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Our Mission, Vision & Values

Our Mission
The Recreational Sports Department enhances the UW-La Crosse experience by offering diverse programs, innovative services, growth opportunities and welcoming facilities.

Our Vision
A thriving community enjoying active and healthy lives.

Our Core Values
Fun  Wellness  Integrity  Collaboration
Inclusion  Customer Service  Leadership Development
As we reflect back on 2015-2016, we feel fortunate to report another year of growth in the majority of our programs, services and participations. While numbers demonstrate increases, it is apparent through daily interactions, survey results, and statistics that participants and student staff members at UWL continue to value their Rec Sports experience. Unique to this year and most exciting to report is that building projects are moving from concepts to reality. The anticipation is heightened as conversations have moved to committee meetings and design phases for the turf/lights project and REC 2.0 (REC addition). Most recently, we have learned that the Division of Facilities Development (DFD) has authorized the solicitation process for the architectural and engineering (A/E) services for the new student field house. This exciting project will forever transform opportunities for Rec Sports, Athletics and ESS.

As a department, we continue to work hard to meet the evolving demands of current students while planning and preparing for the future. The following report illustrates how we do so by highlighting this year’s accomplishments and issues, 2016-2017 initiatives, and upcoming building projects.

There’s no doubt that campus recreation has a bright future for years to come as our daily efforts are guided by the Rec Sports mission statement: to enhance the UWL experience by offering diverse programs, innovative services, growth opportunities, and welcoming facilities.
Student Development

We employ over 250 students annually.

When originally creating the graphic to display our new department values, leadership development landed on the bottom of the pyramid. How appropriate that placement is as leadership development is truly the foundation of what we strive to accomplish every day in all positions. Most often, the development tends to happen naturally as students progress throughout their term of employment. Other times, it’s “tough love” as exemplified with this student’s testimony in his exit evaluation: 

Looking back on my first year with Rec Sports as a sophomore, I was not a role-model employee by any means. I had two weeks off to evaluate my performance and to deeply consider my employment with Rec Sports. I came back determined to ultimately live up to my potential. This was really a turning point in my college career and is single-handedly one of the largest personal development moments for me.

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: 96%
- Organization: 96%
- Self-confidence: 91%
- Time management: 87%
- Verbal communication: 96%
- Written communication: 83%

Some comments about these skills include:

As a staff member I have grown into a better leader, co-worker, and student. Rec Sports has pushed me to work harder and strive to be a better person. Rec Sports is one of the best aspects of UW-La Crosse.

Oh the places I've gone! Rec Sports has physically taken me to some of the most beautiful places in the country while taking me on a personal journey of leadership development and adventure. I have met people completely different from me and challenged my world view and assumptions in the most beautiful way. Thank you Rec Sports, it has been a wonderful time. Rachael Schaefer, Outdoor Connection

The Rec has definitely changed my life for the better. I have grown as an individual, as a graphic designer, and as a young, developing professional. I have made lifelong friendships, amazing memories, and some design work I can put in my portfolio! I will forever be grateful for my time at the Rec! Abby Voye, Graphic Designer

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

- Created pillars of customer service that will be shared with staff at training this fall
- Successfully hosted heavily attended Thanksgiving meal, holiday party, and two additional staff socials (fall dinner/corn maze and Buffalo Wild Wings Night Out)
- Revamped RECspy's by changing staff awards, adding Director's Award and gifts for graduating seniors

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**

- Implemented case studies into bi-weekly meetings that were prepared and led by committee members
- Revised red shirt review scheduling method from departmental wide to programs per committee members
- Determined “member qualifications” to better define expectations for ERT member involvement
- Added “unique” sheet and statistics to red shirt reviews for analysis of completion rates

**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 different money channels that can assist students who attend development opportunities, such as conferences, certifications, etc. The team creates fundraising opportunities throughout the year through events that have been done and will continue into next year. These include brat barns, special events, and restaurant fundraisers.

**Accomplishments**

- Raised $682 dollars through three fundraising efforts (Buffalo Wild Wings, Festival Foods Brat Barn, Glow Get Em Tournament)
- Created a new special event taking place over winter break that included glow in the dark 4’s volleyball, bag toss, and ping pong
- Created a Fall 2016 schedule of events to continue fundraising efforts next year

**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 and approved policy for family weekends
- Approved and developed policy for staff jersey day and further revised apparel policy for grad office
- Discussed components of leadership development program
- Incorporated video component into second round interviews for strength center team
- Coordinated employment process that led to the successful hire of 33 new team members
- Approved new apparel items for next year that include dri-fit shirts
2015-16 Student Development Accomplishments

- Developed the new Director’s Award that was awarded at the RECspys to four deserving students who best represent the department (Phoenix Rogers, Bre Nedden, Isaiah Thomas, Brett Simon)
- 2 students attended NIRSA Conference in Orlando; 5 students attended WIRSA Conference hosted by UW-Stout; 12 students attended Lead On at Purdue University; 4 students attended AORE conference in Atlanta, Georgia
- 4 students were awarded WIRSA Student Development Scholarships
- 4 students and Jenny attended the LeaderShape Institute during Spring Break
- Employed approximately 268 students with 11% diversity (excludes 25 students who chose not to indicate ethnicity)
- Hired 33 new 2016-17 service staff members with 15% diversity
- Introduced new mission, vision, and values into fall staff training
- Involved in campus conversations regarding leadership development in all programs

Issues

- Ongoing challenge to balance departmental vs. program sessions during staff training while building teamwork, “family” concept, and preparation for the job
- Number of discipline issues nearly doubled, primarily due to missed deadlines for refreshers and required paperwork

2016-17 Initiatives

- Further develop staff training schedule to seek balance with departmental and program sessions, create “post-training” concept, and implement mentoring program
- Engage SAC in conversations about how to minimize staffing issues with missed deadlines
- Determine process to distribute L.E.A.D. and department dollars to student staff members for developmental purposes
- Continue campus conversations about leadership development

- Develop alumni concept of giving of time through mentoring, job shadows, resume reviews and mock interviews
- Revisit concept of alumni google chats to create greater impact on new staff
Facilities

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.

At the time of publishing this report, architect meetings are taking place for the turf/lights project on Veterans Memorial Sports Complex and for REC 2.0. The turf/lights project 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 reinstallation 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. Serving on the committee with Rettler Corporation, Landscape Design and Architecture Firm from Stevens Point, is Sue White, Director and Jenny Larson, Sport Club and Events Coordinator. Current timelines initiate groundbreaking for this project after the completion of the 2017 WIAA state track meet with anticipated completion that August.

