

2017-18

ANNUAL REPORT





Contents

- 4 Our Mission, Our Values
- 4 Director's Message
- 5 Strategic Initiatives
- 6 Student Development
- 10 Facilities
- 14 Strength Center
- 16 Informal Recreation
- 18 Intramural Sports
- 22 Special Events
- 24 Sport Clubs
- 28 Group Fitness
- 30 Instructional Programs
- 33 Promotions
- 34 Climbing Wall
- 36 Outdoor Connection



Our Vision, Mission & Values

Vision

A thriving community enjoying active and healthy lives.

Mission

The Recreational Sports Department enhances 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



Sue White
Director

Dreams do come true!

21 years of dreaming about an addition to the Recreational Eagle Center became reality on October 11, 2017 as a fence was assembled around the perimeter. This past year has been an exciting time for campus as we watch REC 2.0 grow from ground up. We want to thank Tyler Reining, project manager (UWL Facilities Planning and Management), for his dedication to the construction project. This will be a state-of-the-art 15,000 sq. ft. fitness center and 15,000 sq. ft. multi-activity court that will truly enhance the recreation experience of our UWL community.

Hello and goodbye!

This Fall 2018, we welcomed Whitney Burrell to our team as the Coordinator of Sport Clubs and Events. Whitney has been a great addition as she brings new energy and perspective to our department, 25 sport clubs, and the special events program. We look forward to Whitney providing consistency in leadership, as she is the third professional in this role over the past three years.

The year ended with two professional staff resignations. Rachel Berry, Office Manager, left UWL after 5 years for a fantastic opportunity at UW-Madison that moves her closer toward her goal of a career in student affairs. We also say goodbye to Dennis Kline, Strength

Center Manager, after 20 years at UWL (8 years with Rec Sports). We wish Dennis and his family well as they pursue opportunities in their home state of Ohio. We are very appreciative of Rachel and Dennis's dedication to our department and all they have done for Rec Sports. We will miss them both for many reasons.

I want to thank the entire Rec Sports Team for their commitment to a positive recreation experience for our students, faculty, and staff. Please read on in this report to learn about all of the exciting programs and initiatives that happened in 2017-18.

2018-19 Strategic Initiatives

Goal #1:

Develop a comprehensive equity plan by May 2019 following the equity liaison steering committee's guidelines to be implemented by Fall 2019

Goal #2:

Evaluate employment practices in order to continue being a department where students want to work while developing transferable skills for lifetime successes and relationships by August 2019

Goal #3:

Create a marketing plan for the department by February 2019

Goal #4:

Create and implement a student ambassadors program for Rec Sports during the fall semester of 2018



Student Development

We employ over 250 students annually

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 general 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.

Based on 18 non-returning students, Rec Sports continues to be the primary vehicle in which students develop skills as well as develop lifelong relationships. The following percentages agreed or strongly agreed that the skills listed below improved as a result of their employment:

Conflict resolution	94%
Leadership	88%
Organization	88%
Self-confidence	100%
Time management	88%
Verbal communication	88%
Written communication	83%

Some comments about these skills include:

I feel as though I’ve gotten a lot of positive, relevant experience that I can use for future careers. This job has made me aware of things that I need to work on and given me the encouragement to become a better employee. I felt like I had leadership positions throughout the year and hopefully had a positive impact on other students around me. Marina Garcia, Graduate Assistant

I would not be where I am today without Rec Sports. This job has opened my eyes to a career field I never would have stumbled upon on my own. I owe all of my experience and best friendships to Rec Sports. Rec Sports has by far been the best part of my college experience and I’m not just saying that, it truly helped

me find my calling. Hannah Murphy, Outdoor Connection Representative

The following statement summarizes the entire Recreational Sports employment experience:

Rec Sports has been my favorite place that I have ever worked by a long shot. The people, the environment, the job, the opportunities, the experience... this job has done so much for me. I have gained priceless experience here at the Rec, and has given me confidence that my career path of Recreation Management was the right choice for me. The coworkers I’ve had here aren’t just coworkers... they are friends, best friends, boyfriend, and family. Everyone truly cares about everyone else in the Rec, and that creates such a welcoming and friendly environment. I very much look forward to going to work, which isn’t always common. I’ve had such amazing opportunities I wouldn’t have had anywhere else...getting my Wilderness First Responder certification, traveling across the country to see some of the most beautiful places I’ve ever been, attending a major conference in my field (AORE) to further my professional development, and volunteering in SAC to be able to understand that human resource/ management side of the table with policies/procedures and the entire hiring process. I’m overwhelmed with just how big of an impact the Rec and OC specifically have had on my life. It’s not a lie to say that this has been the highlight of my college career, and has changed me for the better. THANK YOU! Ella Luepke, Outdoor Connection Representative

STUDENT COMMITTEES

B.E.S.T. Committee (Building Exceptional Service Together)
The B.E.S.T. Committee was initiated to promote and maintain a comfortable, welcoming, and customer service atmosphere for

staff members and participants. The committee does this through the following channels: (1) customer satisfaction - comment cards, electronic surveys; and (2) staff involvement - socials, recognition cards and incentive program, Facebook group page, volunteer opportunities, and community service. This year, B.E.S.T. also coordinated fundraising for student development as the committee was merged with L.E.A.D., Leadership, Excellence and Development (effective January, 2016-May, 2017) that was initiated for raising money for scholarships.

B.E.S.T. ACCOMPLISHMENTS

- Successfully hosted annual service staff events for Thanksgiving, holiday party and RECspys
- Coordinated supplemental staff apparel
- Organized staff socials for corn maze, bowling, and a staff lock

Fundraising

- Hosted successful fundraisers with bake sale (\$78) and event at Senor Villas (\$300 donation)
- Received funding for promotions with Hi Chew (\$100) and Tic Tac (\$200)
- Received alum donation for \$100
- Awarded two development scholarships as reimbursements for two students to attend AORE (\$500)

Emergency Response Team (ERT)
A student team that seeks to ensure the readiness of the department for any potential emergency, ERT evaluates emergency action plans related to medical, weather and potentially threatening/violent situations, and strives for efficiency in upholding accident, incident and injury protocols. Throughout the year, ERT conducts “red shirt reviews” to simulate medical

emergencies in an effort to help team members become comfortable when dealing with injuries and emergencies.

ERT ACCOMPLISHMENTS

- Successfully implemented new committee membership requirements
- Initiated new review process with scenario based training
- Launched inaugural Health Care Services Fair
- Hosted two sessions of ALiCE training with University Police
- Hosted Stop the Bleed training session led by Tri-State Ambulance
- Incorporated ERT members into first aider coverage of club competitions
- Instituted electronic accident reports through Connect2 and new tracking sheets on OneDrive

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.

SAC ACCOMPLISHMENTS

- Revised student staff evaluation that was implemented fall semester
- Revised staff apparel policy
- Incorporated redacting into staff applications to eliminate bias in review process
- Evaluated forgot ID policy and maintained existing process
- Coordinated employment process that led to the successful hire of 37 new team members

SINC (Student Inclusive Networking Committee)
Initiated as a class project by Stu Swanson in Fall 2016, SINC serves to

create a welcoming, safe, inclusive space for all participants and staff within Recreational Sports. This committee aims to accomplish this by working with campus partners to create educational diversity training and programming. SINC is also working to ensure policies and resources on diversity and inclusion are transparent and accessible via the Rec Sports website.

