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Our Mission, Our Vision
Our 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
Integrity
Wellness
Inclusion
Collaboration
Customer Service
Leadership Development

Students who participate in recreational sports opportunities have increased retention rates and improved health and wellness. Students who participate often and in a range of opportunities benefit even more.

Sue White, Director’s Message

2014-2015 was a year of **NEW beginnings**: new professional staff, new software, new facility conversations, new mission, vision and values, and a new digital display board to show it all off!

**NEW** staff: a reorganization in Athletics allowed Erin Thacker to transition out of Rec Sports and pursue her true passion. A subsequent re-alignment, 0.5 acquired position and departure of Ryan Rudesill led to the hiring of Jenny Larson, Sport Clubs and Events Coordinator and Matt Schneider, Intramural Coordinator. They have both brought new energy and passion to our programming and student development foundation.

**NEW** software: after many, many years of inquiries and discussions, we purchased Innosoft Fusion, campus recreation management software, that was launched this past Fall. Though we experienced some growing pains, Fusion has streamlined operations for our department and our customers and become an extremely effective manager of our day-to-day operations (see Facilities report for additional information).

**NEW** facility conversations: in August, campus was presented with the concept of a new facility project that has the possibility of transforming Athletics, ESS and Rec Sports. Many conversations and much hard work transpired in an effort to educate campus about this exciting project called Play 4 All Seasons that includes a 120,000 square foot student fieldhouse, turf on the outdoor fields, and a renovation to Mitchell Hall. Approved by a student referendum in October (56% approval), Play 4 All Seasons supplements REC 2.0 that will hopefully become a reality next spring by digging a hole in the ground, kicking off the 30,000 square foot expansion (see Facilities report for additional information regarding both projects).

**NEW** mission, vision and values: in April, we worked with Stacy Shapiro to develop our new mission, vision and values as listed on page 3. In addition, we created a 3-year strategic plan that outlines goals and action steps to move us forward as a department.

**NEW** digital display: a dual display monitor was mounted near the south entrance of the REC, providing a vibrant method to bring our promotions to life. We hope to add another dual display near the north entrance this upcoming year.

These **NEW** ventures are only a few of the many accomplishments that have happened throughout 2014-2015. Read on to learn more success stories in our many different programs and services.
We employ over 200 students annually

Last year, a class project that involved conversations with staff members on campus and throughout the state, determined the following five best practices for student development with the UW-L Recreational Sports Department: (1) teaching transferable skills; (2) providing leadership opportunities; (3) developing personal relationships; (4) providing training and orientation; and (5) respecting diverse skills and ways of thinking. Exit surveys completed by students not returning next year validate these five best practices as well as confirm that employment with Rec Sports continues to be an opportunity to gain hands-on experience, develop skills and build lifetime relationships. Based on 27 non-returning students, the following percentages agreed or strongly agreed that the skills listed improved as a result of their employment:

- Conflict resolution: 96%
- Leadership: 100%
- Organization: 92%
- Self-confidence: 100%
- Time management: 100%
- Verbal communication: 100%
- Written communication: 70%
ABSOLUTELY LIFE CHANGING- so many doors have opened for me because of my experience as a Rec staff member and so much personal growth has happened. I would not be who I am today without Rec Sports.

Some comments about these skills include:

Since day one, Rec Sports has been the key to shaping me into the person I am today. Four years ago I wouldn’t have imagined having the leadership skills, the professional skills, and the confidence that I have as I walk out the doors for the last time. It has been a place to grow, to laugh, to get strong, to build relationships, and to let go of any stress that might be hindering my day. Being in a position that allows me to guide and impact the lives of other students has been the greatest blessing in my college career, thanks to Rec Sports.

The following statements summarize the entire Recreational Sports employment experience:

I’ve been apart of a number of campus organizations, held other on-campus positions, but none of them have really come close to being apart of Rec Sports - and I’ve only been here for a short time. I’ve never felt more supported and appreciated as an employee than I did with working with this department. Seriously, from day one, to my last, I still have the same feelings. It’s going to be hard to move on to whatever my next employer is after coming from this supportive environment.

I am incredibly humbled and blessed to have been a part of this incredible family! It has made me a better person in so many areas. I have made priceless memories with my fellow staff members that I will never forget, and I have gained a sense of belonging that has made my senior year so special! A huge thank you to all of the REC staff!! You will always hold a special place in my heart!

Applying to work at the REC was hands-down one of the best decisions that I have made throughout my college career. Being part of the Rec Sports Family has been so much more than just a job. Not only have I learned things about myself, but I have also developed many life-long friendships with both peers and professional staff members. Together we have created so many memories that I will carry with me forever! I’m proud to say that I will be a “R3Cie 4 Lyfe”!

Family! I gained a family that pushes me, makes me laughs, teaches me new lessons, looks up to me, supports me and is there for me 100% of the time. I hope that my family knows that even when I leave and beginning a new journey I will still be there for every single one of them and will continue to support them every step of the way!

Student Committees

B.E.S.T. Committee (Building Exceptional Service Together)

Three components of the BEST Committee include (1) customer satisfaction - BESTie Program (secret shopper), comment cards, electronic surveys; (2) staff involvement - socials, team challenge, recognition cards and incentive program, Facebook group page, volunteer opportunities, and community service; and (3) Rec University - seminars and workshops.

Accomplishments

- Created staff Facebook group that replaced blog
- Offered resume building session with Career Services and Alumni google chat with 3 alums
- Generated dollars for Relay for Life through staff penny wars that led to a pie in the face for pro staff
- Successfully hosted heavily attended Thanksgiving meal, holiday party and RECspys

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 the students by the students. Number of student volunteer committees involved with the operation, organization and policy development for the Rec Sports Department.

36

Students volunteer to serve on the:

B.E.S.T. - Building Exceptional Service Together
S.M.A.C. - Social Media Administration Committee
E.R.T. - Emergency Response Team
S.A.C. - Student Advisory Council

Yes, we love our acronyms

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

• Created red shirt review video demonstrating care for rolled ankle
• Revised web page with updated red shirt reviews and video links
• Completed Heads Up tutorial (intramural supervisors, building managers, ERT) and developed educational concussion sheet to be distributed to students when dealing with any head injury
• Conducted red shirt reviews in Mitchell Hall for intramural supervisors and building managers

Social Media Administration Committee (SMAC)

SMAC was created to guide and improve the social media administration of the department as directed by the administrator handbook. This committee evaluates posting guidelines, strategies for an effective social media page, interaction management, and procedures for requesting new Rec Sports media pages.

