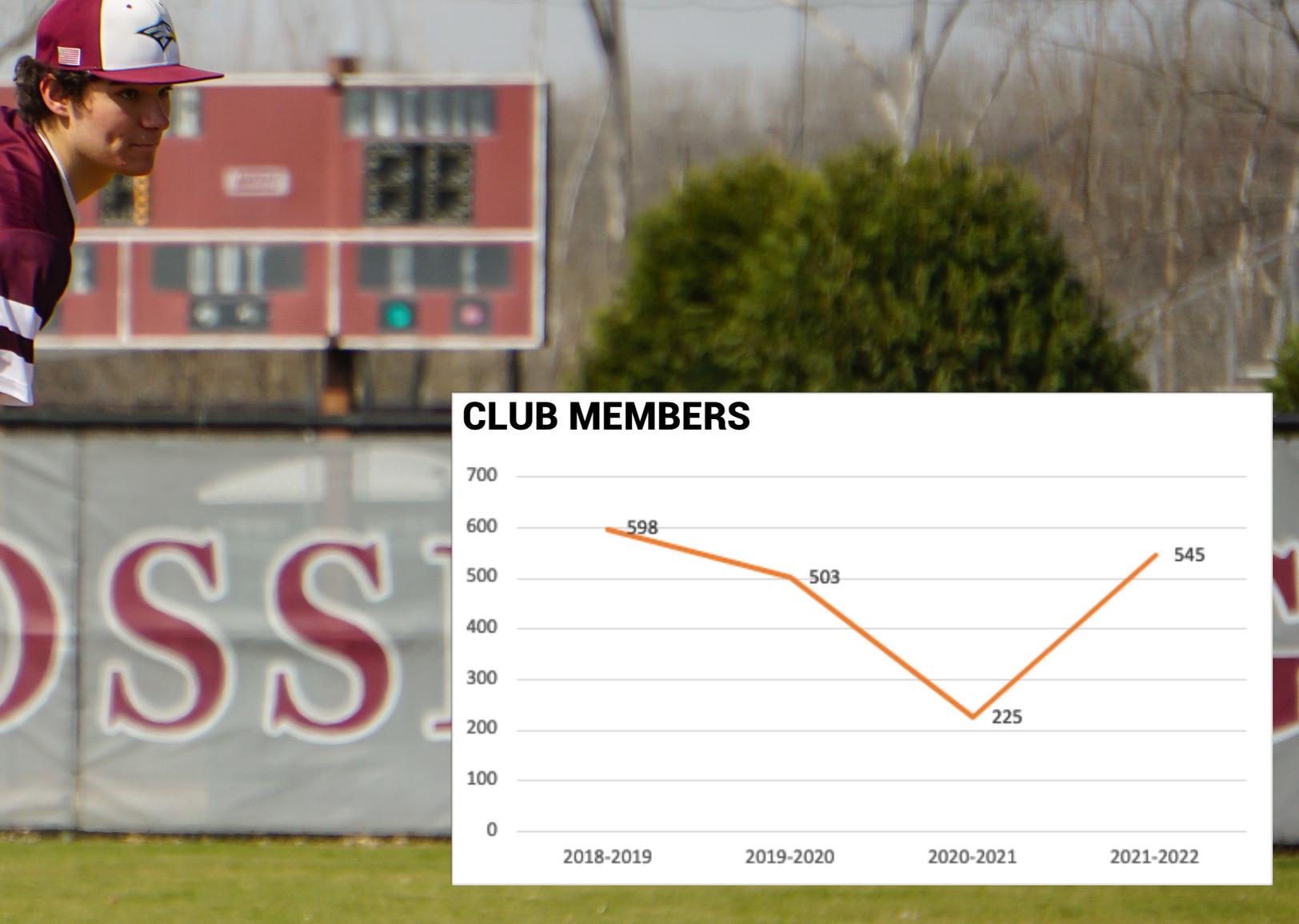
“The REC is a place where I not only developed professional skills such as; problem solving, communication, adaptability, and leadership, but personally as well. There was a lot of curveballs, ifs, and maybes during my college experience, but through it all I

always had the Rec to come back to. I knew I could count on my co-workers and pro staff for things like advice, a good laugh, or just someone to talk to. The Rec is truly a family and I appreciated every moment that I spent during my time working there as it transformed my college experience.”

