

ANNUAL REPORT

CAMPUS RECREATION | 2012-2013

Student Affairs: We're Everywhere You Are



50

1962-2012

YEARS



| 2013 Campus Recreation Hall of Fame Inductees |



CAMPUS RECREATION CELEBRATED ITS 50TH ANNIVERSARY

The 2012-2013 academic year marked the 50th anniversary of Campus Recreation being a stand-alone department at the University of Illinois. In 1962 our first director, Dr. David Matthews, came to Illinois via Bowling Green State University and ushered in one of the country's most cutting-edge and industry-leading collegiate recreation departments. Over that time, many changes have occurred to the department, starting with the opening of the original Intramural-Physical Education Building (IMPE) in 1971 to running the Ice Arena in 1977 to the opening of the original CRCE in 1988 to the first group fitness classes and to becoming a unit within Student Affairs in 1989. Tony Clements, director from 1979-2008, helped bring about the state-of-the-art Activities and Recreation Center (ARC) and the renovated CRCE, along with many other initiatives. Now, Robyn Deterding, director since 2010, and the Campus Recreation staff are taking Illinois Campus Recreation into the next phase of our department's history and another exciting 50 years are sure to follow.

During the year-long celebration, Campus Recreation recognized the past accomplishments with several displays, events, and recognitions. It all culminated with a banquet on Saturday, April 6 to celebrate our past and those individuals who played key roles in creating that history. Part of the celebration was the creation of the Campus Recreation Hall of Fame, and the induction of the first-ever Hall of Fame class.



BARBARA "BOBBI" HEIN

Bobbi started her career at Campus Recreation as an 18-year-old administrative assistant in 1968. She retired in 2004 after seeing just about everything there was to see in Campus Recreation. Through those 33 years, she literally took hundreds of students under her wing as she was the person they came to not just for job issues, but personal issues, class struggles, relationship news, etc. Many of them still keep in touch, sending holiday greetings, pictures of their families and enduring memories made possible by her gracious care. Bobbi is so thought of that the first endowment fund created through Campus Recreation was the "Bobbi Hein Internship."

ROBERT MCGREW

Bob McGrew served Campus Recreation for 29 years all in the outdoor adventure field. He started as a graduate assistant in 1981 and then became an assistant director in 1982 before retiring in 2010. When you thought of adventure recreation at Illinois, you thought of Bob McGrew. He took students on biking trips, paddling excursions, hiking adventures, and camping experiences. These took place all over the country. His trips were sometimes the first time a student saw wildlife or enjoyed the water. Bob made memories for thousands of students. Bob even dabbled in climbing when the ARC opened and he took on the job of opening and running the climbing wall. He still shows students the outdoors through teaching classes in the Kinesiology department.

DR. DAVE MATTHEWS

Dr. Dave Matthews was hired as the first director in August 1962 as the University made Campus Recreation a standalone department, then called the Division of Intramural Activities. He was the person who initiated the plans for the IMPE building and helped get construction started in the late 1960's. The construction of IMPE changed the recreation landscape not only at the University of Illinois but at universities across the country. Dr. Matthews was an integral member of NIRSA – hosting the national conference twice at the University of Illinois. His vision and guidance is what helped create everything Campus Recreation has and does today.

JESSE "TONY" CLEMENTS

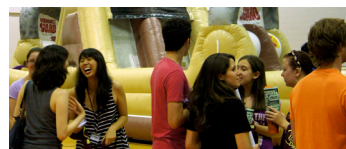
Tony began his career at Illinois in 1967 as an undergraduate student athlete who played both football and basketball. He earned his masters at Illinois in 1972 and has never left. With Campus Recreation, he was the director of the intramural officials association, director of community programs, supervisor of intramural employees, supervisor of co-rec intramural programs, associate director, and then finally was named director in 1979 after the retirement of Dr. Matthews. His last handprint on Campus Recreation was probably his biggest as he oversaw the renovation of Campus Recreation Center East and the IMPE renovation – now called the Activities and Recreation Center (ARC). Those two projects have given Illinois over 500,000 square feet of indoor recreation space, one of the largest amounts in the country. The ARC has become one of the must see facilities on campus and in the town. Tony served Illinois for 30+ years until his retirement in 2008, although he has never really left as he still comes in for a workout, or just to sit in your office and tell some jokes.

