

*Rec Sports*  
**ANNUAL REPORT**  
UNIVERSITY OF WISCONSIN-LA CROSSE



2018-19



## **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*

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Sue White, Director

2018-2019 was a year of **NEW beginnings**: new pro staff, new facilities, new inclusion statement, new software, and new cameras to see it all!

**NEW staff**: a late summer opportunity for Matt Schneider, former Intramural Sports Coordinator, created an interim position that was graciously accepted by Ali Tackett, who was

initially anticipating a second year as a graduate assistant. Her outstanding performance led to the permanent position this spring as Competitive Sports Coordinator. The resignation of Dennis Kline as Strength Center Manager led to the hire of Nick Berg, UWL alum, whose excellent leadership as Fitness Coordinator is critical with the new fitness center and oversight of the group fitness program and SINC (Student Inclusivity Networking Committee). Rachel Berry also moved on as well, which led to Cindi Swanson transferring across campus to become our Office Manager. Cindi's exceptional work has led to many new and efficient procedures that have streamlined our daily operations. All three of these talented individuals are great fits and have brought new energy, passion, and hard work to our team. Furthermore, we are incredibly excited that Kylie Doberstein, UWL alum, will be starting on August 1, 2019, in a new professional

staff position as the Rec Sports athletic trainer.

**NEW facilities**: October 1, 2019, is a day of Rec Sports history with the grand opening of REC 2.0! Since cutting the ribbon, the Fitness Center is the most popular area in the REC, and as promised, the multi-activity court (MAC) has expanded opportunities for sport club and informal recreation programming. Nathan Barnhart and Mo McAlpine continue to serve on the design committee for the new Student Fieldhouse that hopefully receives funding approval soon. This summer will most likely see the demolition of the tennis courts with plans to create new green space in the Veterans Sports Memorial Field Complex. Hopefully, by December 2019, the Outdoor Connection will be housed in its new space, the former Strength Center.

**NEW inclusion statement**: thanks to the leadership of Isaiah Thomas, former





building manager, and December 2018 graduate, and the work of SINC in partnership with the pro staff, a departmental statement was created and posted throughout the REC - Inclusion is one of the fundamental values of UWL's Recreational Sports Department. We are committed to equal access to our facility and programs regardless of ability, age, citizenship, economic status, ethnicity, gender identity or expression, race, religion, or sexual orientation (see Inclusivity report for further information). Nicki Gamroth, a graphic designer, developed a customized "Everyone" that is also posted throughout the REC as a physical representation of our inclusive efforts.

**NEW software:** the purchase of Rockbot has ensured legal and appropriate music for the REC field house, Fitness Center, and climbing wall. With access to over 16 million licensed songs, staff members can easily control music

choices and genres while creating playlists. Work has begun on FusionGo, a customized, comprehensive campus recreation mobile app that will connect students with our existing management software (Fusion). Launching this summer, FusionGo will deliver up-to-date resources directly and literally into the hands of students. Year two of Connect2 led to the initiation of live counts this spring that are posted online for the Fitness Center; plans are to expand those counts throughout the facility.

**NEW cameras:** to further improve security and observation of the entire facility, including REC 2.0, new cameras were installed and existing ones replaced. Viewed on six new monitors mounted at the Info Counter, 38 cameras now display, record and playback on web-based software with great clarity.

These NEW ventures are only a few of the many accomplishments that have

happened throughout 2018-2019. Read on to learn more success stories in our many different programs and services.

### 2019-20 PRIMARY STRATEGIC INITIATIVES

- By December 2019, move the Outdoor Connection to the former Strength Center.
- By December 2019, create an assessment process to identify methods that will better serve students with programming and inclusion efforts.
- By May 2020, increase percentage of users from 88% to 90% as demonstrated by data gathered from Fusion.

# Everyone

Inclusion is one of the fundamental values  
UWL's Recreational Sports Department.

We are committed to equal access to our facility and  
regardless of  
ability, age, citizenship, economic status, ethnicity, gender  
expression, race, religion, or sexual orientation.

## Inclusivity

The Rec Sports Department's official inclusive statement is central to our efforts and reads as follows; Inclusivity is one of the fundamental values of UWL's Recreational Sports Department. We are committed to equal access to our facility and programs regardless of ability, age, citizenship, economic status, ethnicity, gender identity or expression, race, religion, or sexual orientation.

This commitment extends across 9 departments and over 250 employees. With Rec sports serving nearly 90% of the student body in one or more of our program areas it's our responsibility to ensure every effort is made to create a welcoming and inclusive environment for

everyone. Providing this thriving environment for the UWL campus community requires REC staff to wholeheartedly invest in an ever-going process of education, self-reflection, and assessments. A staff that embraces these efforts is more self-aware and thus contributes to the collective goal; to consciously provide inclusive programs, policies, services, spaces, equipment and interactions within Rec Sports.

The Rec Sports Professional Staff empowers SINC (Student Inclusivity Networking Committee), a student employee committee led by newly hired 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 and inclusion efforts on campus, accomplished through consistent staff education, collaboration with campus partners on diversity training, and assessment of departmental programs and policies.

### FALL 2018 RE-CAP

- Inclusive statement adopted and displayed in REC.
- Individual program area discussion on majority/marginalized identities and oppression.
- Development of Rec Inclusivity Survey to address the specific



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d programs

nder identity or  
to

concerns of those less  
represented on campus.

- Individual program area discussion on inclusive program assessment and discussion.
- Development of inclusive employment questions for online application, 1st and 2nd round interviews.
- Individual program area discussion on inclusive assessment priorities and development.

#### SPRING 2019 RE-CAP

- Display inclusion statement in every REC program area.
- Analyze REC inclusivity survey results and discuss results with each program area.

- Design Rec inclusive feedback survey for permanent QR code access in all facilities.
- Individual program area discussion on PANning (Pay Attention Now) to become more conscious of identities and biases.
- Individual program area discussion on identities to highlight areas of needs identified through Inclusivity survey and improve PANning.
- Inclusive training for Sport Club officers, which highlighted identities and marginalized groups.

#### ACCOMPLISHMENTS

- Rec Sports Inclusivity statement adopted and displayed.
- Monthly individual program area education and discussion on inclusivity.
- Distribution of REC inclusivity survey to students within Campus Climate, Pride Center, Multicultural Students Services, Access Center, International Student Services and Diversity Orgs.
- Provided inclusive training to Sport Club Officers.
- Design of REC inclusive feedback survey through QR code access.

#### CHALLENGES

- Rec student staffs full embrace within program area discussions and building confidence discussing hard topics.
- Sufficient REC inclusivity survey responses to generate statistical trends, although qualitative feedback through comments was successful.
- Overall awareness of REC inclusive feedback survey through QR code in the fall.

#### INITIATIVES 2019-20

- Develop an inclusivity tab on the

Rec Sports webpage to highlight services, opportunities and resources to get involved.

- Collaboration with campus partners through SINC membership to actively engage in campus activities, workshops and seminars.
- Collaboration with campus partners through SINC membership to promote REC employment.
- Collaboration with Campus Climate to facilitate Fall training as well as influence individual program area discussion progressions through the year.
- Promote REC inclusive feedback survey through QR code on a continuous basis.