SINC ACCOMPLISHMENTS

- Created and implemented inclusive activity with each program during weekly staff meeting
- Continued conversation regarding development of web page for Rec Sports initiatives and resources

STUDENT DEVELOPMENT ACCOMPLISHMENTS

- Revised and implemented new service staff evaluation form
- Created electronic staff recognition process with REC 10 form on Connect2

- Awarded two scholarships for AORE Conference
- Presented Director’s Award at the RECspy’s to the deserving students who best represent the department; recipients were Jacob Feinas, Krissy Klingbeil, Logan Chrisler, and Isaiah Thomas (three-time consecutive winner)
- 1 student attended WIRSA Conference hosted by UW-Parkside; 4 students attended Lead On at Southern Illinois University; 3 students and Nathan Barnhart attended AORE conference in Roanoke, VA; 1 student attended WI Parks and Recreation Association Conference and Academy of Leisure Science; 1 student attended the WI Athletic Training Association Annual State Conference; no students attended NIRSA this year
- 2 service staff members attended the LeaderShape Institute during spring break
- Successfully combined L.E.A.D. and B.E.S.T. committees

- Reinstated staff lock in with 15 attendees
- ERT instituted many new initiatives that kept committee members engaged and training practices active
- Employed approximately 272 students with 8% diversity (excludes 16 students who chose not to indicate race)
- Hired 37 new 2018-19 service staff members with 16% diversity

CHALLENGES

- Though numbers were minimal for B.E.S.T., the commitment was appreciated and accomplishments were made; the ability to keep volunteer committees active will continue to be a challenge
- Restructuring of the graduate assistants (competitive sports/ events, facilities, student development) was a work in progress, particularly at the beginning of the year; teamwork, persistence, and dedication by graduate and professional staff members led to strong communication and successful integration
- Staff training sessions and scheduling continue to be a challenge to ensure optimal learning of position, balance of interactive and engaging training, particularly with presentations, and development of relationships

2018-19 INITIATIVES

- Implement departmental goal to evaluate employment practices to ensure students want to continue working with Rec Sports while developing transferable skills for lifetime successes and relationships
- Integrate lightning talks during staff training to minimize sit time during

- departmental trainings
- Create “post-training” concept that extends beyond staff training week
- Consider blended learning method for training materials and resources
- Restructure duties and integrate five event supervisors rather than three supervisors and a graduate assistant
- Consider student coordinators for programs other than intramural sports





Facilities

The original Recreational Eagle Center 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 a Strength Center. Programs are

also offered in Mitchell Hall, a shared facility with Exercise and Sport Science, Athletics and Rec Sports. Outdoor activities take place at the Veterans Memorial Sports Field Complex, North Campus fields, and new this year, an outdoor soccer turf field.

With a projected completion date early Fall 2018, REC 2.0 includes a 15,000-square foot fitness center on the first level with 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; and a 15,000-square foot multi-activity court on the second level for use by sport clubs, intramural sports, and informal recreation.

The greatest highlight for this facility report is the construction of REC 2.0. At the time of publishing this report, the addition is well underway and projected to be done near the start of Fall, 2018. The expansion became a reality on October 11, 2017 with the construction of a fence surrounding the footprint of 15,000-square feet.

The completion date was originally projected for July 31, 2018. However, challenges along the way, such as unusable soil and an extended winter season into a very snowy April, have pushed that date back to early September. Once given the keys, it is anticipated that it will take approximately one week to assemble the strength equipment and set up the Fitness Center. We are excited to introduce students to their new spaces and have every intention of making them open, welcoming places to work out and play. Trinkets are being

designed and purchased for giveaways during an opening celebration of REC 2.0.

With the excitement of the addition comes some challenges, as listed below:

- Original understanding from architect discussions regarding flooring on the second level was that it would be owner purchased, however it was included in the bid process; final product was negotiated to include an additional

- 2 mm from specs
- Though windows in the personal training room were included in the design, administration has not approved them at the time of publication
- Chiller line was hit during the digging process that halted work for a day
- Location of sleeves for the volleyball standards do not allow for officials stands between each court; most likely only play on 3 courts



competitively

- Specs for window frames for the entire facility were the wrong color; installation of correct windows is delayed one month
- Temporary plastic coverings for windows vs. actual windows may hinder moisture content of concrete and impact installation of flooring surfaces
- Basketball hoops for the east/ west basketball court would hinder play on volleyball courts so main basketball court was eliminated
- Soccer lines were not included in the original design; further discussion added badminton lines for a total of 4 lined activities (badminton, basketball, soccer, volleyball)
- Specs included paper towels and hand dryers that are inconsistent with the rest of the building; new plan is to eliminate the towel

dispensers and install higher grade dryers

- Since elevator is inside Fitness Center, a card reader will be added to the plan to restrict access when the Fitness Center is closed; an accessible door was added to the southwest corner of the track to allow wheelchair access to the multi-activity court when the Fitness Center is closed
- Washer and dryer hook ups were not included in the design (discussed basement location); new placement has them installed next to existing machines in OC

Special thanks to Sue White, Director, and Tyler Reining, Project Coordinator from Facilities Planning and Management, for their collaboration, communication, and attention to detail throughout this project.

Though somewhat delayed, the soccer

turf/lights project was completed during Fall 2017 and consists of an NCAA compliant synthetic field that includes safety zones (360’ x 225’ plus an additional 20’ buffer space; total of 106,000 square feet) and new lights on the soccer turf and grass field. Activities on the turf included flag football and softball leagues as well as men’s and women’s lacrosse competitions. Due to the delayed project and weather challenges with rain and snow, access was restricted and mud was an issue both fall and spring semesters. Furthermore, the grass field was unusable throughout the year. The grass field should be ready for intramurals and clubs next year, though we are concerned about the dimensions as the programmable space seems much smaller than originally designed. Also, the relocation of the discuss ring may potentially create a safety hazard. Yet to be determined is the impact of athletic practices in all throwing areas.

The strong partnership with Athletics continues as part of the success for both the sport club and intramural programs depends on use of Mitchell Hall, Veterans Memorial Sports Complex, and the north campus fields. We appreciate the support and ongoing communication that has streamlined use by both Athletics and Rec Sports. Successful collaboration with Jason Murphy, Director of Athletics Facilities, is much appreciated.

