



UNIVERSITY OF ILLINOIS
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CAMPUS RECREATION | ANNUAL REPORT 2014-15 (INDEX.HTML) MENU



EXECUTIVE SUMMARY



OUR JOB IS FAR BEYOND OUR ROLE

Our role – to fulfill the purpose of the organization – is so much more than what you think we do or what you might think about when you hear the title Campus Recreation. So for us to say “it’s not our job” isn’t in our DNA. We want to overwhelm you, provide memorable experiences, and drive the bigger picture with our creativity and our list of successes. And I think you will find just that as you look through this year’s End of the Year Report.

Sure, we have the to-do lists, the buffet of issues and challenges, and the tasks that could take over the importance of the bigger picture. But it is our willingness to step up to each challenge and recognize that success comes because we realize our job, our actual job, is to create wins for our members, our campus and our community.

So you will see, we know what the real job is. We know as leaders for this campus, we will take ownership of a bigger picture, a larger mission, and we work to advance that.

We shine, we soar, and we grow – each and every time. It is the role that we embrace and the action that follows which shows our true passion. And again this year, we’ve done just that.

If you don’t know about Campus Recreation, I hope this report will open your eyes to what an unlimited organization we are. So “not our job?” Not in our house. Enjoy!

- ROBYN M. DETERDING

STRATEGIC PLAN

Vision: There is a place for everyone at 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.

Values: Innovation; Collaboration; Leadership; Student Experience; Inclusiveness

[VIEW DETAILED PDF \(DOWNLOADS/CAMPUSREC_2014STRATEGICPLAN.PDF\)](#)

NEW HIRES

Full Time

- Diane Dean, Associate Director Financial Operations
- Darce Dillavou, Accountant Tech II
- Nick Singer, Assistant Director Intramural Activities
- Brittany McGregor, Assistant Director Club Sports & Special Events
- Louie Diaz, Playfield Maintenance

Graduate Assistants for 2015-2016

- Eric Nurczyk, Marketing
- Corie Baldwin, Aquatics
- Carson Petersheim, Events & Facility Scheduling
- Delaney Cherveney, Ice Arena

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KEY

Campus Recreation goals in ().

S - Sustainability

D - Diversity

SD - Student Development

HLB - Health and Life Balance

A - Assessment

FOSTER COLLABORATION, DISCOVERY AND INNOVATION

Smart Energy Design Assistance Center - retro commissioning analysis & project for CRCE and ARC auxiliary shared trades review (S)

La Casa 40th Year Anniversary Committee (D)

Collaborative and Inclusive Programming with Beckwith Hall (D/SD)

Assist with transfer of Illinois Wellness Center Director to University Human Resources (H&LB)

Assist with opening of Campus Recreation Wellness Suite (H&LB)

Serve on Chancellor's Diversify Illinois Task Force, assist with Faculty-Staff Conversations and Senior Leader Summit (D)

Public Safety - implementation of new camera system at CRCE (S)

Office of the Dean of Students - hosted Emergency Call Center Training and Verbal De-escalation Training by Dr. Schlosser, Police Training Institute (H & LB)

Present at the SUCSS Merit Board Hearing in review of civil service position audits (S)

Purchased a Keylog as part of the water recreation equipment options for aquatics and adventure recreation programming. Offered numerous demonstrations and drop-in opportunities, as well as a two, three week clinics. (D)

Implementing Learning Outcomes Assessment on Campus Recreation Student Employees with Faculty from Labor and Employee Relations. Initial Results were collected in the Spring. Currently working on second collection (SD)

Working with i-cap – (SD, HLB, S)

Collaborated with the Department of Recreation, Sport & Tourism on a survey on needs assessment of our members with disabilities. Ongoing. (SD)

Established the ARC Fitness & Wellness Suite so Fitness & Wellness related students and professional staff and partners can work together and provide clear resources to students. (SD, HLB, S)

Established a partnership with the Masters of Public Health program and connected to the IHealth program for future collaborations. (SD, HLB)

