

The Department of Campus Recreation was able to continue to provide inclusive and innovative programs and services in 2022 amid the continued COVID-19 pandemic and a labor shortage shared by higher education. Despite these challenges, progress was made in reimagining and renovating some of our existing spaces to new spaces that fit the more popular functions of recreation today. Campus Recreation units also worked to provide more exposure to various demographic groups through inclusive offerings and collaborations with other units. Most of the programs we offered during the 2022 year were hosted at the Activities and Recreation Center as CRCE was still being utilized by SHIELD CU and the university for COVID testing and vaccinations.

As a self-supporting unit that relies on memberships to offset costs, we are currently navigating a 45% reduction in paid memberships. While we have seen some return from participants, online options for recreation and fitness have become more common. Minor exploration of virtual programs continued in 2022 in response to changing demands of the community while trying to emphasize how on-site programming provides a better sense of community. This will continue to impact our programmatic areas as well as overall maintenance and operational needs in current and future years. Despite these challenges, 2022 saw several accomplishments which are shared below:

### **Overview of Programs/Services**

**Adventure Recreation** offered several clinics in FY22; Climbing 101 (4), Top Rope Belay (10 clinics; 117 participants; 97% capacity), and Lead Climbing (3) Park & Play programs. We facilitated 5730-equipment rentals (climbing shoes, harnesses, sleeping pads, tents, etc.). New offerings also included an adaptive climbing clinic (3 participants). The opening of the Bouldering Cave (kilter wall) in the spring of FY22 will lead to the development of several new team building and leadership program offerings in FY23.

**Aquatics** has observed a return and surpass of pre-COVID numbers in the Learn to Swim Program. Summer had 291-participants as compared to 2019 with 205 participants. Fall had 329 participants as compared to 2019, 183 participants and Spring 2022 had 400 participants compared to 329 in Fall 2019. There was a strong uptick in interest in the adult learn to swim classes in the fall with a waitlist of 52-students. Staff responded quickly to adjust and schedule 30-additional classes in the spring and filled all 75-spots. For the third consecutive year, the Aquatics program was recognized by the American Red Cross as a top trainer provider; holding 15 in-service trainings with 165 staff, a total of 965 participants in the Lifeguard Instructor Courses (11), Lifeguard Course (23), Lifeguard Instructor Review Course, and the Lifeguard Instructor Trainer Review Course (2).

**Campus Bike Center** partnered with the Bike Project of Urbana Champaign for the second year to offer a children's bike giveaway, 80 bikes were collected and refurbished to give back to youth in the community. Friday rides were reinstated with a total of four opportunities offered, but two cancellations due to rain (12 participants). For the first time, the Campus Bike Center partnered with the Women's Resource Center to offer Gender Aware bike shop hours as a part of Women's History Month (6 participants).

**Club Sports** implemented club officer training and hosted 3,170 hours of club practices in Campus Recreation facilities. Held a search for the Coordinator Club Sports that went unfilled.

**Events & Reservations** has seen significant rebound in bookings, reserved hours, and indoor and outdoor reservation revenue as compared to FY21. Bookings in FY21 were 6,314 as compared to 12,019 in FY22 (52.5% increase). Reserved hours increased from 25,033 (FY21) to 39,244 (FY22), an increase of 56% (\*attributed to the ARC facility being used as a COVID testing location). Events and Reservations worked in collaboration with Visit Champaign County to bring the IHSA State Wheelchair Basketball Championships, the Unified Sports State Basketball Championships, and the Illinois State Jr. High Basketball Tournament events to Campus Recreation. We worked with Campus Human Resources to provide space for Union negotiations within the ARC for multiple dates. We saw several large, major events such as the Illinois Christie Clinic Race Weekend, the Illini-thon, the Tri the Illini triathlon, the Reel Rock film showing, and the Commencement staging.

**Outreach & Sponsorship** coordinated the Campus Recreation welcome back event for students, “Illini Frenzy”. The event had 4,100-students in attendance. Additionally, Outreach and Sponsorship had; 31 business partnerships, 25 university department digital sign partnerships and 9 RSO digital sign partnerships.