Though we were hopeful there would be a hole in the ground this spring for the REC expansion, we are excited and encouraged by the conversations regarding the much needed space. SDS Architects from Eau Claire, architects for the original building, are moving aggressively with plans as we quickly approach fall deadlines. Meetings will take place throughout the summer in an effort to meet the following target dates: June 30 – final design concept selected; Sept. 22 – preliminary review and design report complete; Oct. 6 – project to Board of Regents; end of Nov. – building authority to construct. Committee members include Sue White; Mo McAlpine, Associate Director; Nathan Barnhart, Assistant Director; Dennis Kline; Brooke Hemstead, Graduate Assistant; and 2 students (1 student senator, 1 strength center user/Olympic weightlifting club member). Some equipment purchases are happening this fiscal year and will create excitement in the existing center (will move to the expansion when the project is completed). Current general concepts for the expansion include:

- 15,000 square foot fitness center on first level with office space, workroom, and reception/checkout desk
- Potential sunken level for racks and Synrgy equipment; three lane 30-meter track; cardio and strength equipment in fitness center
- 15,000 square foot multipurpose room on the second level with a storage area and future portable spectator bleachers
- Equipment and lines for soccer, volleyball, basketball with hashes for badminton in multipurpose room
- Entry to fitness center off court 2; stairwell to upper level near fitness center entry
- Restrooms located on both levels
There are few facility changes to report this year as efforts are focused on the expansion. In the Outdoor Connection, shelving was moved and reconfigured to accommodate a larger, more efficient bike repair area. Room 108, former storage area for Valhalla chairs and staging, was cleared and equipped with independent storage lockers that house sport club equipment. Plans are underway to add more lockers this summer to allow for additional team storage. All of the manikins and equipment for certifications are also kept in Room 108. 52 day-use lockers were installed by the aerobics room. There was another upgrade to the camera system that added visibility to the satellite rooms along the north end. This summer, a new sound system will be installed in the fieldhouse (gyms) that will have the capability to cover the expansion.

The partnership with Athletics continues to be critical 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. The transition in leadership to Jason Murphy and Nicole Hirsch was smooth as both of them have been excellent communicators, organized and supportive of Rec Sports. Solar lights were purchased and paid for by Rec Sports (one light), Facilities Planning and Management (one light), and the green fund (2 lights). Upon arrival this spring, they were used by club teams for evening practices.

### 2015-16 Accomplishments

- Planning is in progress for REC 2.0 with SDS Architects; anticipated ground breaking is next spring
- Design phase for the turf/lights project on Veterans Memorial Sports Complex is near completion; anticipated ground breaking is summer 2017 upon conclusion of the WIAA state track meet
- Partnered with La Crosse Exercise and Health Program (LEHP) to use the REC three days/week on an annual basis
- Acquired new card reader that is much more compatible with campus ID’s, greatly reducing frustration for both users and staff
- Room 108 was redesigned to allow for sport club storage
- Outdoor Connection was reconfigured to provide a larger, more efficient space for bike repairs
- Custodial team was at full strength under successful leadership of Rob Hamann, Supervisor, and Mike Malherek, Lead Custodian
- Purchased 2 Matrix and 2 Kaiser bikes, 2 ellipticals and 5 treadmills
- Initiated “Forward in Facilities” bi-weekly meetings with Mo McAlpine, Jenny Larson and Matt Schneider to discuss facility needs and scheduling; created shared facility grid to track club and
• Develop plan for replacing lobby furniture as budget allows
• Coordinate plan with Athletics to share baseball field with newly formed baseball club
• Implement new locking system for solar lights that will prevent lights from being raised without a key
• Work with Facilities Planning and Management to determine solution for condensation problem above treadmills
• Variable frequency drives will be installed this summer to reduce electrical energy consumption within the HVAC system by adjusting a motor’s speed to match the required load
• Building Automation System (BAS) will be converted to the campus network in preparation for the fiber upgrade next summer and to reduce long-term costs of upgrading data switches (currently on a dedicated fiber network around campus)

Issues

• Lobby furniture is as old as the building and needs to be replaced
• Gym floor seal was installed poorly in December and will be completed again in August at no cost to Rec Sports
• On humid days, there is much condensation above the treadmills that sweats onto the equipment; Facilities Planning and Management will monitor closely this summer
• Steam meter stopped working and has recently been replaced
• Age and texture of the climbing wall continues to be a concern
• One solar light was damaged without a claim; was a $500 repair fee

2016-17 Initiatives

• Engage students in conversations regarding reprogramming of existing strength center
• Phase in new strength center equipment that will eventually move to the expansion
• Replace sound system in the fieldhouse (gyms) this summer with new speakers and all components
• Replace Child Care Center roof this upcoming summer

103,000
Square footage of the Recreational Eagle Center

30,000
Square footage of the planned two story addition
Strength Center

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

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

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<thead>
<tr>
<th>Participation</th>
<th>June 1 - May 31</th>
<th>2015-16</th>
<th>2014-15</th>
<th>% Change</th>
</tr>
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<td>Total visits</td>
<td></td>
<td>101,752</td>
<td>102,979</td>
<td>-1.9%</td>
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<td>Total student visits</td>
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<td>100,341</td>
<td>101,933</td>
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<td>3,866</td>
<td>4,076</td>
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<td>FTE’s (avg of Fall / Spring)</td>
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<td>9,396</td>
<td>9,194</td>
<td>2.2%</td>
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<tr>
<td>Percentage of student body (swiped entrance)</td>
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<td>41.1%</td>
<td>44.3%</td>
<td>-3.2%</td>
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</table>
As research in the Exercise Science evolves, brief intense exercise is raising more eyebrows in the lab as well as the gym. Research in the last twelve months has shown 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.

Accomplishments
The Strength Center has shown great campus community use over the years and this year is no exception.