Provided successful Strive for Five Wellness Challenge in collaboration with Housing Dining Services and Masters of Public Health (SD, HLB)

Group Fitness offered end-of-the-semester pool deck cycling classes and a wellness event on Reading Day by working with DJ Karol, Student Wellness and Aquatics. (HLB)

Personal Training helped pilot Kinesus personal training software with developer; trained staff on how to utilize this software to better develop personal training programs (HLB)

The Fitness & Wellness Suite provided space for the U of I Extension Financial Wellness partner to provide education and training for students. (SD, HLB)

Career Fairs hosted:

- ACES
- Business (2)
- Engineering Expo (2)
- Engineering Career Services (2)
- All Campus Career Fair
- Graduate and Professional Fair



PROVIDE TRANSFORMATIVE LEARNING EXPERIENCES

Collaborated with Registered Student Organization, Swimmables, to develop a program designed to provide an swimming instruction for community youth with developmental disabilities. (D)

Coordinated a student team of two females and two males to travel to Orlando, Florida in March to compete in the inaugural National Collegiate Battlefrog competition. Three of the team members were current Adventure Recreation staff. The team did a great job representing the University of Illinois. (SD)

Searched for, recruited and hired a graduate assistant for the aquatics program. (SD)

Re-established a program assistant position with the Adventure Recreation program, providing for additional leadership and professional development opportunity for student staff members. (SD)

Began initial planning efforts to program an all Campus Recreation student staff active shooter live scenario training. (SD)

Instructor - RST 340 Facility Management and Design (SD)

Instructor - EPSY 203 Intergroup Dialogue on Being White in a Multi-Cultural Society (SD)

Latina/o Family Visit Day Committee (11th year) (SD, D)

Interns - Recreation, Sport & Tourism (RST), Public Health etc. (SD, S)

Conference on Diversity Issues - Presentation on Inter Group Dialogue Classes with Counseling Center and OIIR Staff (D, SD)

Assist with Al Sapora Symposium and Recreation Employee Fair (SD, S)

Two staff attended year-long Women's Leadership Program (S)

Attendance and support of Inclusive Illinois speaker series (S, D)

Assist with Vice President Biden visit & "It's On Us" Campaign (SD, S)

Campus Rec noted as 97% successful with international students as reported by the International Student Barometer Survey (SD, A, S)

Kinesiology/Lifetime Fitness Program and Campus Recreation implementation of Silver Sneakers to campus (S, D, H&LB)

Hosted Sled Hockey exhibition and hands-on participation (S, D, SD)

School of Social Work - class presentation (S, D, SD)

Significant increase in participation in the ARC Instructional Kitchen

Continue to be creative and innovative with sponsorship opportunities

Continued focus on Student Development, partnering with the Leadership Center and other campus resources toward updating our training sessions based and learning outcomes and assessment



MAKE A SIGNIFICANT AND VISIBLE SOCIETAL AND COMMUNITY IMPACT

Latina/o Family Visit Day Committee (S, D, SD)

3C - Campus, Community, Connection - 4 Recreation Sport Tourism interns working with campus and community to develop an introduction to campus for under-represented youth. (S, D, SDD, H &LB)

Division of Intercollegiate Athletics Collaboration with Athletic Trainers and use of pools (S, SD)

Serve on Public Safety Advisory Committee (S)

Serve on Family Assistance Center development (S, H&LB)

Serve on Smoke-Free Illinois Committee (S, SD, H &LB)

Implemented Campus Recreation Cares Program - encouraging state to volunteer together in the community (S, SD, H&LB)

Campus Recreation food drive (Staff Olympics); Holiday Family - community service work (S, SD, H & LB)

Stakeholder Meetings to share Ice Arena feasibility study (S, SD, A)

Fitness/Wellness partnered with the Vice Chancellors Office to be a key contributor for the Illini Wellness Week event

Offered Run Illini Run program for members and students that wanted to train for the Illinois Marathon events. Partnered with McKinley and Body and Sole for educational sessions related to this program.