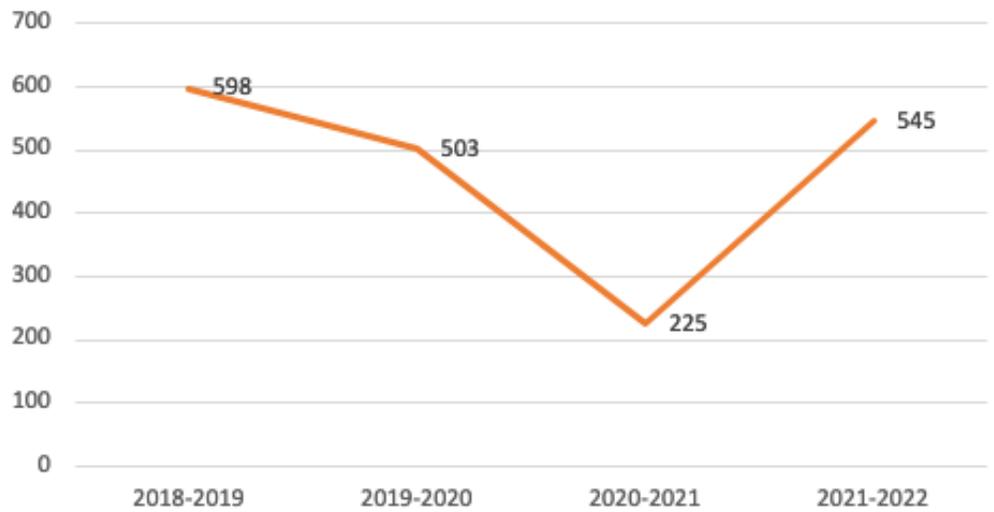
Thomas Loehner '22,
Competitive Sports Supervisor

SPORT CLUBS

The Sport Club program is committed to developing, promoting, and providing leadership to activity and competitive oriented clubs. Club membership provides students with an opportunity to build and improve both athletically



CLUB MEMBERS



and through leadership opportunities. Students are given hands-on experience with leadership, travel, budgets, marketing, promotions, and fundraising while participating in an activity they love. These experiences provide practical skills and establish a base for a successful post-college life.

Accomplishments/Points of Pride

► This was the first year with Ali Tackett overseeing both intramural sports and sport clubs. While there were some **challenges** with balancing these two programs in the fall, the spring semester was a success thanks to

increased time spent developing relationships with the students

► The Sport Club Executive Council created resource videos for officers to reference. These videos are located on the sport

club website for officers to look at whenever they have a question

► In-person officer training was reinstated for the 2022-2023 sport club officers. Training consisted of informational slides, lectures,

Sport Club Data	2018-19	2019-20	2020-21	2021-22
Clubs	24	20	22	23
Club Members	598	503	225	545
Home Events	50	40	0	36
Away Competitions	109	92	0	99
Miles Traveled	49,826	46,269	0	36,916
Dues Collected	\$54,949	\$61,895	\$0	\$49,440
Sport Clubs SUFAC Budget	\$30,855	\$30,855	\$30,855	\$30,855

“ I have gained countless friends and memories from this program and have loved every second of being involved with it

videos, interactive group discussions, and snacks. Equity, diversity and inclusion topics were discussed

- ▶ For the first time, sport clubs were invited to participate in UWL's Giving Day efforts. Four clubs participated, raising \$2,802

Challenges

- ▶ Adjusting to in-person programming after being virtual/having limited programming for the last two years. Many club officers did not understand their roles or the rules of the sport club program due to the gap of in-person programming. There were also some clubs that struggled with recruitment and retention

- ▶ Enforcing masks of club members, visiting participants, and spectators for indoor home events

- ▶ Understanding the budget and working in WISER/ShopUW+ at the beginning of the year. This improved greatly by second semester, but Ali is still hoping to hone in on budget skills and appropriately spending the budget in the best interest of all sport clubs

Future Initiatives

Increase social media presence and repair the disconnect between Rec Sports and the club officers on how to share content

Create a new Safety & Risk Student Coordinator position which will help with monitoring club paperwork

By the Numbers

- ▶ 454 club members
- ▶ \$49,440 total dues collected
- ▶ 36,916 miles traveled

Student Quotes

“The sport club program has been incredible for me. I have gained countless friends and memories from this program and have loved every second of being involved with it. I have been able to travel all around the country because of it and beat division one schools in the sport I love; nothing can compare to that.”