ACCOMPLISHMENTS

- After 21 years, the original REC lobby furniture was replaced
- Connect2 was successfully implemented and centralized daily operations and communication among student and professional staff
- New stereo systems were installed in the Aerobics and Conditioning Rooms for primary use by group fitness classes
- Receiving Room door was reconfigured to meet campus requirements for card access
- Improved entry doors by painting them with higher grade enamel to better withstand daily traffic; also repainted all exterior doors of building
- Replaced all ceiling tiles in the Aerobics and Conditioning Rooms
- Ordered all equipment for the Fitness Center; approximately \$350,000
- Removed Synrgy equipment from Conditioning Room to centralize workouts in the new Fitness Center
- Successfully hosted Future Problem Solvers in collaboration with Continuing Education and many campus partners
- Successfully hosted the final Relay for Life as the American Cancer Society has eliminated support positions with colleges

CHALLENGES

- Age and texture of the climbing wall continues to be a concern
- Campus launch of Virtual EMS has been delayed
- After the exterior ceiling on the south end was removed for REC 2.0, there were many leaks along the south wall; repair included weather proof plastic sheets and caulking of joints
- Grass field at Veterans Memorial Sports Complex was unusable due to the delayed project, challenging weather, and grade of field
- Concern of chalking new soccer turf in the fall created challenge for hosting home lacrosse competitions; conversations will continue about chalking on soccer and new football turf coming this Fall 2018
- Discus throwing area was moved without consultation with Rec Sports and may hinder access and safety during practice times; yet to be determined is the potential impact of all throwing spaces near the soccer turf during athletic practice times

2018-19 INITIATIVES

- Develop programming schedule for multi-activity court and determine name for space
- Add second turnstile for efficient entry with REC 2.0
- Reconfigure cabinets in the Info Counter to accommodate additional equipment for multi-activity court
- Install fire protection sprinkler system throughout the building and install new alarm panel
- Add fifth custodial position with REC

2.0; lead custodian will work third shift

- Add second washer and dual dryer system next to existing set
- Purchase hardware and music licensure with Rockbot for Fitness Center, fieldhouse, and climbing wall
- Contract out for cleaning of all ductwork in the fieldhouse
- Collaborate with Athletics and Landscape Services for programming of grass field on Veterans Memorial Sports Complex
- Purchase interior room signage that meets university design

Construct new dumpster enclosure to match university design

Replace two drinking fountains in fieldhouse with new unit that is a more durable refilling station

Add lockers in hallway for use by custodians and rentals near all gender restroom with shower

Replace all ceiling tiles in Strength Center and entry hallways

Continue to monitor and work with Facilities Planning and Management to determine solution for condensation problem above treadmills, though not much has happened thus far this season

Collaborate with Facilities Planning and Management on design of new Outdoor Connection in the existing Strength Center space; projected completion is Spring 2019

103,000

Square footage of the Recreational Eagle Center

35,200

Square footage of the planned two story addition

Strength Center

Strength and conditioning exercises are safe and effective for men and women of all ages and can be very powerful in reducing the signs and symptoms of numerous diseases and chronic conditions such as: arthritis, diabetes, osteoporosis, obesity, back pain, and depression.



Research has shown strength and conditioning exercises are safe and effective for men and women of all ages and can be very powerful in reducing the signs and symptoms of numerous diseases and chronic conditions such as arthritis, diabetes, osteoporosis, obesity, back pain, and depression. In national news and research it has been indicated that prevention of disease should be the focus of each and every individual.

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

Participation June 1 - May 31	2017-18	2016-17	% Change
Total visits	118,419	119,905	-1.2%
Total student visits	116,709	117,986	-1%
	Male 76.8% Female 23.2%	Male 78.1% Female 21.9%	
Unique student users	4,205	4,278	1.7%
	Male 57.3% Female 42.7%	Male 57.4% Female 42.6%	
FTE's (avg of Fall / Spring)	9,187	9,299	-1.2%
Percentage of student body (swiped entrance)	45.77%	46.0%	-.33%

The following are the objectives of the REC Strength Center:

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

As research in the Exercise Science evolves, brief intense exercise is raising more eyebrows in the lab as well as the gym. Research continues to show that brief intense interval exercise can improve indices of cardio metabolic health to the same extent as traditional endurance training, with 80% lower exercise volume and time commitment. In today's world of multi-tasking and limited free time, the idea that we can achieve improved health benefits in as little as 30 minutes a week is promising. Our hopes and dreams are 1-step closer to provide equipment and education to embrace these opportunities in REC 2.0, in addition to providing traditional activities.

The following are principles that guide the Fitness Center:

- Promote overall body strength and fitness guidelines
 - 150 minutes of moderate-intensity aerobic activity and 2 or more days of strength training
- or
- 75 minutes of vigorous-intensity aerobic activity and 2 or more days of strength training

or

A mix of moderate- and vigorous-intensity aerobic activity and 2 or more days of strength training

or

Vigorous-intensity activity for 30 minutes a week

- Movement education when an individual performs an activity in an unsafe manner
- Embracing proper use of spotting and spotting equipment
- Promotion of personal training and small group training to improve performance and effectiveness

ACCOMPLISHMENTS

- 118,419 participants came through the door.
- New equipment throughout the current facility in efforts to prepare for the new facility. It allows for an update while maximizing safety space for users.
- The UWL Strength Youtube page is produced to demonstrate proper execution of exercises. It has a total of 963,745 views, which is 12,932 more than last year. Hoping to eclipse 1 million views?
- Personal training was popular in 2016-2017, however this year there was a hard drop from 40 clients to 12. Speculation would be the facility is too overcrowded to provide a good experience.
- There were 61,532 hours of cardio use, a 1% decrease, however many pieces of cardio have been purchased and others have been traded without accurate data collection.

CHALLENGES

- Continued limited capacity has forced us to close doors, not only during peak times but as early as 10:30am repeatedly on Friday mornings. REC 2.0 is on the horizon and everyone has understood relief is coming

- Stemmed from conversation there is interest to embrace outreach programs/orientations to groups/ individuals wanting to learn how to use the equipment

2018-19 INITIATIVES

- Provide orientations (on-line signup) and exercise demonstration of the week
- Hopes and dreams into reality...REC 2.0

118,419

Number of entries recorded into the Strength Center



Informal Recreation

A popular and healthy place to hang out

Informal recreation is the voluntary and unstructured use of a wide variety of recreational activities. Providing opportunities for students to recreate on their own terms has always been a priority and includes access to the REC and Mitchell Hall (primarily the pool). When evaluating programs and schedules, the department has always maintained at least one court as well as open use of the track, Strength Center and satellite spaces throughout the REC for the entire day. We look forward to the challenge of defining informal recreation policies, procedures, and schedules for the

multi-activity court in REC 2.0

It seems the trend this year for informal recreation is that of decrease as all user statistics went down relative to last year, including student FTE's. Throughout the year, this decline seemed apparent as the courts did not seem that busy, especially after the start of second semester when it's typically exceptionally active throughout the entire building.

These declining numbers create a sense of urgency to intentionally evaluate programs, especially as we celebrate the opening of REC 2.0. It is time for us to seek a greater understanding of today's students and their desires for recreation opportunities. Though we thought the trend was moving more toward working out informally rather than in programs such as intramural activities and group

fitness classes, the data is contrary to that concept with the decrease in user numbers from last year. Our goal will not only be to evaluate trends and programs, but also to create new initiatives and outreaches to students/groups/organizations/etc. to invite their feedback and participation.