- We had 101,752 participants come through our doors this year, that’s an average of 318 people per day.
- New equipment this year includes a women’s weightlifting set to equalize the number of men’s and women’s opportunities and 5 new motorized treadmills which have seen tremendous use.
- New multi-day challenges were trialled. The February challenge: 500 Turkish get-ups (25 participants) and the Spring Break challenge: 50 Pull-ups (7 participants). We will be trying more of these to engage users.
- Sport Club Training sessions were held in the field house, there were 288 participations, a 32% increase from 18 individuals.
- Our UWL Strength Youtube page is produced to demonstrate proper execution of exercises. It currently has 276 subscribers and has over 910,981 views.
- Personal training was down 9 packages this year with 26 participants, however we had an increase in the amount of free consultations to 38 from 30.
- Challenge Tuesday’s saw 148 participants with the standing long jump seeing the greatest amount of attention.
- We had 54,829 hours of cardio use! That’s equivalent to using one piece of cardio continuously for 6 years and 3 months.
- Eagle Fit changed its name to Synrgy360 and saw consistent usage from last year with 48 participants. Overall a good improvement as we went from offering 14 classes in 2014-2015 to offering 8 classes in 2015-2016. The numbers are still well below its potential and we hope to see it increased.

Issues
- Difficulty with accuracy of the ID card swipe mechanism proved to be user unfriendly as multiple swipes were necessary for acknowledging validity. In addition to using non-functioning turnstile, our tracking of use proved to be challenging as a result of the 2015-2016 table.
- Continued limited capacity has forced us to close doors to wanting users during peak times, however with expansion on the horizon, both staff and users have understood.
- Free beginner and women’s strength classes had no sign-ups.
- Potential Strength Center staffing strain from overlap of facility hours, synrgy 360, and personal training occurring at the same time has caused some concern.

Initiatives
- Improved marketing of personal training, synrgy 360, and learning opportunities campus wide.
- Plan facility and equipment for REC 2.0 including new space dedicated for the prowler, Synrgy360, and personal training equipment.
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.

Overview

This year is no different than most recent as informal recreation remains in high demand on the courts, the upper level and in the Strength Center as well as in the pool with lap swimming. Unfortunately peak times continue to frustrate students as the demand exceeds available space when they are all wanting to work out at the same time, particularly on the courts and in the Strength Center. At times, this has discouraged volleyball and basketball players as student staff members attempt to manage court users and determine activities based on numbers. In the Strength Center, it has caused closure when reaching capacity. Furthermore, it seems increasingly apparent that students want to work out on their own or with a couple of friends as they seek out hallways and/or satellite rooms to stretch or do exercises. Its busy times like these that we are reminded how critical and necessary the expansion is! However, until the expansion happens, it is imperative the department continues to maximize use of the building while attempting to minimize student frustration.

The Innosoft Fusion software is very helpful in monitoring counts and users, especially during these busy times and in the Strength Center when identifying capacity. After working with the software for two years now, it is even more
method used, it is consistent that the large majority of the student body continues to swipe into the REC at least once per year (based on the average number of FTE’s per fall and spring semester).

2015-16 Accomplishments

- Successfully integrated reserved club times in the REC for men’s and women’s volleyball, boxing, table tennis and triathlon team
- Purchased volleyball net system for use in the multipurpose room
- Replaced heavy bag on upper level and boxing gloves for check out

Issues

- Reader for field house turnstile was inconsistent and often non-functional, skewing user statistics
- Ongoing over crowdedness on courts during peak times created concerns from students regarding basketball vs. volleyball opportunities
- Lack of open space is forcing students to stretch and do exercises in spaces such as hallways and satellite rooms
- Desire for club volleyball teams to host home competitions on Friday evenings conflicts with the busiest night of the week for informal recreation
- Miscommunicated at times with users about informal recreation availability in the REC and Mitchell Hall

Participation June 1 - May 31

<table>
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<tr>
<th></th>
<th>2015-16</th>
<th>2014-15</th>
<th>% Change</th>
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<tbody>
<tr>
<td>Total visits</td>
<td>324,840</td>
<td>324,760</td>
<td>0.02%</td>
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<tr>
<td>Total student visits</td>
<td>315,079</td>
<td>318,159</td>
<td>-0.97%</td>
</tr>
<tr>
<td>Unique student users</td>
<td>8,039</td>
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</tr>
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<td>FTE’s (avg of Fall / Spring)</td>
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<td>9,194</td>
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<td>% of student body (swiped entrance)</td>
<td>86%</td>
<td>90%</td>
<td>-4%</td>
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<tr>
<td>Total faculty/staff memberships</td>
<td>175</td>
<td>172</td>
<td>1.7%</td>
</tr>
<tr>
<td>Unique faculty/staff users</td>
<td>116</td>
<td>118</td>
<td>-1.7%</td>
</tr>
</tbody>
</table>

2016-17 Initiatives

- Work with Fusion support team to evaluate feasibility of moving statistical information for field house reader to one location (old reader called Information Counter; new reader called REC)
- Better educate staff on how to determine ideal use of courts and selection of activities during peak times
- Share facility grid with all Information Counter staff and Mitchell Hall facilities team to gain an accurate understanding of intramural, club and informal use throughout the day
- Conduct more statistical analyses with usage to include GPA, gender, year in school, on/off campus residence
- Initiate campaign for faculty/staff memberships
**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 40 activities during the academic year
- 1,415 teams (increase of 112 from 14-15)
- 3,866 unique participants (increase of 105 from 14-15)
- 41,761 total participations (increase of 548 from 14-15)
- 41.1% of eligible campus community participated in at least one offered activity
- 4,401 contests scheduled (decrease of 397 from 14-15) with a 6.41% forfeit/default rate (lower rate than 14-15 by 0.61%)
- Distributed 633 championship t-shirts (increase of 50 from 14-15)
- 84.7% retention rate of eligible officials and scorekeepers from Fall 2015 to Spring 2016
- Hired 112 officials and scorekeepers
- 22 members in Student Officials Association; sent officials out into community for over 100 contests
- Aside from student fees, participants paid an average of $0.85 to compete in a single contest

**Staffing**

Matt Schneider served as the Coordinator of Intramural Sports for the second year. Brooke Hemstead joined the team as first-year Graduate Assistant following a great undergraduate career with the UWL Rec Sports Department. The Intramural Sports Program changed its staffing structure as well, creating and implementing two new student coordinator positions in lieu of having two Graduate Assistants. Lindsey Rongstad and Brett Simon, both undergraduate students, were hired and did very well. In addition to Brooke, student coordinators helped immensely with day-to-day operations, supervisor staff trainings/meetings and training clinics for officials/scorekeepers.

