

Campus Recreation

Annual Report

May 29, 2019

Mission Statement

Campus Recreation engages, supports, and welcomes our students in a variety of ways. Transformative experiences are the basis of what we offer, whether those are to the approximately 600 students we employ or the thousands of students walking into our facilities and participating in our programs daily. The value of engagement and involvement outside of the classroom has been proven time and time again to be an incredibly impactful part of one's collegiate journey. Not a day goes by where Campus Recreation fails to offer this type of opportunity that contributes to a student's overall University of Illinois experience. By improving the wellbeing of our students and members, Campus Recreation is working to fulfill its mission, as well as those of Auxiliary, Health, and Wellbeing, Student Affairs, and the University of Illinois.

Campus Recreation Mission: Campus Recreation provides a welcoming environment with sustainable facilities and programs that inspire the University community to engage in recreation and wellness opportunities.

Student Affairs Mission: We fulfill the mission of the University of Illinois by engaging students in programs and services that create transformative learning experiences, foster success and prepare the leaders of tomorrow in a diverse and global society.

AHW Mission: Auxiliary, Health, and Wellbeing at Illinois transforms lives by providing exceptional goods, programs, and services.

Illinois Mission: The University of Illinois at Urbana-Champaign is charged by our state to enhance the lives of citizens in Illinois, across the nation and around the world through our leadership in learning, discovery, engagement, and economic development.

Executive Summary

The department of Campus Recreation contributes to the overall mission of the University of Illinois by improving the wellbeing of our students and members, thereby enhancing the quality of their lives in healthy ways. Through our programs and services, we invite students and members to experience opportunities for personal and group growth, develop and foster positive habits and relationships, and participate in activities with others in the diverse group that makes up our University community. Within the body of this summary are several accomplishments under the core initiatives with a few specifically highlighted:

Assessment

Trying to live into our mission of providing an environment that inspires the University community to engage in recreation and wellness, this year was a continuation of our journey to be "A Place for Everyone." With the hard work of our staff and the support of Student Affairs partners through collaborations, participation, and engagement, we not only looked for ways to improve the experience of our users but also took initial steps toward assessing our own culture which contributes to the quality of service we provide.

Campus Recreation progressed towards evaluating what ways our facilities and programs meet our goals and standards through the creation of a departmental assessment committee. This group worked not only to increase the assessment items of the units within the department but also administered the first facility satisfaction survey in over ten years to our members. We also worked to collect data about our student employees around job understanding, transferable skills, and overall satisfaction. In the Spring semester, Campus Recreation engaged in an overall external review process that focused on departmental culture, organizational structure, and space utilization in our facilities. Moving forward, we hope to use the information collected from these methods to guide our goals and strategic plan.

Diversity

In keeping with our vision of being “A Place for Everyone,” the Campus Recreation staff worked to continue to engage the diverse groups of the University in a variety of ways. We provided a Unified Sports Division in a spring soccer tournament and created a rivalry with Northwestern University around this (THE FIRST OF IT’S KIND IN THE BIG TEN!!), continued our collaborations with the Office of Inclusion and Intercultural Relations(OIIR), the Office of Minority Student Affairs (OMSA), and Inclusive Illinois through a variety of programming (Weathering the Winter, Latino Family Visit Day, Food Security, and brought in OIIR staff for intergroup dialogue with Campus Recreation staff in the area of unconscious bias.

Innovation

Growth from innovation and change continued to drive the efforts we made in Campus Recreation this past year. Much of the progress we made in this area centered around technology which improved accessibility for our members and increased efficiency of our staff. We were finally able to offer online registration for group fitness classes for our members with the implementation of UPACE, a fitness app that allows members to reserve a space in classes, check the group fitness schedule, communicate with the personal training staff, and track training sessions. We hope to continue to grow in this area by allowing the processing of online payments in the future. From the early feedback we received, the use of this application is more stable and reliable while making the work less cumbersome for the student staff.

Along similar lines, we introduced Connect2 software to our student employees in the department. This software allows the student staff to complete incident and accident reports, take facility and activity counts, perform employee checklists, and survey functionality while minimizing the use of paper during shifts. Streamlining our operations in this eco-friendly fashion helped us expedite the collection of information critical to our operation.

With regard to our student and hourly employees, Campus Recreation implemented a number of different changes that contribute to student development. Among these were the creation of a student leadership committee that assisted with the implementation of a number of our recognition and appreciation efforts-Staff Olympics, Staff Appreciation week, and the End of the Year Banquet. These events went a long way towards appreciating the students who make up the majority of our workforce in the department for their efforts while also allowing them more time to engage and interact with the full-time staff and one another. This group also worked to create a consistent dress code and redesigned our hourly employee discipline system.

In continuing the growth of student wellness, we implemented a new wellness reflection for students to take on our website. The intent of this tool is to allow those utilizing it to reflect on overall wellness and provide insight into areas where additional focus is needed. This was part of our ongoing efforts to help students improve their overall wellbeing by providing them resources, nutrition information, and other programs.