Accomplishments

• Organized and executed vibrant social media campaign for new student fieldhouse referendum
• Fine-tuned, consolidated, and focused promotional efforts with social media channels
• Utilized established channels to spread the word about events, programs, trips, and intramurals
**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 staff policy for appropriate headwear (functionality use only; must have logo)
- Created list of healthier options for REC vending machine
- Determined new method for lost & found items that will now be donated to charity each term
- Coordinated employment process to include assistance with formation of new Intramural Sports Student Coordinator position and led spring training sessions

**2014-15 Student Development Accomplishments**

- All 3 graduate assistants seeking employment attained career related jobs prior to graduation
- Zach Scola was awarded UW-L Student Employee of the Year
- 2 students attended NIRSA Conference in Dallas; 5 students attended WIRSA Conference hosted by Whitewater; 11 students attended Lead On at Purdue University
- 2 students were awarded WIRSA Student Development Scholarships
- 2 undergraduate students received graduate assistantships at the University of Kansas (academic assistantship) and UW-La Crosse (intramural sports)
- 1 student served as the Wisconsin Student State Representative
- 4 students and Mo attended LeaderShape
- Employed approximately 234 students with 7.6% diversity (excludes 11 students who chose not to indicate ethnicity)

**Issues**

- Ongoing challenge to keep staff members focused on high standards and attention to detail as performance decisions that did not follow protocol impacted funding and jeopardized safety
- Must continue to revise discipline procedures and HRS plan to ensure more consistent enforcement throughout department

**2015-16 Initiatives**

- Work with campus partners to formalize student development program
- Redesign staff training plan with new schedule for fall session and alternative method for spring session that was eliminated for budget purposes
- Finalize process to distribute development dollars to student staff members and incorporate them into departmental volunteer opportunities
- Increase number of alumni google chats to span wider variety of career paths
- Develop Director’s Award to be given out at the RECspy’s
Facilities

2014-2015 was an exciting yet emotional time for conversations related to campus recreation facilities due to the state budget process.

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

It was an exciting yet emotional time for conversations related to campus recreation facilities this year due to the state budget process. Early fall semester, the concept “Play 4 All Seasons” was rolled out that includes:

- new student fieldhouse - 120,000 square foot facility with over 94,000 square feet of programmable space that will contain a state-of-the-art 8 lane track, multi-activity courts, and an attached tennis facility with 4 competitive tennis courts
- artificial turf - cover the competitive soccer field and the rec fields
- Mitchell Hall renovation - upgraded practice facilities for wrestling and gymnastics and activity space for Exercise and Sport Science classes

The estimated cost for all three projects is approximately $29 million, $20 million supported by student fees with the balance paid by the University. A shared facility that will transform Athletics, ESS and Recreational Sports opportunities, the new student fieldhouse cost is estimated at $26 million. Due to the majority funding provided by student fees ($20 million), the fieldhouse will be managed and operated by Recreational Sports.

On October 14, students approved a referendum that supported “Play 4 All Seasons” based on a phase-in fee plan with an increase of $10/semester to $66/semester over three years. Despite student approval, the project was not initially included in the 2017-2019 biennium by the State Building Commission. However, due to recent changes, bonding dollars that were originally earmarked for two residence halls in the state have become available. At the time of publishing this report, we anxiously await to learn whether this project was selected or not.

Though REC 2.0 has also been impacted and delayed by the state budget process, we are excited as we approach the final signature. Once signed off on, we will move forward with hiring an architectural firm and begin the process. We look forward to the many necessary conversations to determine the ideal plan for the addition as well as re-programming of the current strength center. As indicated in last year’s report, pre-design possibilities include a two-story addition that would increase programmable space in the building by over 36%. Hopefully by this time next year, there will be a hole in the ground!

Fall semester marked the launch of Innosoft Fusion. While there were some growing pains along way, there is no doubt that Fusion has streamlined our departmental operations.

Fusion Benefits

- user friendly for students and customers to view and register online for programs and services

Additional Note
The Student Fieldhouse would more than double the amount of activity space for students.
more convenient for walk in customers as purchases can be made with credit card and at the Information Counter during building hours rather than restricted hours in the office

- increased efficiency of equipment check out process for students with use of ID
- centralized management for majority of operations
- elimination of almost all paper forms
- increased accuracy and ability to manage equipment inventory and facility access
- wide variety of reports that are easy to generate

Though the benefits are many, there are certainly some frustrations, the greatest of which is the equipment reservation system used in the Outdoor Connection. We have submitted a few requests to potentially improve this piece as well as some other issues we are experiencing. Fusion has given us the opportunity to evaluate many of our daily procedures. Overall, we are extremely pleased with the product, sometimes creating work-arounds.

2014-15 Accomplishments

- Student body approved Play 4 All Seasons; 56% approval rating
- Digital display was installed near the Strength Center
- Roof leak was located and repaired on north side of the building
- Projector and sound system were mounted in the Conditioning Room
- 6 Life Fitness bikes and 2 air assault bikes were purchased and placed on the upper level
- Camera system was updated and additional cameras were placed throughout the building; two crimes were successfully resolved with use of camera footage
• 9 recycling containers were purchased through shared costs with Facilities Planning and Management

• Campus chairs and some staging pieces were surplused, freeing up space in the west end storage room

Issues

• Challenging conversations related to REC 2.0 and Play 4 All Seasons due to the state budget process

• Frustration with strength equipment repair due to Matrix buy out of Magnum; no inventory of parts causes long replacement time

• Custodial coverage issues with two vacant positions; these positions currently filled with temporary staff

• Strength Center turnstile is non-functional and placed in a rotating position with no stop; potential exists for students to walk through without swiping

• Age and texture of the climbing wall continues to be a concern

• Roof for Child Care Center needs to be replaced (predicted in 2017-2019 biennium)

• Outdoor fields continue to take a beating, particularly during the spring season

• Unpredictable schedule changes create challenges for scheduling activities at the outdoor sports complex and Mitchell Hall

2015-16 Initiatives

• Active participation in conversations with students and campus entities about REC 2.0 and potentially Play 4 All Seasons

• Demo variety of strength and cardio equipment in preparation for expansion purchases

• Purchase 3 security cameras and additional monitor for Information Counter viewing

• Acquire 6 additional recycling containers through the Green Fund and Facilities Planning and Management

• Improve storage capacity in west end storage area through use of lockers

• Meet with transitional Athletics staff regarding shared use of Mitchell Hall and outdoor spaces
Strength Center