Discussions have begun regarding the programming schedule for the multi-activity court. Though sport clubs will be heavily utilizing the space for practices and potentially competitions, priority will also be focused on informal recreation. It is our assumption and hope that students will be excited about playing in a space that now allows activities that are prohibited on the existing courts, to include any sport that kicks/hits/throws balls, discs, etc.

For the past few years, students have

congregated in the hallways to stretch, do ab work, and complete mini work outs. We are hopeful that the turf area in the Fitness Center will now be the space they gravitate toward for their individual and small group experiences. We are excited about the potential of innovative ideas and programs that could be created in this new space by the incoming Fitness Coordinator.

Participation	June 1 - May 31	2017-18	2016-17	% Change
Total visits		311,964	335,855	-7.1%
Total student visits		296,897	320,651	-7.4%
Unique student users		7,945	8,073	-1.6%
FTE'S (avg of Fall / Spring)		9,187	9,299	-1.2%
% of student body (swiped entrance)		86%	87%	-1.1%
Total faculty/staff memberships		158	197	-19.8%
Unique faculty/staff users		103	137	-24.8%

ACCOMPLISHMENTS

- Provided opportunity for student feedback with cardio equipment demo's for REC 2.0
- Utilized Connect2 to collect hourly counts
- Allowed additional time for club volleyball teams to practice and compete

CHALLENGES

- Decrease in all user statistics related to informal recreation and faculty/staff memberships
- Large number of basketballs were stolen and billed to students; some were randomly returned so pattern and causes were difficult to determine
- Students continue to seek places to stretch and/or do their own workouts throughout the first level, often landing in hallways and walkways

2018-19 INITIATIVES

- Evaluate student trends and recreation desires
- Create initiatives and outreaches to student groups across campus

- Maintain informal recreation opportunities among sport club priority in the multi-activity court
- Develop policies and procedures for use of multi-activity court
- Add equipment for check out to include soccer balls and discs for use in multi-activity court
- Utilize Connect2 software to post usage numbers online
- Further develop family weekends, office of the week, and faculty/staff membership initiatives
- Collaborate with Athletics to potentially develop informal use policies of soccer turf and new incoming football turf

311,964

Total visits to the REC

7,945

Number of unique students who swiped into our building

Intramurals

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 past academic year, students were offered the opportunity to participate in 38 different activities. These activities ranged from team sports like basketball and flag football to dual/individual sports like bag toss and badminton. Each activity offers different 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.

PARTICIPATION / INTERESTING STATISTICS

- Offered 38 activities during the academic year
- 1,228 teams participated (decrease of 129 from 16-17)
- 3,258 unique participants (decrease of 349 from 16-17)
- 35,604 total participations (decrease of 4,554 from 16-17)
- 4,156 contests scheduled (decrease of 119 from 16-17)
- 83.22% of teams qualified for playoffs, the highest percentage over the last four years
- 536 championship t-shirts awarded (decrease of 31 from 16-17)
- 61.7% of participants also participated during 2016-17 academic year
- 1,707 (52.4%) of participants were classified as either freshmen or sophomores



- 105 officials and scorekeepers hired during the year
- Participants played on an average of 2.23 teams during the year
- Participants played in an average of 10.93 games per person during the year
- Aside from student fees, participants paid an average of \$0.81 to compete in a single contest (includes staffing, equipment and technology subscriptions)

STAFFING

Intramural Sports would not be a successful program without the dedication and hard work of the student staff! Ali Tackett (Verona, WI) was appointed to the graduate assistant position and completed her first year with the department. Ali worked with both intramural sports and sport clubs and served as a great intermediary for both programs. 2017-18 was also the third year intramural sports employed undergraduate student coordinators. It was, however, the first year the student coordinator positions were divided into separate disciplines. Callie Heinrich (Wausau, WI) was the student coordinator of marketing and administration and

Kayla Fingerson (Madison Lake, MN) was the student coordinator of officiating. Both Callie and Kayla played key roles in areas such as scheduling, staff training/development and program evaluation. The goal of the student coordinator positions is to present our undergraduate students more opportunities to be involved while gaining perspective and real-time experience in a customer service-oriented program.

The Intramural Program also hired two undergraduate students to help with daily operations. Brittany and Brooke Baldwin (both from Stoddard, WI) were appointed to the new office assistant positions after working as scorekeepers in previous years. Brittany and Brooke were instrumental in the facilitation of the program as they made sure records were updated and managed well from the previous night but also did a great job organizing operations for the current night by distributing scoresheets, preparing staff paperwork and monitoring equipment use.

The remaining undergraduate staff consisted of fourteen total supervisors, with seven supervisors being new. These individuals brought great perspectives and diverse experiences

to the team, which helped the Intramural Program maintain its level of excellence. In addition to supervising roughly 30 different intramural activities, the supervisor team did a great job providing assistance during officials’ training clinics and captains’ meetings. These individuals also did a great job representing the program by serving on many different departmental committees and being incredibly active on-campus in other organizations.

This year, Intramural Sports also hired 105 student officials, umpires and scorekeepers for activities that included basketball, flag football, floor hockey, futsal, kickball, soccer, softball, trenchball (i.e. dodgeball) and volleyball. Officials were trained in various clinics by the staff and were also evaluated multiple times to ensure our participants were having a great and fair experience. Many officials were also active in the community working events for organizations like the WIAA, Boys and Girls Club, various middle schools and various parks and recreation programs. These dedicated individuals are truly the cornerstone of the Intramural Sports program and we are proud of their efforts!

ACCOMPLISHMENTS

- Opened registrations during REC Fest; directly reached out to and recruited many students on-site
- Implementation of Student Coordinator of Officiating position
- Implementation of Office Assistant positions
- Restructuring student administrative team to strategically provide more opportunities for skill development
- More social media presence
- Participant communication via the reinstatement of captains’ meetings
- Successful collaboration with

- Athletics regarding facility usage (especially new soccer turf)
- Completing spring outdoor programs despite unfavourable weather conditions
- Hosted Special Olympics of La Crosse for flag football and basketball events
- More collaboration with community partners regarding employment of program officials
- Sent men’s and women’s teams to WIRSA (men’s team won their bracket, women’s team received sportsmanship award) and NIRSA (women’s team received sportsmanship award) basketball tournaments
- Matt, along with two other WIRSA colleagues, met with the Wisconsin Interscholastic Athletic Association (WIAA) to discuss student officiating and possible collaboration initiatives

CHALLENGES

- Declining participation numbers
- Online technologies and number of clicks needed to get information
- Increase in the number of contest forfeits/defaults (up over 3% from 16-17)
- Discovering trends of what students wish to play; some activities no longer popular
- Ensuring teams are registering in the appropriate skill level (competitive vs. recreational)
- Turnover in activity staff (i.e. officials)
- Frequency in weather and facility availability changing activity schedules

2018-19 INITIATIVES

- More marketing to first-year students/students on-campus

- Work with technology partners to create a quicker and more efficient online registration process
- Become more mobile-friendly
- Provide more clarity of league competition expectations (skill level, attendance, sportsmanship, etc.)
- Continue to develop in-person captains’ meetings
- Integration of new activities to possibly replace activities low in numbers/interest
- Involvement with Student and Faculty organizations to collaborate on projects and promote missions, visions, values and opportunities
- Implement leagues/competitions for residence halls
- Structure the hiring process for officials to mirror other common practices for student jobs on campus
- Continue to work with the WIAA to have training clinics certified and collaborate with the community

1,228

Number of intramural teams in 16'-17'

4,156

Number of contests scheduled





Special Events

The Special Events Program offers a variety of unique activities that focus on alcohol alternatives, road races, and sport tournaments. 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.