Orchard Downs Swim, October 10, 2014. Provided CRCE pool & lifeguards free of charge for usage to members of Orchard Downs community

Beckwith Swim, September 11, 2014. Provided CRCE pool, lifeguards, wet classroom, soda and pizza free of charge to members of the Beckwith community

Latino Family Visit Day, October 19, 2014. Partnered with La Casa Cultural Latina to provide space and staff for Latina/o Family Visit Day program. Campus Recreation programmed activities at CRCE for young siblings in attendance. ARC Gym 1, Winter Garden, Auditorium, MP6, & MP7 and CRCE Pool, Wet Meeting Room & Mac Gym

Chinese Student Focus Groups. Worked with two native Chinese students on campus to conduct focus groups, in Chinese, with other Chinese students to see how Campus Rec is meeting their needs – Great information obtained, currently working through the best way to implement suggestions into departmental programs.

Weathering the Winter Program. November 7, 2014. Partnership with McKinley Special Populations Program and Graduate Assistants. Provided Ice Arena lobby space and ice time to promote winter safety needs to special populations, mainly international students that may be unaware of such dangers.

Beckwith Skate, December 11, 2014. Provided Ice Arena ice time and cookies free of charge to members of the Beckwith community

Hire a Vet Series. Partnership with Career Center to provide a series of 5 information sessions targeted to Vets on campus to help them gain employment during and after graduation. Events took place January-March 2015.

Chinese New Year Event, February 18, 2015. Partnership with Chinese Students and Scholars Association. Provided ARC MP and Instructional Kitchen Space and Staff, games and food sampling typically associated with the Chinese New Year.

Intensive English Institute, April 10, 2015. Provided ARC Instructional Kitchen space and staff for event

Noteworthy Events:

- Illinois Marathon: Expo, Packet Pickup, Pasta Feed
- State of Illinois LEGO Competition
- State of Illinois Robotics Competition
- Latino/a Youth Conference
- Latino/a Family Visit Day
- ISSS Indoor World Cup (fall and spring)
- Dad's Association Tailgate
- President's Office Tailgate
- Leadership Center Events & i-Programs hosted



STEWARD CURRENT RESOURCES AND GENERATE ADDITIONAL RESOURCES FOR STRATEGIC INVESTMENT

Received the Green Office Award from the Institute for Sustainability, Energy and Environment completing 21 of 22 required and bonus actions for the Certified Green Office Program.

Resurfacing of the CRCE aquatics center pool and hot tub.

Provided online facility maintenance & repair status for patrons and staff.

Auxillary shared trades review (S)

Rental of Outdoor Center to Bruce Nesbitt African American Cultural Center (S, D, SD)

Rental of Turf Fields to Illini Marching Band (S, D, SD)

Champaign County Visitor's Bureau - La Crosse and Soccer tournaments (S)

Late Night Dance Review (S, D, SD, H&LB)

Freer Pool Closure (S)

Review and revision of Membership Fees (S, SD, A)

Division of Intercollegiate Athletics - review of camps memo of understanding (S, A)

Transformed the former University of Illinois Wellness Center into the Campus Recreation Fitness & Wellness Suite to bring the fitness/wellness staff together to one location to better collaborate and partner on our efforts.

Facing 10% budget cuts, Supervising Assistant Directors will increase work study and decrease personnel budgets, reducing staff where possible without affecting safety or standard operating procedures. This may include opening facilities later, closing earlier, shortening programming schedules, reducing some activity space hours (i.e. pools, adventure rec), limiting collaborations that have a financial impact on the department.



GOALS FOR 2015-16

Work with OIIR to develop comprehensive diversity training for full time and student staff

Review current student employee training program and revise to meet the changing needs of our students and incorporate learning outcomes from Campus Conversations.