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

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

<table>
<thead>
<tr>
<th>Participation</th>
<th>July 1 - May 24</th>
<th>2014-15</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total visits</td>
<td>102,566</td>
<td></td>
</tr>
<tr>
<td>Total student visits</td>
<td>101,530</td>
<td></td>
</tr>
<tr>
<td>Unique student users</td>
<td>4,063</td>
<td></td>
</tr>
<tr>
<td>FTE’s (avg of Fall / Spring)</td>
<td>9,194</td>
<td></td>
</tr>
<tr>
<td>Percentage of student body (swiped entrance)</td>
<td>44%</td>
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</table>
Accomplishments

- The Strength Center has shown great campus community use over the years and this year is no exception.
- We had (102,566) participants come through our doors this year
- NEW equipment this year including two air assault bikes
- NEW Powerlifting Student Organization
- NEW practice times for the Weightlifting Club have been developed
- NEW - strength training classes. Each class was comprised of three, one hour sessions. The format was 'learn by doing' with the individuals followed up by basic programming concepts. Each class was offered twice a semester
- Beginner's strength training class met with (8) students out of (16) who registered
- Women's strength training class met with (29) students out of (38) who registered
- NEW - sport club training sessions were held in the field house; there were (218) participations from 14 individuals
- The UW-L Strength Youtube page is produced to demonstrate proper execution of exercises. It currently has 266 subscribers and has over 846,329 views, over 100,000 more than last year
- Personal training was slightly down this year with (35) participants. Clients began purchasing a new item this year which was a tailor made training program for the individual without the one on one contact during the sessions, something we hope to see more of
- Strength Center day passes sold increased from (134) to (297)

Eagle Fit

Eagle Fit saw growth this year from (28) to (51) participants. Though there was growth, the numbers are still well below its potential. Depending upon class size, smaller classes have added prowler workouts. Though the attendance for class is low, the equipment is definitely popular for use with our personal trainers and their clients.

Issues

- Due to unforeseen continued multiple mechanical failures, the turnstile was non-functioning all year, and our tracking is less than optimal.
- Due to limited capacity we had to close the doors to the Strength Center 47 times for a minimum of 10 minutes. This is almost twice as many occurrences as last year.
- Over crowdedness made it difficult to teach/coach new participants (Beginning and Women's Strength) in the facility
- Potential staffing strain from overlap of facility hours, eagle fit, and personal training occurring at the same time
- Fusion created confusion connecting personal trainers and clients, however through trial and error we have found a good fit.

Initiatives

- Continue to promote Personal Training and Small Group Training
- Find new ways to promote Eagle fit to the campus
- Continue to promote the use of the facility by women
- Create new videos linked to equipment to decrease potential user barriers and update videos
- Plan facility and equipment for REC 2.0, including new space dedicated for the prowler and Eagle fit equipment

102,566
Total Strength Center visits

4,500
Approximate square footage of the Strength Center
Informal Recreation

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.

<table>
<thead>
<tr>
<th>Participation</th>
<th>July 1 - May 24</th>
<th>2014-15</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total visits</td>
<td></td>
<td>321,786</td>
</tr>
<tr>
<td>Total student visits</td>
<td></td>
<td>315,238</td>
</tr>
<tr>
<td>Unique student users</td>
<td></td>
<td>8,272</td>
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<tr>
<td>FTE’s (avg of Fall / Spring)</td>
<td></td>
<td>9,194</td>
</tr>
<tr>
<td>Percentage of student body (swiped entrance)</td>
<td></td>
<td>90%</td>
</tr>
<tr>
<td>Total faculty / staff memberships purchased</td>
<td></td>
<td>166</td>
</tr>
</tbody>
</table>

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.

General use of the REC for informal recreation continues to be in high demand. Where this has the greatest impact is in the Strength Center as maximum capacity was reached quite regularly during the winter months, creating short-term closures. Common each year, the REC is especially busy at the start of spring semester when students are focused on their spring break trips! It is an understatement to say the expansion is necessary. As stated in last year’s report, the approval rate of over 86% in support of the REC referendum clearly solidifies that students are willing to pay for the ability to work out where they want, when they want. However, until the expansion happens, it is imperative the department continues to maximize use of the building, attempting to maintain balance with all programs, keeping informal recreation in mind at all times.

With the addition of Fusion, calculating user statistics is simplified, more accurate, and much more descriptive. However, comparing numbers to last year with a non-Fusion method may be somewhat misleading as former numbers were manually calculated. Therefore, for the sake of the 2014-15 report, it seems appropriate to list statistics from this year only with comparative numbers to follow in years to come. Regardless of the method used, it is consistent that at least 90% or more 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).
2014-15 Accomplishments

• Implemented more accurate reporting structure with Innosoft Fusion
• Maintained at least 90% student usage rate verified with more precise Fusion reports
• Successfully integrated reserved times for club volleyball teams on the courts and boxing club in the Conditioning Room
• Sustained daily lap swimming time in Mitchell Hall

Issues

• Inability to meet student needs during peak times due to high number of users, especially in the Strength Center
• Ongoing need for balance with informal recreation with increased participation in intramural leagues and club teams
• Diminishing open tennis opportunities in the MH field house

2015-16 Initiatives

• Continue to work closely with Jenny Larson & Matt Schneider to effectively schedule intramural leagues and club events/practices while maintaining informal recreation opportunities
• Create facility grid that charts usage of spaces according to programs, including informal, sport clubs and intramurals
• Evaluate student usage of REC satellite spaces while following workout programs on personal devices

Initiatives continued

• Continue to minimize intimidation factor and “masculinity” stereotypes of facility, especially in Strength Center
• Conduct more statistical analyses with usage to include GPA, gender, year in school, on/off campus residence
• Initiate campaign for faculty/staff memberships
Intramural Sports

The Intramural Sports Program seeks to promote a healthy lifestyle by providing physical activity outlets that meet the competitive and recreational needs of the campus community. The program also prides itself in being a great way for students to meet new people, develop and cultivate friendships, to continue to be involved in the sports they have grown to love, try new things, and to make life-long memories.

Intramural Sports continue to be one of the most popular extracurricular activities for students at UW-La Crosse. During the past academic year, students were offered the opportunity to participate in a record 36 different leagues. These activities ranged from team sports like basketball and flag football to dual/individual sports like bag toss and badminton. Each activity offers different ways to participate, including gender-specific and co-rec leagues (“A” leagues for competitive teams and “B” leagues for recreational teams) along with singles and doubles availabilities in racquet sports. Of course, the goal is to bring home one of the coveted Intramural championship t-shirts.