The events team is made up of the Sport Club and Events Coordinator, a Graduate Assistant, and three Event Supervisors. This year the department welcomed five new members to events team: Alyssa Doughty, Hannah Garbow, Megan Klopp; Whitney Burress started as the new Sport Club and Events Coordinator and Marina Garcia started as the Student Development/Special Events/Facilities Graduate Assistant.

This was the 23rd year of the Turkey Trot, a fun run/walk that brings the UWL campus and La Crosse community together. Due to the ground breaking of the REC addition, the race course changed and participants were able to end the run at the Recreational Eagle Center. The Turkey Trot continues to be an event that allows the undergraduate and graduate staff to see a large scale event come to life. This year proceeds went to UWL multicultural student scholarships and Rec Sports. Rec Sports uses the funds for professional development opportunities for student staff members.

ACCOMPLISHMENTS

- Continued to collaborate with other departments on campus to provide unique events: Sports around

the World, Just for the Health of it, Amazing Race, and Spring Spectacular.

- The events team created six new unique events that allowed for us to build on connections across campus.
- Solicited formal feedback for each event.
- All members of the events team were new to their various roles this year. This brought on a lot of challenges but the group remained dedicated to their goals and worked to establish strong connections with their fellow staff, peers, and campus partners.

CHALLENGES

- Finding additional resources to advertise programs. As campus buildings move to paperless or decrease the number of bulletin boards, we are losing one of the strongest advertisement methods.
- In the beginning of the spring semester, the events team chose “collaboration” as their theme for the semester. The concept was revisited and reflected upon at the start of each staff meeting. This word was chosen because throughout the year we noticed duplicate programming on campus. As the campus continues to offer more opportunities, collaboration will be important.
- Having only three event supervisors presented challenges at times due to work loads and overlapping event and sport club responsibilities.

Participation

FALL 2017	
Moonlight Mile	200
Rec Fest	1,147
Rectoberfest	228
Run with the Chancellor	35
Paddle Battle - October	12
Turkey Trot	805
Fall Total	2,427
SPRING 2018	
*Fitness Mania	37
Night on the Slopes	126
Rec Day	61
*Big 3v3 Basketball Tournament	21
*Campus Clean Up	34
Battleship	72
Bouldering Competition	56
*Sports Around the World/ Sports Trivia	48
Paddle Battle	7
Bag Toss	30
*Just for the Health of It	11
*Stress Buster Week	274
Spring Total	777
Yearly Total	3,204
* new program	

2018-19 INITIATIVES

- Restructure event supervisor responsibilities to enhance leadership opportunities through semester and/or year long projects.
- Recruit more volunteers.
- Increase face to face outreach by conducting more tabling at Whitney Center, The Union and Clock Tower and also provide more registration incentives.
- Improve use of social media channels and increase the number of followers.



Sport Clubs

The Sport Club Organization continued its commitment toward developing, promoting, and providing leadership to activity and competitive oriented clubs. Membership within a club provides students with an opportunity to develop and improve both athletically and educationally. 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.

During the 2017-18 academic year Sport Club participation increased to 662 active members and saw over 887 participations in 25 different clubs. This allowed for many clubs to field two competitive squads. Each club is managed by student members who make decisions regarding budgets, recruiting, scheduling, and several other decisions needed to manage a club. Aside from the traditional roles of Presidents and Vice Presidents, clubs

have been expanding their leadership teams to include roles for social chairs, volunteer chairs, historians, and others. The expanding leadership roles have not only increased student development but student engagement as well.

SPORT CLUB EXECUTIVE COUNCIL

The Executive Council consists of four to six student representatives who meet with the Sport Club and Events Coordinator and Graduate Assistant on a weekly basis or as needed to provide program insight. This year the council reviewed the Sport Club handbook and made significant changes to the budget allocation process, team expectations, and infractions. Creating a more engaging officer training program was one of the goals for this year’s Sport Club Executive Council. The council developed a new officer training program that allowed for more position specific training and collaboration amongst teams. The training program also featured two special topic sessions that allowed for teams to hear from fellow Sport Club leaders on different topics such as how to lead a practice

or how to recruit new members. The council received positive feedback and will be moving forward with the second phase of this program next fall.

SPORT CLUB COUNCIL

The Sport Club Council consists of all officers and/or representatives from each club. The council meets on an as needed basis to discuss policies, procedures, and all aspects related to the entire Sport Club Council. The council met once this year at the beginning to hear about program changes as well as to meet the new Coordinator, Graduate Assistant, and Executive Council.

2017-2018 ACTIVE CLUBS

Alpine Ski, Archery, Baseball, Women’s Basketball, Bowling, Boxing, Equestrian, Fishing, Men’s Hockey, Women’s Hockey, Men’s Lacrosse, Women’s Lacrosse, Men’s Rugby, Women’s Rugby, Ski & Snowboard, Men’s Soccer, Women’s Soccer, Table Tennis, Triathlon, Men’s Ultimate, Women’s Ultimate, Men’s Volleyball, Women’s Volleyball, Waterski & Wakeboard, and

Weightlifting

ACCOMPLISHMENTS:

Home Competitions: 56
Away Competitions: 109

Miles Traveled: 57,296

Total Home Spectators: 1,437

Total Away Team Participants: 816

Teams participating at nationals: Archery, Fishing, Triathlon, Women’s Rugby, Men’s Volleyball, Women’s Volleyball, Waterski & Wakeboard, Weightlifting

Teams participating at regionals: Alpine Ski, Bowling, Equestrian, Men’s Lacrosse, Women’s Rugby, Men’s Volleyball, Women’s Volleyball, Men’s Ultimate, Women’s Ultimate, Waterski & Wakeboard

INDIVIDUAL AND CLUB ACCOMPLISHMENTS

Bowling: 79th in the nation

Equestrian: McKenna Reed 3rd at regionals, Sydney Filer 5th at regionals, Ivory Knutson 8th at zones, Wendy Peotter 9th at zones

Fishing: Eric Ulry National Qualifier, Colby Wolff National Qualifier

Men’s Hockey: Connor Julius Rookie Team of the Year, Zach Heidel Rookie Team of the Year