Matt, Brooke and Brett will all return to their roles in 2016-17. With Lindsey’s graduation, Hannah Skibba was hired as the second student coordinator. Brett will also serve as the Wisconsin State Student Leader within the WIRSA organization, and all members on the administrative team have begun looking into possible development opportunities in the form of attending upcoming conferences and tournaments.

The undergraduate staff consisted of twelve total supervisors, with four 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, three attended the NIRSA Region III Student Lead-On Conference, and one attended the UW-La Crosse LeaderShape Institute. Six new supervisors will be joining the team in the fall.
This year, Intramural Sports also hired 112 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

- Successfully implemented the student coordinator position
- Added online activities (fantasy sports and picks) and adaptive recreation programming (Goalball) to schedule
- Created interactive online forms to receive participant feedback on program and officiating operations
- Created interactive online forms to receive suggestions on rule changes/additions and new activity ideas
- Created online technology tutorials
- Successfully implemented WhenToWork online software for employee scheduling/management
- Implemented a white whistle recognition program for championship officials
- Held end-of-semester appreciation/recognition socials for officials and scorekeepers
- Streamlined facility scheduling within department and in better collaboration with academics/athletics
- Streamlined budget planning and collections from IMLeagues
- Hosted Special Olympics of La Crosse for flag football and basketball events
- Women’s intramural basketball champions won WIRSA tournament at UWGB and NIRSA Regional at Nebraska; top-five finish at national tournament hosted by Ohio State!

Issues

- Participant engagement with increased use of technology
- Also helping participants understand we do not create technology; we use it
- Finding ways to keep participants engaged throughout the year
- 64.6% of participants play on two (2) or fewer teams year-round
- Maintaining safe and quality equipment/facility space after repetitive use with budget constraints
- Utilizing Mitchell Hall during spring semester with possible poor weather displacing recreation time/frustrating participants due to changing schedules
- High contest forfeit/default rate during nice weather

Initiatives

- Streamline and better personalize communication with officials and scorekeepers (consistent points of emphasis emails as well)
- Make trainings and clinics more interactive and hands-on; provide more materials outside of trainings/clinics to aid in ongoing education efforts
- Generate potential new ideas for marketing efforts
- Better online tutorials and intentional direction to website
- “Less is more” – focus on the positives and build the experience with participants and focus less on the subset rules/items participants generally do not review

| 1,415 | Number of intramural teams in 15’-16’ |
| +40% | Percentage of campus that participated in the Intramural Program |
| 112 | Number of officials hired |
| 4,401 | Number of contests scheduled |
The event program within the Recreational Sports Department continues to find growth and diversity within the participation and programs that we offer students, faculty/staff, and La Crosse Community members. During the 2015-16 academic year, 4,764 people participated in one of the 22 events that Recreational Sports was able to sponsor throughout the year. Providing students the opportunities to be active, grow friendships and create new ones, as well as have fun and try something new is what the event program and team works to provide year to year. Events focused on alcohol alternatives, road races, and sport tournaments. The event program strives to bring a large number of student participants in, as the tagline we advertise is there is something for everyone and we provide these activities for free or within a reasonable price.

The event supervisor team also saw growth this year with the addition of a graduate assistant to work with Sport Clubs and Events. Vicki Vinokur was hired in August to be the first graduate student to serve in this role and comes from UW-Superior. In addition, we had 4 event supervisors programming events: Carrie Ingish and Tyler Sweere as returning event supervisors with Luke Mroczenki and Bre Nedden as incoming student workers. In addition to programming events throughout the year, each student had a project area to work with as well. New resources to assist future event supervisors include an updated event supervisor manual, new master outlines that are for the visual worker, and a new fall 5v5 soccer tournament as these were some of the projects worked on by this crew. Running events would not be possible without wonderful volunteers as this year we saw 175 total volunteers helping at one or more event.

This year the events program also focused on creating more collaborative partners on campus whether it was an area within Student Affairs or student groups in the Recreation Management Department. We were able to help sponsor 2 events in collaboration with the Recreation Management Department featuring an adaptive event and a 3v3 basketball showcase raising money and running a used equipment drive. In addition to the Recreation Management collaborations, the Ultimate Race was also another collaborating partner for the second year in a row bringing in 13 teams to be educated about sexual assault. A new collaboration with 11 departments around campus was created to bring
the end of the year celebration, Spring Spectacular to life.

The Turkey Trot celebrated its 22nd year on November 22nd. New to the Turkey Trot this year was the 1 mile walk/run that stayed primarily on the UWL campus. The 1 mile course saw close to 100 racers for its first year. The Turkey Trot continues to be an event that not only brings the UWL campus but community together in a fun walk/run experience but also allows the undergraduate/graduate staff to see a large scale event come to life. Proceeds for this year’s race went to WisCorps, UWL Multicultural Scholarship program, Division of Student Affairs, and Rec Sports. The 23rd Annual race date is already set for Saturday, November 19th.

### Accomplishments

- Increased campus collaborations with addition of new events and revamping seasoned events to include a partnership component. Groups/departments collaborated with this year: Health Advocates, Student Life Office, Residence Life, Violence Prevention, Campus Activities Board, Recreation Management, and University Centers.

- Revamped event resources for undergraduate event supervisors including: re-structuring master outlines, creating visual master outlines, and updating event supervisor manual and fall training.

- Successfully implemented 3 new special events throughout the fall and spring semester: Finals Bingo, 3v3 double elimination basketball tournament and Spring Spectacular end of the year celebration.

- Streamlined communication and collaboration with Recreation Management Program and working with REC 300 students. Assisted in putting on one event each semester with student groups.

### Participation

<table>
<thead>
<tr>
<th>Fall 2015</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Rec Fest</td>
<td>1,485</td>
</tr>
<tr>
<td>Golf Scramble</td>
<td>44</td>
</tr>
<tr>
<td>Sandblast</td>
<td>124</td>
</tr>
<tr>
<td>Rectoberfest</td>
<td>438</td>
</tr>
<tr>
<td>Run with the Chancellor</td>
<td>149</td>
</tr>
<tr>
<td>Paddle Battle - October</td>
<td>50</td>
</tr>
<tr>
<td>Turkey Trot</td>
<td>1220</td>
</tr>
<tr>
<td>Bag Toss Tournament</td>
<td>144</td>
</tr>
<tr>
<td>Finals Bingo</td>
<td>48</td>
</tr>
<tr>
<td>3v3 Basketball Showcase</td>
<td>47</td>
</tr>
<tr>
<td>Total</td>
<td>3,749</td>
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</table>