The full report lists lots of other areas where we were able to continue to provide for our students and the University community while also sharing overall improvements we made to the physical facilities in Campus Recreation. We hope that this will contribute to the whole experience of students by providing them spaces outside of the classroom where they can learn, lead, and live healthy and fulfilling lives. As we head into the next year, we have no shortage of goals to continue along this track. I have shared a few of those goals below.

Goals

1. As Campus Recreation continues to look for more ways to provide development opportunities to our student staff, we have envisioned a Student Leadership Development Series. The leadership development series intends to provide student staff with the education and tools to become positively impactful leaders in various aspects of their lives. Program content will focus on a values-based leadership approach while utilizing the Social Change Model of Leadership. Program learning outcomes are in the development process and will be the basis of the assessment of each workshop.
2. The absence of a Campus Recreation all student staff training at the beginning of each academic year has been identified as an area of improvement for the department. We have planned our first all staff training for August 23, 2019, with the goal not only being to simply host the training but to provide information from a department standpoint and assess its level of impact with our student staff throughout the year. The topics will be risk management, conflict resolution, Campus Rec 101, and diversity.
3. Another goal for the upcoming year is to keep in touch with our student alumni by providing new and exciting gathering opportunities they can participate in as well as reminisce on their past time working at Campus Recreation. We will be promoting Campus Recreation and events on LinkedIn to grow this community as well as create opportunities for alumni to get re-involved and visit campus with their families and friends.

We look forward to another year where we can continue to engage, encourage, and educate our students and the University community in diverse ways to be active, learn together, and enjoy what they are doing. We have a variety of resources to show people why Campus Recreation is “A Place for Everyone.”

Marcus Jackson
Director of Campus Recreation

Accomplishments and Challenges

A culture of assessment and utilization of data for decision making

Historically, Campus Recreation collected data and information; however, assessment and data-driven decisions were not part of our culture. As an ongoing challenge, Campus Recreation has not had a professional staff member with assessment as part of their role. Before this year, the department has relied on a few staff members with experience in this area to help guide the department. As we move forward, creating a culture and educating our staff around using assessment as a tool to help tell our story and make programming and operational decisions are vital.

Initiated and completed a facility satisfaction survey

To better serve our patrons and gather additional information to help inform decisions, Campus Recreation, led by the assessment committee, developed and administered the first facility satisfaction survey in over eight years. This survey included questions regarding facility spaces and limitations (perceived or real), safety and security, and cleanliness, as well as member satisfaction and engagement. The survey was administered during the Spring 2019 semester. The collection of 1,258 responses surpassed the initial response goal of 1,000. The demographic information gathered as a part of the survey indicates the sample to be fair and representative. The survey was provided to members via email, Campus Recreation Member Newsletter, departmental listservs, and curated e-lists. Staff also canvassed for survey responses at Campus Recreation programs such as Learn to Swim, Learn to Skate, and Student Wellness programs as well as tablings on the Main Quad and Grainger Engineering Library. Early analysis of the results shows the survey has yielded information that will be very useful, and we are currently determining appropriate next steps.

Improved student experience and development

Campus Recreation implemented several adjustments to improve our efforts around student development. Multiple units introduced blended training modules in their hourly staff trainings. This training model allowed us to ensure that the face time we have with students is engaging and interactive while still ensuring they are receiving the information they need to perform effectively. In tandem with our assessment efforts, we began developing learning outcomes for a number of our training sessions and assessing them to gauge our success and identify additional changes that would be beneficial for the staff. Within these training sessions, transferable skills have been emphasized as well as how their roles within our department will contribute to their success outside of college and work. We created a student leadership committee that began assisting with a number of our student recognition and appreciation efforts – Staff Olympics, Staff Appreciation, and the End of the Year Banquet. Lastly, we implemented an updated hourly staff dress code that allows for more alignment and consistency across the department, along with creating and planning a redesign of our hourly employee discipline system.

Campus Recreation as a wellness partner and advocate

Campus Recreation sponsored, collaborated and offered innovative programming and events such as; the new Future's So Bright 5K event, EIM on Campus Month, free play on the quad with an academic class, Veterans Memorial 5K, Vital sign pop-up stations, numerous outreach events, the Illini Marathon Weekend Runners Symposium, and presentations by invitation. A portion of this work was a part of the

overall collaboration Campus Recreation has with the Department of Kinesiology and Community Health, Kinesiology Graduates Students Association, Kinesiology Students Association, McKinley Health Education, and the Counseling Center.

Assessment

Assessment committee creation

Campus Recreation made it a point of emphasis for the Fiscal Year 2019 to move towards an embedded culture of assessment within the department. A departmental assessment committee was created to assist with these efforts. To ensure alignment with Student Affairs, the chair of that departmental committee also serves on the Student Affairs Assessment Committee. The feedback we have received from that overlap has been positive, and we have noted to continue moving forward.

The charge of the Assessment Committee is to help ensure that the department develops and distributes assessment plans for all relevant programs and services as they relate to the Campus Recreation mission, vision, and values. The members of the committee will act as a resource in the identification and collection of information that can measure the experience of students and members. This committee will also work with Student Affairs staff to help advise on best practices concerning assessment methods and procedures and provide recommendations to senior leadership when needed.

The committee played a significant role in developing a baseline of the currently existing data from an assessment perspective and provided recommendations as to which metrics to collect in the future.