Andrina Savor '22,
Archery Club President and
Executive Council Member

“I truly believe that Rec Sports is the reason I became the person I am today, as it helped me break out of my shell, grow my confidence to a whole new level, gain and improve life skills, and meet some of the most amazing people in my life. My experience and time with Rec Sports will never be forgotten and I will cherish the lessons I've learned as I tackle every challenge from here on out.

Danielle Weiss '22
Women's Hockey Club
President, Executive Council
Member & Competitive Sports
Student Coordinator

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.

Accomplishments/ Points of Pride

- ▶ Hosted a Professional Climbing Instructors Association Indoor Climbing Wall certification course

- ▶ Increased Women's Night at the Climbing Wall programming to occur more often, bi-weekly

- ▶ Hosted the return of Women on the Wall (WOW), a climbing empowerment event

- ▶ Hosted a Queer Night at the Climbing Wall

Challenges

- ▶ The climbing wall structure has reached its end of life. A refurbishment is necessary to continue operations

- ▶ Some equipment brands are asking that university outdoor and climbing wall programs formalize their business relationship by setting up a merchant account. Business Services does not want to do this. The results of not entering this relationship are a loss of discount pricing which saves us 40%-50% off retail

- ▶ The climbing wall has experienced a higher-than-average turnover in recent years, which has burdened our staff



- ▶ Shortage of interested and qualified route setters

Future Initiatives

- ▶ Host a PCIA Climbing Wall Instructor Certification
- ▶ Re-join the Wisconsin Indoor Climbing Series and host a bouldering competition
- ▶ Begin the feasibility study phase for the remodeling of the climbing wall

By the Numbers

- ▶ 3,219 visits
- ▶ 695 unique users

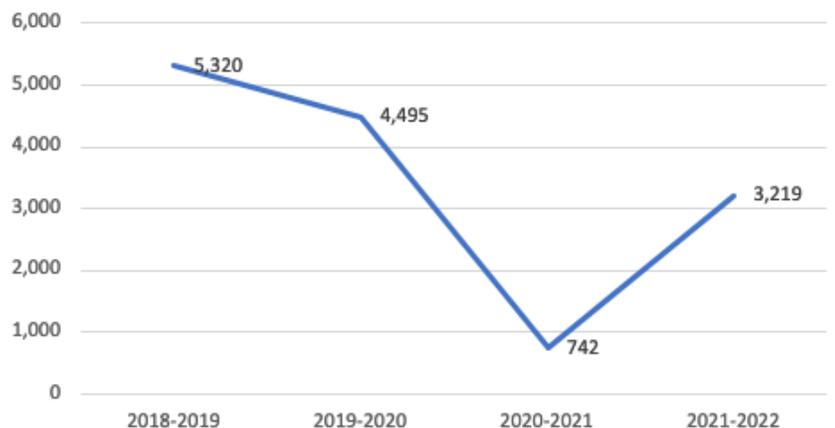
Student Quotes

There are lots of applicable skills that I am developing in this position. Independence and leadership will translate well into any career path that I choose!"

Matthew Chen '23
Climbing Wall Supervisor

“ Independence and leadership will translate well into any career path that I choose!”

WALL PARTICIPATIONS





Working for Rec Sports sets you up better as a person heading into your career with a better and more refined skillset.



OUTDOOR CONNECTION

The Outdoor Connection provides quality outdoor gear rental, resource information, skill clinics, 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 experience can have a profound impact on all involved.