JERRY MARKBREIT

Jerry Markbreit was a football official for 43 years, including 23 years in the NFL. He was pretty good as he was the referee in four Super Bowls. Before heading to the NFL, Jerry worked high school games, moving up to the Big Ten in 1966. He was the back judge in the "Game of the Century" between #1 ranked Notre Dame and #2 ranked Michigan State. As a referee he had run-ins with Woody Hayes and got to work at the Rose Bowl. This distinguished career got its start as an undergraduate student at Illinois officiating intramural flag football games from 1953-1956. Jerry worked for Campus Recreation before it was a department – just a part of the Athletics department. In the 80's and 90's he came back to campus a couple of times to talk to intramural officials. There was even a Jerry Markbreit Award given to an intramural official each year in the mid-1990's.



50
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| Goals for 2013-2014 |

Research shows that we all do our best, whether personal or professional, when we have a connection to what matters in our lives. Connections are what Campus Recreation does best and continues to plan for. This upcoming year Campus Recreation will embark on several projects, events, and actions to ensure our connections stay focused on what is meaningful and important. This connectedness gives us intent to remain vibrant with the bigger campus picture while also creating the greatest opportunities. Connections this year include collaboration with:

- Fine and Applied Arts and Housing as we add two additional turf fields at the Outdoor Center Fields.
- Recreation, Sport and Tourism as we teach an undergraduate facility course and seek funding for two different grants involving Body Image and Women of Color and Title IX and the impact of women's participation in club sports and intramurals.
- The University of Illinois Wellness Center partners as we begin to discuss Healthy Campus 2020 and focus on a holistic approach to the improvement of health and wellness for our campus.
- The Chancellor, campus and community partners as we move to a smoke-free campus.
- La Casa, Illini Union, Office of Student Affairs, and numerous academic units as we host the 11th Latina/Latino Family Visit Day.
- Student groups such as Black Greek Council for the Late Night Dances and Engineering Student Organizations for their career expos.
- The community for such events as children's Sport Fitness Camp or the Illinois Marathon.
- Campus-wide units such as OIIR, Admissions, Housing, Native American House, Parent Programs, La Casa Cultural Latina, and the Bruce Nesbitt African American Center in support of Readyng Illinois Students for Excellence (RISE).

Our list could go on and on. We are a cog on a wheel that is connected to many meaningful aspects of the University of Illinois. We know our task and have our to-do lists but even more important is the why of what we do. It is that why that keeps us focused on our campus connecting and re-connecting for many years to come.

5 WELCOMED MILLIONTH VISITOR TO ARC

On Tuesday, February 26, 2013, at 4:32pm, Campus Recreation welcomed visitor number 5 million to the ARC since it opened in August of 2008. Rebecca Reed, a sophomore in Education, was the lucky visitor and received a prize package from Campus Recreation in recognition of the milestone visit.

| Assessment |

LEAP* SURVEY

* LEADERSHIP EXPERIENCE AND ASSESSMENT PROCESS

- According to student employee responses from the 2013 LEAP survey administered at the end of each LEAP class from March-April 2013, the majority of individuals found the LEAP program to be very relevant to their current position with Campus Recreation (71%) and for their future career (61%). Only 1% of students found classes to be irrelevant to their future career, showing that the current class selection does satisfy pertinent career-skills.
- Among the most sought out improvements, students' desire online courses (23%) and classes that focus on communication and leadership skills. If the in-class format is kept, students prefer having a specific-application (hands-on) course rather than a lecture. Responses also show that employees want to introduce peer-led classes (78%) but do not have a preference for specific supervisors to teach specific classes.

INSTRUCTIONAL KITCHEN USER SURVEY

Administered a survey to the Instructional Kitchen class participants to gauge who the users are and how they are hearing about the classes.

- The two most popular classes centered on gluten-free eating and vegetarian eating
- 75% of the users were female
- 42% were students; 50% were Campus Recreation non-student members
- 75% preferred evening class times
- 38% found out about the classes on the Campus Recreation website; 29% heard from a friend

CAMPUS RECREATION USER SURVEY

Conducted a survey of our users to examine all facets of the facility operation (hours, customer service, cleanliness, ease of use, marketing, etc.)