<table>
<thead>
<tr>
<th>Spring 2015</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Night on the Slopes</td>
<td>124</td>
</tr>
<tr>
<td>Sports Trivia Contest</td>
<td>74</td>
</tr>
<tr>
<td>Paddle Battle</td>
<td>24</td>
</tr>
<tr>
<td>Battleship</td>
<td>110</td>
</tr>
<tr>
<td>3 on 3 Basketball Tournament</td>
<td>34</td>
</tr>
<tr>
<td>Ultimate Race</td>
<td>94</td>
</tr>
<tr>
<td>Inverted Bouldering Competition</td>
<td>92</td>
</tr>
<tr>
<td>Golf Scramble</td>
<td>68</td>
</tr>
<tr>
<td>Bag Toss Tournament</td>
<td>126</td>
</tr>
<tr>
<td>Spring Spectacular</td>
<td>365</td>
</tr>
<tr>
<td>Total</td>
<td>1,132</td>
</tr>
</tbody>
</table>
• Increased Spring event participation by 356 students from Spring 2015 (Spring 2015: 776 participants, Spring 2016: 1,132 participants).

Issues
• Moonlight run/walk during new student welcome weekend was again cancelled due to inclement weather for the second year in a row (looking to create a back-up plan or new event that isn’t weather dependent).
• Continuing to find new streams of promotion to advertise events to students, staff, and faculty. We had 4 events cancelled this year due to low or no participation.
• In addition to finding new streams for promotion for events, utilizing other resources and the University Event Calendar to figure out what weekends have many additional events going on and not conflicting with other large campus events.

Initiatives
• Continue to streamline responsibilities for event supervisors. Find project areas for both semesters or yearlong that each event supervisor can be in charge of and be the piece that they can leave their legacy with.
• Create/find a tool to assess the event program as well as send out a survey each semester not only to volunteers with our events but participants to see what changes we should make moving forward.
• Add promotional timeline to all master outlines, outing what promotional opportunities and when they should be promoted to the target audience.
Sport Clubs

The Sport Club Program aims to help provide leadership opportunities on and off of the field of competition for the student athletes by providing them chances to build transferable skills such as time management, communication, and fiscal responsibility. Over the past two years, the program has seen incredible growth not only in the addition of new teams but also participation. Throughout the 2015-16 academic year, the program had 23 different sport clubs and over 587 members.

Club officers serve as pillars in the success of the teams and the Sport Club Program as a whole. Throughout the last academic year, there has been more of a mission to lessen the communication gap between the sport club office and all of the teams. One way to do that is through more constant communication with teams. One of the many new ways to do that has been through a weekly sport club email sent out to all club accounts outlining upcoming events, deadlines, and important information. Each club has their own unique set of challenges facing them, whether it be with funding, recruitment, facility usage, or providing quality leadership within their organization. By being more intentional with communication with teams, we are continuing to find better ways to solve these problems. In addition to weekly emails, leadership teams meet with the Sport Club Coordinator once a semester as well as attend a sport club council meeting at the beginning of each semester.

Sport Club Executive Council

The Executive Council moved to change the membership structure from five elected student officers to six members in Spring 2016 due to the growth of the program and the number of quality applications received for the 2016-17 academic year. The Executive Council works with the Sport Club and Events Coordinator as well as the graduate assistant to help provide resources for the 23 sport club teams as well as lead and educate new officers through sport club council meetings and officer training each spring semester. The Executive Council meets weekly to provide program insight and work on projects that help move the program forward.

Sport Club Executive Council Accomplishments:

- Created a grant process for the sport club post season account which allowed more teams to receive money if they were heading to post-season competition and also allowed us to create better...
and Events Coordinator. This is a great opportunity to establish a relationship with the new officers and find out what each team’s needs are, provide upcoming information of importance, and answer any questions that officers may have. In addition to these team meetings, the Sport Club Council met twice during the spring semester, once in the beginning to find out new information about storage changes and concussion protocol. The group also met to hear presentations from clubs that were requesting access to become a part of the Sport Club Program.

New officer training added a new component this year starting out with the sport club think tank, looking at the four areas that teams deemed they would like more information on and to talk with other clubs about. Those areas focused on fundraising, team recruitment, volunteer opportunities, and team structure.

**Sport Club Council**

The Sport Club Council is a group of elected student officers from each team that meet twice a semester with the Executive Council and/or Sport Club and Events Coordinator. This is a great opportunity to establish a relationship with the new officers and find out what each team’s needs are, provide upcoming information of importance, and answer any questions that officers may have. In addition to these team meetings, the Sport Club Council met twice during the spring semester, once in the beginning to find out new information about storage changes and concussion protocol. The group also met to hear presentations from clubs that were requesting access to become a part of the Sport Club Program.

New officer training added a new component this year starting out with the sport club think tank, looking at the four areas that teams deemed they would like more information on and to talk with other clubs about. Those areas focused on fundraising, team recruitment, volunteer opportunities, and team structure.

**Staffing**

The Sport Club Program got its first full time graduate assistant working with the program on a more consistent
Let's Play

Rec Sports Annual Report 2016

• Accomplishments

Accomplishments

• Sport Clubs hosted 59 competitions and competed in 108 away competitions

• Sport Clubs traveled 50,166.4 total miles throughout the academic year

• 7 teams qualified for nationals in their respective sport while 7 teams qualified for regionals within their respective sports (Nationals: Alpine Ski Team, Equestrian, Archery, Fishing, Women’s Volleyball, Men’s Volleyball, Triathlon; Regionals: Women’s Basketball, Men’s Lacrosse, Men’s Rugby, Men’s Soccer, Table Tennis, Wakeboard and Weightlifting).

• Sport Club Council approved the addition of 2 new clubs for the 2016–17 year including Men’s Baseball and Bowling.

• Added concussion education to the Sport Club Program by providing resources for students who find themselves with a concussion by implementing return to learn protocol through a collaboration with Student Life and Athletics.

• Hosted an Inspire Sports clinic for the second year in a row in collaboration with the Men’s and Women’s Soccer teams. Over 30 students with disabilities came out to participate in the 2 hour clinic.

• Revamped the risk management officer position training to include a hands on training to provide a CPR/ First Aid refresher to all officers.

• Added educational components about concussions. Both Vicki and Paige will be returning in the 2016-17 academic year as second year graduate assistants.

2015-16 Active Clubs

Alpine Race Team, Archery, Women’s Basketball, 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 and Wakeboard and Weightlifting.