Create online facility audit check list

Creating longterm maintenance plan and equipment replacement for Fields and Outdoor Courts

Involve students in plans surrounding the Student Wellness initiatives:

Partner with other Wellness related entities to develop collaborative wellness programs for students

Provide education-based Nutrition & Wellness programming for Students through a learning laboratory experience

Provide a learning laboratory experience to Dietetics and Wellness-focused students to help build the experience they will take away from the University of Illinois and into their careers

Increase opportunities for students to develop in the Fitness & Wellness field

Continue to be a wellness resource for students and find out how we can be a better Wellness Resource

Continue to be fiscally responsible as Budget expectations are communicated

Continue to be creative and innovative with sponsorship opportunities

Further develop Campus Recreation's inclusive and diverse outreach efforts

Partner with DRES to provide better training to our student staff to provide better assistance to our students and members in wheelchairs – transfer to machines, pool lift, etc.

Renew partnership with ISSS to provide Ice Arena skate program during Welcome Week (did not occur in August 2014 due to Ice Arena closure)

Work with all activity areas to ensure the most diverse and inclusive opportunities available

Evaluate position description for Assistant Director of Fitness & Wellness and conduct search to hire

Maintain revenue generated from Group Fitness & Personal Training programs (approximately \$300,000)

Incorporate diverse and inclusive opportunities into group fitness programs – ex. Women's Only Group Fitness classes available to the students unable to participate in our other offerings due to religious/cultural beliefs

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ALL FACILITIES

Valid card swipes: 1,589,396

Distinct valid card swipes: 51,215
(different people entered facility at least 1 time)

28,894
MALE

22,282
FEMALE

39
N/A

Category	Participants
Faculty/Staff	2,932
Graduate	8,180
Undergraduate	36,580
College of Law	514
College of Medicine	177
School of Music	190
Veterinary Medicine	374
Intensive English	217
Extra Help	65
Emeritus Faculty	34
Ret. Faculty/Staff	131
Emeritus	3
Univ Related Org	20
Visitor	1,623
University Laboratory High School	11
OLLI Scholar	47
UIUC Research Park	100
Student	9
Student-Peoria	1
Departmental Card	1
UIC Police Retired	1

Year in School	Participants
Freshman	2,664
Sophomore	7,181
Junior	8,800
Senior	17,111
Und Non-Degree	248
Graduate I	7
Graduate II	53
Grd Non-Degree	27
Dentistry Yr 3	176
Graduate	11,167



FITNESS

Personal Training:

Total Clients: 466

Total Sessions: 7,641

Gender

Female: 229

Male: 139

Unknown: 24

Affiliation

Member: 68

Student member: 324

Graduate - 112

 Senior - 59

 Junior - 47

 Sophomore - 39

 Freshman - 20

 Unknown - 39

Indoor Triathlon Participants: 13

5K, 10K, Half-Marathon Running Group Participants: 74

Group Fitness:

Participations - 67,147

Number of Classes Offered - 88 per week/per semester

Number of Passes Sold - 3,670



AQUATICS

Aquatic visitors (lap swimming): 108, 479

Learn to Swim participants:

Session	Participants
Summer 2014	262
Fall 2014	468
Spring 2015	499
Lifeguard Training	40
Lifeguard Instructor Training	6
Water Safety Instructor Training	4

INDOOR RENTALS

RSO/Club Sport Reservation Days

RSO: 702

Club Sports: 1402

Fall 2014: 1069

Spring 2015: 1035

Total: 2104

	# Group Rentals	# Unique Groups
RSO	205	87
Community	24	21
Departments	100	68
Clubs	187	23
Total	516	199

Rental Hours

Campus Rec: 4609.3

RSO: 2104

University Department: 2950

Community: 469

Club Sport: 2700

Birthday Parties

Aquatic: 77

Climbing Wall: 21

Instructional Kitchen: 4

Ice Arena: 101 (98 at public skates; 3 at Illini Hockey)