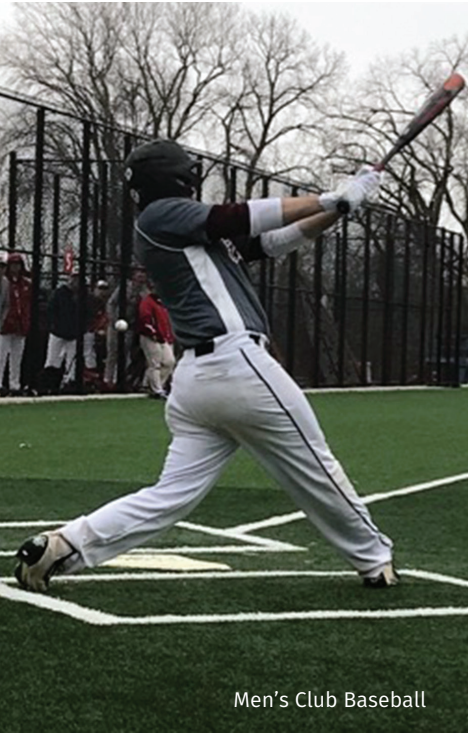
Women’s Hockey: 7th place in the West Region of the America Collegiate Hockey Association Division 2

Women’s Rugby: 1st in the Great Waters Conference, 10th in the USA Rugby Division Three, 6 players selected for 2018 Wisconsin U-24 Select Side Team

Table Tennis: 4th in NCTTA Minnesota division

Triathlon: 69/102 Overall Men’s Team at USA Triathlon Collegiate Nationals

Men’s Ultimate Frisbee: USA Ultimate Four- Star Club Program, 7th in USA Ultimate Lake Superior Conference



57,296

Total number of miles sport club teams travelled in 2016-17

Women’s Ultimate Frisbee: 3rd in USA Ultimate Lake Superior Conference

Men’s Volleyball: Wisconsin Volleyball Conference (WVC) Men’s Program of the Year, Adam Baltz WVC Division 1 Most Valuable Player, Mitchell Burbach WVC Division 3 All Conference team, Jack Heller WVC Division 3 All Conference team, Griffin Kotarek WVC Division 3 All Conference team

Women’s Volleyball (A): 3rd in Conference for the Wisconsin Volleyball Conference (WVC), 3rd in Conference for the National Collegiate Volleyball Federation (NCVF), Ali Duley WVC All Conference team, Mandy Kind WVC All Conference team, Sarah Jacobs WVC All Conference Honorable Mention, Caitlin Supple NCVF All American, Mandy Kind NCVF All American Honorable Mention

Women’s Volleyball (B): 1st in Conference for the Wisconsin Volleyball Conference (WVC), Rachel Carom WVC All Conference team, Keri Hartmann WVC All Conference team, Laura Keyser WVC All Conference team, Natalie Patton WVC All Conference team, Hailey Weyenberg WVC All Conference team.

Waterski & Wakeboard: 3rd in the Great Plains Conference, 5th in Midwest Region, Fourth in the National Collegiate Waterski Association D2 Nationals, Jenna Meyer Team Midwest Female Rookie of the Year, Hunter Duffy Team Midwest Most Valuable Male Skier, Hunter Duffy All Stars Team: Slalom, Hunter Duffy All Stars Team: Trick, Hunter Duffy All Stars Team: Jump, Natalie Marcus All Stars Team: Jump

Weightlifting: Lucy Berhenthal 3rd place overall at USA Weightlifting University & U25 Nationals, Lucy Berhenthal third place in snatch at USA Weightlifting University & U25 Nationals, Lucy Berhenthal 3rd place in clean and jerk at USA Weightlifting University & U25 Nationals, Bailey Ebben 10th place overall at USA Weightlifting University & U25 Nationals, Bailey Ebben 21st place in snatch at USA Weightlifting University & U25 Nationals, Bailey Ebben 7th place in clean and jerk at USA Weightlifting University & U25 Nationals, Becca Mehling 9th place overall at USA Weightlifting University

& U25 Nationals, Becca Mehling ninth place in snatch at USA Weightlifting University & U25 Nationals, Becca Mehling 11th place in clean and jerk at USA Weightlifting University & U25 Nationals,

CHALLENGES

- Students continue to inquire about adding new clubs and joining the Sport Club Program, despite the current freeze through the completion of the 2018-19 school year. Executive Council will evaluate this policy and make recommendations on whether or not to continue the freeze.
- A cumbersome paperwork process makes it challenging for team leadership, players and administrators to accurately maintain and track club membership and eligibility.
- Overlapping competitions, existing facility schedules, last minute club requests, and inconsistent club communication made it challenging to schedule facilities, staff and athletic trainer.
- Overlapping competitions and events require hiring additional medical personnel which puts a strain on the budget.

2018-19 INITIATIVES

- Create a handbook to assist Sport Club leaders in the promotion of their club.
- Create a team visitors guide that includes field/ turf expectations, rules, directions, emergency contacts, hospital information, and information on the local area.
- Further define and enhance the role of the Sport Club Executive Council to provide more effective leadership and support to the membership.
- Provide a Sport Club 101 workshop for new officers and more specific training for all club leadership positions.





Group Fitness

The group fitness program offers a wide variety of structured classes that are taught primarily by UWL student instructors who inspire and motivate participants to meet their fitness goals. There are approximately 25 classes per week that include opportunities in aerobics, cycling, group strength, mind & body, and Synrgy360 (reported under Strength Center).

Numbers continue to be the story when reporting on the group fitness program. Though still a decrease, the drop this year was not near the dramatic overall decline last year (-14%). In fact, spring numbers increased approximately 5.3% compared to spring 2017. However, despite the numbers story, a study completed by students in REC 351, a civic engagement course in Recreation Management, showed that participants are enjoying their

group fitness experience. Utilizing a Qualtrics survey with 110 respondents, it was determined that students felt very comfortable in the group fitness classes with a rating of 4.77 out of 5 (5 = extremely comfortable). According to this survey, students stayed in these classes due to the energy in the classes, passion of the instructors, organization of the class structure, lots of options, welcoming and inclusive environment, upbeat and fun classes, and reasonable prices; barriers for not taking a group fitness class included that their friends were not interested, the times were not convenient, classes were too crowded, and there was not enough advertisement.

Based on results from this survey (110 responses), a focus group (5-10 participants), and an open forum (14 participants), students in the REC 351

class recommend the following for the group fitness program: (1) consider an all access pass that would cost more but would allow students to attend unlimited classes throughout the semester (suggested cost of \$50-75 for pass); (2) consider split classes, such as half yoga and half tabata; (3) encourage instructor to meet with each student to discuss individual goals for the class; and (4) advertise the classes more. Of these suggestions, the first one has the most merit as some classes are already split (typically combined with abdominal work), it would be very challenging for instructors to meet with each participant, and we are developing a department marketing plan.

For the past couple of years, we have been discussing the concept of an unlimited pass. In addition to inquiring

about this registration change through the REC 351 research, a survey was sent to all Spring 2018 participants with the following choice: (1) I would pay more money to purchase an all access pass or punch card that would allow me to attend any group fitness class throughout the day (includes all aerobics and cycling classes). Note this method is first come, first served for each class which may deny you a spot once maximum attendance is reached; or (2) I prefer the current registration process that allows me to purchase a spot in a class for a specific day and time. Of the 147 students who responded, 57% selected the potential unlimited pass with the first option while the remaining 43% chose to stay with the existing registration process. Further discussion will take place this summer regarding the reality of an all access/unlimited pass.