# 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.

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

Conflict resolution	91%
Leadership	91%
Organization	84%





Self-confidence	100%
Time management	87%
Verbal communication	100%
Written communication	78%

Some comments about these skills include:

*The REC has made me a better speaker, leader, time manager, and person. This place has an ability to bring great people together and do something that impacts not only our (staff) lives, but the participants at the REC as well. Riley Berning, Intramural Supervisor*

*My two years at Rec Sports has impacted me in ways that I couldn't have ever imagined. Not only has being a Building Manager helped me further develop my leadership, communication and professional*

*skills, but the individuals that I have been surrounded by have helped shaped me into the person I am today. Although we are fortunate to have such a beautiful facility, I firmly believe that it's the people, the co-workers and pro staff members, that make Rec Sports the best environment for all students. Kayla Lippe, Building Manager*

*As a Rec Sports staff member, I have had the opportunity to become more involved on campus and I am leaving knowing that I gained the most I could with my time in La Crosse. Looking back to when I applied as a freshman, it's hard to believe how much I have grown and changed as an individual and believe I am more confident in myself and my future because of my employment and experience with Rec Sports. Callie Heinrich, Intramural Supervisor*

The following statements summarize the entire Recreational Sports employment experience:

*I've had the opportunity to help make the REC an inclusive and diverse place. I've been able to spread acceptance and share my unique knowledge with other staff members, as well as REC users. I'm grateful for the leadership skills I've learned through Rec Sports and know I'll be able to use a lot of the things I've learned here in my future. Bailey Ebben, Fitness Center Supervisor*

*From the beginning, when I applied to work at the REC during sophomore year, I would not have believed it would have this large of an impact on my life. Before working here, I went through the motions of college with class, friends, intramurals, but I knew there had to be more. Looking back, the most growth that I have felt in college can be 100% attributed to being a part of this family. It's unlike any job I've had before and unlike any one I will have in the future. The people here are special, and I will always remember and cherish the memories and time spent here. There are not enough words to*

*keep describing how much this job means to me. I will never forget my REC family! Hannah Grabow, Event Supervisor*

*Coming into this department I was not prepared for just how much my life would change. In taking advantage of what Rec Sports offers its employees, I have developed my professional skills immensely and the connections that I made while here have provided me with a family that will last a lifetime. I will never have another experience like this. Logan Chrisler, Building Manager*

*My employment at Rec Sports has truly changed me as a person. After all my years here I can say with confidence that I am a stronger person than I was when I walked in these doors for the first time. This job was hands-down the best part of my college experience. Shyler Harmsen, Fitness Center Supervisor*

## 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.

## ACCOMPLISHMENTS

- Successfully hosted annual service staff events for Thanksgiving, holiday party and RECspys
- Coordinated staff table tennis tournament
- Established goals for next year

to include finding committed representatives from each service area; implementing Rec U again; and hosting more staff socials (one to two per semester) such as a lock-in or corn maze

### 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.

### ACCOMPLISHMENTS

- Successfully implemented new scheduling structure for red shirt reviews and developed new tracking sheets
- Utilized GroupMe messaging to improve communication among

committee members

- Incorporated local paramedics who spoke to committee members and staff regarding Shyler Harmsen's sudden cardiac case study
- Continued with Health Care Services Fair (second year) and ALiCE Training

### 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

- Formalized guidelines for reserving multi-activity court (MAC)

- Reviewed titles of service staff positions; only change was Sport Club and Event Supervisor to more accurately define scope of position
- Developed concept of sticker for recognition program; designed by Sam Carney and distributed to all winners at RECspys
- Revised Employment Info Night by incorporating information sharing during service station rotation rather than during the formal presentation.
- Initiated survey to identify levels of satisfaction with Rec Sports employment as compared to other on and off campus opportunities
- Coordinated employment process that led to the successful hire of 38 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. See the inclusivity report for committee





information.

### Student Development Accomplishments

- Successfully integrated student coordinators for sport clubs and events
- Under the leadership of Nick Berg, SINC effectively instituted several inclusion activities and initiatives
- Implemented new scheduling process for ERT red shirt reviews that allowed for higher completion rate
- Initiated lightning talks during staff training to minimize sit time during departmental trainings
- Created staff recognition sticker to be distributed with certificate for recognition program
- Presented Director's Award at the RECspy's to the deserving students who best represent the department; recipients were Cody Carlstrom, Kayla Fingerson, Jordan Kaluzny, and Logan Chrisler (two-time



consecutive winner)

- 9 people attended NIRSA Region III Lead On Conference at UW-Oshkosh
- 1 current and 1 incoming service staff member attended the LeaderShape Institute during spring break
- Employed approximately 260 students with 11.3% diversity (excludes 14 students who chose not to indicate race)
- Hired 38 new 2019-20 service staff members with 13% diversity

### ISSUES

- Though service staff hourly rates were increased \$0.50/hour this year, it continues to be more and more challenging to compete with off campus jobs that pay much more
- Participation and retention for the B.E.S.T. Committee continues to decline
- Despite quality job performance by student staff members, compliance with policies and procedures is inconsistent
- Duration and structure of staff training continues to be a challenge to ensure optimal learning and development of relationships

### 2019-20 INITIATIVES

- Finalize assessment tool to evaluate employment practices to ensure students want to continue working with Rec Sports while developing transferable skills for lifetime successes and relationships
- Develop fitness student coordinator position to work directly with Nick Berg
- Create student-based committee to assist with planning and implementation of WIRSA 2019 Conference

- Evaluate mission of B.E.S.T. and brainstorm on ways to accomplish higher participation
- Create "post-training" concept that extends beyond staff training week



## Facilities

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 REC 2.0, 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; and a 15,000-square foot multi-activity

court (MAC) on the second level for use by sport clubs, intramural leagues, and informal recreation.

It is with great pride and excitement that the primary highlight for this facility report is the successful opening of REC 2.0. Though the completion date was projected for July 31, 2018, the wait until October 1, 2018 was worth it as we worked diligently with the building contractors as well as Facilities Planning and Management to get things as prepared as possible. The excitement was astounding as demonstrated with the high attendance at the grand opening celebration





that culminated with many students seeking to be the first to cross the Fitness Center entry way upon the official cutting of the ribbon. From that moment forward, extraordinary student satisfaction has been demonstrated with high usage on a daily basis and positive word of mouth. Lessons have been learned and feedback has been noted, leading to several improvements throughout the year with more to come this summer (see Fitness Center report). In addition to the Fitness Center, the multi-activity court (MAC) has vastly expanded opportunities for programming with sport clubs, intramural leagues and informal

recreation. During the winter months, sport club practice time expanded from approximately six hours per week for eight teams in the Mitchell Hall fieldhouse to approximately 24 hours per week for 14 teams. In addition, intramurals programmed leagues for 4's volleyball and futsal in addition to conducting several trainings throughout the year, relieving pressure on the continued high use in Mitchell Hall and the main level in the REC. Furthermore, several organizations hosted large tournaments in the MAC while not eliminating usage in the building and allowing maximized use on the main floor. Potentially considered the “best

kept secret” right now with minimal informal recreation usage, it’s exciting to think about expanded opportunities with soccer, volleyball, basketball, badminton, and throwing activities.

