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2016-17 marks the completion of 20 years in the Recreational Eagle Center (REC)! Though policies, procedures, programs, numbers and faces have changed over those years, many things have remained the same: focus on students first; student development emphasis; foundation of customer service; and quality programs and services. The tagline of “for the students, by the students” has and will always be our guide as we continue to strive for positive experiences for all student staff members and participants.

As we reflect on this past year, it was one of transition, excitement and anticipation:

**Transition of leadership with sport clubs and events.** Jenny Larson, former Coordinator of Sports Clubs and Events, was offered a fantastic...
opportunity at Elon University as an assistant director and departed at the start of Fall semester. We are thankful to Jenny for her four years of leadership and commitment as a graduate assistant and coordinator. Hired in an interim position, Austin Sanderson, former intramural supervisor and 2013 graduate, joined us for the year. We appreciate Austin’s loyalty and hard work through this time of transition. During spring semester, a national search was conducted and attracted a pool of nearly 70 applicants. We are extremely excited to have hired Whitney Burress who will begin on August 1. She served as the graduate assistant for competitive sports at West Georgia University and brings a plethora of sport club experience and campus recreation knowledge to UWL.

**Excitement in the design of two new spaces.** (1) At the time of publishing this report, the turf/lights project is underway with an anticipated completion date in September. Home to the UWL women’s soccer program, this turf field will create additional opportunities for sport clubs, intramural leagues and general recreation users without a concern for damaged fields. (2) Design meetings for REC 2.0 were completed toward the end of Fall semester. Since then, the design has been approved at all levels and we await the pre-bid walk-through toward the end of July. If the bid process proceeds as planned, the anticipated ground breaking will be in October, 2017. Needless to say, we are extremely excited about REC 2.0 and how it will enhance the campus recreation experience for all students.

**Anticipation of REC 2.0 breaking ground in October.** Enough said!

Please read on in this report to learn other exciting accomplishments and initiatives within UWL Recreational Sports this past year. We are incredibly proud of our strong tradition of playing since 1922 and are fortunate to meet the ever-changing needs of the student body with quality programs, services, facilities and staffing.
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 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 33 non-returning students, the following percentages agreed or strongly agreed that the skills listed below improved as a result of their employment:

- Conflict resolution: 100%
- Leadership: 100%
- Organization: 81%
My employment with Rec Sports has helped me develop leadership skills and confidence in my abilities. The Rec Sports atmosphere is unique and has impacted my education more than most of my college courses. Because of this experience, I feel equipped for work after college. I am incredibly grateful for all the Rec Sports Staff that have worked alongside me during this last three years. Ryan Borgardt, Strength Center Supervisor

The following statements summarize the entire Recreational Sports employment experience:

Overall, my experience as a Rec Sports staff member has had a remarkable impact on my college experience. Working in the OC has allowed me the opportunity to facilitate outdoor experiences for so many different students, which is something that would not happen if it wasn’t for Rec Sports and the OC. I started out signing up for a canoe trip my freshman year, not knowing anyone and now I am graduating having led countless wilderness trips for the OC. It truly has transformed my college career for the better and I am extremely grateful for all the opportunities it has afforded me. Callie Dickson, Outdoor Connection Trip Leader

Working at the Rec will forever be one of the staples of my undergraduate experience. It allowed me to not only learn many essential workplace skills and build important connections, but also was a “home away from home”. Whether that be coming in and talking to the other Recies between classes, working out, or working, the Rec was the space that I needed throughout my undergrad. The Rec provided the necessary skills, opportunities, and atmosphere for me to grow as a person. Riley O'Connor, Strength Center Supervisor and Intramural Supervisor

Self-confidence 90%
Time management 90%
Verbal communication 100%
Written communication 87%

Some comments about these skills include:

The job has prepared me for what I want to do in the future. It has taught me about leadership, communication, dedication, family, trust, putting others before myself, professionalism, and so much more. I have learned a lot through my time with UWL Rec Sports and would not trade it for anything. When I think of college, Rec Sports will always be a main focus of my experience. I never think I ever had a truly bad day at work and I really enjoyed the people I worked with. Brett Simon, Intramural Student Coordinator

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; (2) staff involvement - socials, recognition cards and incentive program, Facebook group page, volunteer opportunities, and community service; and (3) Rec University - seminars and workshops.

Accomplishments

• Successfully hosted annual service staff events for Thanksgiving, holiday party and RECspsys
• Coordinated supplemental staff apparel
• Changed MVP to Student Employee of the Year per service staff position
• Implemented BESTee Program in the spring to evaluate customer service skills in all areas

Leadership, Excellence and Development (L.E.A.D.) Committee

The Leadership, Excellence and Development (L.E.A.D.) Committee was created in January, 2016 as a way for student staff members to help generate funds to assist students who are interested in attending development opportunities, such as conferences, certifications, etc. The team creates fundraising opportunities throughout the year to include brat barns, special events, and restaurant fundraisers.
Accomplishments

- Created procedure and form for student staff members to submit materials for student development scholarship
- Awarded four development scholarships as reimbursements for four students to attend AORE and NIRSA ($800)
- Hosted successful fundraisers with bake sale and events at Texas Roadhouse and Buffalo Wild Wings ($157.87); received additional $100 from personal donation
- Generated $1,294.94 from Chartwells Catering ($389.64 for LEAD; $905.58 for sport clubs)

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 executed tri-chairs with great energy, commitment and new ideas
- Created information board that was displayed at resource table staffed by ERT members in an effort to educate REC users on ERT; will expand next year to include campus resources
- Implemented structure to committee requirements for members that included attendance at meetings; participation in red shirt reviews, review sessions, resource table; and presentation of case studies
- Initiated conversation with University Police and Student Life to update emergency action plan for active threat; led to potential ALICE® training during Fall staff 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

- Developed pro staff evaluation that was implemented fall semester
- Revised selection process for incoming SAC members to include vote from co-workers; established maximum of two-year terms
- Provided feedback in development of procedures for climbing wall pass
- Coordinated employment process that led to the successful hire of 35 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.