Total: xxxx



INTRAMURALS

2014-2015 Totals

Total Teams: 910

Mens: 451

Fraternity Greek Cup: 107

Womens: 73

Sorority Greek Cup: 16

Co-Rec: 259

Total Roster Counts: 10,851

Men: 8,186

Women: 2,655

Unique Participants: 10,507

Men: 7,870

Women: 2,637

Total Participant Sign-Ins: 29,906

Men: 23,384

Women: 6,522

Number of Games: 1,655

Number of Defaults: 180

Number of Forfeits: 167

Fall 2014 Intramural Activities

	Flag Football	Soccer	Inner Tube Water Polo	Sand Volleyball	16" Softball	Volleyball Tourney	Tennis League	Badminton	Dodgel
Teams	142	81	5	38	25	40	9	8	10
Mens	83	54	n/a	5	9	n/a	5	4	7
Fraternity Greek Cup	29	19	0	5	7	n/a	n/a	n/a	0
Womens	0	8	n/a	5	0	n/a	0	4	0
Sorority Greek Cup	0	0	0	3	0	n/a	na/	n/a	0
Co-Rec	30	n/a	5	20	9	40	n/a	0	3
Roster Counts	1,852	1,400	41	431	323	458	13	20	96
Men	1,617	1,245	20	183	256	231	9	4	71
Women	235	155	21	248	67	227	4	6	25
Unique Participants	1,752	1,357	41	419	327	458	13	20	97
Men	1,517	1,202	20	175	260	213	9	14	72
Women	235	155	21	244	67	227	4	6	25

Spring 2015 Intramural Activities

Basketball Indoor Volleyball Co-Rec Inner Tube Broomball 12" 2- 4-on-4 Flag

		Soccer		Soccer	Water Polo		Pitch	Football
Teams	215	62	46	84	8	25	24	22
Mens	130	27	27	n/a	n/a	17	16	15
Fraternity Greek Cup	30	10	n/a	n/a	n/a	n/a	n/a	3
Womens	10	9	19	n/a	n/a	0	0	0
Sorority Greek Cup	5	4	n/a	n/a	n/a	n/a	n/a	4
Co-Rec	40	n/a	n/a	n/a	8	8	8	n/a
Roster Counts	2,082	719	439	1,421	82	352	324	151
Men	1,737	560	236	859	42	296	260	116
Women	345	159	203	562	40	56	64	35
Unique Participants	1,914	713	439	1,421	82	337	316	143
Men	1,593	554	236	859	42	281	252	108
Women	284	159	203	562	40	56	64	35

ACTIVITIES & RECREATION CENTER





Total valid card swipes: 1,126,473

Distinct valid card swipes: 46,043
(different people entered facility at least 1 time)

Gender

Male: 26,490

Female: 19,976

N/A: 37

Category	Participants
Faculty/Staff	2,651

Graduate	7,529
Undergraduate	33,024
College of Law	498
College of Medicine	160
School of Music	151
Veterinary Medicine	334
Intensive English	187
Student	8
Extra Help	60
Hospital Resident	1
Emeritus Faculty	33
Emerita Faculty	2
Student-Peoria	1
Off-campus Graduate	1
Ret. Faculty/Staff	124
Emeritus	3
Univ Related Org	18
Visitor	1,562
University Laboratory High School	10
OLLI Scholar	44
UIUC Research Park	100
UIC Police Retired	1

Year in School	Participants
-----------------------	---------------------

Freshman	2,334
Sophomore	6,330
Junior	7,896
Senior	15,726
Und Non-Degree	212
Graduate	10,282

INSTRUCTIONAL KITCHEN

Partnerships:

Housing Dining Services
Sustainable Student Farm
McKinley Health Center
Bevier Café'
UI Wellness Center
Masters of Public Health program
Housing Library staff
Meijer
Counseling Center

47
GROUP
RENTALS

12
HEALTHY
COOKING
CLASSES

900
PARTICIPANTS*

20
OUTREACH
EVENTS

*(includes rentals, classes and special events)



CLIMBING WALL

Visitors to the ARC Climbing Wall: 6,360
Climbing Wall rentals: 34 distinct groups