Despite the excitement with the opening, there have been some challenges since October 1 as listed below; most have been successfully resolved:

#### **Fitness Center**

- Wires and cables above the ceiling soffits are visible throughout



the main level; research is being completed regarding the ideal resolution

- Window treatments were not installed until February; however, once installed, they have been extremely practical and easy to use with motorized and remote functionality
- Proposed hydration station did not meet expectations or design features; area was replaced with bottle filling station

#### MAC (Multi Activity Court)

- Concrete surrounding volleyball sleeves on one court failed, placing standard at an angle; was repaired by Facilities Planning and Management with anticipation that all sleeves will need the same attention in the future
- Windows were not shatter proof as anticipated; were replaced this May
- Size of the elevator makes it extremely challenging to move volleyball standards to/from

basement; all eight standards have been mounted in the MAC

- Movement of portable soccer and lacrosse goals across floor leave difficult marks to remove; currently working with Facilities Planning and Management for ideal resolution
- Original scoreboard control panels did not allow the four scoreboards to work independently; new control panels have been purchased and allow for necessary flexibility

#### ADDITIONAL CHALLENGES

- Lobby locker doors toward REC 2.0 did not match specs and were delayed in arrival; discrepancy in resolution forced Rec Sports payment of new digilocks
- Original custodial door to scrubber from MAC was manual and difficult to operate; electric door has since been installed by Facilities Planning and Management
- Locking mechanisms on emergency

exits and bathroom doors throughout REC 2.0 were challenging and were replaced by Facilities Planning and Management

- Placement of elevator inside Fitness Center created challenges with usage during closed hours; programming and persistence has resolved after-hours concerns

Special thanks to Sue White, Director, Tyler Reining, Project Coordinator from Facilities Planning and Management, and Nick Berg, Fitness Coordinator, for their continuous collaboration, communication, and attention to detail throughout the opening and functional use of the space.

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,



has been greatly appreciated over the years and will be missed tremendously as he transitions to his fulltime coaching role. We look forward to working closely with Marc Martindale, new Assistant Athletic Director for Facilities and Events.

ACCOMPLISHMENTS

- Celebrated REC 2.0 with a successful grand opening and ribbon cutting celebration
- Exponentially expanded number of practice hours in the MAC for clubs in spring; increased programming for all
- Developed programming schedule, reservation procedures, and name for upper level as multi-activity court (MAC)
- Added second divider and cubbies in the MAC
- Installed second turnstile in the lobby for efficient entry, minimizing lines during high use and demand for field house and Fitness Center
- Installed fire protection sprinkler system throughout the building and new alarm panel
- Updated surveillance system that includes high quality camera replacement and placement of additional monitors in the Info Counter
- Reconfigured cabinets in the Info Counter to accommodate additional sports equipment for the MAC
- Added fifth custodial position with REC 2.0; lead custodian works third shift
- Installed second washer and dual dryer system next to existing equipment in laundry area
- Purchased hardware and music licensure with Rockbot for Fitness Center, fieldhouse, and climbing wall
- Contracted out for cleaning of all ductwork in the fieldhouse
- Installed new dumpster enclosure to match University design
- Replaced two drinking fountains in fieldhouse with new unit that is a

more durable with refilling station

- Added lockers in hallway for use by custodians and rentals near all gender restroom with shower
- Replaced all ceiling tiles in old Strength Center and entry hallways
- Replaced LED exit signs throughout the building to meet University standards

ISSUES

- Unanticipated extended delay of remodeling of former Strength Center for new Outdoor Connection
- Age and texture of the climbing wall continues to be a concern; projected replacement within the next five years
- Grass field at Veterans Memorial Sports Complex is less than adequate size for safe programming, especially related to sport club needs
- Concern of timing and easy to remove product for chalking turf surfaces; hopeful that a resolution will be reached about chalking policies and procedures so there is access for club competitions on both turf surfaces

2019-20 INITIATIVES

- Collaborate with Facilities Planning and Management on design of new Outdoor Connection in the old Strength Center space; projected completion is December 2019
- Remodel existing Outdoor Connection to a multi-purpose/ expanded Conference Room with the potential of a staff area in the back
- Remodel existing Conference Room to the Athletic Trainer Office
- Install Key Watcher this summer
- Complete wire concealment project in the Fitness Center

- Replace carpet throughout the building to match carpeted area toward Fitness Center
- Replace the climbing wall floor and exterior doors this summer
- Install new room signs that meet University standards
- Create signage for bulk head above Fitness Center entry and exit
- Explore the feasibility of adding bar code readers at the turnstile to allow access with mobile bar code through FusionGo
- Collaborate with Facilities Planning and Management to create more campus recreation programmable green space with the demolition of the outdoor tennis courts
- Collaborate with university partners to educate students on the need for a dome over the football field
- Work closely with Marc Martindale, new Assistant Athletic Director for Facilities and Events, to create smooth transition with facility collaboration; includes conversations regarding schedules for use of soccer/lacrosse turf and swimming pool with hiring of new head coaches

138,200

Square footage of the Recreational Eagle Center



# Fitness Center

The new Fitness Center 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.

These zones include selectorized machines, cardio machines, free weights, artificial turf, lower level racks, 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. The RECs dedication to creating this environment started during the design phase of the new facility, with features such as the overall square footage, lower level racks, and equipment layout to intentionally create a more engaging experience for new users to get started. These features also allow for a gradual progression of intensity and noise, making the Fitness Center more accommodating to all

its users. Ultimately, the success of this environment is reliant on the continuous effort to break down the many barriers to physical activity in today’s society while providing an outlet to explore new and exciting opportunities to get involved and thrive on campus.

The Fitness Center is managed by a newly structured Fitness Coordinator position. Nick Berg was hired in the

summer to fill the new role. The coordinator coordinates all fitness related programming, facilities, and staff in the REC to include personal training, group fitness, and fitness center. This role will ensure the UWL community has access to current exercise trends and services provided in a safe, effective manner. Alongside the coordinator are 14 fitness center supervisors and certified personal trainers who play a large

Participation	2018-19	2017-18
Visits - Card Swipe	20,396	118,419
Visits - laser scanners (Oct-June)	230,000	n/a
<b>Total student visits</b>	<b>250,396</b>	<b>118,419</b>





part in creating a safe, welcoming environment.

The personal training program was revised this year to reflect a more developmental approach for UWL student certified trainers. This approach reduced cost and kept services as affordable as possible. Also, the Fitness Center possesses a fully equipped private training room in which higher quality service can be provided to members. This year a total of 12 clients participated in personal training services, and that number is expected to grow with increased marketing efforts to faculty and staff.

A free personalized Fitness Center consultation service was introduced spring semester. Members receive a 60-minute meeting with a certified personal trainer to discuss their fitness goals, take a fitness assessment and learn the proper use of equipment. This service is a safe and encouraging hands-on approach to welcoming newcomers to the fitness center.

The Fitness Center was proud to host two new competitions. In February the Olympic Weightlifting team hosted a United States of America Weightlifting (USAW) sanctioned competition titled the Driftless Showdown, and in May the REC hosted an unsanctioned open powerlifting competition. Each event was well planned and received positive feedback from all participants.