Accomplishments

• Created vision, mission, and values for the committee and outlined a plan for the coming years
• Reached out to different student organizations and departments on campus to initiate building a relationship with committee
• Created survey to evaluate how Recreational Sports is doing in regards to diversity and inclusion

Student Development Accomplishments

• Created and implemented process for departmental student development dollars and awarded four scholarships
• Refined the Director’s Award that was presented at the RECSpy’s to the deserving student who best represents the department; recipient was Isaiah Thomas (two-time winner)
• 5 students attended NIRSA Conference in Washington, D.C. (one joined from internship at UW-EC); 5 students attended WIRSA Conference hosted by UW-Milwaukee; 13 students attended Lead On at Ohio State University; 11 students and Nathan Barnhart attended AORE conference in Minneapolis, MN
• 2 students were awarded WIRSA Student Development Scholarships
• 4 activity staff members attended the LeaderShape Institute during spring break
• Employed approximately 266 students with 9% diversity (excludes 13 students who chose not to indicate race)
• Hired 33 new 2017-18 service staff members with 9% diversity

Challenges

• We are fortunate that students volunteer their time to serve on the five department committees yet interest in B.E.S.T. and L.E.A.D. seemed to dwindle as the year progressed; ERT maintained numbers yet struggled to accomplish the goal number of red shirt reviews
• Ongoing challenge to create the ultimate experience in staff training that balances departmental and position sessions while building teamwork and preparing students for their jobs

Initiatives

• Provide strong communication and mentoring with new graduate assistant structure
• Coordinate student development opportunities and committee involvement with facilities/events/student development graduate assistant
• Combine B.E.S.T. and L.E.A.D. into one committee so events and fundraisers coincide
• Work with staff training team to develop more innovative methods of training, particularly for returners through use of videos, online materials, and structure to the schedule
• Create “post-training” concept that extends beyond staff training week
• Revisit concept of alumni google chats to create greater impact on new staff
The 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 and North Campus fields.

Overview

The two major facility highlights this past year include the successful completion of the design for REC 2.0 and the initiation of construction for the turf/lights project. Architect meetings took place throughout the entire year for the expansion and included the following students and staff members who served on the committee: Sue White, Director; Mo McAlpine, Associate Director; Nathan Barnhart, Assistant Director; Dennis Kline, Strength Center Manager; Brooke Hemstead, Graduate Assistant; Tram Tran, student user in the Strength Center and Olympic
Weightlifting club member; and Weston Floerke, Student Senator and avid user of entire facility. Though SDS Architects from Eau Claire, architects for the original building, moved aggressively with plans in an effort to meet deadlines in hopes of breaking ground this summer, there have been delays this spring as we awaited the appropriate signatures from the Division of Facilities Development (DFD) who is responsible for staffing the State Building Commission and developing and implementing the state building program. The pre-bid walk-through is scheduled for late July. Hopefully bids will be posted shortly thereafter and close at the end of August with an anticipated ground breaking in October followed by a year of construction.

General concepts for the expansion include:

- 5,000 square foot fitness center on first level with office space and personal training room
- Sunken level for racks and platforms in fitness center; turf area for training and stretching, cardio and strength equipment on main level
- 15,000 square foot multipurpose room on the second level for use by sport clubs, intramural sports, and informal recreation
- Entry to fitness center off court 2; stairwell to upper level near
fitness center entry

- Restrooms located on both levels
- 5,200 square foot basement includes a workroom and a storage area and allows mechanical access from the existing building to the addition
- Projected budget is approximately $8.6 million

Current conversations regarding REC 2.0 are focused on flooring, fitness center layout and equipment purchases. Committee members have toured several facilities to include UW-Madison and UW-River Falls campus recreation buildings as well as area fitness centers. Layout proposals have been presented by Life Fitness, Precor, and Summit. A purchase plan is in place for equipment to ensure pieces are delivered on time upon opening.

At the time of publishing this report, the turf/lights project is underway on Veterans Memorial Field Sports Complex. This involves creation of a new NCAA compliant synthetic surface field including safety zones (360’ x 225’ plus an additional 20’ buffer space; total of 106,000 square feet); removal and reinstalltion of the exterior athletic field lighting fixtures; extension of electrical service to the new field location; augmentation of the storm water management features and underground storm sewer utilities; and all related site work preparation and restoration. The hammer, discuss and javelin throws overlay the rec fields that are east of the turf; two shot put sand pits lie south of the turf. If all goes as planned, the project will be completed by September 1, 2017.

Another exciting highlight includes the approval of Connect2 that is currently in the design process. As described on their website, “Connect2 is the only market specific software that provides managers with a mobile tool to streamline their operations and centralize their communications.

We offer 11 fully integrated modules that can be accessed via our web portal and our iOS iPad App allowing you to collect, manage and report on information critical to your business. From electronic accident reports to paperless incident reports to online forms and training manuals, our mobile operations management software will help you be more efficient and effective. Take your Task Lists, Training Tools, Reports and more to the cloud with Connect2!"

We look forward to the centralization of daily operations with this software.

Once again, there are few facility changes to report this year as efforts were focused on the expansion. Last summer, a new sound system was installed in the fieldhouse that vastly improved the sound quality while providing more efficient use of the system. Due to the enhanced sound, user groups such as Relay for Life...
and the campus radio station played their music from devices on the main system rather than hiring out. The Conference Room also received an upgrade in technology and new furniture. All metal doors and door frames were painted throughout the REC this summer. The Child Care Center roof was replaced last summer, as were the variable frequency drives. The courts were resealed in August but unfortunately had to be redone in December due to poor workmanship. Though Athletics cancelled rental of the REC for camps due to low numbers (stayed in Mitchell Hall), we successfully hosted over 2,000 participants in the Future Problem Solvers international conference for approximately one week; the conference returns next summer as well. The partnership with the La Crosse Exercise and Health Program (LEHP) continues to thrive.

The collaboration 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 Field Complex, and the north campus fields. We appreciate the support and ongoing communication that has streamlined use by both departments. We are currently working together with University Centers to launch virtual EMS this summer. Special thanks to Chris Schwarz for his partnership and assistance with the initial year of club baseball and their use of the baseball field for practices and games.