Individual Sport Club Accomplishments of Note

• Cody Anderson from the Alpine Ski Team attended Alpine National in Lake Placid, New York and placed 50th in the giant slalom and 47th in the slalom.

• Women’s Volleyball finished 2nd in the DII National Collegiate Volleyball Federation National Championship in Louisville, Kentucky. Bre Nedden and Katie McCarthy earned All American status while LeAnna Bender and Alli Duley earned All-American Honorable mention.

• Men’s Volleyball finished in 5th place in the DII National Collegiate Volleyball Federation National Championship in Louisville, Kentucky.

• Jennifer Kaldor from the Waterski and Wakeboard team took first place at regionals in the Women’s Slalom and qualified to try out for Team USA to compete in the 2016 University World Championships in Akita, Japan.

• Tessa Erickson qualified for regionals, zones, and nationals in open fences and open flat for the Equestrian team.

• Table tennis made the NCTTA regionals for their first year as a team and sent 4 members to St. Louis, Missouri.

• Men’s Rugby placed third in the conference and 19th in the nation as well as had four members of the all-conference team honorable mentions.

Issues

• Continual interest for potential new sport clubs to join our organization. With the lack of facility reservations and sport club budget, in the near future we may need to consider freezing the number of teams in the Sport Club Program until the REC addition is complete and additional funding becomes available.

• Communication with club officers at times can be hard depending on the club. Two clubs went on probation for the 2016-17 academic year due to their lack of communication despite the efforts made by the Sport Club Coordinator, Graduate Assistant, and Executive Council. Moving forward, we are looking for ways to keep teams accountable.

• Inability for teams to secure facility reservations on campus to host all of their games and events. The soccer teams were most impacted this year having to play all of their home games at Field For Kids.

Initiatives

• Continue to create resources that help teams organizationally with upcoming deadlines and responsibilities to assist when Sport Club staff are not around to assist with questions or issues.

• Inventory all items of equipment owned by the Sport Club Program and find stickers that we can put on items such as ski poles, ski, life jackets, etc.
- Revamping sport club agility training by creating a pilot program with three clubs (independent Study for GA for Athletic Training; hoping to move forward to solidify program offering).

- Be more proactive in offering information sessions for sport club athletes. With the rise of student interest in serving on the Executive Council, look at creating a leadership seminar or committees to work on more long term projects possibly headed by an Executive Council member.

<table>
<thead>
<tr>
<th>50,166</th>
<th>Total number of miles sport club teams travelled in 2015-16</th>
</tr>
</thead>
<tbody>
<tr>
<td>587</td>
<td>Sport Club members</td>
</tr>
<tr>
<td>23</td>
<td>Number of individual clubs</td>
</tr>
</tbody>
</table>
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 28 classes per week that include opportunities in aerobics, cycling, group strength, mind & body, and Synrgy360 (reported under Strength Center).

Numbers continue to tell the story as we evaluate the value of the group fitness program. Though still an extremely popular component of Rec Sports, participation tends to waver from year to year. As noted below, there was a slight increase of 1% when comparing the past two fall semesters. However, overall numbers for the 2015-16 year decreased approximately 5% from last year after an extremely successful semester of sales for spring 2015 (added two classes in spring 2015). Also of interest is that online registration went from 71% last year to 63% this year.

It is difficult to pinpoint exactly why group fitness numbers increase or decrease from year to year. Regardless, it’s important for us to pay attention to the trends and to our own observations in the REC that who students working out more on their own with their own devices. As posted on the ACE (American Council on Exercise) website by Pete McCall, ACE certified personal trainer and long-time player in the fitness industry, the past few years of high-intensity training may shift back toward understanding the role of low-intensity steady-state training (LISS) that promotes weight loss and overall fitness. Though high-intensity interval training (HIIT) works, too much can cause overtraining and overuse injuries. In addition, recent research has shown that HIIT can cause a negative experience and emotional relationship with exercise, which may lead a person to quit an exercise program. According to McCall, other trends to look out for in 2016 include: (1) increasingly demanding schedules 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; (2) workout programs need to focus on the long-term solution to coach individuals on how to make exercise and healthy choices a foundation of their lives; (3) fitness entrepreneurs will offer a variety of opportunities to combine passion for exercise with a chance to have a one-of-a-kind, physically challenging experience; and (4) 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...
American Collegiate Intramural Sports & Fitness (ACISF) this year and received samples for jelly belly’s, Adidas fragrances, and 1-800-Contacts. The 1-800-Contacts provided towels and sling-pack for participants as well as the opportunity to award “fit athletes of the week” based on class attendance/frequency of participation, intensity or work ethic, passion and enthusiasm, and improvement in fitness level. Fit athletes received a t-shirt in addition to the towel and sling-pack.

2015-16 Accomplishments

- Experienced 1% increase in participation for fall semester as compared to last fall
- Offered new successful class type in spring called R.I.P.P.E.D.
- Replaced instructor for popular ballet core fitness class and maintained high participation numbers
- Renamed Eagle Fit Strength & Conditioning classes to Synrgy360 (small group circuit training), though participation did not increase
- Recognized 32 students with the ACISF “fit athlete of the week” award

Issues

- Downward trend continues in entire group fitness program that includes aerobics, cycling and Synrgy360
- Retention in classes is low as attendance noticeably decreases throughout the semester

A new class offered in the spring was R.I.P.P.E.D. (masterly designed total body, high, intensity workout that combines Resistance, Interval, Plyometrics, Power, Endurance exercises along with diet suggestions and guidance). Because Tammy was our only certified instructor for the class, it was taught at noon on Mondays and Wednesdays with 12 registered participants. We continued with the specialized ballet core fitness class this spring with 18 participants.

ACISF Fitness Program

We continued our partnership with cycling and boxing, treadmill running and strength training. These 2016 trends are insightful as we plan classes for next year. Of particular relevance include the concept of combined formats with a focus on building a long-term foundation of exercise and healthy choices.

