Campus Recreation Advisory Committee

Thursday, March 4th, 2010

4PM, Large Conference Room, ARC

Attendees

CRAC Members: Spencer Anderson, Rebecca Galardy, Hijun Kim, Debbie Liu

Professional Staff and Interns: Robyn Deterding, Michele Guerra, Erik Riha, Mark Stinson

Guests: Bill Williamson

1. Review Minutes/Address Issues from Last Meeting—All

   Q: Are the minutes posted on the web
   A: Yes.

2. Presentation of Wellness Director—Michele Guerra

   ➢ Thanks to Erik and Mark for the Wellness template.
   ➢ Michele Guerra has been here since the 1st of the year. She’s really excited by the work she’s gotten to do and what is yet to come.
   ➢ The Wellness Center is a place for wellness, a powerful collaboration of partners, and a referral service. It can also do assessments and provides direct programs and services.
   ➢ The center wouldn’t be available without partners.
   ➢ The Center addresses the needs of the mind in addition to the body.
   ➢ Services reflect what students want to see.
The Center wants to impact the student and faculty quality of life. An example is the cookbook club which encompasses all area of wellness.

Q: “Financial” is listed as an element of wellness, but it’s not an “oval”.
A: This doesn’t always relate directly. I.e. not being able to buy food affects physical wellness. The state of one’s financial affairs/credit cards also affects wellness.

The Center also wants to give people the tools to live a more healthful lifestyle.

The Center has plans for the next year, three years, and ten years.

- The Center wants to...
  - add more partners
  - tap into more resources on campus
  - move beyond “prescribing” and more to managing stress and eating better
  - show “how” to accomplish these wellness goals
  - do a “walkability” assessment of campus
  - relate health to campus
  - show people that everything is interconnected and that wellness helps you do what you want to do

- Many programs cater to aspects of people’s lives that are already a priority; not what should be a priority.

- The Center also wants to align its actions with the strategic plan and to assess what barriers and time constraints it faces.
There are also challenges such as how to respond to the current economic climate. A response to this may be web-based programs from stress and financial difficulties.

To discuss “walkability” further:

- Wellness intern Kristie Wallace has been working on this project.
- The Center wants to encourage more people to be physically active.
- This activity doesn’t necessarily need to be “structured”.
- All over campus, the Center can use information to develop resources and reports.

- For stress management there are also faculty/staff assistance programs.

- The College of Applied Health Science has teamed up on campaigns which are going to be piloted and used in other areas of campus.
  - Advantages of this are working within specific units and having support networks available.

- The Center is also partnering with “TV Turn Off Week”.
  - Everyone, little children especially, spend too much time watching tv—too much “screen time”.
  - This is a great opportunity for partners because they offer automatic activities.

That was a brief overview of the Wellness Center. A lot of things are just getting started, and the Center would love to hear from people. Feel free to ask questions or add comments.

**Q:** I’m on the Community Health and Applied Health Science Council. How can we get involved?
A: Give me your contact information after the meeting, and we will discuss this.

Q: A previous presentation on Wellness excluded retirees. I'm wondering why they were not included. I would think it would be a good idea to focus on retirees when talking to the Benefits Committee.

A: I appreciate the comment. It was a not purposeful omission. We will definitely look into it.

3. Marketing Campaigns/New Website—Erik Riha and Mark Stinson

➢ Erik and Mark would like to share some web analytics.

○ From January 2\textsuperscript{nd} to March 4\textsuperscript{th}, the Campus Recreation website had 127,000 visits, 53,000 unique visitors (with unique IP addresses), and 400,000 page views.

○ From August 21\textsuperscript{st} until now, there have been 312,000 visits, 119,000 unique visitors, and 981,000 page views.

○ Website activities directly correlate to facility activities.
  ▪ 22\% of visits occurred in January.

○ From August 21\textsuperscript{st} until now, there have been 312,000 visits, 119,000 unique visitors, and 981,000 page views.

○ Most popular page views: 1) intramurals, 2) schedules, 3) group fitness, 4) homepage

○ Erika and Mark also look at the bounce rate.
  ▪ This measures how many come and leave immediately.
  ▪ The rate is 35–36\%.
  ▪ Many people bookmark the site.

○ 47\% of webpage users use search engines like Google, 38\% visit by typing in the URL directly, 16\% are referred by another website, and 11\% use the link on the U of I Website.
Q: Is the bounce rate bad? Is that figure too large?

A: It’s not necessarily bad. It may be positive to have a high bounce rate because people can easily use the site to find what they need and then leave. They may also be bouncing from page to page within the site. Also, the facility page is 10% which is low.