Accomplishments

- REC 2.0 design is completed; waiting for pre-bid walk-through in late July, 2017
- Turf/lights project construction has begun late June, 2017
- Child Care Center roof was replaced last summer
- Variable frequency drives were replaced to reduce electrical energy consumption within the HVAC system by adjusting a motor’s speed to match the required load
- All doors, door frames and metal window frames were painted, including external doors
- New sound system was installed throughout the facility
- Technology was upgraded and new chairs were purchased for the Conference Room
- Courts were resealed last summer; had to be resealed in December
- Connect2 Concepts software was approved and is in the design phase
- Purchased eight racks, additional strength equipment, and S drive for the Strength Center; purchased 2 stair mills and 2 power treadmills for upper level
- Partnered with Athletics for use of the baseball field by club baseball team
- Implemented new locking system for solar lights that prevents lights from being raised without a key
- Successfully hosted Future Problem Solvers in collaboration with Continuing Education and many campus partners
- Experienced stronger communication among student and professional staff with facility grid for sport clubs and intramurals

Challenges

- Lobby furniture is as old as the building and needs to be replaced; plans are to select and order new furniture in FY18
- On humid days, there is much condensation above the treadmills that sweats onto the equipment; Facilities Planning and Management will continue to monitor closely
- Age and texture of the climbing wall continues to be a concern
- Ongoing leaks in the fieldhouse have seeped onto the courts and needed repairs

Initiatives

- Work closely with Whitney Burress, incoming coordinator, to provide guidance and understanding of facility scheduling, policies and procedures
- Develop plan for replacing lobby furniture as budget allows
- Further develop purchase plan for equipment in the new fitness center
- Coordinate plan with Athletics during construction of turf in case the project is not complete prior to the start of flag football season
- Design and train staff on Connect2 software
- Work with team formed to discuss music rights in the compilation of a written document that provides guidelines to campus
- Implement virtual EMS in partnership with University Centers and Athletics
- Develop user schedules for the multiactivity court
- Continue to monitor texture of the climbing wall
- Continue to monitor and work with Facilities Planning and Management to determine solution for condensation problem above treadmills
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.

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 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.

The following are the objectives of the REC Strength Center:

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

<table>
<thead>
<tr>
<th>Participation</th>
<th>June 1 - May 31</th>
<th>2016-17</th>
<th>2015-16</th>
<th>% Change</th>
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<tbody>
<tr>
<td>Total visits</td>
<td>119,905</td>
<td>101,752</td>
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<tr>
<td>Total student visits</td>
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<td>Unique student users</td>
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<td>FTE’s (avg of Fall / Spring)</td>
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<td>9,396</td>
<td></td>
<td>-1.0%</td>
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<tr>
<td>Percentage of student body (swiped entrance)</td>
<td>46.0%</td>
<td>41.1%</td>
<td></td>
<td>+4.9%</td>
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Participation June 1 - May 31
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 to provide equipment and education to embrace these opportunities in the REC expansion project in addition to providing traditional activities.

The following principles that guide the REC Strength Center to promote overall body strength and fitness guidelines are:

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

The Strength Center has shown exceptional use this year.

- 119,905 participants came through the door, a 17.8% increase
- New equipment includes identical rigging with equipment storage. This new equipment has expanded user space by 60%. In addition, the close proximity of other equipment (dumbbells) has improved efficiency for our individuals
- The UWL Strength Youtube page is produced to demonstrate proper execution of exercises. It has a total of 950,813 views, which is 39,500 more than last year
- 2.6% increase in usage by females
- Personal training was popular with 40 participants (a new record!), up 14 from last year initiating the need for a few more trainers. In addition, free consultations increased from 38 to 50
- There were 62,561 hours of cardio use, ~8,000 more hours than the previous year! That’s equivalent to using one piece of cardio continuously for 7 years and 1 month

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
- Challenge Tuesday’s saw programming space conflict with open users and were discontinued by Thanksgiving break
- Synrgy360 saw a drop from last year with 26 participants compared to 48 participants last year

Initiatives

- Create zones and provide proper equipment (2:1 cardio to strength) for the campus community into REC 2.0 to reflect national trends, inclusivity, and desires
- Create new videos linked to equipment to decrease potential user barriers and update videos
- Provide free orientations (on-line signup) and exercise demonstration of the week
- Move Synrgy classes to a new time frame to enable personal trainers to participate and to improve overall numbers of participation

National trends to note:

- Percent of adults 18 years of age and over who met the Physical Activity Guidelines for aerobic physical activity: **49.0%**
- Percent of adults 18 years of age and over who met the Physical Activity Guidelines for both aerobic and muscle-strengthening activity: **20.9%**

119,905

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, Mitchell Hall (primarily the pool and tennis courts), and the rec fields. 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.

All user numbers for the fieldhouse turnstile showed an increase this year, despite a very small decrease in FTE’s. While increased numbers are desired, in the REC that could mean more over crowdedness, especially during peak hours. And over crowdedness can lead to student frustration! To say it’s time to break ground is an understatement. We need to be creative in this our last year as we await the expansion. Currently, club teams are in need of more practice and competition spaces. Specifically, the men’s and women’s volleyball clubs now have A & B teams and would like to practice at different times. There are some opportunities in Mitchell Hall for club teams, but not enough options to meet all club and intramural needs.

Conversations regarding REC 2.0 schedules are critical as we evaluate the most effective use of the existing building in relation to the multiactivity court and Mitchell Hall. Tripling the size of the fitness center with an open layout will hopefully relieve the need to find hallways for stretching and exercises.