Intramural Sports provides:

- A great way to meet new people and cultivate relationships
- Opportunity for students to continue playing the sports they have grown to love
- Named one of “The Best Colleges for Intramural Sports” by BestColleges.com
- Offered 36 different activities throughout the academic year
- 3,761 unique participants totaling 41,213 participations (10.96 avg. per person)
- 3,761 unique participants is 40.91% of eligible campus population
- Scheduled 4,798 contests with a record-low 7.02% default rate
- Distributed 583 championship t-shirts
- 685 participants (18.2% of total participants) used REC*IT; higher than the national program average of 17.1%
- 9 teams totalling 128 participants (14.2 per team avg.) signed up for the Campus Cup challenge

Staffing

Matt Schneider became the new Coordinator of Intramural Sports in July of 2014 after completing his graduate assistantship coursework at Florida State University. Taylor Poth returned to the staff for a second year and Katelyn Veldhorst joined the team for her first year as Graduate Assistants. Both Graduate Assistants graduated this year and were offered professional positions! Taylor will assume the Sport Club Coordinator position at Coastal Carolina University and Katelyn will be a Special Events Coordinator with the Milwaukee Brewers. Brooke Hemstead has been hired as the next Graduate Assistant for Intramural Sports after completing her undergraduate coursework at UW-La Crosse.
The Intramural Program also created a new student leadership position for the upcoming academic year. This position, titled "Student Coordinator for Intramural Sports," aims to provide insight and administrative experience to students interested in developing their career portfolio in the recreation field and had two openings filled by Lindsey Rongstad and Brett Simon. These two talented students will help with day-to-day program operations as well as serve as lead Intramural Supervisors.

The undergraduate staff consisted of 14 total supervisors, with 10 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, four attended the NIRSA Region III Student LEAD-On Conference, and one attended the UW-La Crosse LeaderShape Institute.

This year, Intramural Sports also hired 85 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!
• Integrated REC*IT, a free mobile app, into online Intramural Sports technology, which allows students to receive notifications, view team schedules and rosters, and view all program offerings straight from their phones!

• Successfully integrated a pre-season basketball tournament into the schedule, which aided in training for supervisors, officials, and scorekeepers

• Launched a new website in collaboration with the institution which provided effective organization of materials and information

• Established by-laws for the Student Officials Association (SOA)

• Hosted Special Olympics of La Crosse on the Rec Fields for a scrimmage with an intramural flag football team and program officials as their program prepared for the annual flag football championship tournament in October

• The program was well-represented by three teams (two men’s and one women’s) and two officials at the 2015 WIRSA State Basketball Tournament hosted by UW-Stout in February. Three staff members also served on tournament committees
Issues/Challenges

- Availability of shared facilities (academics, Athletics) resulting in constricting time options for prospective participants/leagues and limiting already-scheduled contests/leagues due to expanded reservations and Athletics moving inside due to poor weather conditions
- Simplifying communication efforts with participants (i.e. how to use technologies, how to register teams, game status updates, general policies and procedures, etc.)
- Finding new ways to diversify program offerings based on available facility, staffing, and financial resources
- Maintaining safe and quality outdoor field space after repetitive use
- Provide new activities for participants in the form of adaptive recreation

Initiatives

- Integrate pre-season tournaments for flag football, soccer, and possibly volleyball into the general intramural schedule
- Advance the Student Officials Association (SOA) into a well-rounded developmental opportunity for officials and scorekeepers in regards to transferable skills, officiating competencies, and integrating themselves into the greater La Crosse community
- Restructure registration quizzes and publish “how-to” videos to simplify participant understanding and retention of policies, procedures, and use of technology
- Continue to develop and cultivate relationships with community members which in-turn could result in guest speakers and additional opportunities for students
- Offer comprehensive recreational opportunities for students over the summer term
Special Events

Something for everyone. Special event programming provides tournaments, skill competitions, alcohol alternatives and races.

The Recreational Sports Department offers numerous special events each year. These events allow students, faculty, and community members the opportunity to explore different recreational opportunities. Events range from volleyball tournaments to golf scrambles and sports trivia contests to one of the largest 5k road races in the greater La Crosse community. The motto of the department and especially when looking at special events is “there is something for everyone”. Many of the special events are made possible because of collaboration with various campus departments and community partners.

The Rec Sports Department was able to sponsor nineteen special events this year which included three new events. This is also the first year that Rec Sports was able to partner with a large event on campus put on by the Student Life Office to bring awareness to Violence Prevention Week. 4,873 students, staff, and community members participated in at least one special event during the 2014-15 academic year. 1,500 walkers and runners galloped their way to campus for the 20th Annual UW-L Turkey Trot. For the second year in a row, the Turkey Trot’s presenting sponsors were Subway and Health Tradition Health Plan.

The Turkey Trot is an annual event that not only brings the campus and community together to participate in a 5k fun run/walk, but also provides a great opportunity for undergraduate and graduate staff to experience all planning before the event and day of. Proceeds from this year’s race benefited the Outdoor Recreation Alliance, the UW-L Multicultural Scholarship Program, the Division of Student Affairs, and UW-L Rec Sports. $5,000 was donated in total.
The success of the Special Events Program is due in large part to the motivated and talented undergraduate event staff. This year we were given a great opportunity since all event staff were brand new to the department. Their ideas, work ethic, and pride helped develop new ways to streamline communication within the group and with volunteers, plan events, and bring new ideas to every facet of the program. The events team looks forward to continuing to provide opportunities through existing events as well as creating new experiences for involvement, socialization, leadership, and recreation. Next year we have two returning event supervisors partnered up with two incoming supervisors and our first ever Graduate Assistant of Sport Clubs and Events.