2016-17 Initiatives

- Offer classes with combined formats, such as Zumba® with high intensity component
- Continue brainstorming on ways to increase visibility and participation in Synrgy360
- Consider educational resources for participants to promote longtime exercise and healthy choices
- Conduct survey with fall participants to evaluate feasibility of “all access” pass for group fitness classes that would allow students to attend any class for one fee
- Continue ACISF sponsorship

<table>
<thead>
<tr>
<th>Participation</th>
<th>2015-16</th>
<th>2014-15</th>
<th>Difference</th>
<th>% of Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fall</td>
<td>772</td>
<td>764</td>
<td>8</td>
<td>1%</td>
</tr>
<tr>
<td>Jterm</td>
<td>not offered</td>
<td>6</td>
<td>-3</td>
<td>n/a</td>
</tr>
<tr>
<td>Spring</td>
<td>752</td>
<td>829</td>
<td>49</td>
<td>-9%</td>
</tr>
<tr>
<td>Total</td>
<td>1,524</td>
<td>1,599</td>
<td>54</td>
<td>-5%</td>
</tr>
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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.

Instructional programs experienced much growth this year due to increased participation in first aid/ CPR/AED certification classes and the newly developed personal training certification. It is safe to say that Rec Sports is becoming known as the campus hub for certifications.

The personal training certification prep course was offered the second half of spring semester on Fridays from 1:30–3:30 pm. Taught by Dennis Kline, Strength Center Manager, this course replaces the former ACE prep course collaborated with the YMCA and enables students to gain the knowledge and confidence necessary to pursue the certification that best matches their strengths, interests and future. The course focuses on the development of everyday skills of the personal trainer, such as common exercises and their execution, as well as program writing and methodology implementation. These skills, along with the role of the personal trainer, are the same across all certifications. Therefore, objectives of the class include the comparison and contrast of the seven major personal trainer certifications in the United States Registry of Exercise Professionals (USREPS). All USREPS members are accredited organizations through the National Commission for Certifying Agencies (NCCA). This course was undoubtedly a success as demonstrated by evaluations: "I learned a lot from him [Dennis] and he even helped me outside of class. This helped to gain my confidence as well"; "I learned a lot of practical knowledge when it comes to having your certification and how you can become a successful trainer. I learned what the book doesn’t necessarily tell you. Like detailed programming, user-friendly terms, handling finances, referrals, and what it takes to build your career as a trainer."

First aid/CPR/AED certification courses were taught throughout the year by Jenny Larson, Sport Clubs and Event Coordinator, Mo McAlpine, Associate Director, and Paige Albrecht, Graduate Assistant/Certified Athletic Trainer. Original plans included the offering of one adult class and one adult/peds class per semester. However, a second adult/peds class was added in the spring due to the overwhelming interest. In addition to teaching the instructional programs, Jenny, Mo and Paige coordinated a blended learning session for the service staff, certified group fitness instructors, and assisted with the certification for the Child Care Center staff members. This spring, Jenny became an instructor trainer so future plans are to offer an instructor certification course. With the purchase of adult and infant manikins and AED trainers, we are now able to conduct classes with our own equipment, which is much more efficient and cost effective.

The partnership with self-defense continues with University Police and is taught solely by Officer Dustin Barton. Dustin’s commitment and passion to lead this opportunity is admirable as he strives to empower as many participants he can through this experience each semester. Last fall, we introduced the concept of a Saturday seminar for 8 hours but only had 3 people register so the class was cancelled. Survey results continue to emphasize the success of self-defense: “I’ve had some instruction on self-defense before but it always seemed that it would be too passive and

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### Personal Training Certification

<table>
<thead>
<tr>
<th>Year</th>
<th>2015-16</th>
<th>2014-15</th>
<th>Difference</th>
<th>% of Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Spring</td>
<td>13</td>
<td>n/a</td>
<td>n/a</td>
<td>n/a</td>
</tr>
</tbody>
</table>

### First Aid / CPR

<table>
<thead>
<tr>
<th>Year</th>
<th>2015-16</th>
<th>2014-15</th>
<th>Difference</th>
<th>% of Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fall</td>
<td>36</td>
<td>11</td>
<td>25</td>
<td>8.7%</td>
</tr>
<tr>
<td>Spring</td>
<td>65</td>
<td>41</td>
<td>24</td>
<td>59%</td>
</tr>
<tr>
<td>Total</td>
<td>101</td>
<td>52</td>
<td>49</td>
<td>94%</td>
</tr>
</tbody>
</table>

### Self Defense Class

<table>
<thead>
<tr>
<th>Year</th>
<th>2015-16</th>
<th>2014-15</th>
<th>Difference</th>
<th>% of Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fall</td>
<td>25</td>
<td>25</td>
<td>0</td>
<td>0%</td>
</tr>
<tr>
<td>Spring</td>
<td>12</td>
<td>12</td>
<td>0</td>
<td>0%</td>
</tr>
<tr>
<td>Total</td>
<td>37</td>
<td>37</td>
<td>0</td>
<td>0%</td>
</tr>
</tbody>
</table>
ineffective in the face of a real attacker. After this class, I really felt like I was taken seriously and taught just the same as if I were a male,”; “I think that this class teaches us that as women we can fight back to protect ourselves and shows us how to. I think it prepares us mentally for how to react during an attack. Instead of panicking and not knowing what to do, at least we know that it is possible to get away,”; “I feel really strongly that all girls/females should take this class. Our culture and the media perpetuate the idea that women are incapable of defending themselves and it’s important for them to realize that this isn’t true.”

2015-16 Accomplishments

- Purchased 24 adult and infant manikins and AED trainers
- 94% increase in participation for first aid/cpr/aed certification courses
- Successful implementation of new personal training certification prep course with 13 participants (maximum class size of 20)
- Offered five group fitness certifications
- Self-defense class continues to maintain consistent participation numbers

Issues

- Creation of the personal training certification prep course happened quickly and late, allowing only two weeks for promotions
- Though self-defense numbers are consistent, there is a large decrease in registration from fall to spring and class attendance tends to drop as semester goes on
- Promotions for group fitness certifications go through Tammy and national organizations; need to consider collaborative efforts

2016-17 Initiatives

- Offer certification course for first aid/cpr/aed instructors
- Consider advanced class for self-defense
- Develop marketing plan for personal training certification prep course that will be offered the second half of both semesters
- May host new group fitness certifications for barre, ballet-inspired class that incorporates traditional ballet barre into the class with elements of pilates, dance, yoga and functional training
- Evaluate feasibility of promoting group fitness certifications in collaboration with national certifying organizations
The wellness team’s mission is to empower students and staff by providing them with the knowledge and tools necessary to lead a healthy and balanced lifestyle.