The new reader was a relief to all, students and staff members included. The frustration of multiple swipes was eliminated with the new model and has since been working effectively. Since we are now past a year with this reader, reports are simplified with one location name and Fusion makes it easy to
Purchase of volleyball system for the multipurpose room has created additional informal rec opportunity during peak use

Challenges

- Over crowdedness continues on the courts during peak times
- Students continue to seek places to stretch and/or do their own workouts throughout the first level, often landing in hallways and walkways
- Ongoing concern about maintaining informal recreation opportunities with increased intramural programming and sport club needs
- Volleyball clubs are looking for additional court time as they expand to A and B teams for both men’s and women’s clubs

Initiatives

- Utilize Connect2 software to post usage numbers online in an effort to potentially reduce over crowdedness, while not discouraging students from coming in
- Continue to educate student staff members on options and schedules for informal rec in Mitchell Hall and the REC

Accomplishments

- Increased total visits for all membership types, student users and unique students
- Increased unique faculty/staff memberships (18%)
- Acquired a new reader that reduced swipe issues
- Use of new Life Fitness treadmills and stepmills has been extremely heavy

<table>
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<tr>
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<th>2016-17</th>
<th>2015-16</th>
<th>% Change</th>
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<tbody>
<tr>
<td>Total visits</td>
<td>335,855</td>
<td>324,840</td>
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<tr>
<td>Unique student users</td>
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<td>8,039</td>
<td>+.04%</td>
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<tr>
<td>FTE’s (avg of Fall / Spring)</td>
<td>9,299</td>
<td>9,396</td>
<td>-1.0%</td>
<td></td>
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<tr>
<td>% of student body (swiped entrance)</td>
<td>87%</td>
<td>86%</td>
<td>+1%</td>
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<td>Total faculty/staff memberships</td>
<td>197</td>
<td>175</td>
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<tr>
<td>Unique faculty/staff users</td>
<td>137</td>
<td>116</td>
<td>+18.1%</td>
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335,855
Total visits to the REC

8,073
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 a record 40 different activities. These activities ranged from team sports like basketball and flag football to dual/individual sports like bag toss and badminton. Online and adaptive recreation activities were also added to the schedule. 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 while creating and maintaining a safe, fair and fun environment.

Participation Numbers/Interesting Statistics

- Offered 41 activities during the academic year
- 1,357 teams participated (decrease of 57 from 15-16)
- 3,607 unique participants (decrease of 259 from 15-16)
- 40,158 total participations (decrease of 1,603 from 15-16)
- 4,275 contests scheduled (decrease of 126 from 15-16) with a 6.99% forfeit rate (higher than 15-16 by 0.59%)
- 567 championship shirts distributed (down 66 from 15-16)
- 42 officials and scorekeepers returned from 2015-16
- 1,863 of 3,607 participants (51.6%) participated in previous years
- 1,744 (48.4%) first-time participants this year
- 63.2% of eligible 2015-16 participants returned to participate in programs this year
- Participants played on an average of 2.37 teams this year (down 0.26 teams from last year)
- 73% retention rate of eligible officials and scorekeepers from Fall 2016 to Spring 2017; hired 13 new officials for Spring 2017
- Aside from student fees, participants paid an average of $0.83 to compete in a single contest (includes staffing, equipment and technology subscriptions)

Staffing

Matt Schneider served as the Coordinator of Intramural Sports for the third year and Brooke Hemstead was the Graduate Assistant for the second consecutive year. 2016-17 also marked the second year the Intramural Sports program employed two Student Coordinators. Brett Simon (second year in role) and Hannah Skibba (first), both undergraduate students, did very well and brought valuable skills to the program. In addition to Brooke, student coordinators helped immensely with day-to-day operations, supervisor staff trainings/meetings and training clinics for officials/scorekeepers.

Brooke, Brett and Hannah all graduated and will not be returning to their roles in 2017-18. In fact, Brett showed why the student coordinator position is valuable to student development by being offered a graduate assistantship at Marshall University where he will work in competitive sports and camps while hoping to learn even more about career opportunities in campus recreation! With the departure of the student leadership team, Ali Tackett from Verona, WI was hired as the next Graduate Assistant and Callie Heinrich was hired as the next Student Coordinator. To provide more administrative opportunities for Ali and Callie, one Student Coordinator position was eliminated and two work study students, Dakota Andreae and Brittany Baldwin, were hired to work a couple of hours in the office each day.

The undergraduate staff consisted of thirteen total supervisors, with six 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 over 30 different Intramural activities, the
supervisor team did a great job providing assistance for home sport club contests. These individuals also did a great job representing the program and institution, as two supervisors attended the WIRSA State Conference, five attended the NIRSA Region III Student LEAD-On Conference and two attended the NIRSA National Conference. One official also attended the UW-La Crosse LeaderShape Institute. Six new supervisors will be joining the team in the fall.

This year, Intramural Sports also hired 106 student officials, umpires and scorekeepers for activities that included basketball, flag football, floor hockey, futsal, kickball, soccer, softball, trenchball 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. These dedicated individuals are truly the cornerstone of the Intramural Sports program!

Accomplishments

- Successful implementation of an intramural wrestling program with 35 individuals registered and a great partnership with the UWL wrestling team (provided officials, shared wrestling room space in Mitchell Hall and hosted IM championships during a dual meet vs. UW-Eau Claire)
- Added pickleball and sitting volleyball to the activity schedule
- Brett Simon, a student coordinator, was hired as the next graduate assistant in competitive sports and camps at Marshall University
- Positive participant interaction resulting in the collection of over 1,000 feedback surveys regarding program fee structure
- Streamlined communication and adaptable schedule/working relationship with shared facilities allowed for better participant communication, event rescheduling and anticipation of troubleshooting

- Hosted Special Olympics of La Crosse for flag football and basketball events
- More collaboration with community partners regarding employment of program officials
- Women’s intramural basketball champions won WIRSA tournament at UWO (second year in a row)
- Increased risk management measures by purchasing softball helmets and revising softball participant waiver

Challenges

- Overall decreasing participation numbers; attempting to figure out why that is
- Communicating rules and policies to participants
- Participants and staff viewing communication messages
- Perception of officials (referees) and low number of officials during 4th quarter
- Utilizing Mitchell Hall during spring semester with possible poor weather displacing recreation time/ frustrating participants due to changing schedules
- More forfeits for no-shows and teams not wanting to be reinstated
- Maintaining a competitive balance to meet competitive/recreational expectations
- Finding teams for “free agents;” students who want to play but do not have a team to play on

Initiatives

More in-person marketing efforts via tables and classroom presentations

- Numbers indicate participants are likely to continue to participate in intramural programs once they initially participate; would like to initiate more marketing to first year/new students
- Integrate more social networking and visual aids to increase efficiency in communication
- Work with partners to clean up online technologies in hope to provide clarity to prospective participants
- Eliminate clutter in rule books in order to create a more “user friendly” and less ambiguous interpretation
- Clarify eligibility and safety measurements to create circumstantial uniformity
- More participant interaction to promote intramural involvement (and potential staffing)
- On average, numbers indicate students participate on fewer teams the more they progress in their academic careers; would like to examine what the program can do to create unique opportunities to individuals perceived as busier

1,357
Number of intramural teams in 16’-17’

4,275
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. This year, 4,261 individuals participated in one of 20 events.