Accomplishments

- Many special events experienced record number of participation from the past couple of years (RecFest, Rectoberfest, Paddle Battle-October, Night on the Slopes, Golf Scramble-Spring)
- Successfully implemented 3v3 basketball tournament, sports trivia, and bag toss tournament
- Continued collaboration with Viterbo and Western Technical College on the City Championship 6’s volleyball tournament with increased participation from last year

- Increased spring special events participation numbers by 272 students from the 2013-14 spring semester (413 participants)

Issues/Challenges

- Now that sport clubs and special events are covered by the same group of students, there are times when a special event and a sport club home event takes place on the same day. Finding coverage of the sport club home event at times was hard to do

Initiatives

- Continue collaborations with different campus departments to enhance current special events and add events to the calendar that enhance the UW-L experience
- Revamp Moonlight Fun Run 5k to a mile race during New Student Orientation and make changes to Chancellor’s Run to make it more interactive with students and visiting families
- Create a new special event that focuses on inclusion and diversity (Adaptapalooza; possible collaboration with Therapeutic Recreation)
- Restructure master planning outlines for all special events and create a master program binder

Participation

<table>
<thead>
<tr>
<th>Event</th>
<th>Fall 2014</th>
<th>Spring 2015</th>
</tr>
</thead>
<tbody>
<tr>
<td>Moonlight Fun Run</td>
<td>489</td>
<td></td>
</tr>
<tr>
<td>Rec Fest</td>
<td>1,285</td>
<td></td>
</tr>
<tr>
<td>Golf Scramble</td>
<td>20</td>
<td></td>
</tr>
<tr>
<td>Sandblast</td>
<td>97</td>
<td></td>
</tr>
<tr>
<td>Rectoberfest</td>
<td>398</td>
<td></td>
</tr>
<tr>
<td>City Championship - Vball tournament</td>
<td>72</td>
<td>72</td>
</tr>
<tr>
<td>Run with the Chancellor</td>
<td>162</td>
<td></td>
</tr>
<tr>
<td>Paddle Battle - October</td>
<td>42</td>
<td></td>
</tr>
<tr>
<td>Turkey Trot</td>
<td>1,510</td>
<td></td>
</tr>
<tr>
<td>Paddle Battle - December</td>
<td>22</td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>4,097</td>
<td>776</td>
</tr>
<tr>
<td>Night on the Slopes</td>
<td></td>
<td>110</td>
</tr>
<tr>
<td>Sports Trivia Contest</td>
<td></td>
<td>44</td>
</tr>
<tr>
<td>Paddle Battle - Partners</td>
<td></td>
<td>14</td>
</tr>
<tr>
<td>Indoor Triathlon</td>
<td></td>
<td>64</td>
</tr>
<tr>
<td>Battleship</td>
<td></td>
<td>64</td>
</tr>
<tr>
<td>3 on 3 Basketball Tournament</td>
<td></td>
<td>75</td>
</tr>
<tr>
<td>Paddle Battle - March</td>
<td></td>
<td>12</td>
</tr>
<tr>
<td>Ultimate Race</td>
<td></td>
<td>89</td>
</tr>
<tr>
<td>Inverted Bouldering Competition</td>
<td></td>
<td>88</td>
</tr>
<tr>
<td>Golf Scramble</td>
<td></td>
<td>52</td>
</tr>
<tr>
<td>Bag Toss Tournament</td>
<td></td>
<td>164</td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td>776</td>
</tr>
</tbody>
</table>
Rec Sports kicks off the school year in an active and healthy way! The Moonlight 5k fun run is a free Welcome Week event that attracts over 500 students.

Rec Sports provides unique events to promote living a healthy and active lifestyle.
Sport Clubs

With 21 different sport clubs and over 450 members, the Sport Club Organization is one of the largest student run organizations at UW-La Crosse. Its mission is to promote, develop, and provide leadership to sport and recreation oriented student clubs.

Participation in a sport club helps develop transferable life skills such as fiscal responsibility, time management, leadership, and communication. It contributes to the development of student leaders and overall success of each sport club.

While working with club officers, we see the unique challenges facing each club. Funding, member recruitment, facility usage on campus or in the community, coordinating practice and league schedules, and leadership of peers are only a few issues the club officers face each year. Each club meets with the Sport Club and Events Coordinator and members of the Executive Council individually to address any issues throughout the year specific to their club’s needs. At minimum, meetings happen twice per academic year.

Accomplishments

- Sport Clubs hosted 57 competitions and competed in 74 away competitions
- Seven teams qualified for sport or league’s highest competition level
- Sport Club Council approved the addition of Women’s Basketball and Ping Pong as new clubs for 2015-16
- Successfully implemented a sport club banquet with 115 sport club athletes in attendance. Attendees ate ice cream and sweet treats, watched yearly slideshow, and 5 team awards were given out
- Sport Club website saw a remodel with the addition of tabs for club resources, risk management officers, athlete resources, competition and practice schedules, Sport Club FAQ’s and Executive Council
- Implemented sport club agility training sessions for student athletes four times a week along with monthly education sessions (healthy eating while traveling, taping, stress relief)
- Revamped risk management officer training, certifications, and responsibilities. Risk Management Officers are responsible for driver authorization forms, must be CPR certified, and complete Heads Up concussion training
- Hosted the 19th Annual Wisconsin Volleyball Conference Championship in April at the Recreational Eagle Center and Mitchell Hall bringing 35 volleyball teams from all over the state. Women’s Volleyball took home the WVC Championship Title
Clubs hosted 57 home competitions and competed in additional 74 on the road.

Updated the sport club web site to provide more information for officers and participants.

Implemented sport club agility training sessions for student athletes four times a week along with monthly education sessions (healthy eating while traveling, taping, stress relief).

Revamped risk management officer training, certifications, and responsibilities. Risk Management Officers are responsible for driver authorization forms, must be CPR certified, and complete Heads Up concussion training.

Sport Club Executive Council

The Executive Council consists of five elected officers from different sport clubs who work with the Sport Club and Events Coordinator as well as the graduate assistant to help lead, educate, and oversee the 21 sport clubs, while providing resources to each team’s elected officers. Our year started off by having a two hour Sport Club Executive Council retreat where we went through the handbook and answered any questions that people may have had. We also created a year to-do list of items we thought our program was missing and ultimately what we wanted to accomplish. This year, unlike years before, all members of the Executive Council graduated in May allowing us to evaluate the organizational structure. In February we elected 5 new officers to our executive council and started meeting with the current and upcoming council members.

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 year, instead of having a big group meeting before the annual Rec Fest in September, we decided to move to semester “sit downs” with the Sport Club and Events Coordinator and the graduate assistant. Semester “sit downs” start both the fall and spring semester. They are a great opportunity to establish a relationship with the new officers and find out what each team’s individual needs are.

2014-15 Active Clubs
provide pertinent information, and answer any questions that officers may have. New officer training continued to be led by the Executive Council and required all officers for the 2015-16 academic year to be in attendance. New training sessions were added to provide more flexibility for the officers. This also provided smaller, more effective working groups.

**Staffing**

Taylor Poth, one of the second year graduate assistants for the department, started working with the Sport Club Program at the beginning of this year. Throughout the year he served on the Executive Council, supervised home club events, and helped implement new club resources. In April, Taylor accepted a professional position as the Club Sport Coordinator at Coastal Carolina University in Myrtle Beach, South Carolina. Morgan McDougall also completed her master’s degree this spring. In May, Morgan accepted a position as an Injury Prevention Program Manager with the Institute of Human and Health Performance. In preparing for 2015-16, changes were made in graduate assistant positions, creating a Sport Club and Events Graduate position.