### ACCOMPLISHMENTS

- REC 2.0 Grand opening October 1st, 2018
- A welcoming and inclusive space from the moment you walk in
- 230,000 member visits recorded in 2018-19 up from 100,000 in 2017-18
- Newly designed Fitness Coordinator position and Hire
- Revised personal training rates and a private training room
- 1st annual sanctioned Olympic Weightlifting meet
- 1st annual REC open powerlifting meet

### CHALLENGES

- The free weight, treadmill, and lower level are overcrowded during peak hours
- Low faculty and staff memberships and their overall awareness of Fitness Center services
- Lower than anticipated participation in LaXFit small group training
- Continued efforts to create a welcoming and inclusive environment

### INITIATIVES FOR 2019-20

- Expand high demand training zones in the Fitness Center to reduce crowding. Acquire five additional treadmills, two stair mills, and two free weight benches.
- Collaborate with UWL Human Resources Department to increase faculty and staff memberships

through direct and continuous marketing of fitness center services and REC amenities.

- Re-design LaXFit small group training to be a quick and free turf challenge circuit that feeds into LaXFit group fitness classes.
- Target first time users with free orientations, workouts, workshops, and education.
- Enhance fitness programming ranging from workshops for all skill levels, inclusive competitions, equipment challenges, and weekly training myth busters.

# 230,000

Member visits in 2018-19



# Informal Recreation

The place to be

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, former Strength Center and satellite spaces throughout the REC for the entire day. Since the opening on Oct. 1, 2018, REC 2.0 has given new meaning to informal recreation with the multi-activity court

(MAC) and Fitness Center.

Before REC 2.0, it was a constant challenge to maintain informal recreation on the courts, especially during prime evening hours, due to programming needs for the traditional and popular intramural leagues. Furthermore, sport clubs had minimal access to the courts as well. REC 2.0 has accomplished its mission by providing the time and space necessary to allow for expanded scheduling for both informal and sport club use throughout the entire day in the MAC. The Fitness Center has been an incredible addition that has seen high usage, eliminated over-crowdedness on the upper level, and removed the space concern that previously forced students to congregate in the REC hallways to stretch, do ab work, and complete mini workouts. See the Fitness Center report for additional information. As indicated

in the participation statistics below, total swipes through the REC turnstile increased from 2017-2018. There is a 2-4% increase in overall visits by all members, total visits by currently enrolled students, and unique student users. Based on FTE's for FY19, these numbers indicate that over 88% of the 2018-2019 student body swiped into the REC at least once throughout the semester. An initiative for next year is to continue increasing that total number by seeking over 90%. 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.

## ACCOMPLISHMENTS

- Increased total visits, student visits and unique student users by 2-4%





- Added sports equipment for check out for use in the MAC
- Developed procedures for reservations in the multi-activity court

### CHALLENGES

- The initial concern with the scheduling of the MAC as we did not want to dictate the procedure by setting a rigid policy
- No set policy for open recreation at outdoor spaces
- The decrease in faculty/staff memberships

### 2019-20 INITIATIVES

- Increase swipes by 2% through new initiatives and outreach to non-users
- Provide regularly scheduled orientation opportunities for new users in the REC and Fitness Center
- Consider 24-hour reservation process for the MAC with scheduled informal recreation activities (i.e., soccer on Tuesdays from 7-10pm)
- Utilize FusionGo to advertise open recreation opportunities in the REC

and Mitchell Hall (lap swimming)

- Further, develop Connect2 live counts beyond Fitness Center
- Partner with Human Resources to increase awareness of memberships and potentially provide new initiatives for faculty/staff
- Collaborate with Athletics to possibly develop informal use policies of soccer/lacrosse turf and new incoming football turf

- Increased informal recreation opportunities and sport club practice time in the MAC
- Eliminated over crowdedness on the upper level and in the hallways with the addition of the Fitness Center
- Initiated use of Connect2 software to post live counts online for the Fitness Center

Participation June 1 - May 31	2018-19	2017-18	% Change
Total visits	323,629	311,964	+4%
Total student visits	309,166	296,897	+4%
Unique student users	8,105	7,945	+2%
FTE's (avg of Fall / Spring)	9,187	9,167	0%
% of student body (swiped entrance)	88%	87%	+1%
Total faculty/staff memberships	158	158	0%
Unique faculty/staff users	101	103	-2%

# 323,629

Total visits to the REC

# 8,105

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 36 different activities. These activities ranged from team sports like basketball and flag football to dual/individual games 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.

### **PARTICIPATION/INTERESTING STATISTICS**

- Offered 34 full season activities and 2 one-day tournaments during the academic year
- 1,300 teams participated (an increase of 72 from 17-18)
- 3,279 unique participants (an increase of 21 from 17-18)
- 39,504 total participations (an increase of 3,900 from 17-18)
- 4,485 contests scheduled (an increase of 329 from 17-18)
- 559 championship t-shirts awarded (an increase of 23 from 17-18)
- Participants played on an average of 2.34 teams during the year.
- Participants played in an average of 11.62 games per person during the year.

### **STAFFING**

After four years of service to UWL Rec Sports, Intramural Sports Coordinator, Matt Schneider, accepted a position with campus recreation at UW-Whitewater. We are very thankful



for the dedication Matt showed to this program and wish him the best of luck in his new professional endeavors. Upon Matt’s departure, Ali Tackett was asked to perform the role of interim coordinator. A national search was conducted, and Ali was selected as the full-time Competitive Sports Coordinator as of May 1. She now oversees the Intramural Sports Program and assists with the Sport Club program.

Intramural Sports could not be successful without the dedication and hard work of the student staff. 2018-19 was the fourth year intramural sports employed undergraduate student coordinators. Kayla Fingerson (Madison Lake, MN) was the student coordinator of officiating for the school year. Josh Stanke (Milwaukee, WI) was the student coordinator of administration and marketing (SCOAM) during the fall semester, and Amanda Kind (Marathon, WI) was the SCOAM during the spring semester. Kayla, Josh, and Mandy played critical roles in areas such as scheduling, staff training/development, and program evaluation. The goal of the student coordinator positions is to provide more leadership and hands-on administration experience for our undergraduate students. These students also gain perspective and real-time experience in a customer

service-oriented program.

The intramural program also employed three undergraduate students to help with daily operations. Brooke Baldwin (Stoddard, WI) continued her role as the office assistant position in the fall before she graduated in December. Anna Vande Hei (Greenleaf, WI) and Dillon Dean (Algoma, WI) were appointed as office assistants for the spring semester. Brooke, Anna, and Dillon were instrumental in the facilitation of the program. They worked diligently to ensure all records were updated after a night of intramural activities. They also did a great job organizing operations for upcoming intramural events by distributing scoresheets, preparing staff paperwork, and monitoring equipment use.

The remaining undergraduate staff consisted of fifteen total supervisors. 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 school year, 6 intramural supervisors graduated from UWL: Nick Welcher, Josh Stanke, Shantel Hartzell, Cody Carlstrom, Callie Heinrich, and Riley Berning. They contributed heavily to our department and will be missed greatly.