The events team is made up of the Sport Club and Events Coordinator, Sport Club and Events Graduate Assistant, and four Event Supervisors. This year the department welcomed three new members to the events team: Jacob Gilson and Kaitlyn (Lucie) Patrick joined returners Luke Mruczenski and Bre Nedden. Austin Sanderson (December ‘13) returned as Interim Sport Club and Events Coordinator to assist with the void created by Jenny Larson when she accepted a position at Elon University.

This was the 23rd year of the Turkey Trot, a fun run/walk that brings the UWL campus and La Crosse community together. With the ground breaking of the REC addition, this is the last year of the course as participants know it. 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 Wiscorps, 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 24th Turkey Trot and new course on November 18!

Accomplishments

- Continued to collaborate with other departments on the Ultimate Race and Spring Spectacular.
- Implemented a successful “Rec Day” promotional event that incorporated a social media campaign #UWLRECDAY and #REC DAY, a new snap chat geo filter and tshirt giveaway
- Cultivated new sponsor relationships for Turkey Trot

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 streams. Many of our events had less participants this year compared to last year.
**Initiatives**

- Continue to streamline responsibility for event supervisors. Find projects for both semesters or yearlong that each event supervisor can coordinate and be the piece they can leave their legacy with. Since popularity among events is always changing, this is a great opportunity for them to research other events and put together program proposals.

- Create a tool to assess the event program as well as send out a survey each semester to volunteers and participants to evaluate what future changes should be made.

- Add timelines to all master outlines regarding promotional opportunities and when they should be launched to the target audience.

- Incorporate more in-person marketing and taking registration to the students. Reserve table space at The Union and incorporate free items for individuals who sign up for events.

---

**Participation**

<table>
<thead>
<tr>
<th>Fall 2016</th>
<th>Spring 2017</th>
</tr>
</thead>
<tbody>
<tr>
<td>Moonlight Mile</td>
<td>Night on the Slopes</td>
</tr>
<tr>
<td>372</td>
<td>117</td>
</tr>
<tr>
<td>Rec Fest</td>
<td>Sports Trivia Contest</td>
</tr>
<tr>
<td>1,271</td>
<td>12</td>
</tr>
<tr>
<td>Golf Scramble</td>
<td>Battleship</td>
</tr>
<tr>
<td>11</td>
<td>100</td>
</tr>
<tr>
<td>Sandblast</td>
<td>3 on 3 Basketball Tournament</td>
</tr>
<tr>
<td>84</td>
<td>24</td>
</tr>
<tr>
<td>Rectoberfest</td>
<td>Amazing Race</td>
</tr>
<tr>
<td>304</td>
<td>12</td>
</tr>
<tr>
<td>Run with the Chancellor</td>
<td>Inverted Bouldering Competition</td>
</tr>
<tr>
<td>101</td>
<td>86</td>
</tr>
<tr>
<td>Paddle Battle - October</td>
<td>Golf Scramble</td>
</tr>
<tr>
<td>29</td>
<td>30</td>
</tr>
<tr>
<td>Turkey Trot</td>
<td>Bag Toss Tournament</td>
</tr>
<tr>
<td>908</td>
<td>48</td>
</tr>
<tr>
<td>Bag Toss Tournament</td>
<td>Spring Spectacular</td>
</tr>
<tr>
<td>110</td>
<td>450</td>
</tr>
<tr>
<td>Finals Bingo</td>
<td>Rec Day Celebration</td>
</tr>
<tr>
<td>42</td>
<td>150</td>
</tr>
<tr>
<td>Total</td>
<td>Total</td>
</tr>
<tr>
<td>3,232</td>
<td>1029</td>
</tr>
</tbody>
</table>
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.

The Sport Club program continued to grow during the 2016-2017 academic year with the addition of Bowling and Baseball. Sport Club participation increased to 613 members, allowing 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, 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 handbook and made significant changes to individual membership, discipline, and “good-standing” policies. Creating camaraderie among fellow sport club participants was one of the goals for this year’s Sport Club Executive Council.

The council planned and executed the first ever sport club dodgeball tournament during the fall semester. The council received positive feedback and hopes to make it a tradition while adding an event during the spring semester in addition to the sport club banquet.

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 the change in leadership with the Coordinator.
Let's Play UW-LA CROSSE

Women’s Hockey: Carley Bill and Abby Glaus received Academic All American awards

Women’s Basketball: 2nd place at Regionals

Alpine Ski Team: Both Men’s and Women’s teams made it to Regionals; Natalie Gjermo placed 2nd in skier cross at Regionals and Kaitlin Schultz received 1st

Triathlon: 11 individuals participated at Nationals

Women’s Lacrosse: qualified for Regionals

Men’s Hockey: 2 members made All-Conference

Women’s Volleyball: Elise Ditscheit, All Conference; DII Runners Up; Allison Duley & Bre Nedden first team All Americans; Sarah Jacobs & Elise Ditscheit 2nd team All Americans

Men’s Lacrosse: Conference Champs

Individual and Club Accomplishments:

- Miles Traveled: 54,303.20
- National Tournament Qualifiers
  - Women’s Rugby, Triathlon (11 individuals), Men’s Volleyball, Women’s Volleyball
- Regional Tournament Qualifiers
  - Men’s Alpine Ski, Women’s Alpine Ski, Women’s Basketball, Equestrian, Women’s Lacrosse, Women’s Soccer, Women’s Ultimate Frisbee
  - Men’s Club Hockey
  - Equestrian: 4th in Region; Claire Sykes, McKenna Reed, Daniell

Active Clubs

Alpine Race Team, 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
Koshak and Nikala Nelson all qualified for Regionals; Claire Sykes and McKenna Reed also qualified for Zones