**Issues**

- Inability of club teams to secure facility reservations on campus to host events. Teams are having to look for places off campus (community/local school districts) to host their tournaments.
- 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.
- Getting bumped from practice reservations at Mitchell Hall at last minute due to inaccurate scheduling or last minute changes to Athletic team practice schedules.

**Initiatives**

- Looking into additional opportunities on the campus and community levels to get the Sport Club Program recognition so students know what the program can provide them.
- Work with Athletics and fellow program areas in the Recreational Sports Department to mainstream communication regarding practice and hosting events.
- Being proactive to find an alternate solution when facilities are not available for sport clubs.
- Continue to develop and improve the Executive Council to create stronger communication among the club officers and the council.

**Individual Sport Club Accomplishments of Note**

- Men's Volleyball finished 1st at the DII National Collegiate Volleyball Federation National Championship in Kansas City, MO.
- Women's Volleyball finished 2nd at the DII National Collegiate Volleyball Federation National Championship in Kansas City, MO.
- Waterski and Wakeboard finished third at DII Nationals in Louisiana while Jennifer Kaldor, Waterski President, took first place in Women's Slalom.
- Men's Soccer took third place in the Midwest Alliance Conference and attended regionals for the first time in six years.
- Archery traveled to James Madison University for Collegiate Archery Nationals and the Men's Bow Hunter team placed third. Kody Vaassen and Kayne Brenner took home all American status.
Inspire Sports

Inspired Sports is a non-profit, charitable organization dedicated to creating athletic opportunities for individuals with physical, cognitive and emotional disabilities. It started in Appleton Wisconsin.

Community

483
MEMBERS

Press

Inspire Sports

Men’s and Women’s Volleyball teams hosted a free one day clinic for children with special needs to grow physically and mentally. The clinic was featured in the Campus Connection as well as on WXOW.

Gender

43% female
57% male

Segregated Fee Spending

Clubs received $32,800 in Segregated Fees

Growth

Teams - 23

Membership

Growth

2004-05
2009-10
2014-15
2015-16

14 clubs
17 Clubs
21 Clubs
23 Clubs

43% female
57% male

Clubs received $32,800 in Segregated Fees

Growth

314
392
483

2004-05
2009-10
2014-15
The group fitness program offers a wide variety of structured classes that are taught primarily by UW-L 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 Eagle Fit 360 (reported under Strength Center).

GroupX underwent another name change this year to more accurately identify the types of classes and activities offered within the program. Now called Group Fitness, this is the first time since 2010-11 that there has been an increase in participation from the previous year. Though only a slight change, overall numbers were up approximately 3%. Spring semester saw a 6% increase, most likely the result of two additional aerobics classes offered that semester. Beyond adding two classes, other potential reasons for the increase is online registration (utilized by 71% of registrants), making it more efficient

<table>
<thead>
<tr>
<th>Participation</th>
<th>2014-15</th>
<th>2013-14</th>
<th>Difference</th>
<th>% of Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fall</td>
<td>765</td>
<td>757</td>
<td>8</td>
<td>1%</td>
</tr>
<tr>
<td>Jterm</td>
<td>6</td>
<td>9</td>
<td>-3</td>
<td>-33%</td>
</tr>
<tr>
<td>Spring</td>
<td>829</td>
<td>780</td>
<td>49</td>
<td>6%</td>
</tr>
<tr>
<td>Total</td>
<td>1600</td>
<td>1546</td>
<td>54</td>
<td>3.5%</td>
</tr>
</tbody>
</table>
Absolutely loved this class and instructor. It gave me something enjoyable to do during the week! I plan on signing up for two classes next semester.

for students to learn about classes, to register from home, and to pay with a credit card. This process also eliminated the laminated card that had potential of being shared with others.

As noted above, there were two new classes offered this spring. Total Body Tabata®, a 30-minute high intensity interval workout that incorporates 20 seconds of high intensity microburst exercises followed by 10 seconds of rest, is a total body conditioning workout that scorches calories and can burn 5 times more calories post workout. Ballet Core Fitness, offered on Fridays only and not a typical ballet class, provides some basic ballet moves while getting more fit and toned.

Students continue to indicate quality experiences with the group fitness program. In a survey completed by 216 students in the fall, 91% indicated that their overall experience was very good or excellent. Comments included:

I loved my instructor! This was my first semester of group fitness classes and I was a little nervous about it. She really motivated me to keep coming to class and I was able to learn a lot about my body from her. I definitely noticed a difference with my body as well.

I have fallen in LOVE with Pilates!!! Such a good workout! And the instructor, Kelsey, is awesome! Super helpful and approachable!

Though Eagle Fit 360 classes are bundled as group fitness classes, reporting information is located under the Strength Center. Classes continue to lack popularity and participation. This year, there was also an instructor retention issue as well with the Strength Center staff.

ACIS Fitness Program

ACIS also experienced a name change. This past July, it was announced that ACIS (American Collegiate Intramural Sports) was renamed American Collegiate Intramural Sports & Fitness (ACISF). With the tremendous growth in university fitness and wellness programs, ACIS felt it was important to include Fitness in the company name. Once again, we received tampons and jelly belly’s for free distribution. New this year was sponsorship by Adidas, who provided men’s body wash, frisbees and towels. We joined the Under Armour Pridewear Program that was delayed in launching until next fall. This partnership will allow students to purchase Under Armour apparel that is UW-L identifiable. Unfortunately there was not a fitness challenge this year sponsored by ACISF so we did not host one on campus.

2014-15 Accomplishments

• Experienced 3.5% increase in participation, first increase since 2010-11
• Accomplished online registration and credit card payment through Fusion
• Offered two new successful classes with Tabata® and Ballet Core Fitness

Issues

• Despite slight increase from last year, overall numbers for group fitness are lower than desired
• Cycling numbers remain lower than anticipated
• Eagle Fit 360 continues to struggle with minimal participation

2015-16 Initiatives

• Revisit feasibility of “all access” pass for group fitness classes that would allow students to attend any class for one fee
• Evaluate and revamp the Eagle Fit 360 program
• Potentially bundle aerobics and Eagle Fit 360 classes as conditioning classes online to gain increased visibility
• Work with Tammy Zee to implement formal evaluation and instructional process for instructors
• Launch Under Armour Pridewear Program when released through ACISF
Let’s Play!