This year, Intramural Sports also employed 100 student officials, umpires, and scorekeepers for activities that included basketball, dodgeball, flag football, floor hockey, futsal, kickball, soccer, softball, volleyball, and wiffleball. Officials were trained in various clinics by the staff and were also evaluated multiple times to ensure our participants had a great and fair experience. Many officials were also active in the community working events for organizations like the WIAA, Boys and Girls Club, Special Olympics, various middle schools, and multiple

parks and recreation programs. These dedicated individuals are indeed the cornerstone of the Intramural Sports program. We are proud of and thankful for their efforts!

### ACCOMPLISHMENTS

- Restructured roles and responsibilities of two current professional staff members to develop a Competitive Sports model that will improve customer service and attempt to address uneven workloads
- Opened registrations during the move-in weekend and advertised registration closing dates
- Directly reached out to and recruited many students on-site at REC Fest for intramural participant registration and officiating
- Loss of graduate assistant allowed

for more opportunities and development for undergraduate student coordinators

- Revitalized official evaluation system to provide better feedback and quickly evaluate entire crews
- Increased social media presence and utilized Instagram stories during nightly activities
- Condensed captains' meetings with pertinent information to respect the time of participants
- Successful collaboration with Athletics regarding facility usage
- Completed spring outdoor programs despite unfavorable weather conditions (SNOW in April, again)
- Hosted Special Olympics of La Crosse for flag football contest
- More collaboration with community partners regarding the employment of program officials





- Sent a men's basketball team to WIRSA basketball tournament, both coordinators and one student coordinator served on the All-Tournament Committee
- High retention and morale of officiating and scorekeeping staff
- Increase in unique participants from 17-18 (3,258 to 3,279)

#### CHALLENGES

- Increase in the number of contest forfeits
- Staff errors resulting in rescheduled contests
- Figuring out new competitive sports model
- Ensuring teams are registering in the appropriate skill level (competitive vs. recreational)

- Frequency in weather and facility availability changing activity schedules
- Lots of qualifying teams for playoffs created large brackets for particular sports
- Participants lack understanding of policies
- MANY forfeits during Thanksgiving week

#### INITIATIVES

- More marketing to first-year students/students on-campus – tabling in new locations
- Conduct research on Esports and offering other non-traditional activities for students
- Increase social media presence,

post at least 3 times each week

- Provide more clarity of league competition expectations (skill level, attendance, sportsmanship, etc.)
- Offer more one-day tournaments for teams to participate in
- Collaborate with Special Olympics of La Crosse to offer Unified Sports
- Offer more gender inclusive leagues (open leagues)
- Make an effort to use less paper

**1,300**

Number of intramural teams in 18'-19'

**4,485**

Number of contests scheduled



## Special Events

The Special Events Program offers a variety of unique activities that focus on alcohol alternatives, road races, and sports 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. This year, 112 volunteers and 3,451 individuals participated in one of 15 events.

The events team is made up of the Coordinator of Competitive Sports & Events, a Student Coordinator of Events, and three Event Supervisors. This year the department welcomed two new members to the events team: Kjersten Kleveland & Willow Eisfeldt.

This was the 24th year of the Turkey Trot, a fun run/walk that brings the

UWL campus and La Crosse community together. This year the race was able to change the course back to starting outside the Student Union on Badger Street and ending outside the REC on Badger Street. The Turkey Trot continues to be an event that allows the undergraduate staff to experience planning a large scale event. 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. Mark your calendars for the 25th Turkey Trot for November 23rd, 2019!

### ACCOMPLISHMENTS

- Implemented four new events: REC Mania, IM Basketball Combine, Swim & Splash, and the Weightlifting Competition
- Created a new student leadership position. The events team was able to add a Student Coordinator of Events position. This role help aid in the development of each event and in the social media initiatives that were started this year.
- Launched a new "virtual" event that encouraged fitness center users to record the miles they ran over a particular time frame. The





participant's miles were combined weekly and visually represented as a person running across the US map.

- Increased event participation by 303 people. At the start of the fall semester, the events team selected "just reach" as their staff "why." This was because the team wanted to focus on reaching out to other campus partners to collaborate on events, reaching out to student groups directly to help grow numbers, reaching to find and develop new ideas, and reaching to grow numbers.

## CHALLENGES

- Utilizing additional advertising

resources. As more campus buildings move to paperless and/or decrease the number of bulletin boards, we are losing one of the more effective advertisement methods. It is also challenging to find useful tabling time because of its popularity.

- This year the events team struggled to find volunteers for our events. Often the event staff had to develop alternative plans for events due to the low number of volunteers or having no volunteers.
- As the campus continues to grow and offer more opportunities to students, communication across

campus areas will be essential to ensure programs don't conflict.

## INITIATIVES

- Incorporate more in-person promotions and providing off-site event registration.
- Develop a year-long events schedule to aid in the planning and promotion of events.
- Work with the University's new Social Media Specialist to increase our understanding of social media and to develop strategies that will grow our social media presence within the UWL community.

## Participation

	Fall 2018	Fall 2017
Moonlight Mile	197	200
Rec Fest	1359	1,147
Rectoberfest	157	228
Run with the Chancellor	77	35
Paddle Battle - October	n/a	12
Turkey Trot	726	805
Finals Bingo	63	n/a
Fall Total	2,599	2,427
	Spring 2019	Spring 18
Fitness Mania	n/a	37
Rec Mania (IM Combine & Fitness Mania combined)	356	n/a
Night on the Slopes	86	126
Rec Day	103	61
Big 3v3 Basketball Tournament	n/a	21
Campus Clean Up	59	34
Battleship	66	72
Bouldering Competition	80	56
Sports Around the World/ Sports Trivia	n/a	48
Paddle Battle	15	7
Bag Toss	n/a	30
Weightlifting Competition	14	n/a
Just for the Health of It	n/a	11
Stress Buster Week	129	274
Spring Total	852	777
<b>Yearly Total</b>	<b>3,451</b>	<b>3,204</b>



# Sport Clubs

The Sport Club program continued its commitment toward developing, promoting, and providing leadership to activity and competitive oriented clubs. Club membership provides students with an opportunity to build 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 2018-19 academic year, Sport Club participation increased to 598 active members and saw over 812 participations in 24 different clubs. This allowed for many clubs to field two competitive squads. Each club is managed by volunteer student members who make decisions regarding budgets, recruiting, scheduling, and club management. Aside from the traditional roles of Presidents and Vice Presidents, clubs have been expanding their leadership teams to include positions for social chairs, volunteer chairs, historians,

and others. The expanding leadership roles have increased both student development and engagement.

## SPORT CLUB EXECUTIVE COUNCIL

The Executive Council consists of four to seven student representatives who meet with the Coordinators of Competitive Sports every week or as needed to provide program insight. This year the council had to oversee a high number of infractions reported to the Sport Club Office, implemented two town hall meetings, and focused on bringing all of the sport club teams together.