- Women’s Rugby: 15s/7s Conference Champs; qualified for national 7s; Ranked 16th
- Men’s Volleyball: Adam Baltz 1st team all Wisconsin, 2nd team all American; Alex Bertelme 1st team WVC; 5th place at Nationals
- Women’s Ultimate: 2nd in conference highest finish; qualified for regionals
- Baseball: 5 players have been named for All-NCBA and All-American honors; finished 2nd in Conference
- Women’s Soccer: qualified as the only DIII team for Regionals

Challenges

- Continued interest for potential new sport clubs. With the lack of facility space and funding, a freeze was put into place at the beginning of the year for no new clubs until after the completion of the REC expansion. The status of the freeze will be revisited at that time.
- Having a defined discipline process. When a club does not follow University or department policies/procedures, there is no set discipline process that is consistent throughout. Each time a club needs to be disciplined, new steps and consequences were created. This caused a problem of tracking how one disciplinary action related to another.
- The increase of teams created more competition overlap. In addition to the overlap, teams submitted their schedule multiple ways from hard paper copies to electronic documents at different times as well. The overlap of competitions led to staffing and budget challenges. Having two competitions along with the possibility of an event means all three supervisors were needed, making it difficult if one had a personal conflict. In the situation two competitions were held at the same time, we needed to hire out an athletic trainer. The second athletic trainer puts a strain on the payroll budget.

Initiatives

- Continue to create resources to assist sport club leaders in the management of their clubs.
- Create budgeting template for financial leaders to monitor their spending from their Segregated Fee and SFO accounts.
- A marketing handbook that includes steps needed to print club materials, advertise, and forms needed to complete these processes.
- Stream line all electronic forms. Some forms are completed through MyOrgs while others are completed on Microsoft 360. In addition to choosing one program, any survey should be sent to the sport club email. That way all staff members and clubs have access to the information.
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 Synergy360 (reported under Strength Center).

This past year marked a very large decrease in participation in the group fitness program as the total numbers dropped approximately 14%. We have not experienced a decline that large since 2012-2013 (14.5% decrease). Though difficult to pinpoint why numbers decrease and/or waver from year to year, it is a critical time for us to evaluate the value of the group fitness program. As noted in last year’s report, observations in the REC show that students are working out more on their own with their personal devices. This is supporting the research that is showing that popular trends now include increasingly demanding schedules that will spur an increase in the popularity of workout-on-demand and video streaming services, allowing individuals to do instructor-led workouts on their own time (posted on ACE website by Pete McCall). Furthermore, similar to the conversations we are having regarding the layout of the fitness center, this website also stated that studios and health clubs will start offering classes that combine workout formats while equipment companies will deliver solutions that enable studios to create a variety of combined formats, such as cycling and boxing, treadmill running and strength training. Therefore, we must get creative, evaluate our current classes, look at trends, and potentially consider a new purchasing option of the all-access pass.

The cancellation of “prime time” aerobics classes at 3:30pm and 4:30pm in the fall semester is also of great concern. Thankfully that was only one semester as numbers picked up again during that time in the spring (4:30pm class stayed the same type; a new class was offered at 3:30pm). While evaluating current classes, we need to determine the impact of 30 minute vs. 50 minute classes and the popularity of INSANITY®, RIPPED®, and Total Body Tabata®. We had one student get certified in POUND and will discuss the feasibility of offering the class with only one certified instructor and the cost of purchasing the sticks.
resulted in a $100 prize for the #HiChewSpirit contest. We are grateful to Drew for his initiative and commitment to the program.

Accomplishments

- Offered three new classes: Cardio Sculpt Fusion; Namastrong; Yoga Flow
- Converted all cycling classes to cycle & core
- Offered yoga as part of instructional programs (acro yoga; snowshoe & yoga)
- Gave away many products through the ACSF program and won $100 prize for social media contest

Challenges

- Cancelled early afternoon class times that are typically popular (3:30pm and 4:30pm T/Th); also cancelled 12:05 M/W R.I.P.P.E.D.
- Total numbers continue to decrease (decline initiated 2012-2013 with small increase of 3% in 2014-2015)
- Synrgy360 numbers continue to dwindle

Initiatives

- Create new survey to learn more about instructors, program interests and potential of all access pass
- Evaluate popularity of INSANITY® vs. RIPPED® vs. Total Body Tabata®
- Assess length of time for aerobics classes (30 minutes vs. 50 minutes)
- Consider offering POUND® class (concern is only one certified instructor and cost of sticks)
- Continue brainstorming on ways to increase visibility and participation in Synrgy360
- Continue ACISF sponsorship

Three new classes were offered in the spring that included Namastrong, Cardio Sculpt Fusion, and Yoga Flow. Cardio Sculpt fusion and Namastrong replaced cancelled classes during the fall semester and had sufficient registrations. Yoga Flow was a popular 8:30pm class.

ACSF Fitness Program

Now called American Collegiate Sports & Fitness, ACSF provided many products to be given away, including Jelly Belly’s and Hi-CHEW candies, frisbees, t-shirts, and water bottles. As participants in the IM Sports ACSF program, we received t-shirts for MVP’s and intramural champions. Hired through ACSF, UWL student Drew Arndt joined our team as a HI-CHEW representative. He coordinated the sampling and marketing contests through social media. His efforts

<table>
<thead>
<tr>
<th>Participation</th>
<th>2016-17</th>
<th>2015-16</th>
<th>% change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fall</td>
<td>631</td>
<td>772</td>
<td>-18%</td>
</tr>
<tr>
<td>Spring</td>
<td>680</td>
<td>752</td>
<td>-10%</td>
</tr>
<tr>
<td>Total</td>
<td>1,311</td>
<td>1,524</td>
<td>-14%</td>
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</table>
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.

Due to new opportunities and increased participation, instructional programs experienced much growth again this year. New programs included log rolling, snowshoe & yoga, acro yoga, and an instructor’s certification course for teaching first aid/CPR/AED certifications. Unfortunately the personal training course only had one student register each semester (combined in the spring) and needs to be further evaluated.