Staff assessment

We have experienced an increase in our departmental assessment items and initiatives. Our department conducts assessment data as it relates to our hourly employees. Many of our units do pre- and post-assessment for in-services and other training sessions for our student and hourly staff. The information gathered is analyzed and incorporated into upcoming training sessions. Subsequent changes have shown to be positively received by the staff involved. We have instituted a survey for our Campus Recreation student employees intended to assess each employee's satisfaction in their respective positions, awareness of transferable skills, and understanding of primary job responsibilities and expectations, among other items. We plan to continue this assessment to develop longitudinal information to be reviewed and compared against previously collected data. In addition to many of those more qualitative items, we also keep a variety of quantitative data as it relates to our hourly employees.

An employee database is utilized to manage and house all information as it relates to our past, present, and future hourly employees. The database has a scheduling and availability feature many in the department utilize as well as an ability to manage employee performance. It also provides the ability to track employee risk management certifications and new hire orientation attendance. Per University requirements, all staff members are required to keep current on bloodborne pathogens training, lifeguards are required to maintain their respective certifications, and a vast majority of hourly staff are required to hold American Red Cross Adult, Child, and Infant CPR/AED/First Aid certification. This database also provides us valuable information as it relates to employee demographics, unit worked,

and cross employment within the department. Collection of this information allows us to compare to other units and ensure our employee demographics are consistent with those across the University.

In addition to the information gathered and examined from an hourly employee perspective, we have also collected a variety of data as it pertains to our users, the opportunities available to them, and their overall satisfaction. Our facility rental staff sends a customer satisfaction survey to any individual or group that has rented any of our spaces. Surveys and evaluations are also sent to participants in our Learn to Swim, Learn to Skate, birthday parties, student wellness, and intramural programs. This information has been utilized to implement process and program changes, improve staff training, and update the information available on our website. Using the various point of sale and registration systems, we also collect a variety of information as it pertains to revenue-generating services, memberships, swipe numbers (unique and total), frequency of programmatic offerings, rentals, and participant counts.

Looking inward – program review

Lastly, we also engaged in an external program review that involved bringing in a team of three campus recreation professionals from outside the University to conduct a review of our department. Areas of focus were departmental culture, organizational structure, programming model, and sufficiency of facility space on campus. The elements of this process included a full document review of annual reports, budget items, and assessment materials, facility tours of all Campus Recreation spaces, and focus group interviews with a variety of stakeholders and constituents. We believe that this review, in tandem with the facility satisfaction survey and other departmental assessment initiatives, will significantly help to guide the future.

While we have made progress in our assessment efforts, we also recognize there is still much to do to meet the expectations of Campus Recreation as well as those of Student Affairs. We look forward to utilizing the information we have gathered over the past year to continue developing the culture of assessment in our department.

Adventure Recreation

Climbing Wall Open Recreation

Participants– 6,024

Unique Participations – 861

Shoe and Harness Rentals – 3,346

Climbing Clinics and Classes

Description	Courses	Available Participations	Actual Participants	Unique Participants
Lead Climbing & Belay Clinic	6	27	33	23
Top Rope Belay Endorsement	15	36	36	36
Youth Climbing	6	0	0	0
Climbing 101	6	36	131	55
TOTAL	33	99	200	114

Outdoor Equipment Rentals

Description	Rentals
Sleeping Bag	87
Sleeping Pad	66
Rain Tarp	2
Tents	54
Backpack	51
Child Carrier	14
Mini Stove	0
Cook Kits Total	7
Cooler	5
Water Cooler	0
Canoe	1
Kayak	0
Paddle/Life Jacket	0
Bike	3
Tandem Bike	5
TOTAL	248

Staff Certifications

Certification	Certified
Belay	20
Lead Climb	10
TOTAL	33

Aquatics

Learn to Swim

Courses – 195

Available Participations – 1,368

Actual Participations – 1,047

Unique Participations – 1,031

Type	Courses	Available Participations	Actual Participants	Unique Participants
Adult	34	248	186	182
<i>Adult Beginner I</i>	7	105	94	88
<i>Adult Beginner II</i>	4	57	33	36
<i>Adult Intermediate</i>	4	40	20	20
<i>Adult Swim for Fitness</i>	3	30	23	23
<i>Private</i>	16	16	16	16
Youth	174	1133	874	861
<i>Parent / Child</i>	6	108	89	88
<i>Preschool</i>	22	261	199	195
<i>Level 1</i>	22	115	102	100

Level 2	24	125	117	117
Level 3-Beginner	21	126	84	83
Level 3-Advanced	14	73	53	52
Level 3	4	24	15	15
Level 4	18	94	65	67
Level 5	14	73	54	48
Level 6	10	60	48	48
Youth Swim Conditioning	6	61	35	35
Private	13	13	13	13
TOTAL	195	1368	1047	1031

Scuba

Semester	Courses	Available Participations	Actual Participants	Unique Participants
Fall	3	30	13	13
Spring	3	30	14	14
Summer	3	30	11	11
TOTAL	9	90	38	38

