



Campus Recreation
www.campusrec.illinois.edu

Annual Report 2011-2012 Text Only

2012-13 Goals

As Campus Recreation prepares to celebrate its first 50 years, we also realize the importance of planning for the future. Of the many management books we use to plan and strategize two in particular have been *Good to Great* by Jim Collins and most recently his new book *Great by Choice*. We realize that we live in times that are fast-moving, every changing, and unpredictable, yet as an organization we must sustain even in a precarious environment.

This past year the staff embraced the following questions “Who are we?”, “Where are we going?”, “How are we going to get there?”, and “Why?”. Tackling such questions allowed us to begin a review of our operation with more technical eyes resulting in our first steps towards the development of the new Campus Recreation culture. For those familiar with the book *Good to Great* we looked at principles such as First Who (the right people on the bus), finding your seat (on the bus) and setting the route into the new Campus Recreation world. Now that we have our route, we found it time to focus on our core values and the development of a culture that would thrive and succeed. This year we plan to begin a path that allows us to create and execute as we structure our new strategy because this isn’t your old “IMPE.”

Goals for 2012-13 include:

- A review of the Campus Recreation mission
- Assess and re-assess as we look, listen, measure, and test
- Project changes in climate, conditions, and trends
- Initiate strategic plans identifying new resources and opportunities

Campus Recreation has a legacy not only on this campus but nation-wide of which we are both proud and cognizant. Campus Recreation will use 2012-13 preparing for the future and looking at how to move tactically, ensuring a future built on our long standing tradition of commitment to the students, faculty, staff, campus, and community in which we serve.

Environmentally sound and culturally relevant facilities

- Created and hosted the *Spring into Fitness Conference* which brought 80 community and student fitness professionals to the ARC to learn about new ideas and programs from industry professionals.
- *Malaysian Midwest Games*
 - This is an annual event that travels to different college campuses throughout the Midwest. Campus Recreation worked hand-in-hand with the Malaysian Student Association at UIUC to plan and expedite the logistics of the event. Attendees traveled from schools all over the Midwest (Iowa, Ohio, Purdue, SIUC, etc). This was a three day event, and the group had exclusive use of the ARC and utilized many of our outdoor facilities. Attendance was around 1,200 participants and families. The next time UIUC is eligible to host will be in four years.
- *Latina/Latino Family Visit Day*
 - This event is both at ARC and CRCE. The group utilizes indoor swimming, multiple MP Rooms, the climbing wall, the game room, and the winter garden. Campus Recreation staff served on the planning committee. This event had multiple volunteers from Campus Recreation Staff, Service Fraternities, and also volunteers from La Casa. Attendance was projected around 350-400.

- *Interfaith In Action Conference*
 - This was a service oriented event that spanned over three days at the ARC that was 100% organized by a student organization. Campus Recreation was a proud sponsor of this event by donating space and materials for signage. This event brought high profile speakers with an ultimate goal of packing meals, and then donating them to the community. Both students of UIUC and the community were invited to attend some of the presentations. The group was also able to purchase the equipment that is necessary to pack the meals, and will now be able to allow other service organizations to use it in the future. The weekend had a wide variety of attendees, with attendance expected around 300 participants.

Facility Improvements

- Installed two TrueBlue auto belays at the start of the fall 2011 semester. The addition of the auto belays results in more people getting onto the wall
- Full audit of Campus Recreation facilities to determine needs to meet 2010 ADA standards for recreation facilities
- A full facility audit was created to find and track maintenance, safety, and aesthetic issues within all indoor facilities
- Illini Grove Tennis courts were resurfaced
- A new three-court outdoor basketball facility was installed at the Outdoor Center Fields, replacing a dilapidated inline rink, giving the area six total outdoor basketball courts
- Outdoor pool received a new pool liner
- Freer Hall Pool had new filters installed and improvements made to the ceiling and lighting
- All outdoor soccer goals received new anchors in compliance with the federal Zach's Law
- Ice Arena had new accessible front entrance, including stairs, railings, doors, ceiling, floor,
- Ice Arena had new roof constructed over the facility's lobby

Enhancement of the Student Experience at Illinois

- A Climbing 101 class was introduced. The class helps to fill a niche for those wanting more than just access to the wall. The content of the class is geared towards beginner climbers and guides them through a history and introduction to climbing, to proper skills and techniques, and eventually learning the skill of belaying so they too can assist other climbers in their efforts.
- Worked with student employees, volunteers, and professional staff to start programs for students registered for services with DRES. Specifically focusing on the students who reside at Nugent Hall. Hosted two swimming events, a games night, and a floor hockey event during the 2011-12 year.
- Conducted the 6th Annual Indoor Triathlon resulting in 66 participants during the month-long program.
- An "Almost Golf Tournament" was held in the heart of the U of I campus fall 2011 at the Illini Grove. More than 45 individuals participated and played a round of golf on the only 6 hole, par 24 golf course located on campus.