- 98% said they would recommend Campus Recreation facilities to a friend
- 87% feel they are getting their full value out of the Campus Recreation membership
- 72% visit the facilities at least three times per week
- 82% are satisfied with the hours of operation
- 88% say staff is friendly
- 80% said they would renew their membership

ADAPTIVE/INCLUSIVE RECREATION FOCUS GROUPS

- Conducted focus groups with students from DRES and Veteran Affairs on how to better serve those student populations.
- Held preliminary meetings with ISSS and IEI about future focus groups with international students.

GROUP FITNESS USER ASSESSMENT

Conducted an assessment during the fall of 2012 to determine the group fitness users' desire to incorporate pre-choreographed classes (ie: Les Mills classes). The group fitness program used the response in deciding to execute an agreement with Les Mills to teach three classes in the 2013-14 school year.





| Facility Highlights |



FACILITY RENTALS

Indoor Recreation Centers:

- RSO: 164 reservations
- Departments: 135 reservations
- Community: 59 reservations
- Sport Clubs: 62 reservations

Ice Arena:

- Distinct rental groups: 88 reservations
- Rentals: 655 reservations

Outdoor fields:

- Complex Fields: 179 reservations
- Outdoor Center Fields: 49 reservations
- Illini Grove: 54 reservations

FACILITY IMPROVEMENT

- Refinished ARC multipurpose wood floors (9,127 sq.ft.)
- Refinished ARC racquetball court wood floors (9,600 sq.ft.)
- New asphalt and painted surface at the Outdoor Center outdoor basketball courts
- Replaced 21 Life Fitness treadmills with new models
- Installed an automatic ceiling mounted screen and projector system in ARC MP 6
- Painted the Ice Arena floor white to eliminate the need for painting the ice (yearly)
- Repainted squash courts #1 and #2 in the ARC
- Installed a TRX system in ARC MP 4
- Repainted all spectator seating areas at the Ice Arena
- Installed decorative chain fencing along the ARC colonnade for aesthetic and security purposes
- Replaced the Ice Arena's dessicant wheel to help the dehumidification process

| Area Highlights |



ADAPTIVE/INCLUSIVE RECREATION

- Expanded programming efforts for the Nugent Hall students to include monthly programs and an open rec night each month.
- Partnered with Illini Veterans for 5K fundraiser to raise money for the Wounded Warrior Center.
- Offered a family swim event for students, spouses, and family members at Orchard Downs.
- Offered daily recreation programs during International Week.
- Began an Adaptive/Inclusive internship.

ADVENTURE RECREATION

- Introduced e-learning module for scuba clinics, allowing participants to learn at their own pace outside of the traditional classroom setting.

INTRAMURALS

- Hosted the State of Illinois Extramural Basketball Tournament at the ARC on February 8-10, 2013. There were 13 teams (4 women, 9 men) from across Illinois colleges and universities, along with 12 on-court officials and 11 off-court officials who represented all Illinois.
- Had one student basketball official earn an invitation to the NIRSA NCCS National Basketball Championship hosted at North Carolina State University.

ALUMNI DEVELOPMENT

- Welcomed 75 guests to the Campus Recreation 50th Anniversary Banquet on Saturday, April 6, 2013.
- Created the Campus Recreation Hall of Fame program with the first class being inducted at the Anniversary Banquet.

GROUP FITNESS

- Confirmed an agreement with Les Mills to provide our student instructors with half-price training. We will provide three NEW Les Mills Formats: Body Jam, Body Pump, and Body Combat starting in fall of 2013.
- Added TRX station in MP 4 and added the group fitness option.
- Held free fitness workshops during the spring semester to introduce patrons to some new offerings, including TRX, kettlebells, new cycling class, and high intensity training.

MARKETING

- Won two NIRSA Creative Excellence Awards.
- Added Pintrest and Instagram to the Campus Recreation social media inventory.

MEMBER SERVICES

- Added an Alumni Membership option for any University of Illinois alumnus
- Developed SURS annuity deduction as a membership payment option.

PERSONAL TRAINING

- Developed fitness assessment options to include: health, performance, strength, movement.
- Added kettlebells to the fitness floors at the ARC and CRCE.