In addition to the potential of a registration change for next year, the structure of the group fitness

program will be moving under the direct supervision of the Fitness Coordinator. This will allow for stronger coordination of all fitness programs under one leadership.

One new class was offered this year, called POUND® where students drum with Ripstix and a HITT class returned. During spring 2018, Ballet Core Fitness was offered on Sunday evenings and proved to be very popular. While classes offered during prime time had to be cancelled last year, that did not happen this year, though some class numbers were very low.

ACCOMPLISHMENTS

- Participation numbers in the spring increased 5.3% compared to last year
- POUND® class was offered and HITT returned
- As referenced in the facilities report, new sound systems were installed in the Aerobics and Conditioning Rooms

CHALLENGES

- Overall participation numbers still showing a decline, though not as dramatic as last year
- Synrgy classes are basically non-existent with extremely low registrations

- Group fitness certification classes did not fill
- Cycles are getting old and decision was made to purchase new ones for cycling classes

2018-19 INITIATIVES

- Discuss feasibility and financial impact of an all access/unlimited pass
- Transition coordination of group fitness classes within the leadership of the Fitness Coordinator
- Purchase 22 new cycles for cycling classes
- Research cost and construction of bars in the Aerobics Room to offer BARRE classes since Tammy Zee is now certified

Participants	2017-18	2016-17	% change
Fall	579	631	-8.2%
Spring	716	680	+5.3%
Total	1,295	1,311	-1.2

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 certification courses.

OVERVIEW OF THE YEAR

Though participation numbers decreased in all areas, instructional programs continue to be an important component of the department. Two stable opportunities are the first aid/CPR/AED certification classes and self defense while acro yoga, personal training, and group fitness certifications vary per year.

The ongoing support of Jenny Larson is much appreciated as she continues to return to campus annually to teach the instructor certification course. Her commitment allowed us to increase class offerings this year as we had seven certified instructors from her past visits (plus Whitney who was certified somewhere else). Though our goal was to offer courses monthly, we did not launch the program until December, teaching two classes during fall semester. However, there were seven opportunities in the spring. In addition, we certified the group fitness instructors, service staff members, and assisted the Exercise and Sport Science Department with the certification of the Child Care Center staff. Five people are currently registered for the instructor certification course being offered at the end of June.

This year we established a teaching sequence for the certification instructors. The first step is to shadow a class, followed by a partial teaching (typically teach conscious choking). After the completion of those two stages, student instructors are then paid per course taught (\$75 for adult courses; \$100 for adult and pediatric).

The self defense program continues to receive outstanding evaluations. Taught

by Officer Dustin Barton, this course is offered for six weeks each semester. Students have the following to say about their experiences: this course *“helped me learn the basics of self-defense. It helped me to gain confidence that I would be able to fight someone off, especially with the last exercise when we had to fight off the instructor. It helped me to be less scared as I now know some basics for staying safe in an attack”; “I feel like the instructor not only taught us the skills, but also when to use them. He made sure we knew that these skills are for our protection and we should not be afraid to use them in the event we felt threatened. He was honest about the scary stuff that can happen in the real world and that we should always feel like we are able to protect ourselves”; “I thought the instructor was excellent. He provided a lot of knowledge about self-defense. He taught the skills as a good pace and never rushed us to get through the material. The constant feedback was nice so we could ensure that we were learning the skills properly.”* It’s obvious from these statements that Officer Barton is a well-respected, knowledgeable professional and we are fortunate to have him leading the self defense program.

ACCOMPLISHMENTS

- Certification and self defense courses continue as the cornerstones of instructional programs
- Seven student and professional staff members taught nine certification courses for the campus community

- Log rolling was successful in the fall semester as a partnership with REC 301; event transitioned to Sports Around the World in the spring (offered as special event)

CHALLENGES

- Despite offering more courses, the first aid/CPR/AED registrations dropped 11% from last year
- AED pads do not adhere to the manikins and must be replaced
- Personal training course and group fitness certifications were cancelled due to low registrations
- Acro yoga was cancelled due to low numbers

2018-19 INITIATIVES

- Research and develop a personal training certification course to offer the campus community
- Develop academic year plan for first aid/CPR/AED certification courses
- Revisit possibility of offering acro yoga and snowshoe yoga (offered 2016-2017)
- Evaluate department opportunities to determine if they fit the definition of instructional programs
- Explore additional programs/ courses as potential opportunities for instructional programs

First Aid / CPR Certification	2017-18	2016-17	Difference	% of Change
Fall	24	41	-17	-42%
Spring	75	71	+4	+5.6%
Total	99	112	-13	-11%

Additional Course	2017-18
Log Rolling (Fall)	34

First Aid / CPR Instructor Certification	2017-18	2016-17	Difference	% of Change
Spring	0	6	-6	
Summer	5	5	0	
Total	5	11	-6	-54%

Self Defense Class	2017-18	2016-17	Difference	% of Change
Fall	20	20	0	0
Spring	12	14	-2	-14%
Total	32	34	-2	-5.8%





Promotions

The promotions team supports the Rec Sports Department’s various programs by creating and coordinating the dissemination of print, digital, and social media. The “Promotions Team” consists of two student graphic designers.

The promotions team, which this year consisted of mainly one Graphic Designer and the Assistant Director, created visual communication pieces for nearly 100 different departmental projects. These projects ranged in scope from something simple like a single t-shirt design to complete advertising campaigns that included a full complement of advertising pieces both digital and print use. They provided advertising and promotional support for 10 different program areas.

Social Media

The Rec Sports Department utilizes a decentralized approach for its social media platforms. Intramural Sports, Outdoor Connection and the Rec Sports Department in general have their own Facebook, Instagram, and snap chat accounts.

Facebook Statistics	
Outdoor Connection	2,480 followers
Intramural Sports	2,085 followers
Rec Sports	1,049 followers

Instagram Statistics	
Outdoor Connection	236 followers
Intramural Sports	195 followers
Rec Sports	101 followers

ACCOMPLISHMENTS

- Created over 400 individual promotional pieces, including; digital display ads, web page banners, Facebook graphics, handbills, flyers, and posters
- Designed 6 different event and program t-shirts
- Created the Calendar of Champions

CHALLENGES

- Getting our message out and breaking through all the visual and advertising clutter on campus. UWL is a very active campus and students have numerous programs and activities to choose from when filling their free time. It’s always a challenge to get noticed

2018-19 INITIATIVES

- Develop a new Rec Sports “Street Team / Amdasador Program” to help the department directly engage with students and faculty members.
- Develop a new marketing plan for the Department
- Overhaul and improve the use of social media
- Promote the new addition to students and staff

Climbing Wall

The climbing wall simulates a variety of rock formations and utilizes hundreds of moveable hand and foot holds to provide participants a fun mental and physical challenge.