Aquatic Open Recreation/Lap Swimming

ARC Indoor Pool – 18,216

ARC Outdoor Pool – 22,460

CRCE Indoor Pool – 19,771

Total – 60,447 participants

Aquatic Event Rentals

Location	Rental Hours	Rentals	Events
ARC Indoor Pool	3286.25	1606	49
ARC Outdoor Pool	88.08	45	2
CRCE Aquatic Center	261.33	211	14
TOTAL	3635.66	1862	65
Club Sports	929.5	693	23
Registered Student Organization	13.25	7	4
Department	2569.08	1112	30
Community	123.83	50	8

Aquatic Certifications

Class	Courses	Available Participations	Actual Participants
Lifeguard Class	5	40	12
Lifeguard Certification Class	6	60	17
Lifeguard Instructor Class	1	6	6
Lifeguard Instructor/ Instructor Trainer Review Class	1	6	1
Water Safety Instructor Class	0	0	0
TOTAL	13	112	36

Campus Bike Center

Classes

Description	Courses	Available Participations	Actual Participants	Unique Participants
Basic Bike Maintenance	3	25	10	10
What to Wear: Riding Through Winter	1	20	3	3
Fix-a-Flat	5	25	0	0
TOTAL	9	70	13	13

Club Sports

Gender Demographics

Type	Male	Female	Total
Badminton	20	10	30
Baseball	21	0	21
Basketball (Men)	12	0	12
Basketball (Women)	0	12	12
Boxing	60	30	90
Cycling	11	4	15
Goshin Jitsu	14	9	23
Gymnastics	22	18	40
Hockey (Men)	26	0	26
Hockey (Women)	0	10	10
Judo	10	3	13
Jujutsu	19	12	31
Kendo Naginata	20	14	34
Lacrosse (Men)	30	0	30
Lacrosse (Women)	0	12	12
Rowing (Men)	10	1	11
Rowing (Women)	0	18	18
Rugby (Men)	18	0	18
Rugby (Women)	0	15	15
Shotokan Karate	18	12	30
Soccer (Men)	31	0	31
Soccer (Women)	0	23	23
Softball	0	19	19
Swimming	10	5	15
Synchronized Ice Skating	0	14	14
Synchronized Swimming	0	14	14
Table Tennis	23	5	28
Tae Kwon Do	15	13	28
Tae Kwon Do at UIUC	8	12	20
Trap & Skeet	15	0	15
Triathlon	10	10	20

Ultimate Frisbee (Men)	23	0	23
Ultimate Frisbee (Women)	0	26	26
Underwater Hockey	9	8	17
Volleyball (Men)	21	0	21
Volleyball (Women)	0	23	23
Water Polo (Men)	24	0	24
Water Polo (Women)	0	30	30
TOTAL	500	382	882

Fitness

Group Fitness Passes Sold

Unlimited Annual – 458

Unlimited Semester – 1,354

Mid-Semester – 108

Single Use – 646

Workout in the Water – 24

TOTAL – 2,590 passes

Group Fitness Classes

Facility	Classes	Available Participations	Actual Participants
Barre	114	40	2345
Bodyattack	124	75	3099
Bodyattack Express	109	75	1993
Bodycombat	150	75	2924
Bodyflow	64	60	1310
Bodypump	154	90	4029
Bodypump Express	90	60	1125
Cycle	310	60	3330
Deep Water Exercise	66	40	537
H2O Cardio	66	40	926
HIIT	102	60	3307
Iyengar	94	60	1866
Pound	29	50	844
Vinyasa	118	60	1441
Workout in the Water	68	40	396
Yoga	156	50	3268
Zumba	118	80	5198
TOTAL	1932	1015	37938

Personal Group Fitness Classes

Group	Count
Club Sports	23
Registered Student Organization	15
Department	11
Community	5
TOTAL	54

Personal Training Sessions

Type	Count
1-in-1	2745
30-Minute	58
Group	347
Consultation/Program Design	33
Running Group	0
TOTAL	2913

Fitness Assessment Sessions

Single – 55

Assessment Package – 11

Certification Classes

Format	Courses	Available Participations	Actual Participants
BODYFLOW	1	15	12
BODYCOMBAT	1	15	18
BODYPUMP	1	15	6
NASM	2	40	28
TOTAL	5	85	64

Staff Certification

Type	Accredited Institution	Staff Certified
Yoga	2	6
LesMills	5	19
Cycle	4	5
Barre	2	4
Pound	1	1
Water	2	2
Zumba	1	2
TOTAL		39

Ice Arena

Open Recreation Sessions

Lunch Skates – 176
 Saturday Afternoon Sessions – 24
 Sunday Afternoon Sessions – 33
 Wednesday Evening Sessions – 34
 Friday Evening Sessions – 18
 TOTAL – 285 public sessions

Learn to Skate

Courses – 100
 Available Participations – 1,164
 Actual Participations – 466
 Unique Participations – 1,031