Accomplishments/Points of Pride

- ▶ Re-started the Trips Program and Outdoor Recreation Community after being shut down due to COVID-19
- ▶ Moved Outdoor Connection operations and service counter from the temporary location to the newly remodeled space
- ▶ Received \$13,200 from the Green Fund to continue supporting the Green Bike program for the next 3 years

Challenges

- ▶ Delays with the remodeling project caused Outdoor Connection to be in a temporary space for much of the year, reducing the quality of service we can provide

- ▶ Preparing students to lead extended break trips this year took extra time and consideration. Lack of extended break trips over the last 2 years impacted our ability to host extended trips this year. Typically, being a participant on an extended break trip is a prerequisite to leading such trips
- ▶ Low registration for the annual Wilderness First Responder caused the cancellation of the course, thus impacting trip leader readiness

Future Initiatives

- ▶ Complete the transition into the newly remodeled service area
- ▶ Restructure trip leader training to include focusing of learning outcomes on the skills needed to lead overnight



and day trips rather than multi-day backcountry trips

- ▶ Develop partnership with Rec Management faculty to provide students the opportunity to use a bicycle that is specifically designed for individuals with disabilities

By the Numbers

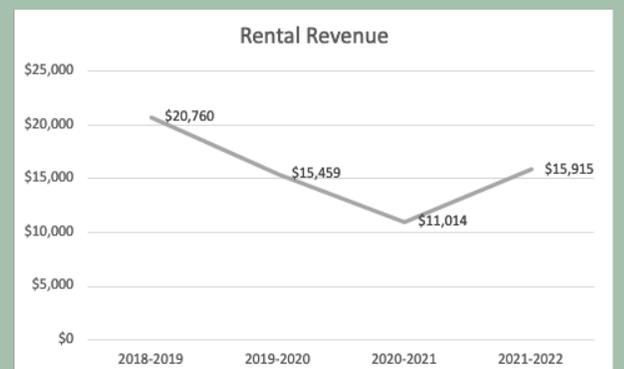
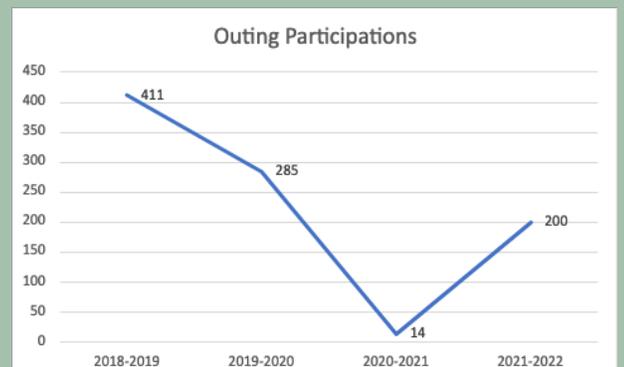
- ▶ 200 outing participants
- ▶ 48 outings

Student Quotes

“Working for Rec Sports was an amazing opportunity for me to gain real skills in a busy and fun environment...I learned

or enhanced so many skills that most or all employers are looking for such as, time management, leadership, equity, diversity, and inclusion efforts, collaboration, customer service, communication, and many more. You may not get paid as much as working other places but working for Rec Sports sets you up better as a person heading into your career with a better and more refined skillset.”

Thomas McManaway '21 & '22, Outdoor Connection Graduate Assistant





EZONE Data 2021-2022

Total Visits	3,454
Unique Users	685

EZONE ESPORTS & GAMING

Accomplishments/ Points of Pride

- ▶ Opened the space on February 22, 2022 to much buzz on campus. Within one week, the facility already had 209 unique users
- ▶ Rec Sports has a wonderful relationship with Information Technology Services, which allows us to easily manage the increased technology needs of the space

Challenges

- ▶ Metactix, our PC management software, did not work as expected. The software is plagued by numerous bugs and does not work as promised

▶ While the space was opened in February, supply chain and other issues prohibited the space to be fully featured. The space did not open to the public until June 13, 2022

Future Initiatives

- ▶ Replace Metactix with another software option, creating a better customer experience
- ▶ Increase programming within the space to engage a broader audience and create a larger sense of community

By the Numbers

- ▶ 3,454: Participations
- ▶ 685: Unique users

Student Quotes

"Being able to go to the EZONE has benefited me in many ways. The

EZONE is a very fun and easy way to pass free time. I can play with friends, destress from things like finals, and even meet new people. The other frequent users of the EZONE are all friendly and approachable, it is not difficult to invite them to a game."