Rec Sports Annual Report 2015

Rec Visits: 321,786

Outdoor Trips & Clinics: 54

Participant: +200

Student Staff: +200

Students visited the Rec: 90%

Sport Clubs: 21

Turkey Trotters: +1,500

Group Fitness Participants: 1,600

Intramural Contests: 4,798
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 the new web page design and Fusion, instructional programs gained more visibility. There was a separate link on the homepage that took users directly to information regarding the courses. Once there, it was simple to go to the Fusion portal to register. Additional instructional programs are offered through the Outdoor Connection and Strength Center with final reports placed accordingly.

Self-Defense Class

<table>
<thead>
<tr>
<th>Participation</th>
<th>2014-15</th>
<th>2013-14</th>
<th>Difference</th>
<th>% of Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fall</td>
<td>25</td>
<td>23</td>
<td>2</td>
<td>8.7%</td>
</tr>
<tr>
<td>Spring</td>
<td>12</td>
<td>13</td>
<td>-1</td>
<td>-7.7%</td>
</tr>
<tr>
<td>Total</td>
<td>37</td>
<td>36</td>
<td>1</td>
<td>2.8%</td>
</tr>
</tbody>
</table>

Self-defense continues to be taught by University Police and is a very strong partnership. This year, Officer Barton was the sole instructor as Officer Batien has left La Crosse. Survey results emphasize the success of self-defense: “After taking this class I feel a lot more comfortable walking alone at night or being in situations that may not be the most safe, knowing I have the abilities to defend myself. This taught me how to use my body in ways I never would’ve thought of”; “I learned a lot of new tactics and self defense moves that I am very happy I have now. I walk to and from work several nights a week and its comforting to know that when walking alone downtown I can defend myself if need be. My knowledge on sexual assault has increased dramatically and I think I’m aware of my surroundings more often now.”

First Aid, CPR, AED Certifications

<table>
<thead>
<tr>
<th>Participation</th>
<th>2014-15</th>
<th>2013-14</th>
<th>Difference</th>
<th>% of Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fall</td>
<td>11</td>
<td>0</td>
<td>didn’t</td>
<td></td>
</tr>
<tr>
<td>Spring</td>
<td>41</td>
<td>36</td>
<td>track</td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>52</td>
<td>36</td>
<td>16</td>
<td>44%</td>
</tr>
</tbody>
</table>

Certification courses that were offered to the campus community were taught by Jenny Larson and Morgan McDougall. Having the two of them allowed us to offer more opportunities, creating a 44% increase in participation. They also assisted with instruction and certifications for group fitness instructors and the Child Care Center staff. Returned surveys indicated that 96% of the respondents rated the courses as excellent or very good. When questioned about what was most beneficial, a student stated “the comfort the instructors had with the class”; other students stated “everything about this class was beneficial”; “gaining valuable knowledge and confidence oh how to approach different emergency situations.”

2014-15 Accomplishments

- Increased number of students in first aid, cpr & aed certification classes
- Self-defense class maintained consistent participation numbers and was taught by only one officer
- Offered 5 group fitness certifications

Issues

- Eliminated ACE certification without replacement opportunity
- Limited program offerings though departmental opportunities such as wilderness first responder and strength center classes are not necessarily tagged as instructional programs

2015-16 Initiatives

- Partner with Wellness Resource Center and campus nutritionist to expand program offerings
- Collaborate with campus partners for promotions with self-defense class
- Consider weekend seminar for self-defense opportunity
- Host departmental conversation to better categorize, expand, promote and report on instructional programs
- Evaluate feasibility of offering personal training certification through NSCA or other agency
- Offer lifeguard training course to the campus community since lifeguard coordinator is instructor certified
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.

Wellness, in particular physical wellness, is beginning to be an underlying theme for our campus community and everything we do. This year we reached out and touched more people than the previous year with nutrition programs, special events and fit checks. We have high hopes of reaching more of the campus community in new ways, “Be Well @ UW-L”!

The 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 a healthy quality of life through exercising, eating well, avoiding harmful habits, getting adequate sleep, getting regular physical exams, and taking steps to prevent injuries.

### ACCOMPLISHMENTS

<table>
<thead>
<tr>
<th>Participation</th>
<th>2014-15</th>
<th>2013-14</th>
<th>Difference</th>
<th>% of Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fit Checks</td>
<td>301</td>
<td>270</td>
<td>31</td>
<td>11.5%</td>
</tr>
<tr>
<td>Skill Challenges</td>
<td>369</td>
<td>254</td>
<td>115</td>
<td>45%</td>
</tr>
</tbody>
</table>

### ISSUES

- The number of Residence Hall fit checks decreased

### NEW INITIATIVES

- Continue to collaborate with Kate Noelke, Wellness Coordinator
- Improve and develop all aspects of the Residence Hall tours by reviewing the content and purpose and promote interventions rather than screens and information
- Continue BASICS appointments
- Plan a branding event for the implementation of the UW-L wellness wheel and promote overall campus buy-in with wellness, in particular physical wellness
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 three student employees: a graphic designer, video producer, and a social media coordinator.

In addition to providing graphic design and promotional support for the 50+ activities offered by the department’s 10 program areas, the promotions team played a major role in 3 major projects: 1) complete redesign of the department’s web page and migration of all its content to the University’s latest content management system (Ektron); 2) implementation of new recreation management software; and 3) support for an educational campaign for a referendum concerning the construction of a new Student Field House.

ACCOMPLISHMENTS

- Assisted with the “Play 4 All Seasons” educational campaign. It included a dynamic power point presentation, Facebook advertising campaign, a web page, poster board displays and several group meetings. The referendum passed with 56% approval.
- Streamlined and improved our Facebook communication efforts by reducing the number of pages operated by the department.
- Redesigned the Rec Sports web page and migrated the information from over 100 pages onto a new content management system.
- Maintained a twitter, Facebook and Youtube channel.
- Created over 50 flyers, digital display images, and web page banners, Facebook graphics for over 50 different programs.
- Created over 10 different t-shirts.
- Created the Calendar of Champions and Student Directory ad.
- Implemented a new departmental advertising request process.
- Began using REC’s digital display boards to promote programs.

ISSUES

- Videos created by the department were not receiving the attention we had hoped for or need. We’ll be evaluating our video production efforts so they are more effective.

NEW INITIATIVES

- Expand our social media outreach by adding Instagram and Snapchat.
- Train 2 new graphic designers.
Climbing Wall

Our 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 year of transition for the climbing wall. We welcomed 4 new staff members to the team (half our staff), changed membership software, added auto belay devices, and began training staff to climb in the outdoor setting.