CLIMBING WALL BELAY ENDORSEMENTS:

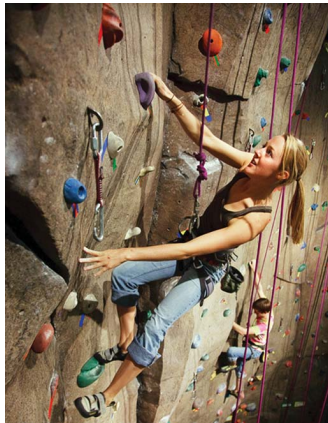
181
FALL

62
SPRING



17
SUMMER

260
TOTAL



CAMPUS RECREATION CENTER EAST





Valid card swipes: 412,798

Distinct valid card swipes: 30,252
(different people entered facility at least 1 time)

Gender

Male: 16,989

Female: 13,244

N/A: 19

Category	Participants
Faculty/Staff	1,945
Graduate	4,940
Undergraduate	21,504
College of Law	177
College of Medicine	137
School of Music	144
Veterinary Medicine	191
Intensive English	129
Student	4

Extra Help	35
Emeritus Faculty	28
Emerita Faculty	1
Student-Peoria	1
Off-campus Graduate	1
Ret. Faculty/Staff	85
Emeritus	3
Univ Related Org	13
Visitor	813
University Laboratory High School	7
OLLI Scholar	36
UIUC Research Park	57
UIC Police Retired	1

Year in School	Participants
-----------------------	---------------------

Freshman	1,644
Sophomore	4,472
Junior	5,262
Senior	9,684
Und Non-Degree	161
Dentistry Yr 3	135
Graduate	6,696

FREER HALL



Category	Participants
Faculty/Staff	98
Graduate	124
Undergraduate	230
College of Medicine	11
School of Music	4
Veterinary Medicine	1
Emeritus Faculty	3
Ret. Faculty/Staff	6
Univ Related Org	2
Visitor	35
OLLI Scholar	1

Valid card swipes: 2,397

Distinct valid card swipes: 515
(different people entered facility at least 1 time)

Gender

Male 296

Female 218

N/A 1

Year in School	Participants
Freshman	11
Sophomore	45
Junior	70
Senior	109
Und Non-Degree	2
Grd Non-Degree	1
Dentistry Yr 3	10
Graduate	182

ICE ARENA



Total Participants: 160,000

Over 100 different groups reserved the Ice Arena in 2014-15

70 Registered Student Organizations

Many significant philanthropies: included a variety of ice skating events, broomball tournaments and hockey games.

300 Public Sessions

180 Lunch Skates; 120 Sat/Sun afternoon and Wed/Fri evening sessions

14,600 public admissions; over 8,400 student admissions

13,800+ student skate rentals; 6,300 public skate rentals

686 skate sharpenings

Kinesiology 104 classes (2014-15)

25 sections

Over 1,400 UI students enrolled

Learn-to-Skate Program

104 classes offered in fall, winter and spring

Total enrollment of 837 participants

Freestyle

243 sessions, 295 hours

2960 participants (2193 skaters, 767 coaches)

Rat Hockey

67 sessions, 96 hours

1049 participants

Stick and Puck

48 sessions, 61 hours

1040 participants

Intramural Hockey (April 2014)

3 divisions, 20 total teams

302 total participants

OUTDOOR CENTER FIELDS



141,786 participations

COMPLEX FIELDS



78,858 participations

STUDENT DEVELOPMENT

STUDENT DEVELOPMENT

Hiring Statistics

*Programs or facility improvements around enhanced knowledge and appreciation of diversity
Clarity & enhancement of the student experience at Illinois*

Ethnicity/Gender	Current Employed (660*)
African American	13%
Asian American	9%
Biracial	3%
Caucasian	64%
International	2%
Latinto/a	9%
Other	1%
Female	56%
Male	44%

**Information is currently unavailable for 273 employees. Percentages are based on the 387 for which information is available.*

New Hiring Process: Beginning in July 2013, Campus Recreation changed its hiring process to be more accessible to students. The two biggest changes were moving the required pre-employment information session online instead of a live session. The second change was eliminating hiring cycles and continuously accepting applications.