**Fitness Programs** expanded their in-house certification courses and exponentially grew their staff in group fitness from, 13 to 26 instructors, and from 15 to 27 personal trainers. Staff development was an area of focus for FY22 and nine new in-service staff trainings were provided including safety, diversity, equity and inclusion, coaching and instruction approaches, fostering wellbeing, and exercise prescription. The in-house certification for Group Fitness (9 students) and Personal Training (26 students) were offered for the second year and experienced a growth of 52%. Through a partnership with Kinesiology and Community Health the personal training program now recognizes KCH 250, Introduction to Personal Training, as qualifier for application for employment as a personal trainer with Campus Recreation. Group Fitness had 5,590 (628 classes) participants in the fall semester and 13,198 (925 classes) in the spring. Personal Training sold 179 ten-pack sessions, 55 single sessions, 42 partner ten pack sessions, 8 partner single sessions. Personal Training has a waitlist and staff growth is an opportunity in this area. We began to offer national certifications onsite from Les Mills again and will continue to grow that offering.

**Intramural Sports** sold 7,308 intramural memberships and distributed 12,000 player jerseys. Intramurals offered the following sports; Soccer (Indoor and Outdoor), Flag Football, Basketball (5v5 and 1v1), Volleyball (Indoor and Sand), Softball, Late Night Dodge Ball, Racquetball, Tennis, Ping-Pong, Innertube Water Polo.

**Marketing** has transitioned the Campus Recreation website to the Illinois Wordpress theme, to align with University brand standards. Compared to 2021, the Campus Recreation website saw a 29% increase in total page views, a 30% increase in unique pageviews and a 43% increase in both total number of users and unique users to the site. The integration of Fusion (member management software system) has greatly improved service levels by allowing patrons to conduct many transactions online. Since launching the Activellini application in July 2021, the mobile app has been downloaded 4,598 times.

**Member Services** increased staffing (recruitment, hiring and training) from 50 to 65 students (30% increase) in order to offer operating hours to meet the needs of students. An internal re-organization of program areas had Facility Assistants (160-staff) join with the Member Services staff and a new full time professional, Member Service Coordinator was hired. Four memberships were moved to Fusion for online purchase. In FY21, 1510 memberships were sold (revenue of \$310,463.90) and in FY22, 2711 memberships were sold (revenue of \$563,837.75). With the reopening of CRCE, that created an



additional 85 shifts per week that we needed to fill. We hired approximately 25 employees towards the beginning and middle of the spring semester to ensure we had enough employees to cover both facilities.

**Risk Management** managed 144 isolation/quarantine cases for department employees (full-time and part-time) for FY22. This number is significantly higher compared to FY21 (104) as the process was implemented for the entirety of FY22 (12-months).

**Student Wellness** offered Instructional Cooking Classes (27) with a total of 307 participants (243 unique). Thirty-one Nutrition Coaching appointments were facilitated by students under the supervision of a registered dietitian (67% of total capacity). Six DIY Wellness Workshops were offered with 120 participants (100% capacity). Get Fresh - Farm Share (n=28) and Meal Kits (n=18). The Future's So Bright 5K was offered in hybrid format with an opportunity to participate in person or virtually for FY22. This was the third time we offered the event and we had 199 in-person registrants and 10 virtual registrants. Tasting Thursday is a wellness outreach program that invites wellness partners from across campus and the community to join the instructional kitchen staff to provide a snack and wellness resources (1,000+ items distributed). We offer a hybrid social media and outreach program, "Fit For Finals", the week leading up to finals in the fall semester and spring semester. We distributed 500 items and had engagement on Campus Recreation social media accounts.

Student Wellness continues to manage the Food Assistance & Wellbeing Program (student food pantry) and has seen exponential growth with a total of 1,514 shopping visits by Illinois students. In Fall 2020 we had 158 shopping visits (157 unique shoppers) as compared to Fall 2021 with 606 shopping visits (108 unique shoppers; 87 shoppers visited more than once in the semester). Summer 2021 had 135 shopping visits: 62 unique). In Spring 2021 there were 118 shopping visits compared to Spring 2022, 786 shopping visits (119 unique). Although the significant growth in the number of students utilizing this resource merits program expansion, we will work to sustain current operations until additional staff and financial support can be allocated.

### **Open Recreation**

Campus Recreation had 847,447 total visits to facilities (ARC, CRCE, Ice Arena). Of the 34,121 unique visitors, 11,110 students were white, 6,338 students were Asian, 3,750 were Hispanic, 1,558 were Black and/or African American, 1,002 were multi-race and 3,621 were unknown. International students represented 20% (6,722) of our unique users.