Description	Classes	Available Participations	Actual Participants
Adult	24	360	130
<i>Adult 1</i>	6	90	72
<i>Adult 2</i>	6	90	31
<i>Adult 3</i>	6	90	12
<i>Adult 4</i>	6	90	15
Youth	63	609	265
<i>Tots</i>	6	90	69
<i>Basic 1</i>	6	90	81
<i>Basic 2</i>	6	90	40
<i>Basic 3</i>	6	90	24
<i>Basic 4</i>	6	90	25
<i>Basic 5</i>	6	90	22
<i>Basic 6</i>	6	90	18
<i>Private</i>	24	24	21
Advanced	10	150	36
<i>Pre-Freeskate</i>	6	90	18
<i>Power Skating</i>	2	30	13
<i>Jumps and Spins</i>	2	30	5
TOTAL	100	1164	466

Skating Opportunities

Type	Sessions	Available Participations	Actual Participants
Freestyle	182	3640	1931
Rat Hockey	50	1600	892
Stick & Puck	35	1575	700

Senior Rec Hockey League

Teams - 8
 Actual participations – 112
 Unique participants - 71

Intramural Sports

Sport	Teams	Actual Participants	Unique Participants	Games	Defaults	Forfeits
Archery Tag	28	365	141	35	7	2
Badminton	12	0	0	12	0	14
Basketball	344	4943	1727	384	20	7
Basketball 3v3	78	1015	225	184	17	31
Bowling	50	336	111	72	7	5
Broomball	54	671	314	54	4	2
Dodgeball	38	336	195	33	1	3
Flag Football	142	2383	978	161	17	14
Flag Football 4v4	62	469	216	56	4	5
Floor Hockey	0	0	0	0	0	0
Futsal	330	5594	1889	364	24	11
Inner Tube Water Polo	20	104	84	15	3	1
Ice Hockey	26	455	169	27	0	3
Kickball	12	220	85	12	0	2
Racquetball	10	13	7	5	0	0
Sand Volleyball	348	4193	1772	396	35	28
Soccer	334	8099	2714	363	23	13
Softball 12"	106	1666	777	108	19	4
Softball 16"	50	636	341	60	17	19
Spikeball	6	23	8	8	3	0
Table Tennis	14	6	7	4	0	0
Tennis	24	8	18	2	0	0
Ultimate	38	532	244	37	5	3
Volleyball	234	3058	1254	251	16	6
Wallyball	0	0	0	0	0	0
TOTAL	2346	35125	13276	2643	222	173

Student Wellness

Wellness Programs

Description	Actual Participants
Orange and Blue Zone	6
Countertop Herbs [paid]	0
DIY Essential Oils [paid]	3
Paint Night & Mocktails [paid]	8
Pumpkin Carving [free]	58
Cookie Decorating [free]	32
Bullet Journaling 101 [free]	20
Pot-A-Plant [free]	18
No Weights, No Worries [free]	17
TOTAL	464

Wellness Workshops

Description	Actual Participants
Protein without the Powder [free]	6
Countertop Herbs [paid]	0
DIY Essential Oils [paid]	3
Paint Night & Mocktails [paid]	8
Pumpkin Carving [free]	58
Cookie Decorating [free]	32
Bullet Journaling 101 [free]	20
Pot-A-Plant [free]	18
No Weights, No Worries [free]	17
TOTAL	464

Cooking Classes

Description	Courses	Available Participations	Actual Participants
Sushi 1.0	2	32	22
Meal Prep 1	2	32	23
Mediterranean Cuisine	2	32	13
Tailgate Favorites	1	16	2
Meal Prep 2	2	32	17
Thai Cuisine	2	32	21
Top 8 Allergen Free Cooking	1	16	2
Indian Cuisine	2	32	6
Cooking with Superfoods	2	32	13
Sushi 2.0	2	32	27
Meal Prep 3	2	32	12
Holiday Baking	1	16	10
Middle Eastern Cuisine	1	16	9
Valentine's Day	1	16	9
Italian Cuisine	1	16	15
Spring Baking	1	16	12
Breakfast for dinner	1	16	4
Vegan/Vegetarian	1	16	7
Instagrammable Eats	1	16	13
Sustainable Eating	1	16	1
TOTAL	29	464	238

Custom Cooking Classes and Reservations

Group	Count
Club Sports	0
Registered Student Organization	7
Department	9
Community	4
TOTAL	20

Outreach Events

28 Events

Reaching over 6,550 students and community members

Events

Birthday Parties

Aquatics – 32

Climbing – 2

Instructional Kitchen – 10

Ice Arena – 56 Ice Skating, 0 Hockey

Total – 102

Event Rentals

Facility	Rental Hours	Rentals	Events
Activities & Recreation Center	12600.51	5056	498
Campus Recreation Center East	1372.58	1023	82
Outdoor Center Playfields	2116.92	769	128
Complex Fields	2208.25	491	73
Illini Grove	253	114	72
Ice Arena	1573.67	1031	134
TOTAL	20124.93	8484	987
<i>Club Sports</i>	4815.84	2733	208
<i>Registered Student Organization</i>	3288.5	1320	396
<i>Department</i>	9728.67	3935	305
<i>Community</i>	2291.92	496	78

Facility Management

Participation Counts

Facility	Count
Activities & Recreation Center	325662
Campus Recreation Center East	300678
TOTAL	626425