### Accomplishments
- Faculty/Staff REC members receive a wellness e-newsletter every Wednesday educating participants and/or offering different physical tests for assessment. In response to the newsletter, strength staff has had 42 direct interventions with faculty/staff, down 2 from 2015. Faculty/staff also benefited from the Brown Bag Lunch & Learn Sessions which was headed by Deanna Kabliska in Human Resources through an employee wellness grant. These six sessions given by Mayo System, Wisconsin Wellness, Chartwells, and Gundersen Health were attended by 106 people.
- This year we also added a new partner in dining, Tori Erickson R.D. New initiatives were developed and deployed to educate students and faculty about their diet.
- These activities and education resulted in referring (31) individuals to the Health Science Center for follow up.

### 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.

**Accomplishments**
- Developed a new style guide
- Hired a second graphic designer
- Maintained multiple Facebook pages
- Created over 322 individual promotional pieces. Including; digital display images, web page banners, Facebook graphics handbills, flyers, and posters

**Issues**
- The Adobe graphic design software needs to be upgraded on two workstations. Adobe has adopted a software as a service business model which will require a monthly subscription and higher overall yearly cost.

**New Initiatives**
- Upgrade the Adobe Creative Suite software
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.

It was a challenging year for the climbing wall. Because of budget cuts, open climb hours were cut by nearly 26%. The cuts not only impacted participation but staff morale as well.

It was a challenge to keep some staff motivated and committed throughout the year. However, the future is bright and the program is positioned to be more efficient and effective going forward. Next year, a record six new students will join the climbing wall staff. These folks were all hired because of their passion and desire to share climbing with others. They will bring a fresh and positive energy to the team.

WICS

The Wisconsin Indoor Climbing Series is a collaboration effort between 5 UW System schools and Winona State University Climbing Walls. Participation skyrocketed in 2016 and reached a record 570 climbers.

<table>
<thead>
<tr>
<th>WICS</th>
<th>2016</th>
<th>2015</th>
<th>% of Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Competitions</td>
<td>6</td>
<td>5</td>
<td>20%</td>
</tr>
<tr>
<td>Participation</td>
<td>570</td>
<td>358</td>
<td>59%</td>
</tr>
</tbody>
</table>

2015-16 Accomplishments

• Hosted professional climber, Jon Cardwell, to instruct a route setting clinic.
• Added two new training apparatus: a thick climbing rope and gymnastics rings
• Record 92 climbers participated in the annual bouldering competition
• New climbing club started
• Staff member, Drew Knapp competed on the TV show American Ninja Warrior

Issues

• Participation continues to decline
• The wall is entering it’s 18th year of operation and continues to show its age.
• Winona State opened a new state of the art climbing facility which has impacted participation

2016-17 Initiatives

• Emphasize top rope climbing to attract new climbers
• Improve our climbing class offerings
• Expand promotional efforts 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.

Participation

<table>
<thead>
<tr>
<th>Participation</th>
<th>2015-16</th>
<th>2014-15</th>
<th>Difference</th>
<th>% of Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total visits</td>
<td>3,937</td>
<td>5,186</td>
<td>-1,249</td>
<td>-24.1%</td>
</tr>
<tr>
<td>Unique student users</td>
<td>944</td>
<td>1,301</td>
<td>-357</td>
<td>-27.4%</td>
</tr>
<tr>
<td>FTE’s (Avg of Fall/Spring)</td>
<td>9,396</td>
<td>9,194</td>
<td>+202</td>
<td>+2.2%</td>
</tr>
<tr>
<td>Percentage of student body (visit once)</td>
<td>10%</td>
<td>14.2%</td>
<td>4.2</td>
<td>-4.2%</td>
</tr>
<tr>
<td>Hours of Operation (Weekly)</td>
<td>26</td>
<td>35</td>
<td>-9 hours</td>
<td>-25.7%</td>
</tr>
</tbody>
</table>

Drew Knapp competing in American Ninja Warrior #cantstopknapp
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.

The Outdoor Connection had another successful year. It experienced record participation, once again earned over $93,000 in revenue, provided a record 71 programs, ran six extended trips over winter and spring break, developed a new partnership with the Wisconsin Bicycle Federation and continued to improve staff leadership training and development.

The programs success continues because of the outstanding dedication and commitment of the student staff. They are passionate, hard working, and care greatly about the programs success!

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. Canoeing the Rio Grande in Big Bend National Park, TX
  2. Canoeing and Backpacking in Central Florida
  3. Backpacking and Whitewater Rafting in the Alabama and West Virginia
  4. Hiking in Sedona, Arizona
and trips during fall and spring semesters

- Upgraded equipment: purchased new sleeping bags, sleeping pads, in-line skates, cookware, camp stoves, & fat bikes
- Restructured the budget to separate trips programming from rental service
- Hosted the first “Winter Break Trips” reveal party and had over 100 students attend
- Ranked in the top 25 most “Outdoorsey” campuses based on student’s participation in the nation wide Campus Outdoor Challenge held at the beginning of the Fall 2015 semester
- Developed and implemented a comprehensive skill assessment documentation process for trip leaders

### ISSUES

- The OC has outgrown its current space and is bursting at the seams. Pre-trip preparation, staging of trip gear and post trip clean up often overtake the entire service area and negatively impact customer experience.
- Equipment rentals are greatly influenced by the weather. Extremely wet springs can impact paddling opportunities and poor snow conditions impact ski and snowshoe rentals, etc.

### NEW INITIATIVES

- Update trip leader training curriculum and utilize it to develop an Introduction to Wilderness Leadership course open to all UWL students.
- Develop student coordinator staff positions
- Update trip leader manual

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### Participation

<table>
<thead>
<tr>
<th></th>
<th>2015-16</th>
<th>2014-15</th>
<th>Difference</th>
<th>% of Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total trip participants</td>
<td>631</td>
<td>506</td>
<td>125</td>
<td>24.7%</td>
</tr>
<tr>
<td>Total number of trips/clinics</td>
<td>71</td>
<td>63</td>
<td>8</td>
<td>12.7%</td>
</tr>
</tbody>
</table>

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5. Backpacking in Superstition Mountains, AZ

6. Canoeing and Backpacking in Utah

- Successfully led a 10 day, trip leader training trip to the Flambeau Flowage and Pictured Rocks National Lakeshore for 14 student staff
- Earned $93,605 in revenue
- Collaborated with the Wisconsin Bicycle Federation to incorporate a cycling education component to the Green Bike Program
- Developed a student bicycle ambassador position
- Provided over 71 individual clinics