Nicholas Klahr '25'
EZONE Participant

"Rec Sports and the REC is the main hub of social interaction! Even before my job, this is where my friends would meet to use the courts or to work out together. I play videogames as a hobby, so I jumped right in when I heard they are hiring workers for the EZONE. So far, I've fit right in with the room and the community. I've been having such a blast working here at the REC."

David Schoening '25, EZONE
Representative

INSTRUCTIONAL PROGRAMS

Instructional programs are non-credit classes that typically provide personal enrichment, training and skill building. The instructors are certified and have direct experience within the discipline. Classes are available throughout the year and include self-defense and American Red Cross certification courses.

Accomplishments/Points of Pride

- ▶ Self-defense classes continue to be extremely popular and are a quality collaboration with University Police
- ▶ Added a Red Cross First Aid/CPR/AED instructor with Jeff Keenan joining the team in July of 2021
- ▶ Successfully introduced blended learning certification

courses, reducing the time commitment for instructors

Challenges

- ▶ Challenging to grow program due to limited resources and availability of pro staff
- ▶ Have not offered an instructor trainer course in three years, making it difficult to recruit new instructors who are not professional staff members

Future Initiatives

- ▶ Consideration of more than one self-defense class per semester to accommodate the high demand; recommendation to add mace training to class
- ▶ Transition to blended learning certification classes only

By the Numbers

- ▶ 43: self-defense class participants

- ▶ 77: Red Cross certification course participants

Student Quotes

"We learned completely helpful and useful information during this class that was well worth the time and small fee. The class is necessary for this stage of life and for the increased harm around us. We can't rely on others to help us in time of need - and we can't rely on the fact that people should be normal and not pose a threat to us. Instead, this class brings you to the harsh reality of this world and our need to be smart and aware."

"I learned how strong and capable my body really is - I now have a greater confidence in my abilities. It was extremely helpful to have an instructor like Officer Dustin to show us how to efficiently and effectively use our bodies in case of assault or scare."

PARTICIPATION

Self Defense	2018-2019	2019-2020	2020-2021	2021-2022
Participants	43	17	0	43
Revenue	\$517	\$204	0	\$519
Red Cross				
Participants	76	70	70	77
Revenue	\$4,384	\$4,020	\$4,224.80	\$4,451.70



ATHLETIC TRAINING SERVICES

Following collegiate recreation best practices, athletic training services are provided primarily to the 500+ sport club athletes. When time allows, intramural sports participants and other facility users may be seen by the Athletic Trainer.

Accomplishments/Points of Pride

- ▶ For the first time, served as site for the ESS 328 field experience course, as well as several shadowing/observation experiences, which serves to promote and educate interested students about the athletic training profession and its value, especially in a "non-traditional" setting like campus recreation
- ▶ Established collaborative working relationship with Student Health Center administrators, providers, and physical therapy department, formalizing guidelines for patient populations served, easing patient load, and

streamlining consult & referral process for sport club athletes

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 availability of appointment times for athletes and the volume of athletes that could be seen for injuries or treatments on any given day
- ▶ Understanding among clubs, as well as tracking of, required sport club paperwork, including risk & liability waiver, concussion form, and medical history form, for 500+ athletes and subsequent enforcement of and adherence to player eligibility policies
- ▶ Lack of awareness of athletic training services available among sport club teams, particularly those who practice off-campus or are considered low risk sports

Future Initiatives

- ▶ Hopeful shared access to additional athletic training space in the new Student Fieldhouse to allow for the opportunity to

see multiple athletes at a time for injuries, treatments, rehab, etc.; plan to creatively rearrange and add new shelving/storage solutions in current athletic training space within REC to better utilize space to allow for 2:1 appointments at the very least

- ▶ Creation and hiring of Student Coordinator of Safety and Risk position, who will report to the Rec Sports Athletic Trainer beginning Fall 2022 and assist with behind-the-scenes administrative tasks, including but not limited to, tracking of sport club paperwork and IMPACT tests, inventory and stocking of departmental and sport club first aid kits, and assisting with safety and emergency response training for both Rec Sports staff and sport club officers
- ▶ Serve as potential preceptor and clinical site for students in the UWL Athletic Training Program

By the Numbers

- ▶ 175: hours of event coverage
- ▶ 502: Athletic training encounters

SPECIAL EVENTS

The Special Events Program offers a variety of unique activities that focus on building community, such as races, sports tournaments, and much more. Special events provide students with the opportunity to try something new in a single day or evening activity with little to no cost and can attract a diverse population that may not typically use the REC.