## 2018-2019 ACTIVE CLUBS

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

## PROGRAM STATS

**Home Competitions:** 50  
**Away Competitions:** 109

**Miles Traveled:** 49,826

**Total Home Spectators:** 1,821

**Total Away Team Participants:** 879

## ACCOMPLISHMENTS

### National Qualifiers

Archery, Bowling, Fishing, Triathlon, Men's Volleyball, Women's Volleyball, Waterski & Wakeboard, Weightlifting

### Regional or State Qualifiers

Bowling, Equestrian, Men's Lacrosse, Women's Lacrosse, Women's Rugby, Men's Soccer, Women's Soccer, Men's Volleyball, Women's Volleyball, Men's Ultimate, Women's Ultimate, Waterski & Wakeboard, Weightlifting

## INDIVIDUAL AND CLUB ACCOMPLISHMENTS

**Archery-** 6 qualified for outdoor nationals in Ohio, Andrina Savors & Owen McCann 1st place Bowhunter team at nationals, Andrina 4th place Female Bowhunter at nationals, and Owen McCann 6th place Male Bowhunter at nationals

**Bowling-** 2nd at nationals

**Equestrian-** 3rd in novice over fences, 1st in novice hunt seat on the flat, and





3rd in intermediate hunt seat on the flat at regionals, 5th in novice hunt seat on the flat at zones

**Fishing-** Two students (one team) have qualified for Nationals later this summer

**Women's Hockey-** 7th in Region

**Men's Lacrosse-** Great Lakes Lacrosse League Division Two champions

**Men's Ultimate-** Five Star ACE program ranking, 6th at conference

**Women's Ultimate-** Tied for 5th at conference

**Men's Volleyball A-** 4th in division one at state

**Men's Volleyball A-** 3rd in division two at nationals

**Men's Volleyball B-** 3rd in division two at state

**Women's Volleyball A-** 3rd in division one at state

**Women's Volleyball A-** 9th in division two at nationals

**Women's Volleyball B-** 1st in division two at state

**Waterski & Wakeboard-** 12th in division one at nationals

**Weightlifting-** 3rd place women's team at state, Rachel Jenkins - Snatch and Total WI State Junior Records Justin Maroney - Snatch, Clean and Jerk, and Total WI State Junior Records Luke Hutterer - Snatch and Total WI State Junior Records Lucy Bergenthal - Snatch, Clean and Jerk, and Total WI State Senior Records Qualification for University Nationals by Bailey Ebben, Lizet Moreno, Luke Hutterer, Lucy Bergenthal Qualification for Senior Nationals by Lucy Bergenthal

## ISSUES

- There was a continued interest in potential new sport clubs as well as participation from Viterbo/ Western Tech students. The Sport Club program is currently under an expansion freeze. With the lack of facility space and funding, the Executive Council will have to decide if they would like to lift the freeze, keep it or extend it.



Equestrian

# 49,826

Total number of miles sport club teams travelled in 2018-19

- All clubs are required to utilize Fox World Travel (FWT) when utilizing their Rec Sports funding or their Student-Faculty Organization (SFO) account. FWT has repeatedly missed deadlines, at times was unable to find affordable hotels, and was inconsistent with policies regarding the handling of the credit card information. Often times, we had to find our own lodging and forward our findings to FWT to complete a reservation. Also, FWT requires each room to be reserved by different individuals for a multi-room reservation (ie. five rooms- five names). However, having one person pay a bill with different names conflicts with Business Service reimbursement policy. Lastly, FWT cannot always accommodate some of the needs of our clubs, which causes them to use more money out of pocket.

- A few Sport Clubs expressed concern about not being allowed to use the Athletic L logo on their sports apparel. It's a confusing policy for some teams who see the logo being used on t-shirts in the bookstore or around town.

### ACCOMPLISHMENTS

- This year, administrative oversight of the Clubs were divided amongst the two Competitive Sports Coordinators. This change improved customer service and allowed for more one-on-one meeting times for clubs. Also, we added a Student Coordinator of Sport Clubs who assisted the Executive Council and helped manage team travel, paperwork, training, and Sport Club... in a Minute promotional videos.
- In the Fall, we implemented the second phase of a sport club officer training re-design that had been established by the 17-18 Executive Council. It included a Sport Club 101 session for new incoming officers along with position focused sessions. In the spring, further changes to the training were implemented. We hosted the first UWL Sport Club Conference. It was a four-day conference-style training for all 120 sport club officers. 23

sessions were offered on a range of popular club questions. It was also a great opportunity to partner with other campus units and to provide sport club leaders a chance to present. The conference was very well received and plans are underway for next year.

- Thanks to the opening of REC2.0, the amount of practice space and times increased significantly. In the past clubs only had the opportunity to practice once in the late evening during the winter months. The opening of the Multi-Activity Courts now allows teams the opportunity to practice two-three times a week and to begin practices earlier.
- This year we began helping collect and track sport club dues. Members could pay their dues by cash or check at the REC front desk or utilize the online portal with a credit card. This simplified the collection process and improved revenue tracking.

### INITIATIVES

- The Executive Council plans to fundraise for a Sport Club dues "scholarship" fund. This initiative will start during the 2019-20 school year by hosting a few fundraisers and developing policies and procedures. The goal is to have this fund available for sport club members in need by the start of the 2020-2021 academic year.
- To become a paperless organization, we will move all necessary paperwork to online forms this coming year. This will also allow teams a more efficient way to collect and track required paperwork.
- We will create Emergency Action Plans (EAP) specifically for the Sport Club program. Also, we will be designing emergency drills to train the Risk Management Officers. These individuals are required to be at each practice and are responsible for facilitating the clubs response to emergencies. This Fall, all high-risk sports are required to take a first aid kit along with participant health history to practice.

## Wisconsin Volleyball Conference







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## Group Fitness

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 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.

This year the Group Fitness program saw a change in organizational leadership as the newly hired Fitness Center Coordinator, Nick Berg began overseeing instructors and programming. Alongside the Coordinator is Tammy Zee, Group

Fitness Manager who brings a wealth of experience and expertise to the table. At the core of this program are the passionate student instructors, each possessing their own style and knowledge; but are all continuously pushed to grow and develop their skills to serve our members better.

This year the Group Fitness Program also saw a change in registration format. Previously, classes were purchased individually for a flat rate. Through careful consideration, factoring student survey support and pro staff consensus the decision was made to offer an unlimited group fitness membership for \$40 per semester. This decision adds tremendous value to a membership as the weekly financial breakdown equates to just \$3.06 per

week to choose from over 45 classes any day or time.

A group fitness survey was designed to gauge member feedback from fall semester satisfaction toward the new unlimited membership. The study generated 196 responses, which equated to a 38% response rate. The survey did reveal that 88% of responses either strongly agreed or somewhat agreed the unlimited membership was priced reasonably at \$40. Also, 95% strongly agreed or somewhat agreed that they were satisfied with the variety of classes offered throughout the week. When asked if they intend to purchase the \$40 unlimited membership next semester, 57% indicated yes they would, while 39% were uncertain this time due to its cost. That very same 39%





they were uncertain about purchasing next semester due to cost.

### ACCOMPLISHMENTS

- New leadership from Fitness Coordinator to allocate time and resources into growing the program
- Purchase of 28 new Precor Chrono Power Spin Bikes
- Group fitness survey generated a 38% response rate provided members with a platform to voice valuable feedback
- Free group fitness event to empower members mind and body called Kickboxing and Carolyn Colleen

### CHALLENGES

- 38% decrease in participants from the fall semester 2018 to spring 2019
- Inconsistent member class participation with unlimited access
- Promoting membership value to UWL community

### INITIATIVES 2019-20

- Re-structure instructor pay scale to incentivize certifications, class load, and years of experience.
- Provide instructors with payable self-development hours to improve class quality.
- Introduce more strength varieties to include LaXFit and kettlebell classes.
- Purchase Kettlebells and provide a kettlebell certification to instructors.
- Add member incentives programs to reward consistency and type of class participation
- Re-evaluate membership price and value through local and national Rec department outreach

who indicated they were unsure about purchasing was a direct reflection in the percent decrease in participants from fall to spring semester, 38%.