STUDENT DEVELOPMENT

- Created Staff Appreciation Day, which was a day to celebrate and thank Campus Recreation student employees. The student staff received a free breakfast, lunch, and dinner with the professional staff cooking and serving.
- Created an opportunity to have an alumni speaker at the end-of-the-year honor banquet.
- Michael McGarry selected as Campus Student Employee and State Student Employee of the year.





| Personnel |

NEW HIRES

- Mikki Johnson hired as assistant director of human resources
- Jami Houston hired as assistant director of student development
- Bill Zeman hired as Ice Arena associate
- Curtis Bibb hired as building service worker
- Shelby Porter hired as building service worker
- Jerry Donaldson had title changed to sports equipment supervisor
- Scott James had title changed to sports equipment supervisor
- Lauren Ruckman hired as graduate assistant for Ice Arena
- Lisa Gebhard hired as graduate assistant for special events
- Brian Vinson hired as graduate assistant for special events

CONFERENCES/PROFESSIONAL DEVELOPMENT

- National Intramural Recreational Sports Association (NIRSA) National Conference and Expo—Two staff attended
- NIRSA Marketing Institute—One staff member attended
- Illinois Intramural Recreational Sports Association (IIRSA) state meeting—Six staff attended
- Big 10 Recreational Sports Meeting—Ten staff attended
- NIRSA Region 3 Lead-On Conference—Five staff and ten students attended
- Diversity Conference at I-Hotel—Two staff attended
- Bringing Your Best Self to Work, the complete supervisor training—Six staff attended
- Five Days 4 Change Social Justice Program—Two staff attended
- Climbing Wall Association National Conference in Boulder, CO—One staff member attended
- Faculty/Staff Seminar on workplace balance—Multiple staff attended

STUDENT EMPLOYMENT/DEVELOPMENT

Total applications: 1,228
 Total student employee hires: 293
 Total student employees: 625
 Female: 310 | Male: 278 | Unknown: 37

Student Employee Ethnicity:

African-American: 55
 Asian-American: 43
 Caucasian: 400
 Bi-racial: 20
 International: 10
 Latino/a: 47
 Other: 6

LEAP Participation

Fall 2012: 19 classes (173 participants)
 Spring 2013: 23 classes (244 participants)
 Total: 42 classes (417 participants)



CAMPUS RECREATION
GRADUATES

38 Majors

120 Campus Associations

| Website and Social Media |



campusrec.illinois.edu (June 30, 2012 – July 1, 2013)

696,330

Total visits

254,489

Unique visitors

1,745,736

Pageviews

2.51 Pages/visit

00:01:49

Avg. Visit Duration

MOBILE DEVICES ACCESSING

iPhone: 69,152
 Android: 36,562
 iPad: 24,596
 iPod: 1,904
 Windows Phone: 959
 Blackberry: 914

INDIVIDUAL PAGE VIEWS

Facilities: 564,643
 Calendar: 250,646
 Skating: 108,881
 Fitness: 101,163
 Membership: 97,216
 Intramurals: 87,220
 Employment: 54,387
 Aquatics: 54,321
 Adventure: 35,760

CAMPUS RECREATION FACEBOOK (as of 7/17/2013)

Total Likes: 4,041 (Male: 46.8% | Female: 52.6%)

TWITTER @ILLINICAMPUSREC (as of 7/17/2013)

Total Tweets: 1,766 (Followers: 2,174 | Following: 558)

ICE ARENA FACEBOOK (as of 7/17/2013)

Total Likes: 646

ICE ARENA TWITTER @UIICEARENA (as of 7/17/2013)

Total Tweets: 118 (Followers: 77 | Following: 44)

PINTEREST ACCOUNT (ILLINOIS CAMPUS RECREATION)

(as of 7/17/2013)

Boards: 25 | Pins: 488
 Followers: 188 | Following: 63

INSTAGRAM @ILLINOISCAMPUSREC

(NEW: account created on 6/3/2013) Photos: 10
 Avg. likes per photo: 6 (Followers: 70 | Following: 76)

FOURSQUARE ACCOUNT

Friends: 80
 Total Campus Recreation Check-Ins: 22,994

ARC Total Check-Ins: 17,260

CRCE Total Check-Ins: 4,401

ICE ARENA Total Check-Ins: 1,333

WELLNESS CENTER WEBSITE

campusrec.illinois.edu/wellnesscenter/
 June 30, 2012 – July 1, 2013

Total Visits: 33,958
 Unique Visitors: 21,550
 Pageviews: 88,201
 Pages/Visit: 2.60
 Avg. Visit Duration: 00:02:17