Despite lower participation numbers (see issues below), the climbing wall operated very smoothly and without incident. The new staff members have worked hard to improve their climbing knowledge and skills. They have also significantly improved their route setting abilities. Each new staff member passed their Professional Indoor Climbing Wall Instructor certification class and are now certified through the Professional Climbing Instructors Association.

<table>
<thead>
<tr>
<th>Participation</th>
<th>2014-15</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total visits</td>
<td>5,186</td>
</tr>
<tr>
<td>Unique student users</td>
<td>1,301</td>
</tr>
<tr>
<td>FTE’s (avg of Fall / Spring)</td>
<td>9,194</td>
</tr>
<tr>
<td>Percentage of student body (swiped entrance)</td>
<td>14.5%</td>
</tr>
</tbody>
</table>

WICS
The Wisconsin Indoor Climbing Series is a volunteer collaborative effort between 5 UW System schools. After joining the series last year, UW-Eau Claire was unable to host a competition this year. The series still attracted 358 climbers from 14 different institutions.

2014-15 Accomplishments
- Installed 2 new auto belay devices
- Hosted a Professional Climbing Instructors Certification Course
- 100% of staff are certified Professional Indoor Climbing Instructors
- Nearly all staff members attended an anchors building clinic at the University of Minnesota-Duluth
- Collaborated with the University of Wisconsin-Eau Claire to implement a 3 day Top Rope Climbing Instructor preparation course; 4 staff attended
- Hosted and provided program for 6 Residence Hall groups
- Record 88 climbers registered for the annual bouldering competition

Issues

- Participation continues to decline.
- According to Fusion only 92 freshmen visited the climbing wall.
- For the past 5+ years the climbing wall had utilized a software program called Climb Point to manage membership and equipment check out. After switching to Fusion we have experienced a decline in participation. It’s unclear if there is a decline or if there is a technical or human calculation issue.
- State budget reductions initiated the need to reduce hours and staffing at the climbing wall.
- The future of WICS is in question. One of the co-coordinators left the state last year and budget reductions at the various programs may impact their ability to host.

2015-16 Initiatives

- Utilize Adidas Outdoors membership recruitment program to increase climbing participation
- Collaborate with the Outdoor Connection and UW-Eau Claire to offer an outdoor climbing trip to Devils Lake, Wisconsin.
- Expand group programming opportunities
- Conduct a feasibility study to determine the viability and impact of a youth birthday party program
The OC traveled far and wide during the 2014-15 school year, from the Pacific Crest Trail in California, south to the Ocklawaha River in Central Florida, and north dogsledding in the Boundary Waters of Minnesota.

2014-15 was the Outdoor Connection’s most active and busy year to date. Despite the inability to provide stand up paddle boarding clinics during the summer (nearly 200 participants and 12 outings) last year and not being involved with First Flight (over 70 participants and 4 trips annually), the OC was still able to lead 54 trips and clinics that attracted nearly 500 participants.

Revenue increased by over 30% and reached a record $93,881. Revenue growth was greatest in the Outdoor Living Learning Community and the winter and spring break trip registrations.

This year’s success was the result of two main factors: 1) having an outstanding and dedicated staff; and 2) the growth in the Outdoor Living Learning Community. The ORLLC growth would not have been possible without the dedication and leadership of Eagle Maroon’s Hall Director, Sara Tienhaara. She was supportive and very instrumental in ensuring we had the most participants possible.

ACCOMPLISHMENTS

- Ran 3 spring break and 3 winter break extended trips:
  - Dogsledding in the Boundary Waters
  - Florida Paddling and Backpacking
  - Southwest Adventure Road Trip
  - Zion National Park Hiking and Canyoneering
  - Sodona Arizona Adventure
  - Backpacking in Escalante National Park

- Successfully led a 9 day trip leader training trip to the Superior Hiking Trail and Namekogen River for 15 student staff

- Initiated a comprehensive day-trip operations and logistics staff training

- Earned a record $93,881 in revenue
- Offered over 54 individual clinics and trips during fall and spring semesters
- Developed an comprehensive equipment replacement plan
- Updated the equipment rental operations manual
- Successfully re applied and was awarded 3 more years of Green Fund support for the Green Bike Program
- Upgraded equipment: purchased 4 paddle boards, 4 tents, 12 backpacks, a 6 boat trailer, a 8 boat trailer, 5 kayaks and 9 mountain bikes
- Implemented our first hammock camping / canoe trip
- Ran three ice climbing trips with the assistance of UM-Duluth’s climbing program
- Received a favourable article and photo spread in the La Crosse Tribune
- Implemented Fusion online outdoor gear reservation system
- One of 50 schools selected to participate in the Outdoor Nations Campus Challenge, an outdoor recreation participation incentive program. Have been awarded $1,000 to implement the program
- Incorporated the future ORLLC Resident Assistant into the trip leader training trip

<table>
<thead>
<tr>
<th>Participation</th>
<th>2014-15</th>
<th>2013-14</th>
<th>Difference</th>
<th>% of Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total trip participants</td>
<td>498</td>
<td>502</td>
<td>-4</td>
<td>-0.8%</td>
</tr>
<tr>
<td>Total number of trips/clinics</td>
<td>54</td>
<td>65</td>
<td>-11</td>
<td>-16.92%</td>
</tr>
<tr>
<td>Unique rental transactions</td>
<td>2,952</td>
<td>Didn’t track</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
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.

- Many of our staff members leave La Crosse in the summer which makes it challenging to staff the equipment desk and to offer summer programming such as paddleboarding.

- A new paddle sport rental operation has opened on Lake Neshonoc, which may impact SUP rentals.

NEW INITIATIVES

- Add Fat Bikes to our equipment inventory and begin offering Fat Bike rides. This will help mitigate potential slow winter rentals caused by poor snow conditions.

- Offer an outdoor climbing trip and begin training our own trip leaders to lead outdoor climbing trips.

- Participate in Outdoor Nation's Campus Challenge program.

- Work with Rec Management to evaluate a for-credit class option for members of the Outdoor Recreation Living Learning Community.

OUTDOOR RECREATION LIVING LEARNING COMMUNITY

The Outdoor Recreation Living Learning Community nearly doubled its participation. Having a large group of residents helped the program truly provide the benefits it was developed to deliver. It's building a strong residential community, creating a culture that values outdoor recreation and is providing numerous leadership opportunities for our staff.