With cost being a predicted barrier to Spring participation, the program needed to explore new package options to accommodate the lower frequency users at an affordable rate. The survey asked if they would consider a \$25 punch card for ten classes. 56% indicated yes, 14% stated no while 32% were uncertain at this time.

The plan for the spring semester was to promote membership value and listen to survey feedback. Two additional cycle classes, two new strength boot camps classes, 50% off LaXFit classes, and a new \$25 12 pack pass were introduced. Ultimately we were unable to hold on to the 39% who indicated

Memberships	2018-19
Fall	493
Spring	324
Total	817

# 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.

Though participation numbers do not necessarily show it with high or increasing statistics in all courses, instructional programs are an essential component of the department. The cornerstones continue to focus on safety and well-being through first aid/CPR/AED certification courses and self-defense.

Jenny Larson has graciously returned to campus to teach the instructor certification course for the past three years and is returning this summer as well. Her commitment has allowed us to increase class offerings over time. This past year, we had five certified instructors (four in the spring), a decrease of two people from last year. Though we offered four classes per semester, one course was canceled each semester due to low registration numbers. Annually, we also certify group fitness instructors, service staff members, and assist the Exercise and Sport Science Department with the certification of the Child Care Center staff. Four people are currently interested in the instructor certification course being offered at the end of June, three of whom will be available to teach this upcoming fall.

Self-defense classes are offered six weeks each semester and always receive outstanding evaluations. UWL is fortunate that Officer Dustin Barton continues to teach the course, as feedback about his skills and the curriculum are exceptional: *“Officer Dustin is an awesome teacher and very approachable! He answered all our questions and made learning complex, sometimes awkward moves fun and understandable; I don’t think I will remember everything about technique,*

*but now I know what things will inflict the most pain and where most of a person’s strength comes from. I feel confident that I could use multiple skills learned in this class to my advantage; I now know of effective ways to remove myself from dangerous situations, defending myself in the process; I know how to handle the situation (attack), and be confident while doing so.”* Officer Barton is a well-respected, knowledgeable professional, and we are fortunate for his ongoing support in leading the self-defense program.

## ACCOMPLISHMENTS

- Self-defense participation increased 34% from last year
- Five student and professional staff members offered eight certification courses for the campus community
- Collaboration with REC 301 continued with a successful log rolling event in the fall

## CHALLENGES

- Despite offering multiple courses per semester, the first aid/CPR/AED registrations dropped 23% from last year
- One of two group fitness certifications was canceled due to low registration

## 2019-20 INITIATIVES

- Research and develop a personal training certification course to offer the campus community
- Potentially offer water safety instructor taught by UWL student
- Coordinate efforts with Tammy Zee to create promotion for group fitness certifications

- Create and promote academic year plan for first aid/CPR/AED certification courses
- Explore additional programs/ courses as potential opportunities for instructional programs



<b>First Aid / CPR Certification</b>	2018-19	2017-18	Difference	% of Change
Fall	38	24	+14	+58%
Spring	38	75	-37	-49%
Total	76	99	-23	-23%
<b>First Aid / CPR Instructor Certification</b>	2018-19	2017-18	Difference	% of Change
Summer	4	5	1	-20
<b>Self Defense Class</b>	2018-19	2017-18	Difference	% of Change
Fall	24	20	+4	+20%
Spring	19	12	+7	+58%
Total	43	32	+11	+34%
<b>Log Rolling</b>	2018	2017	Difference	% of Change
Fall	18	34	1	-47%



# 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 includes two student graphic designers and the Assistant Director. They are responsible for creating all visual communication needs of the department's 10 different program areas and manage the digital signage and website. This accounts for about 100 projects per school year.

The projects ranged in scope from designing icons for our web site, t-shirt for intramural champions and events to comprehensive advertising campaigns that included posters, handbills, digital displays, web page banners, Facebook posts, and Instagram posts.

## Social Media

The Rec Sports Department continues to utilize 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	2,813 followers
Intramural Sports	2,156 followers
Rec Sports	1,190 followers

### Instagram Statistics

Outdoor Connection	302 followers
Intramural Sports	461 followers
Rec Sports	316 followers

All pages experienced follower growth. However, Instagram saw the highest percentage of growth overall. We'll be focusing more on Instagram in the future.

## ACCOMPLISHMENTS

- Created over 400 individual promotional pieces, including: digital display ads, web page banners, Facebook graphics, handbills, flyers, and posters
- Designed 7 different event and program t-shirts
- Designed, printed and created signage for the new Fitness Center
- Created the "Everyone" visual





campaign to highlight the department's Inclusivity efforts

- Created the Calendar of Champions
- Created and organized the annual report

### CHALLENGES

- Getting our message out and breaking through all the visual and advertising clutter
- Being responsive to all the graphics needs of all departments. Rec Sports is a very active department, and programs growth continues to put more pressure on our designers
- Social media is an area we are not utilizing to its full potential

### 2019-20 INITIATIVES

- Launch the new UWL REC app
- Develop a unique marketing plan for the department

- Investigate the impact centralizing our social media platforms into one
- Promote the latest addition to students and staff
- Provide more graphic design support for Sport Clubs
- Provide graphics and promotional support for the annual Wisconsin Intramural-Recreational Sports Associations' (WIRSA) State Conference that UWL is hosting in October
- Utilize new portable digital display to promote all our programs



### Mockup of the new UWL App

We anticipate the app will have a significant impact on our program. Having all of our event and activity information accessible "on the go" will be extremely useful for our students, members, and employees. Students and members will be able to sign up for programs, contact staff, reserve equipment, develop favorites schedule, and even gain access to the REC with a unique QR code.



# 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 an increase in the number of visits. However, it once again had slightly fewer unique visitors, though overall participation grew by 10%. This tells us that the climbing community was a bit more active this year. Activities like crate stacking, blacklight climbing, and belay classes remained popular. We also hosted a Wisconsin Indoor Climbing Series competition. As part of the Department's effort to be more inclusive, the climbing wall staff focused on reducing the intimidation factor for women by addressing the masculine and at times sexist culture that exists in climbing. The team took ownership of this effort and planned women's specific events and participated in discussions during staff meetings regularly. We've made significant progress but still have a lot of work to do.

## ACCOMPLISHMENTS

- Successfully offered three outdoor climbing trips
- Filled our annual bouldering competition
- Offered a new women's route setting clinic
- Added more auto belays
- Launched a one day Women on the Wall workshop to reduce the intimidation factor for women. The event was spearheaded by a current

staff member, Emily Lesniak and climbing participant Emma Fisher. It attracted nearly 30 women.