Creation and Sustainment of collaborative partnerships

- Conducted the police fitness testing for University Police hiring. Testing completed at the Armory and Police Training Institute.
- Partnered with Kinesiology to find personal trainers to work for Campus Recreation.
- Partnered with the Kinesiology Student Association and AbCoaster company on Augie's Quest program to raise money for ALS research.
- Collaborated with the College of Engineering to create an electronic inventory database/system.
- Collaborated with the College of Engineering to create online vacation/sick time reporting process.
- Latino/a Family Visit Day – hosted and help run
- Interfaith in Action Conference – sponsored and hosted events

Assessment

During 2011-12 Campus Recreation wellness services conducted an assessment of the group fitness and instructional kitchen programs.

Goal of Assessment:

The survey intended to capture difficult-to-reach public and execute consumer research. Reached non-users with an Intercept Survey process, finding out why they do not participate in our programs. Also discovered what would bring them to our programs surrounding motivation, interest in topics, and promotional strategies.

Common Themes Discovered:

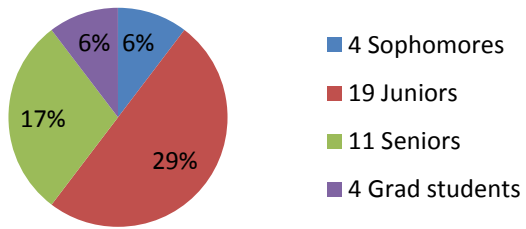
Family health history, self esteem, tracking, social support, more resources, awareness

Plan:

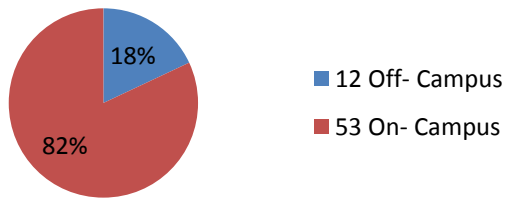
- Conduct annual survey at the Quad, Union, dining halls, and housing locations; promote programs at these same locations
- Collaborative events with other departments and programs
- Provide more nutrition education-based resources on our campus through collaborative efforts: Bevier Café, dining halls, and our facilities
- Schedule nutrition cafes and other promotional events outside our facilities

Data collected:

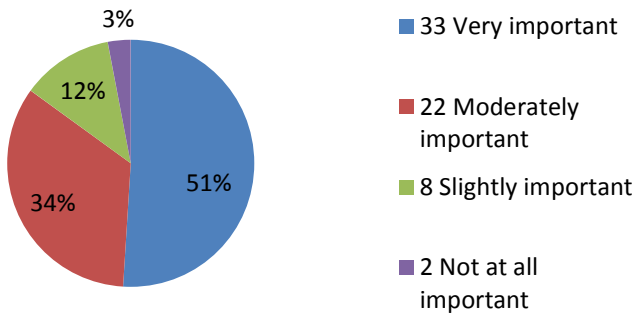
Classification



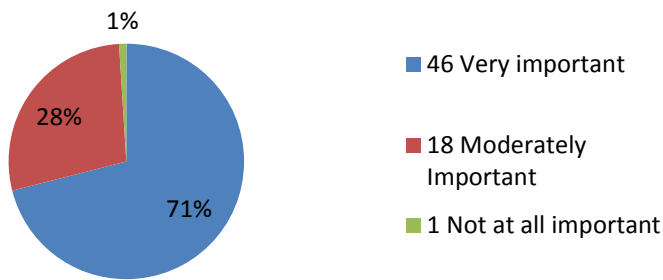
Where they live



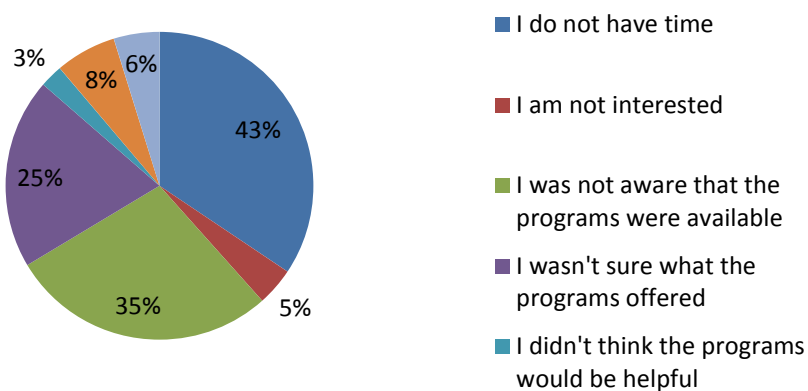
Learning How to Cook



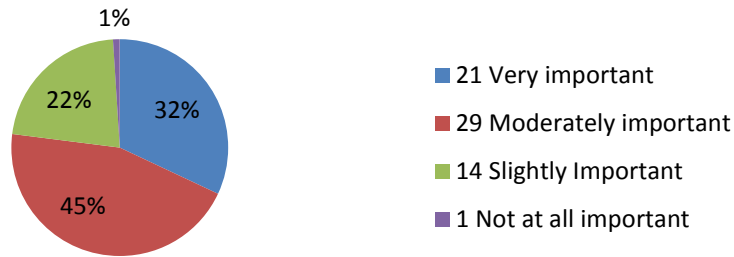
Learning how to make more nutritional choices when eating



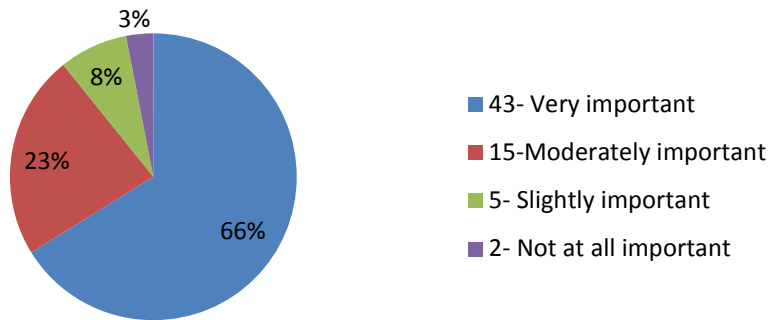
Reason for Not Participating in Kitchen Programs



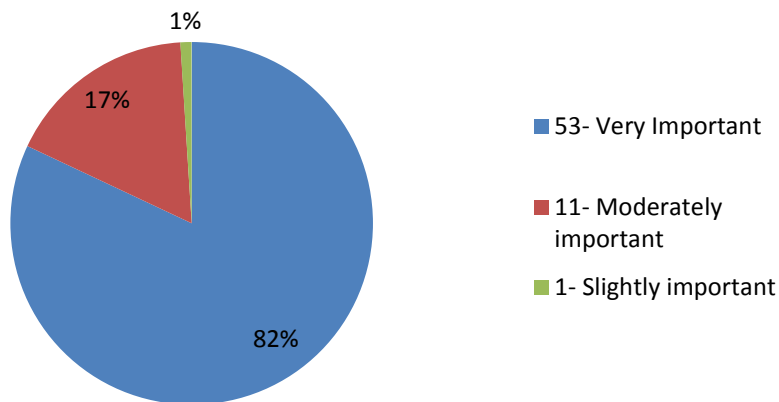
Making meal time a social activity with friends



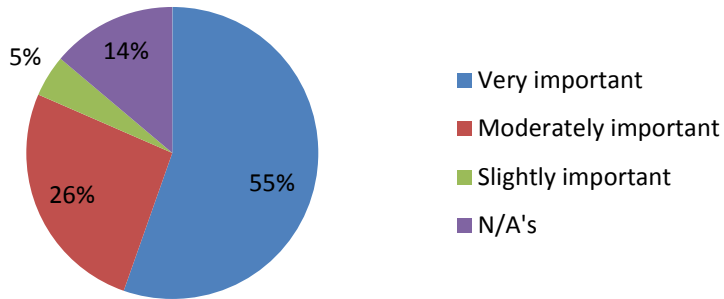
Learning New Ways to Make Choices while Exercising