Accomplishments/ Points of Pride

► Merging the graphic designers and event supervisors to create the engagement team. This was a great change that helped improve communication, relationships, and the end result

► The return of the 26th Annual Turkey Trot 5k. After one year off due to COVID, we were ready to bring the community back to UWL for this fun run/walk. 569 participants registered for the race

► Partnering with student organizations and campus departments on various events such as CAB for Game Night and Night on the Slopes, Dining Services for Find Your Fuel and Students for Sustainability for the Campus Clean Up, helped stretch our reach

Challenges

► New Sponsorship requirements instituted by Business Services and the increased complexity of city permits made planning for the annual

Turkey Trot 5K more time consuming and complex than ever before

► During fall semester it was difficult at our larger events to ensure that all participants were following mask policies correctly

► Low student engagement with Rec Sports special events

Future Initiatives

► Further integrate the marketing and events team by updating job titles. These job titles better encompass all that the positions do (plan and execute events, build and schedule social media posts, poster on campus, table for events/programs, collaborate with other service areas, and more)

SPECIAL EVENT
PARTICIPATIONS

3,138



“I love meeting new people and Rec Sports has awesome opportunities to do so

- ▶ Implement a system to send out volunteer and participant surveys as soon as possible when an event is finished

By the Numbers

- ▶ 3,138 total special event participations
- ▶ 569 Turkey Trot runners

Student Quotes

“Rec Sports has been a pivotal part of my life all through college. From being a student participating in Rec Sports program offerings to becoming part of the staff my 2nd year. I feel like I have grown into a professional adult throughout my time at the REC and it is directly responsible for the person I am today. Being a staff member and part of this awesome community shaped me, a very shy and introverted student, into a confident leader through all of the amazing experiences I have had here at the REC. I am proud of the things I have accomplished here at the REC and take pride in myself and my abilities. The skills I have learned through my employment have prepared me for the professional world outside of college. I am so glad to have had the opportunity to work with some of the amazing staff at the REC and serve our campus community by being a part of some of the awesome events we put on.”

Linnea Ryan '22,
Events Student Coordinator

“I love meeting new people and Rec Sports have awesome opportunities to do so. The staff are incredibly welcoming and make sure that everything is running smoothly.”

Rachael Brochtrup '24,
Events Participant

PROMOTIONS

The promotions team supports the Rec Sports Department's various programs by creating and coordinating the dissemination of print, digital, and social media communication.

Accomplishments/Points of Pride

- ▶ Rec Sports purchased new design and social media management software which allowed us to create engaging content with a high level of efficiency
- ▶ Re-introduced the “REC Report” a weekly social media story that summarized important Rec Sports news and opportunities

Challenges

- ▶ Reduced bulletin boards on campus make it more difficult to reach students
- ▶ Rec Sports is one department to market, however within our department there are 10 program areas to market. It is a challenge to make sure we are posting all programming content while also staying relevant and having simple/fun posts. To students it may seem like information overload when there are a lot of events happening in a short period of time

Future Initiatives

- ▶ Develop a Marketing & Communications plan for Rec Sports
- ▶ Implement more marketing avenues beyond Facebook, Instagram, posters, and digital displays to engage a larger audience

By the Numbers

- ▶ 1,012,626: social media impressions during the spring semester
- ▶ 16,728: likes on social media during the spring semester into all Rec Sports signature events,

Social Media Data (Spring Only Data)	2020-2021	2021-2022
Followers	4,148	4,905
Impressions	1,057,058	1,012,626
Interactions	12,810	21,174
Posts	78	75
Likes	9,121	16,728
Comments	848	1,371
Post Shares	807	372

Special Events	2018-19	2019-20	2020-21	2021-22
Moonlight Mile	197	149	0	400
REC Fest	1,359	1,224	32	1,300
RECTober Fest	157	218	10	200
Turkey Trot	726	866	0	569
Battle Ship	66	0	28	80
Night on the Slopes	86	211	159	183
Other Events	860	399	389	406





1725 State Street
130 REC
La Crosse, WI 54601

608.785.5225
www.uwlax.edu/recsports