- Continued to collaborate with ESS and Rec Management programs to offer climbing times for some of their classes
- Offered one special event per month

## CHALLENGES

- Participation continues to be an area of concern. We want more people climbing.
- Addressing the masculine culture within climbing in general.
- The wall is showing its 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.

## 2019-20 INITIATIVES

- Install new bouldering specific flooring
- Increase female participation by 5%
- Host the PCIA Indoor Climbing Wall Instructor course before the start of the Fall Semester
- Begin wall replacement planning

Participation	2018-19	2017-18	Difference	% of Change
Total visits	5,320	4,824	+496	+10%
Unique student users	888	904	-16	-2
FTE's (Avg of Fall/Spring)	9,187	9,187	-112	-0%
Percentage of student body (visit once)	9.6%	9.8%	.2%	-.2%
Hours of Operation (Weekly)	26	26	0	0











# 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 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. 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 general 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...

*“Loved the trip you guys were fun to be around and very accepting of everyone I always felt included.”*

*“He was an excellent teacher with every “lesson” he had to lead. We learned how to repel, and he would walk us all through the steps and be supportive*

*and patient through all of it.”*

*“I appreciated how encouraging he was to each person and pushed us all to try hard on the climbs we were doing and not to give up just because we fell a couple times.”*

*“Literally everything. She was great with the planning and coordinating, she makes great decisions, she lead us well with the maps, and she was great with taking care of people’s blisters and swollen faces and whatnot.”*

Building relationships, producing laughter, testing new limits, feeling gratitude, exploring and valuing beautiful landscapes are all common outcomes that our trips program





*"I made a lot of friends and had one of the best trips of my life. So thank you guys, for making it amazing."*

Weather and river conditions continue to impact rentals and trip offerings. For the past two Fall seasons, the area's rivers have risen to flood stage. This is unusual for this area. Typically, river levels in the Fall are low. Also, the Spring flooding is extending well into summer. As I write this report at the beginning of June, there are still flood warnings in effect. This means much of the area's rivers are accessible to only experienced paddlers, which is not our market.

We adjusted our trip offerings by reducing the number of river trips and were able to decrease the number of weather cancelations significantly. But we ultimately still had to cancel 11 excursions.

The rental center experienced another

decrease in rental revenue. When we don't attract customers, not only do we lose revenue, but we also lose exposure and word of mouth. This summer, we are testing online advertising with Yelp and Google to attract more tourist and are updating our inventory, so we are providing great gear. Also, moving into our new space will provide much more visibility on campus and give us an excellent story to increase public relations.

## OUTDOOR RECREATION LIVING LEARNING COMMUNITY

The Outdoor Recreation Community is a partnership between the Outdoor Connection and Residence Life. Over the past two years, we have begun to work more closely together to ensure this community is as active as possible. This type of community is considered a "high impact" program and helps connect students to each other and the university. This year 36 students were selected to live in an "outdoor" themed living environment in Eagle Hall. Each

### Participation

	2018-19	2017-18	Difference	% of Change
Total trip participants	411	377	+34	+9%
Total number of trips/clinics	81	84	-3	-3.5%

intentionally strives to achieve. Participants identify experiencing these outcomes, which is a true testament to our trip leader's commitment, hard work, and dedication to developing a positive tripping experience.

After 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:

*"This was the adventure of a lifetime, and I cannot imagine anyone else leading this trip :)"*

*"Literally the whole trip was amazing. I loved every day and everything that happened."*



resident pays an additional yearly activity fee to the Outdoor Connection. The Outdoor Connection planned nearly 60 half days, 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.

Each year we conduct formal evaluations of the community, and here is a sample of some of the comments our residents made when asked what they enjoy about the community:

*"How close we all are. Its a great group of people and we all share the love of outdoors."*

*"The togetherness I felt within"*

*"The feeling of togetherness"*

*"The fact that we go on trips together allows us on the floor to get to know each other better. We are tighter knit."*

*"Felt much more close-knit than other cubes in Eagle"*

## ACCOMPLISHMENTS

- Ran 3 Spring and 1 Winter Break trip:
  1. Backpacking Arizona
  2. Backpacking in New Mexico
  3. Canoeing and Backpacking in Central Florida
  4. Climbing in Horseshoe Canyon Ranch, AR
- Successfully hosted a presentation about thru-hiking the Pacific Coast Trail as part of Earth Day. The presentation was given by alumni Paige Frendahl. She recently completed the over 2,000-mile route during her recent gap year after her graduation
- Generated \$60,400 in revenue
- Offered 80 individual clinics and trips during fall and spring semesters
- Upgraded equipment: purchased new mountain bikes, inline skates, canoes, kayaks, headlamps,

backpacks, bike packing bags, stoves, and hammocks

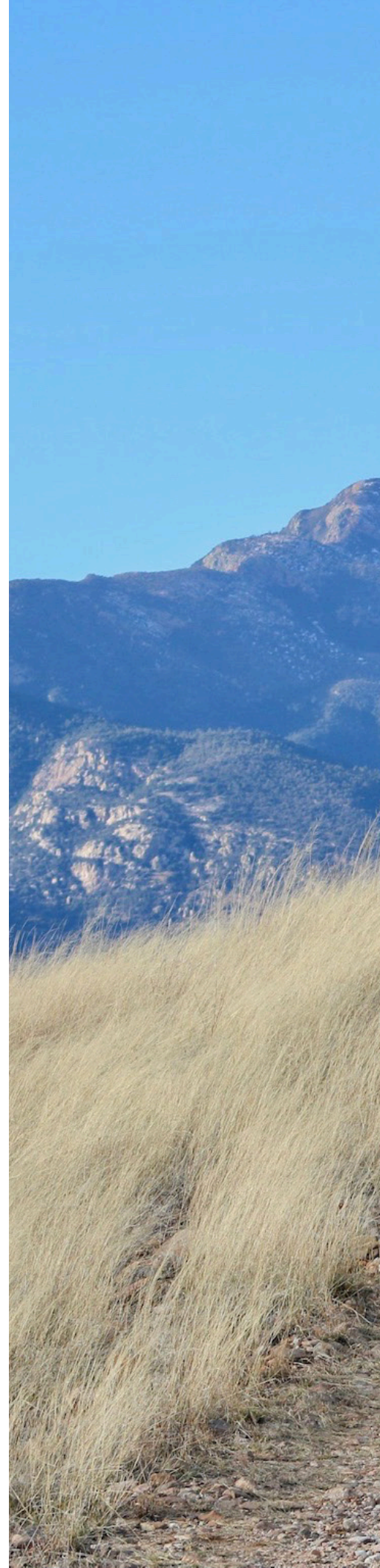
- Collaborated with the Outdoor Recreation Alliance and Coulee Region Climbing Co-op to organize a graffiti removal project at Granddads bluff
- Collaborated with the Office of International Engagement to offer a day trip to Perrot State Park
- Successfully secured support from the UWL Green Fund for the Green Bike Program
- Implemented use of Connect2 software to manage trip and equipment rental waivers

## CHALLENGES

- Keeping trip registrations affordable
- Attracting new general public customers
- Delay in remodeling new space and moving operations

## 2019-20 INITIATIVES

- Continue to 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 semester, 2019
- Improve the use and effectiveness of social media channels
- Implement a bike packing scouting trip
- Utilize online advertising to increase equipment rentals











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