Leadership Experience and Assessment Program (LEAP) Participation

Clarity & enhancement of the student experience at Illinois

Engagement with & commitment to partners & stakeholders

Class	Fall	Spring	Total
Advanced Communication	17	17	34
Problem Solving/Critical Thinking	23	20	43
IT: Behind the Scenes	--	1	1
Diversity Education & Social Justice*	7	11	18
Career Skills Development*	4	17	21
Time Management*	11	8	19
Wellness 101	6	5	11
Risk Management	9	9	18
Supervising Peers	31	23	54
Total	108	111	219

**Taught by partner departments, OIRR; the Career Center; the Counseling Center;*

Additional Classes:

CPR/AED and First Aid Classes: 34 classes/230 certifications

Hands-On Scenario Based Trainings: 6 (6 activity areas)

Blood Borne Pathogens Classes: 270 students

Active Shooter Training: 2 Scenarios in collaboration with UIPD

LEAP Participation by Ethnicity

Ethnicity	Fall 2014 (109 responses)	Spring 2015 (106 responses)
Caucasian	69 (63%)	61 (58%)
Latino/a	4 (4%)	8 (8%)
African American	17 (16%)	16 (16%)
Asian American	11 (10%)	16 (16%)
International (Non-US)	2 (2%)	4 (4%)
Bi/ Multi/ Other	6 (6%)	1 (1%)

Professional Development

Clarity & enhancement of the student experience at Illinois
Engagement with & commitment to partners & stakeholders

Conference Travel

Took 10 student to IIRSA State Workshop, University of Illinois, Champaign-Urbana, October 2014
Took 10 students NIRSA Region 3 Lead On Conference, Purdue University, West Lafayette, IN January 2015
Took 2 students to NIRSA National Conference, Dallas, TX, March/Aoril 2015
Took 4 students to Big Ten Recreational Sports conference, Purdue University, May 2015

RST Capstone Internship

5 RST students completed their required 480 hours internship with Campus Recreation from Summer 2014 through Spring 2015.