The climbing wall continued to see more activity this past year. Although it had slightly fewer unique visitors, overall participation grew by 2.5%, which tells us that active climbers are visiting more regularly. It was also more active because we implemented new programing along with more regular programming. We once again offered popular activities like crate stacking and blacklight climbing while providing more skills based educational training like introduction to lead climbing.

WICS
Our wall continues to be a member of the the Wisconsin Indoor Climbing Series (WICS), a collaboration effort

between 5 UW System schools and the University of Minnesota Duluth. Next year the series is expected to expand to at least 8 competitions.

ACCOMPLISHMENTS

- Began working with the Outdoor Connection to offer outdoor climbing trips
- 56 climbers participated in the annual bouldering competition
- Began offering new introduction to top rope climbing classes
- Continued to improve systematic method of creating and tracking

new climbing routes

- Undergraduate Climbing Wall Supervisor, Joe Rudesill, earned his top rope and base managed outdoor rock climbing certifications
- Continued to collaborate with ESS and Rec Management programs to offer climbing times for some of their classes

CHALLENGES

- Participation continues to be an area of concern. We want more people climbing.
- The wall is showing it age. On two different occasions climbing holds have been pulled through the wall. It’s estimated that a repair and refresh of the surface could cost around \$180,000 and a redesign and new build would cost between \$250, 000 and \$350,000.

2018-19 INITIATIVES

- Continue to improve the quality of route setting at the wall
- Enhance programing to attract new climbers
- Host the PCIA Indoor Climbing Wall Instructor course prior to the start of Fall Semester
- Begin wall replacement planning
- Continue to support the local climbing community in their effort to advocate for climbing access to Grand Dad’s Bluff park area

Participation	2017-18	2016-17	Difference	% of Change
Total visits	4,824	4,706	+118	+2.5%
Unique student users	904	968	-64	-6.6
FTE’s (Avg of Fall/Spring)	9,187	9,299	-112	-1.2%
Percentage of student body (visit once)	9.8%	10.4%	-0.6%	-5.8
Hours of Operation (Weekly)	26	26	0	0



Bouldering during Spring Break Trip to Horseshoe Canyon Arkansas





Eagle Rock Loop, Arkansas

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” to “connect”. The outdoors and particularly 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. This year we planned over 80 trips and clinics throughout the school year offering a variety of activities including: canoeing, kayaking, stand up paddle

boarding, backpacking, rock climbing, biking, hiking, cross country skiing, and snowshoeing. The foundation for our success is our Trip Leader development program. Each year 12 student staff participate in a comprehensive outdoor living skills and leadership program that prepares them to lead groups of their peers in the outdoors. Comments from our participants highlight the quality and impact they make the best...

“You made this experience one of the best in my life.”

“I loved your positive energy and desire to make sure everyone was having the best time possible. You are awesome!”

“The leaders made sure to never make anyone feel uncomfortable for mistakes they made while on the trip. Without a doubt, I have a higher level of respect for all of the trip leaders after their performance on the trip.”

Building relationships, producing laughter, testing new limits, feeling gratitude, exploring and valuing beautiful landscapes are all common outcomes that our trips program intentionally strives to achieve. Participants identify experiencing these outcomes on a regular basis which is a true testament to our trip leader’s commitment, hard work and dedication to developing a positive tripping experience.

national park together.”

“I liked watching everyone meet their personal best and find new limits they had not yet discovered or recently surpassed.”

“This trip was so amazing and I will never forget it. We all got to know each other very well and laughed so much. It was quite an experience, so thank you for planning this trip!

One can only control the controllable and for the Outdoor Connection, weather was an unforgiving uncontrollable force this year. Fall and Spring flooding, sporadic snow fall, unseasonably warm and cold temperatures all played havoc with our trips schedule and gear rental service. We adapted and altered our trip offerings but ultimately had to cancel a record number of trips (28) and experienced record decrease in rental revenue by (\$15,455). Despite these set backs we were still able to offer quality experience and even launched a new

outdoor rock climbing program which was very popular.

OUTDOOR RECREATION LIVING LEARNING COMMUNITY

The Outdoor Recreation Community is a partnership between the Outdoor Connection and Residence Life. This year 36 students were selected to live in an “outdoor” themed living environment in Eagle Hall. Each resident pays an additional yearly activity fee to the Outdoor Connection. The Outdoor Connection planned nearly 50 half day, day, overnight and weekend trips for the community. Activities that are offered include: ice climbing, rock climbing, canoeing, kayaking, stand up paddle boarding, biking, snowshoeing, cross country skiing, and ice skating.

Participation	2017-18	2016-17	Difference	% of Change
Total trip participants	377	516	-139	-27%
Total number of trips/clinics	84	80	+4	+5%

At the conclusion of each trip we ask our participants to share a few thoughts about their favorite moments and here are a few from this past year’s extended break trips:

“Being able to interact and create new connections with the amazing people on the trip. Also, the feelings of gratitude I have acquired from being able to see the world from such a unique perspective.”

“I don’t think I could pick just one memory as my favorite. The whole trip was such an amazing experience and each day had its own beautiful views and contagious laughs. I had a great time getting to know everyone on the trip and exploring the beautiful



Superior Hiking Trail

ACCOMPLISHMENTS

Ran 2 spring and 3 winter break trips:

- 1. Winter Multi-Sport Adventure Boundary Waters, MN
- 2. Backpacking the Arizona
- 3. Hiking in Zion National Park, UT
- 4.Canoeing the Suwaunee River, FL
- 5. Climbing in Horseshoe Canyon Ranch, AR

- Successfully led a 10 day, trip leader training trip to the Buffalo River and Ozark National forest for 12 student staff
- Generated \$74,047 in revenue
- Continued collaboration with the Wisconsin Bicycle Federation to incorporate a cycling education component to the Green Bike Program
- Offered 80 individual clinics and trips during fall and spring semesters
- Upgraded equipment: purchased new tents, inflatable paddleboards, inline skates, canoes and kayaks
- Launched a new outdoor rock climbing program
- Developed a new Outdoor Recreation Community Student Coordinator position
- Successfully secured support from the UWL Green Fund for the Green Bike Program
- Worked with current staff to develop a needs assessment for moving OC operations into the old Strength Center space. Presented findings to Rec Sports staff and Facilities Planning and Management
- Implemented use of Connect2 software to manage trip and equipment rental waivers

CHALLENGES

- The federal minimum wage regulations for Trip Leader compensation are unclear and we are working with Human Resources to ensure compliance

- Ongoing...keeping trip registrations affordable. Staffing, transportation, lodging, and equipment expenses continue to rise which is requiring increased registration fees

2018-19 INITIATIVES

- Work with Facilities Management to design and develop a new Outdoor Connection service area that is inviting, immersive and inspiring
- Move OC operations into new space during the Fall 2018
- Explore more ways to utilize Connect2 software to help streamline trip planning, implementation and evaluation processes
- Improve use and effectiveness of social media channels
- Collaborate with the Office of Multicultural Student Services to provide inclusivity training for trip leaders
- Collaborate with the Office of International Engagement to encourage exchange students to take advantage of trips program





1725 State Street
130 REC
La Crosse, WI 54601

608.785.5225
www.uwlax.edu/recsports