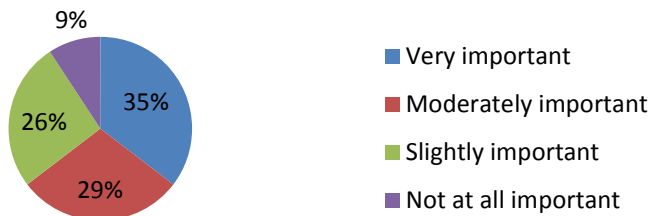
Being Fit



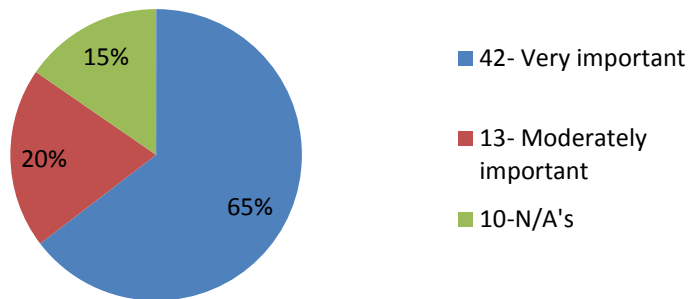
Reaching Your Fitness Goals



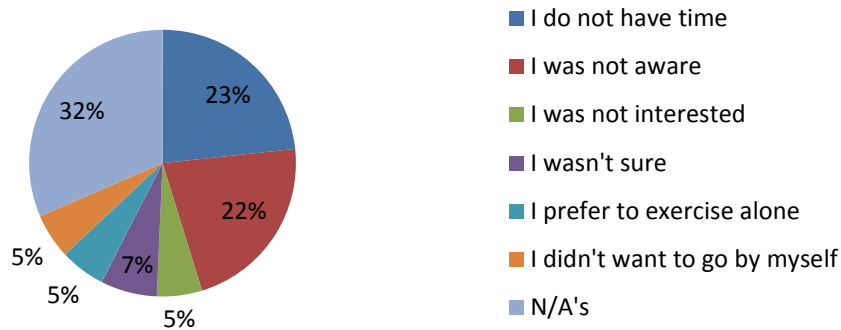
Exercising in a Group Setting with Friends



Exercise on a Regular Basis



Reasons for Not Participating in Group Fitness



Learning More Effective Ways to Exercise



Personnel

New

- Sharon Bohlmann – Accountant
- Amanda Drawve – Assistant Director for Facility Scheduling/Event Services
- Malukah Gordon – Assistant Director for Member Services
- J’Koi Hailstock – Member Services Coordinator
- Barry Meeker – Building Service Worker
- Daryl Meling – Building Service Worker
- David Wells – Building Service Worker
- Gus Halmon – GA for Event Management
- Sayer Jackson – GA for Intramurals
- Kelsey LeFevour – GA for Adaptive and Inclusive Recreation

Awards

- Campus Recreation marketing department received two awards from the NIRSA Creative Excellence awards: First Place for program publication (Youth Parties) and Second Place for web site design.

Conferences Attended

- Heather Horn (associate director) attended winter 5 Days for Change
- Erik Riha (lead assistant director for marketing) was a faculty member for winter 5 Days for Change
- Robyn Deterding (director) and Heather Horn attended and presented at the 2012 NIRSA National Conference in Tampa Bay
- Erik Riha attended the NIRSA National Conference as the chair of an ad hoc marketing committee for the NIRSA Foundation
- J’Koi Hailstock (coordinator for member services) attended the NIRSA Emerging Leaders Conference in New Orleans
- Tessa Hile (associate director) attended the University Business Managers conference in Las Vegas
- Ed Morford (assistant director for risk management and sport clubs) attend the regional University Risk Managers and Insurance conference in Milwaukee
- Terry Elmore (assistant director for intramurals) attend the NIRSA Intramural Institute in Columbus
- Tracy Buschbom (assistant director for aquatics) attended the Parks and Recreation conference
- Jami Houston (assistant director for the ice arena) attended the NIRSA School for Rec Management in San Antonio
- Dave Bagger (lead assistant director for the ice arena) attended North American Rink Conference and Expo (NARCE) in Detroit
- Mark Stinson (assistant director for graphic design) attended the Illinois Webmasters Forum
- Five staff, one GA, and two student employees attend the Illinois Recreational Sports Association (IIRSA) conference at Illinois State University
- Four staff and 1 GA attended the Big Ten Recreation Sports Conference at Michigan State University

FACILITY USAGE

All Indoor Facilities

Total valid card swipes: 1,778,809

Distinct valid card swipes: 51,140

Gender Distribution:

Male: 28,332

Female: 22,752

Faculty/Staff member swipes: 3,046

Visitor member swipes: 1,912

Undergraduate student users: 36,269

Freshmen: 3,104

Sophomore: 7,470

Junior: 8,150

Senior: 17,125

Graduate student users: 9,225

ARC Facility

Total Valid card swipes: 1,148,567

CRCE Facility

Total Valid card swipes: 444,252

Freer Hall Pool

Total Valid card swipes: 4,652

Ice Arena

Total Participants: 181,338

ICE ARENA

Learn-to-Skate Participants

Fall 2011: 233

Winter 2012: 211

Spring 2012: 415

Total: 859

Kinesiology

Fall 2011: 623

Spring 2012: 662

Total: 1,285

Skating Sessions Participants

Public Skates: 21,943

Stick & Puck: 1,101

Rat Hockey: 1,387

Freestyle: 2,290

Ice Arena Rentals

105 distinct rental groups (77 UI related/28 community)