Member Services

Card Swipes by Location

Membership Access	ARC	CRCE	Ice Arena	Total
Valid Card Swipes	917,634	337,831	10,387	1,265,852
<i>Female</i>	330,865	135,391		466,256
<i>Male</i>	585,459	201,849		787,308
<i>Nonbinary</i>				-
<i>Unknown</i>	1,310	591		1,901
Unique Valid Card Swipes	38,159	24,516	6,329	42,158
<i>Female</i>	16,983	10,849		27,832
<i>Male</i>	20,760	13,266		34,026
<i>Nonbinary</i>				-
<i>Unknown</i>	416	401		817

Members by Category and Location

Membership Category	ARC	CRCE	Total
Faculty/Staff	57,309	23,541	80,850
Graduate	148,510	62,436	210,946
Undergraduate	633,756	233,106	866,862
College of Law	10,164	1,205	11,369
College of Medicine	2,471	378	2,849
School of Music	46	152	198
Veterinary Medicine	7,249	1,415	8,664
Intensive English	590	282	872
Upward Bound	136	0	136
Student	15	91	106
Extra Help	1,529	693	2,222
Emeritus Faculty	2,082	1,484	3,566
Emerita Faculty	32	20	52
Off-campus Graduate	38	889	927
Ret. Faculty/Staff	6,386	1,395	7,781
Univ Related Org	106	3,697	3,803
Departmental Card	8	0	8
Visitor	39,977	8,679	48,656
University Laboratory High School	335	126	461
Conference/Emergency Replacement	493	232	725
OLLI Scholar	2,064	915	2,979
UIUC Research Park	3,323	426	3,749
Deactivated ID Card	166	16	182
Global Education & Training	114	13	127
TOTAL	29	464	238

Students by Category and Location

Membership Category	ARC	CRCE	Total
Freshman	100996	58297	159293
Sophomore	156991	89946	246937
Junior	170425	92525	262950
Senior	306685	157581	464266
Und Non-Degree	1299	756	2055
Graduate I	98	139	237
Graduate II	1631	785	2416
Grd Non-Degree	560	433	993
Dentistry Yr 3	1342	7009	8351
Graduate	244405	116868	361273
Medicine Yr 1	1839	665	2504
First Year	10430	5163	15593
Second Year	2892	1140	4032
Third Year	4892	2516	7408
TOTAL	100996	58297	159293

Risk Management

Certification Classes

Type	Courses	Available Participations	Actual Participants
CPR, AED, First Aid Class	36	565	329
CPR, AED, First Aid Recertification Class	0	0	0
CPR, AED, First Aid Instructor Class	1	8	8
Blood Borne Pathogens Class	0	0	0
TOTAL	37	573	337

Staff Certifications

Type	Staff Certified
Blood Borne Pathogens Class	
CPR, AED, First Aid Class	520
CPR, AED, First Aid Instructors	18
TOTAL	37

Human Resources

Staff

Type	Males	Females	Nonbinary	Unknown	Total
Academic Professional	7	11	0	0	18
Civil Service	24	7	0	0	31
Student	313	370	0	95	778
TOTAL	344	388	0	95	827

Demographics

Ethnicity/Gender	Academic Professional	Civil Service	Student	Total
African American	2	5	63	70
Asian American	1	0	62	63
Biracial	0	0	27	27
Caucasian	7	12	383	402
International	0	0	17	17
Latino/a	0	3	63	66
Native American	0	0	1	1
Other/Unknown	8	11	5	24
TOTAL	18	31	621	670

Student Development

Student Staff

Program Area	No. Student Staff
Adventure Recreation	25
Aquatics	127
Facility Management	126
Campus Bike Center	9
Personal Training	23
Group Fitness	32
Event Management	36
Ice Arena	118
Intramurals	95
Marketing	2
Member Services	49
Risk Management	5
Student Leads	20
Wellness	23
<i>Cross-Employed</i>	48
TOTAL	738

Program Area	Male	Female	Unknown	Total
Adventure Recreation	12	11	3	26
Aquatics	47	65	18	130
Club Sports	1	0	0	1
Facility Management	44	55	13	112
Personal Training	10	11	4	25
Group Fitness	4	27	1	32
Campus Bike Center	7	2	1	10
Event Management	16	14	5	35
Ice Arena	35	64	19	118
Intramurals	61	23	13	97
Marketing	0	2	0	2
Member Services	15	32	2	49
Risk Management	2	5	0	7
Student Leads	14	12	3	29
Wellness	1	16	1	18
TOTAL	269	339	83	691

New Hire Orientation

Courses – 27

Available Participations – 778

Actual Participants - 308

Marketing

Social Media

Visitors:

Facebook

Campus Recreation – 5,240

Ice Arena – 1,780

Twitter

Campus Recreation – 4,055

Ice Arena – 232

Instagram – Campus Recreation – 1,777

YouTube – Campus Recreation – 567

Web Site

Visitors:

Unique Visitors – 197,488

Total Visits – 207,828

Behavior:

Page Views – 1,246,446

Unique Page Views – 1,030,487

Sessions: 538,019

Total Time on Site (Average session duration) – 1:38

Pages/Session: 2.32

Top Page Views:

1. Hours of Operation
2. Group Fitness Calendar
3. Home Page
4. Activities & Recreation Center (ARC)
5. Public Ice Skating
6. Group Fitness
7. Campus Recreation Center East (CRCE)
8. Group Fitness Class Descriptions
9. Ice Arena
10. Illini Hockey Team

Web User Access:

Mobile – 52.63%

Desktop – 44.79%

Tablet – 2.58%

Referrers:

1. calendars.illinois.edu–group fitness calendars and student wellness calendar
2. illinois.edu
3. campusrec.illinois.edu
4. m.facebook.com
5. Reddit.com
6. l.facebook.com
7. stayatthei.com
8. apps2.campusrec.illinois.edu
9. duckduckgo.com
10. facebook.com

Diversity

The vision statement of Campus Recreation is, “A Place for Everyone,” and we continue to keep that in the forefront of our minds. We believe our overall demographics reflect this from a user standpoint, but also recognize it is our responsibility to go so much further than swipe numbers.

We continued to host, collaborate, and partner with other units on a wide variety of diversity efforts and initiatives while also keeping an eye out for new opportunities:

- Hosted a new table tennis tournament focusing on international students with 22 participating and 34 in attendance.
- Served as the host site for the Illinois Inter-Agency Athletic Association swim meet, providing an opportunity to underrepresented youth populations in the state of Illinois.
- Worked with the Beckwith Residential Support Services to use pool and ice time for a Nugent Hall resident program each semester.
- Solicited Disability Resources & Educational Services (DRES) to provide feedback on the type of accessible equipment in our facilities, the layout of that equipment, as well as recommendations for additions to our Instructional Kitchen and other programmatic features.
- Facilitated the Annual Sled Hockey event with an exhibition game and interactive demonstration in partnership with DRES.

Campus and community partnerships and collaborations

Campus Recreation continued to partner and collaborate in different capacities with the local Don Moyer Boys & Girls Club, International Student and Scholar Services, the Office of Inclusion and Intercultural Relations, the Office of Minority Student Affairs, and Inclusive Illinois on a variety of programming geared towards their respective populations served as well as Student Affairs units serving marginalized identity groups. Programs included:

- Latino Family Visit Day
- Workshops on budgeting and food security
- Weathering the Winter
- Veteran's 5k
- Indoor World Cup
- Global Leaders Orange & Blue (GLOBE) events
- Campus Recreation staff diversity training
- Various health fairs (Well-o-ween, etc.)

As a new program this year, Campus Recreation increased our involvement with Special Olympics through providing a Unified Sports division in a spring soccer tournament and coordinating a Unified Sports rivalry game with Northwestern University, the first of its kind in the Big Ten Conference.

We continue to be proud of the diversity efforts and initiatives that live in our day-to-day operations at the same time continually challenge ourselves to think about how we might better market, develop, and provide our services, facilities, and programmatic offerings to be a place for everyone.

Innovation and Change

Campus Recreation continually sought opportunities to provide innovative and new experiences to our users. It is a focus of ours to make data-driven decisions. This past year, we introduced a variety of different functions and programs to help us better serve our users.

New software rollouts

Rolled out a new fitness application for mobile devices called UPACE. UPACE now allows users to reserve a seat in our most popular group fitness classes, check the group fitness schedule, communicate with their personal trainer, track training sessions, and receive push notifications. This functionality replaced the old system of having to phone into one of our facilities or proceed with these transactions in person. UPACE also has the functionality to accept online payments, which we may pursue in the coming months.

Campus Recreation introduced software for our staff called Connect2. The system was set up to complete incident and accident reports, facility and activity counts, employee checklists, and survey functionality. Connect2 allowed our employees to minimize paper utilization during any given shift significantly.

Aquatics safety

- Our Aquatics Coordinator earned the certification of a Lifeguard Instructor Trainer through the American Red Cross. This certification will allow the department to host American Red Cross Lifeguard Instructor courses as a source of revenue from the community, but more importantly, certify our current lifeguard staff to become Lifeguard Instructors. The more staff members who possess this higher-level certification, the more valuable, meaningful, and risk-minimizing our aquatics operation becomes.
- We introduced shade stations at the outdoor pool to support and accommodate those individuals wanting to enjoy that outdoor space while also limiting their exposure to the sun.
- The Learn to Swim program revamped the water safety component offered during each session of the program to make it more interactive and engaging for participants.

Dimensions of wellness

- In continuing the growth of our student wellness opportunities, we recently implemented a new wellness reflection available on our website. The tool intends to allow anyone to reflect on their current overall wellness and provide insight into areas of potential focus.
- We developed a new program, “Tasting Thursdays,” that offers healthy, bite-sized snacks while also offering nutrition information and other wellness resources while collaborating with many internal and external units during each event.
- We created an evening 5k fun run titled, “Future’s So Bright,” as part of the Exercise Is Medicine collaboration, which we will continue to offer at the beginning of each academic year. The event provides wellness resources and safe running tips and tricks.