Log rolling was the result of a REC 301 course practical experience. Initiated in the fall semester, registration was similar to that of a special event as students signed up at the Information Counter. This was an extremely successful event, despite a last minute change from Mitchell Hall to the YMCA due to a facility issue in the pool. Second semester, the course was offered in Mitchell Hall and proved successful as well, despite lower numbers. The snowshoe & yoga and acro yoga programs were popular as well and will be offered again this upcoming year.

We are fortunate that Jenny Larson has agreed to return to teach the instructor certification course. This has allowed the department to certify six staff members for a total of eight available to teach (2 undergrads, 3 grads, 3 pro staff). Therefore, the consideration at this time is to potentially offer one course per month. Of interest will be if students take the course prior to the end of the semester as that seems to be their time of urgency as they venture out for internships. Participation in the adult and pediatric courses continues to increase annually (11% increase this year), so timing will be critical with this new proposal of monthly courses. In addition to the departmental courses, we continued to assist with certifications for the Child Care Center as well as certify group fitness instructors and service staff members. At the time of publishing this report, we are piloting a potential partnership with La Crosse County to certify foster parents, paid for by the County.

Though participation numbers dipped slightly this year (8%), students continue to appreciate their experience with the self-defense course. Dustin Barton, University Police, remains as the sole instructor and is committed to the ongoing partnership. His knowledge and passion for empowering students is what makes this class so successful, as expressed in the surveys: “I learned a lot of different self-defense moves that I hope I never have to use, but great to know if I get into a bad situation. I also met some nice people who were all in the same boat as me”; “I learned how to get myself out of several harmful situations that could occur, and I got to practice being aggressive, which I am normally not.”; “Before the class, I had absolutely no idea what to do, and after the class, I feel comfortable punching, Kneeing, and getting out of a hold if I were put in a situation where I would need to do that.”

Accomplishments

- Offered new programs: instructor certification; log rolling; acro yoga; snowshoe & yoga
- Certified 6 returning student and professional staff members as instructors
- 11% increase in participation for first aid/cpr/aed certification courses
- Offered six group fitness certifications
- Self-defense class continues to maintain strong evaluations
- Created master promotion in the spring for group fitness certifications

Challenges

- Personal training course was cancelled in the fall with one person registered; that student was moved to spring and joined only one other student for total of 2 for the year
- Some group fitness certifications had to be cancelled due to low registration

Initiatives

- Consider offering certifications once/month due to large number of instructors on staff
- Expand instructor certification to include fall semester or winter session (dependent upon Jenny Larson’s break schedule)
- Initiate potential partnership with La Crosse County to provide certifications for foster parents
- Continue offering snowshoe & yoga as well as acro yoga
- Evaluate ongoing opportunities for REC 301 course
- Develop marketing plan for personal training certification prep course that will be offered the second half of both semesters
<table>
<thead>
<tr>
<th>First Aid / CPR Certification</th>
<th>2016-17</th>
<th>2015-16</th>
<th>Difference</th>
<th>% of Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fall</td>
<td>41</td>
<td>36</td>
<td>+5</td>
<td>+14%</td>
</tr>
<tr>
<td>Spring</td>
<td>71</td>
<td>65</td>
<td>+6</td>
<td>+9%</td>
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<tr>
<td>Total</td>
<td>112</td>
<td>101</td>
<td>+11</td>
<td>+11%</td>
</tr>
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<table>
<thead>
<tr>
<th>First Aid / CPR Instructor Certification</th>
<th>2016-17</th>
<th>2015-16</th>
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<tbody>
<tr>
<td>Spring</td>
<td>6</td>
<td>Didn’t offer</td>
</tr>
<tr>
<td>Summer</td>
<td>5</td>
<td>Didn’t offer</td>
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<table>
<thead>
<tr>
<th>Self Defense Class</th>
<th>2016-17</th>
<th>2015-16</th>
<th>Difference</th>
<th>% of Change</th>
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</thead>
<tbody>
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<td>Fall</td>
<td>20</td>
<td>25</td>
<td>-5</td>
<td>-20%</td>
</tr>
<tr>
<td>Spring</td>
<td>14</td>
<td>12</td>
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<td>+17%</td>
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<tr>
<td>Total</td>
<td>34</td>
<td>37</td>
<td>-3</td>
<td>-8%</td>
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<table>
<thead>
<tr>
<th>NEW Additional Courses</th>
<th>2016-17</th>
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</thead>
<tbody>
<tr>
<td>Log Rolling (Fall)</td>
<td>40</td>
</tr>
<tr>
<td>Log Rolling (Spring)</td>
<td>26</td>
</tr>
<tr>
<td>Snowshoe &amp; Yoga</td>
<td>6</td>
</tr>
<tr>
<td>Acro Yoga</td>
<td>24</td>
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</table>
Wellness

By guiding the campus communities’ behaviors, we allow for a more holistic, balanced lifestyle where students, staff and faculty are able to achieve their full potential. The wellness team’s mission is to empower students and staff by providing them with the knowledge and tools necessary to lead a healthy, balanced lifestyle.

Our vision of physical wellness is maintenance of a healthy quality of life through exercising, eating well, avoiding harmful habits, getting adequate sleep, getting regular physical exams, and taking steps to prevent injury.

Accomplishments

- This year was a re-centering year with a new Wellness Coordinator
- We referred 45 individuals to the Health Science Center for follow-up, 14 more than last year
- Faculty/staff events hosted by the Live Maroon and RECFest kept fit checks on task with 141 individuals, an increase of 6 people
- Initiated the “15” Program with the Health Science Program and Health Education Academic Program
- An untold number of referrals due to networking

Challenges

Fit checks have become a thing of the past.

Initiatives

• Develop new initiatives with Kate Ebert, Wellness Coordinator
• Develop a relationship with physical literacy through Emily Whitney, Health Education
• Re-establish fit checks in the campus community
• Develop tracking system of referrals

Promotions

The promotions team continues to work hard creating visual communication pieces for the Department. They provided graphic design and promotional support for 10 different program areas.