653 rentals

1,172 rental hours

Ice Arena Programming

1,049 program sessions

1764.25 programming hours

Ice Arena Usage

Illinois students have access to 83.7% of the Ice Arena schedule

48.7% exclusive use by Illinois students

35% campus and community rentals

15% public rentals

PERSONAL TRAINING

Total Clients 631

Total Sessions 5,137

Gender

Female 400

Male 231

Classification

Members: 160

No Response 44

Students:	425
Graduate	217
Senior	89
Junior	63
Sophomore	32
Freshman	24

Indoor Triathlon Participants: 66

CLIMBING WALL

Open Climbing Wall usages: 8,526
 Climbing Wall Rentals: 30 (1,800 participants)

STUDENT EMPLOYMENT/DEVELOPMENT

New student employee applications = 1,286
 New student employee hires = 340
 Total student employees = 735

Gender

Female = 364
 Male = 318
 Unknown = 53

Ethnicity

African-American = 58
 Asian/Pacific Islander = 46
 Caucasian = 504
 Multi-Racial = 9
 International = 10
 Hispanic = 42
 Native American = 1
 Other/Unknown = 64

LEAP participation:

36 classes offered = 292 attendees

INTRAMURALS

Fall 2011: Unique participants – 4,978
 Male – 3,885
 Female – 1,093

Spring 2012: Unique participants – 4,770
 Male – 3,537
 Female – 1,233

BIRTHDAY PARTIES (215 total)

Aquatics: 92

Ice Arena: 80
Climbing Wall: 37
Kitchen: 6

INDOOR FACILITY RENTALS (Unique Rental Groups/Total Rentals)

UI Departments: 79/130
RSO: 130/243
Community: 59/71
Clubs: 32/84

OUTDOOR FACILITIES PARTICIPATIONS

Total Rental Groups: 155 (91 single rentals/64 multiple rentals)
Outdoor Center Fields: 107,710
Complex Fields: 89,760
Total Participations: 197,470

Club Sports Reservations

Complex Fields: 158
Outdoor Center Fields: 8
Illini Grove: 1

WELLNESS SERVICES

Instructional Kitchen: 1,000 participations
Group Fitness: 66,500 participations

AQUATICS

Lap swimming participations

CRCE: 33,464
Freer Hall: 15,224
ARC Indoor: 46,961
ARC Outdoor: 40,528
Total participations: 136,177

Learn-to-Swim Participants:

Fall 2011: 460
Spring 2012: 483
Summer 2012: 337
Total: 1,280

Aquatic Training Courses Participants: 32

Master's Swim Club members: 45

WEB SITE and SOCIAL MEDIA

campusrec.illinois.edu

June 11,2011-July 12,2012

Total Visits: 695,907
Unique Visits: 257,349
Pageviews: 1,943,971
Pages/Visit: 2.79
Avg. Visit Duration: 00:01:53

MOBILE DEVICES ACCESSING

iPhone: 36,011
Android: 22,262
iPad: 10,900
iOS: 5,720
iPod: 2,903
Blackberry: 1,273
Windows Phone: 349

INDIVIDUAL PAGE VIEWS

Facilities: 589,291
Calendar : 205,060
Fitness : 176,958
Membership: 115,237
Skating: 104,899
Intramurals: 94,773
Employment: 62,950
Aquatics: 60,299
Adventure: 37,852

Campus Recreation Facebook Page

as of 7/25/2012

Total Likes: 2,563

Gender

Male: 45%

Female: 54.3%

Twitter Account @IlliniCampusRec

Total Tweets: 912

Followers: 1,528

Following: 664

@UllceArena

Total Tweets: 102

Followers: 46

Following: 44

Pinterest Account (Illinois Campus Recreation)

Boards: 16

Pins: 153

Followers: 68

Following: 44

Foursquare Account

Friends: 76

Total Campus Recreation Check-Ins: 15,280

ARC

Total Check Ins: 11,469

Unique Visitors: 1,436

New Visitors: 1,414

CRCE

Total Check Ins: 2,820

Unique Visitors: 453

New Visitors: 453

Ice Arena

Total Check Ins: 987

Unique Visitors: 331

New Visitors: 328