Marketing and information

- Continued to update and utilize new features of our website content management system launched the previous fiscal year.
- Recently updated the events calendar to be more user-friendly and better reflect all that Campus Recreation offers including populating the photo galleries.
- Following changes made by the University, we have continued to update and define our unit specific branding.
- We continue to ensure our marketing reaches a wide variety of populations through the utilization of different mediums. For example, we hosted a table tennis tournament geared towards our international students using targeted methods towards this particular audience. It had good participation, and we were able to gather valuable assessment data to utilize in the future.

Facilities

The maintenance and upkeep of Campus Recreation facilities is an ongoing process. We benchmark against peer institutions, utilize industry standards, and listen to staff and user feedback when determining the appropriate course of action for any of our facility spaces and equipment. Once establishing the direction in which we would like to proceed, careful thought, time, and effort is put into the most efficient and effective way to move forward. We want to ensure we are making the best decisions with the funds we steward.

- Replaced the walking/running tracks on the upper levels of both the CRCE and ARC. The tracks were installed in 2005 and 2008, respectively. During the process, Campus Recreation determined after researching options. It was most cost-effective and efficient to overlay the surface rather than remove and demo the old surface. Installation of both tracks completed during the winter break period. We have received positive feedback on the new surfaces regarding the amount of cushion apparent in the new track compared to the original.
- Completed an irrigation renovation project at the Complex grass fields located at the intersections of Florida and Lincoln Avenues and Lincoln Avenue and St. Mary's Road. Installation of the irrigation system was 20 years ago and had it reached its end of life. The updated system allows for remote access with a mobile application. This upgrade saves water and money as previously, the system was a manual system and did not allow for individual sections to be turned on or off, dependent upon need. The updated system can be remotely operated and monitored in the evening rather than during the day.
- Replaced the pool pumps for both the indoor and outdoor pools at the ARC. The equipment was original to the IMPE facility and had become grossly inefficient and difficult to operate and repair. The new pool pumps allow for much more efficiency from a sustainability perspective and create much less cause for concern as far as a potential interruption to our pool availability due to mechanical issues with the old pumps.
- Initial work began on the tennis courts our department currently manages, located at the Outdoor Center Fields and Illini Grove. The project involves a complete demolition and replacement of the current tennis court surface and surrounding fence.
- Upgraded the audio/visual systems throughout the facilities. Many of these components were again original to the ARC and CRCE opening and had become very challenging for our users and staff to operate with any consistency. Utilizing user and staff feedback, we've updated many speakers in the facility, installed new audio boxes in multipurpose rooms, and the installed systems in new spaces where the need was identified.
- Replaced the carpet in the ARC & CRCE administrative suites, the fitness and wellness suite, and the office space at the Ice Arena.
- Refinished the sun deck surface at the outdoor pool. The previous surface had significantly worn down and did not present the traction necessary to minimize slickness on the pool deck.

Goals

Student staff development

As Campus Recreation continues to look for more ways to provide development opportunities for our student staff, we have envisioned two new initiatives:

- Student Leadership Development Series. This leadership development series is operating with the title of “LEAD”, which stands for, “Leadership Exploration and Development.” While still in its infancy, the program intends to provide student staff with the education and tools to become positively impactful leaders in various aspects of their lives. Promotional student staff within Campus Recreation will be required to attend a to-be-determined number of sessions within the series. Entry level staff will be encouraged to attend, but not required. We are hoping for five workshops per academic semester with program content focusing on a values-based leadership approach while utilizing the Social Change Model of Leadership. Program learning outcomes are in development and will be used for the basis of the assessment of each workshop as well as the LEAD series as a whole.
- An all-student staff training to be held at the beginning of each academic year has been identified as an area of improvement for the department. These training sessions are common in Collegiate Recreation departments across the country, and we have been missing an opportunity to bring our staff together to hear department-wide messages for some time now. With this in mind, the departmental Student Development committee has begun to pull together what the realization of such a large-scale training would encapsulate. We have planned our first all staff training for August 23, 2019, with the goal not only being to host the training but assess its level of impact with our student staff throughout the year. Having also received feedback from our students that many individual units feel uninformed and even “silo-ed” from the rest of the department, our hope is also to break down some of these barriers by presenting information from a department standpoint, so all are aware and held to the same expectation. The topics covered will be risk management, conflict resolution, Campus Rec 101, and diversity.

Campus Recreation alumni

Our goal is to keep in touch with our student alumni by providing new and exciting gathering opportunities they can participate in as well as reminisce on their past time working at Campus Recreation. We will need to create a database to house their name, graduation year, work area, and current email that will be gathered and updated at the end of each school year for event invitations, facility updates, etc. LinkedIn is a significant way Campus Recreation will reach out to alumni to allow alums to connect with past work buddies. We will be promoting Campus Recreation and events on LinkedIn to grow this community as well as create opportunities for alumni to get re-involved and visit campus with their families and friends.

Campus Unit programming

Campus Recreation has seen a growth in multiple departments needing to offer custom programming for groups. This opportunity for revenue generation could be beneficial to numerous Campus Recreation departments and open up many new possibilities for collaboration as well as community engagement. A need for standardization between departments as well as the ability to combine and customize program rentals is required. Education about the planning and process for an event and showcasing new

opportunities can help formalize external programs to fit within our existing means. We will need to develop and execute a marketing plan for this opportunity to reach new patrons, existing members, and community groups.