Accomplishments

- Implemented a successful “Rec Day” promotion that included the creation and approval for a new Snapchat geo filter
- Created over 300 individual promotional pieces, including; digital display images, web page banners, Facebook graphics, handbills, flyers, and posters
- Designed 11 different event and program t-shirts
- Created the Calendar of Champions
- Upgraded the undergraduate work stations with the Adobe Creative Suite software.

Challenges

Historically, one of the department’s most effective promotional tool has been the poster. Advertising effectiveness surveys have always ranked it as the most common way students find out about our programs. Two campus trends have negatively impacted our ability to use this tool.

1) Res Life changed their poster distribution and posting policy and no longer distribute and post posters on each floor.

2) The University continues to rely and promote the use of digital display boards in buildings over cork boards which are not nearly as effective as traditional posters.

Initiatives

• Collaborate with the incoming Coordinator of Sport Clubs and Events to develop a new Rec Sports “Street Team” to help the department directly engage with students and faculty members.
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.

After experiencing two consecutive years of declining participation, the climbing wall rebounded a little bit in 2016-17 by increasing the total number of swipes by nearly 19%. More importantly the climbing wall took an important step to build and develop its community by starting a rock climbing club. This effort will undoubtedly help increase the interest in rock climbing at UW-La Crosse into the future.

WICS
The Wisconsin Indoor Climbing Series is a collaboration effort between 5 UW System schools and Winona State University Climbing Walls. Participation and enthusiasm continues to climb! A record 570 climbers.

Accomplishments
• Our climbing club (LaX Climbing Crew) won the 2017 Wisconsin Indoor Climbing Series. Staff member, Allison Molitor placed 1st overall in the women's division
• 84 climbers participated in the annual bouldering competition
• New climbing club started
• Developed new community open climb pass
• Implemented monthly special event night programming
• Updated and improved route

Participation

<table>
<thead>
<tr>
<th></th>
<th>2016-17</th>
<th>2015-16</th>
<th>Difference</th>
<th>% of Change</th>
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</thead>
<tbody>
<tr>
<td>Total visits</td>
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<td>3,937</td>
<td>+769</td>
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<tr>
<td>Unique student users</td>
<td>968</td>
<td>944</td>
<td>+24</td>
<td>+2.5%</td>
</tr>
<tr>
<td>FTE's (Avg of Fall/Spring)</td>
<td>9,299</td>
<td>9,396</td>
<td>-97</td>
<td>-1%</td>
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<tr>
<td>Percentage of student body</td>
<td>10.4%</td>
<td>10%</td>
<td>4.2</td>
<td>+.4%</td>
</tr>
<tr>
<td>Hours of Operation (Weekly)</td>
<td>26</td>
<td>26</td>
<td>0</td>
<td>0</td>
</tr>
</tbody>
</table>

setting training, tracking and monitoring processes
• Two staff members attended level 1 route setting clinic
• Our Graduate Assistant, Kyle Harding 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 entering its 20th year of operation and continues to show its age.

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
• Continue to develop the outdoor anchor building and group management skills of the staff
• Support the local climbing community in their effort to advocate for climbing access to Grand Dad’s Bluff park area

LaX Climbing Crew, 2017 Wisconsin Indoor Climbing Series Champions
The Outdoor Connection provides quality outdoor gear rental, resource information, skill clinics, trips and an on-campus residence living learning community for the UW-La Crosse Community.

Despite experiencing one of the most challenging years for weather, overall the Outdoor Connection had a very good year. Despite having to cancel a record number (15) of outings the program was still able to generate nearly $90,000 in revenue, utilized several new trip locations, implemented a new Wilderness Leadership Development program and began to plan for the rental center’s future expansion into the existing strength center space.

The program’s success continues due to the outstanding dedication and commitment of the student staff. We are fortunate that they are so passionate, hard working, and caring!

OUTDOOR RECREATION LIVING LEARNING COMMUNITY

The Outdoor Recreation Living Learning Community has become the cornerstone for the Outdoor Connection trips program. It provides a great many leadership opportunities for our staff and develops a unique learning environment in our Residence Halls.

Accomplishments

• Ran 3 spring and 3 winter break trips:
  1. Winter Multi-Sport Adventure Boundary Waters, MN
  2. Backpacking the 4 Desserts of the western US.
  3. Canoeing the Rio Grande River in Big Bend National Park, TX
• Upgraded equipment: purchased new sleeping bags, dry bags, river storage boxes and water filters.
• Updated the the Outdoor Connection rental pricing to include state sales tax.
• Once again ranked in the top 25 most “Outdoorsey” campuses based on student’s participation in the nationwide Campus Outdoor Challenge held at the beginning of the Fall 2016 semester.
• Implemented a new outdoor leadership development workshop called W.I.L.D. (Wilderness Leadership Development) that is open to the general student body.

Challenges
• Equipment rentals and trip offerings are greatly influenced by the weather. Extremely wet springs can impact paddling opportunities and poor snow conditions impact ski and snowshoe trips and rentals, etc.

Initiatives
• Develop new Outdoor Recreation Community Student Coordinator position
• Develop a design plan for moving service area into the “old” strength center
• Utilize Connect2 software to help streamline trip planning, implementation and evaluation processes
• Provide free mountain bike rentals for youth with the assistance and support of the Outdoor Recreation Alliance
• Collaborate with the Office of Multicultural Student Services to provide inclusivity training for trip leaders

Participation

<table>
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<th></th>
<th>2016-17</th>
<th>2015-16</th>
<th>Difference</th>
<th>% of Change</th>
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</thead>
<tbody>
<tr>
<td>Total trip participants</td>
<td>516</td>
<td>651</td>
<td>-135</td>
<td>-20.7%</td>
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<tr>
<td>Total number of trips/clinics</td>
<td>80</td>
<td>71</td>
<td>9</td>
<td>12.7%</td>
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4. Canoeing the Suwaunee River, FL
5. Hiking, Moab UT
6. Backpacking Zion National Park, UT

• Successfully led an 8 day, trip leader training trip to the St. Croix River and Superior Hiking Trail for 11 student staff
• Generated $89,502 in revenue
• Continued collaboration with the Wisconsin Bicycle Federation to incorporate a cycling education component to the Green Bike Program
• Offered over 80 individual clinics and trips during fall and spring semesters

Pictured Rocks, MI