New Graduate Assistants

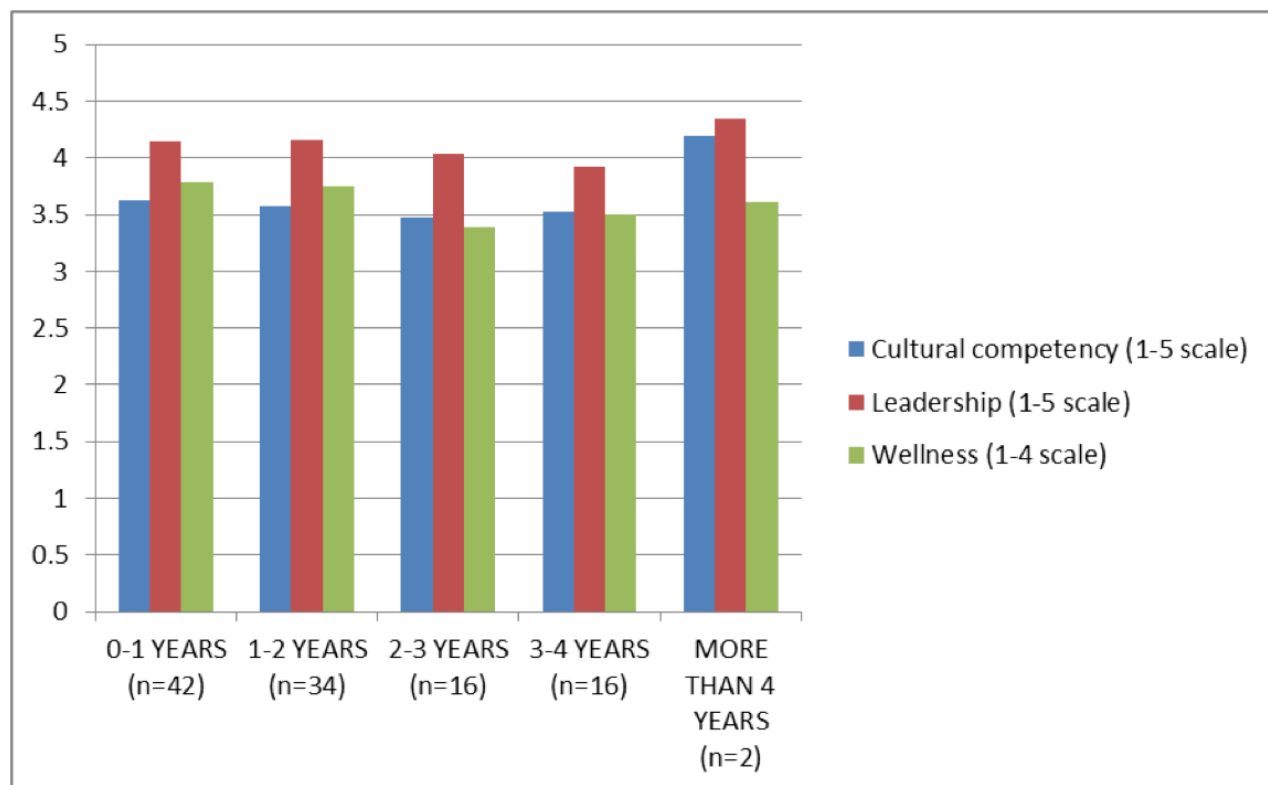
Fall 2014: Jaesung An, Intramurals; Kirsten Woosnam, Facilities/Member Services; Erin Allen, Aquatics
Fall 2015: Carson Petersheim, Events; Corie Baldwin, Aquatics; Laney Cherveney, Ice Arena; Eric Nurczyk, Marketing

Learning Outcomes Assessment

Clarity & enhancement of the student experience at Illinois
Engagement with & commitment to partners & stakeholders

Continued partnership with LER to assess student learning outcomes.
Receive NIRSA 2014-15 Research Grant (\$2000)

Initial Results:



WEBSITE & SOCIAL MEDIA

WEB ANALYTICS

campusrec.illinois.edu

Total visits: 717,897

Unique visitors: 289,487

Pageviews: 1,741,053

Pages/visit: 2.43

Average Visit Duration: 1 minute, 41 seconds

How users are accessing:

Desktop - 430,797

Mobile - 251,427

Tablet - 35,673

Mobile Devices Accessing:

Apple iOS - 198,733

Android - 79,974

Windows Phone - 2,359

Blackberry - 330

Individual Page Views:

Indoor schedules - 255,816

Main page - 157,548

ARC facility - 128,111

Group Fitness schedule - 87,438

Fitness - 72,553

Intramurals - 50,166
Skating - 38,814
Public Skates - 48,027
CRCE facility - 40,050
Group Fitness Descriptions - 33,169
Employment - 29,500 (application - 16,005)
Membership Fees - 27,703
Dimensions of Wellness - 18,691
Club Sports - 16,123
Aquatics - 15,041
Facility Rentals - 14,203
Adventure Rec - 14,560
Cooking - 11,155



Campus Recreation Facebook:

4,806 fans



Twitter @IlliniCampusRec:

3,563 tweets; 3,134 followers; 685 following



Pinterest:

32 boards; 1,425 pins; 363 followers; 86 following



Instagram:

574 followers; 126 following



YouTube:

312 subscribers; 372,196 views



Ice Arena Facebook:

977 fans



Ice Arena Twitter @Ulicearena:

260 tweets; 161 followers; 48 following



Foursquare Account:

ARC - 23,824 total visits

CRCE - 6,003 total visits

Ice Arena - 1,662 total visits

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