- Erik and Mark have also been working on a website “upgrade”.
  - They looked at websites from Texas, Ohio State, Minnesota, Nike, Espn, etc.
  - They came up with three proposed layouts and combined them to create the final product.
  - Reasons for the website revamping:
    - The current site has been up for four years.
    - Many people want more pictures and graphics.
    - The website is based on tables which is outdated. The new website will help with accessibility.
  - (Mark and Erik showed a demo of the new website. There is a large background image and outer–shell on every page). The new site will also feature videos as well. There is a lot of the same information that is on the site now like shoutouts, event calendars, etc.)

Q: When the website is up, will the pictures correlate to what is on the page?

A: Yes. The pictures now are just demo–ing how we plan to do the entire website.
- Some items rotate on the website, some are static.
- Users can do a Google search.
- The footer includes contact information, social networking, a link to the intranet, and a site map.
- The main navigation will be on the right side.
- Users can manipulate boxes depending on their need.

**Q:** When will this website launch?  
**A:** Next fall.

- The same links that are on the homepage are in the upper left tool bar.
- Pages for the different program areas can be changed based on needs.
- There will be “how-to” videos hosted by Youtube.
- There are a still a lot of things to work out and check on.
- The hours page can’t be bookmarked currently but will be able to be on the new website.
- The outdoor space hours are not up yet either.

- The marketing department has also won several NIRSA creative excellent awards.
  - Mark Stinson won 3rd place for the annual report.
  - Eunmi won 3rd place for the banners in the Wintergarden.
  - “I Cook” which was broadcasted on U17 won 1st for audiovisual.
  - Campus Recreation submitted to six categories and won three; they won four last year.
C: The new site looks great!

Q: How easy is it to clean up the website and update?
A: We will take everything off of the server and start fresh.

4. Sustainability—Robyn Deterding

- The student sustainability committee talked about Campus Recreation in their newsletter.
  - They talked to Robyn and Michael Litchford.
- Robyn talked a lot of sustainability/green updates at the last meeting.
- Campus Recreation is starting to get actual data on the improvements it has made.
- There is a battery recycling bin at the Union.

5. Questions, Comments, Suggestions—All

Q: I wish there were more announcements about Celeb Chef. I only got updates from the 217 poster that was up.

A: Celeb Chef was actually a dining services event, not Campus Recreation’s. They requested Janet to work with them on it, but it wasn’t hers to advertise.

Q: How were the numbers for this event?
A: 10–15. We could have fit more, but it was a good showing.

Q: Has there been any more progress in trying to market Campus Recreation to minority groups?

A: Campus Recreation has been working with cultural house. Down the road, Campus Recreation would like to do something with residence halls and Greek houses. Campus Recreation sends information to cultural houses
and grad discovery programs that Charlotte puts out. Some dietetics students have also held an LGRT event. On Friday, a group of 10–15 people will come to the ARC for equipment orientation and personal training. Also, Campus Recreation has been reaching out to the Women’s Center. They were taught a Zumba class in their own building and there will be a belly dancing class for them on March 16th. Campus Recreation has also talked to them about combating eating disorders. Our staff meets with them to promote the ARC/CRCE in a setting that they are comfortable in because many are not comfortable coming to the facilities yet. For the Native American house, there was a spring kick off at the climbing wall. A lot of faculty and staff were involved and brought their children. Special classes are also offered to the African American house. There is also a dodgeball event for RSOs involved with La Casa. A member of Campus Recreation staff will meet with them next Wednesday to discuss the event further. She will also provide additional information about Campus Recreation events and Adventure Recreation trips.

Q: Some people would like demo videos online. Is that possible?

A: There are four online currently and two videos that need editing. There are two interns making videos on techno gyms. Campus Recreation had to sign a letter that we would not share information about the techno gyms with tons and tons of people. These videos have already gotten over 200 views.

C: Paul will be speaking about Adaptive Recreation at the next meeting.

Q: Has Campus Recreation been reaching out to RSOs?

A: Not yet. Campus Recreation is working on a membership they can adapt for RSOs.

C: A lot of students are comfortable in their RSO groups.
C: Through cultural centers Campus Recreation hopes to reach RSOs too.

Q: Can groups like econ clubs get Campus Recreation visits?

A: Campus Recreation has been meeting with faculty/staff to get stuff set up. Campus Recreation is also working on gathering lcard from these groups to see how old they are, what college they’re in etc.

C: It might be useful to get comments to Hijun—commonalities for him to bring up.