MOBILE DEVICES ACCESSING

iPhone: 1,738
 Android: 1,122
 iPad: 871
 iPod: 68
 Blackberry: 36
 Windows Phone: 25

INDIVIDUAL PAGE VIEWS

Recipe Box: 18,956
 Smoke-Free Campus/Tobacco-Free: 18,154
 Dimensions of Wellness: 9,744
 iWalk: 9,352
 Partners: 6,625
 Athletic Training: 3,287
 Services: 5,754



| Facility Usage |

ALL INDOOR FACILITIES

Total valid card swipes: 1,776,055
Distinct valid card swipes: 50,634

Gender Distribution:

Male: 28,261
Female: 22,334

Faculty/Staff member swipes: 2,988
Visitor member swipes: 1,815

Undergraduate student users: 35,917

Freshmen: 2,811
Sophomore: 7,443
Junior: 8,598
Senior: 16,875

Graduate student users: 10,010

ARC FACILITY

Total valid card swipes: 1,150,090
Distinct card swipes: 45,868

CRCE FACILITY

Total valid card swipes: 441,314
Distinct card swipe: 29,917

FREER HALL POOL

Total valid card swipes: 2,587
Distinct card swipes: 550

ICE ARENA

Total Participants: 182,064

PROGRAM NUMBERS

LEARN-TO-SKATE PARTICIPANTS

Fall 2012: 301
Winter 2013: 249
Spring 2013: 477
Spring Showcase: 47
Total: 1,074

KINESIOLOGY SKATING CLASSES

Fall 2012: 13 sections; 603 students
Spring 2013: 12 sections; 588 students
Total: 25 sections; 1191 students

SKATING SESSIONS PARTICIPANTS

Public Skate: 18,781
Stick & Puck: 901 participants
Rat Hockey: 1,185 total participants
(1,097 skaters; 88 goalies)
Freestyle: 2,493 total participants
(1,902 skaters; 591 coaches)

ICE ARENA PROGRAMMING

Program sessions: 1,056
Programming hours: 1776.25

ICE ARENA USAGE

Illinois students have access to 84% of the
Ice Arena schedule
45% exclusive use by Illinois students
39% campus and community rentals
16% public rentals

LEARN-TO-SWIM 2012-2013

Summer 2012: 337
Fall 2012: 483
Spring 2013: 452
Lifeguard Training: 18
Water Safety Instructor: 5
Lifeguard Instructor Training: 7

ADAPTIVE/INCLUSIVE RECREATION

Latino Family Visit Day (Fall): 50
Nugent Hall Pool Event (Fall): 8
Nugent Hall Ice Skating Event (Fall): 20
Nugent Hall Open Rec (Fall): 18
International Week (Spring): 5
Nugent Hall Pool Event (Spring): 3
Nugent Hall Open Rec (Spring): 6
Orchard Downs Family Swim (Spring): 15

PERSONAL TRAINING

Total Clients: 581
Total Sessions: 5,762

Gender:

Female: 242
Male: 339

Classification:

Members: 165
Students: 416
Graduate: 188
Senior: 82
Junior: 63
Sophomore: 50
Freshman: 33

Indoor Triathlon Participants: 47

GROUP FITNESS

50,447 participants

INSTRUCTIONAL KITCHEN

800 programs

YOUTH PARTIES

Total Parties: 188
Ice Arena: 82
Aquatics: 73
Climbing Wall: 32
Instructional Kitchen: 1

INTRAMURALS

Total Teams: 846
Men: 417
Fraternity: 138
Women: 83
Co-Rec: 208

Total Unique Participants: 10,117
Men: 7,866
Women: 2,251

Unique Participants Per Activity:

Fall 2012

Flag Football: 2,256
Outdoor Soccer: 1,594
Inner Tube Water Polo: 57
Sand Volleyball: 332
Volleyball Tournament: 145
Softball: 565

Spring 2013

Basketball: 1,780
Indoor Soccer: 702
Co-Rec Soccer: 1,401
Volleyball: 831
Inner Tube Water Polo: 59
Outdoor World Cup: 189
Softball Tournament: 206

CLIMBING WALL

10,130 total daily visits during open rec time

Adventure Clinic Participants

Climbing 101 Classes: 36
Top Rope Clinics: 180
Lead Climbing Clinics: 24
Kids Climbing Clinics: 40
Scuba Clinic Sessions: 56
286 participants in programs



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