Campus Recreation had representation from all colleges with LAS representing the largest group of attendees as 9,505 students (28%). Seniors represented the largest cohort of our student users (n=7,317; 21%) followed by freshmen (n=5,749; 17%) and graduate students (n=5,743, 17%). Sophomores (n=5,713; 16%) and Juniors (n=5,710; 16%) followed closely behind and other (n=515; .02%).

### **Assessment**

#### *Department Wide Assessment Projects*

*Sense of Belonging Student Interviews.* Sense of belonging is positively correlated with engagement and student development. To better understand students' sense of belonging in Campus Recreation facilities, programs and services we conducted student interviews (n=5), transcribed the interviews, and conducted a thematic analysis:



Of the five participants, 4-were undergraduate and one was a graduate student, three colleges were represented within the study (Applied Health Sciences, GIES Business, and Liberal Arts & Science), 60% of the participants identified as male and 40% as female. A diverse representation of sexual identities was represented including the following orientation groups; bi-sexual, queer, homosexual, and heterosexual. Lastly, 60% of participants identified as being persons of color (Latin(x), Multi-Race, Black or African American). The five participants in the study said that they use (semi-regularly or regularly) Campus Recreation facilities and/or programs and services. Overall, study participants suggested that their view of Campus Recreation is positive, and they use the facilities for the purpose of physical activity, improved health and relaxation. There were three primary themes that emerged from the interviews:

*Primary Theme 1* – The greatest comfortability of the interviewees was in use of open recreation spaces. Participant 1 said, “I have used both the ARC and CRCE...I go to the ARC almost every day to use the weights and machines...I have never used a program.” The second theme that emerged was,

*Primary Theme 2* – Initial visit brought about feelings of nervousness and/or anxiety but those concerns were overcome through comfortability and ease of participation or a positive event/experience. Participant 2 said, “I visited a friend here, and we went rock climbing at the ARC and rock climbing is like a big hobby of mine and the presence of the wall at the ARC. It was actually like a factor when I chose to come to Illinois”. The third theme that emerged was largely in response to the question posed, “What barriers do you think keep students from using Campus Recreation Facilities, Programs and Services?”.

*Primary Theme 3* – Participants felt more at ease when they felt there were visual representation of themselves in the space in signage, materials and other students. Participant 5 said, “I don’t ever feel judged at the ARC. I don’t go in the basement because I don’t like the sounds or faces people make when they lift heavy weights. I don’t know if that could be different”. Participant 3 said, “I’m a swimmer and I don’t have to be confused about the lanes or like anything like that. So that’s probably the best. Yeah, those photos come to mind pretty much every other time, I feel more comfortable when I know what to do.” Overall, offering open rec spaces that feel comfortable and provide guidance about additional opportunities to participate remove those barriers. Connecting with students early in their degrees and making sure they have positive experiences will ensure regular use and creating opportunities for student to share their positive experiences with other students.

Utilizing the National Association of Colleges and Employers Survey, to better understand the impact of employment in Campus Recreation on career readiness of students, the department implemented a survey at 30-days of employment and 6-months of employment assessing the eight career readiness competencies. To date we have had 154 students complete survey 1, and 54 complete survey 2. We will use this data to identify student development and training opportunities.

#### *Individual Program Area Assessment Projects*

- Learning Outcomes Assessment, Instructional Cooking Classes
- Program Feedback Survey, Food Assistance & Wellbeing Program
- Diversity, Equity, Inclusion Training and Dialogue Survey, Campus Bike Center, Fitness Programs and Student Wellness
- Orange & Blue Wellness Zone (8-week workshop), pre/post survey and health outcomes data collection

#### **Equity, Inclusion, Justice**



These are included below in the Goals Update.

### **Goal Update:**

Campus Recreation set 3 goals in the 2020-2021 annual report.

#### ***Enhance the cultural competency and understanding of civility within DCR professional and student staff***

- Starts with I – HR training (February 9, 2020/ 45 full time staff and graduate students participated via Zoom)
- Adventure, Campus Bike Center, Fitness Programs, Student Wellness in-service, “Diversity, Equity and Inclusion” presentation and dialogue to engage students in identifying opportunities in our program areas. 15 staff completed a survey (fitness=7, student wellness=4, campus bike center =4). Staff identified learning outcomes they achieved.

#### ***Create and cultivate leadership programs, training and career opportunities for DCR student employees, volunteers and club leaders, instructors, and trainers***

- Partnership with KCH to offer academic internships for I-Health students (3, 320-hour internships, 860-hour internships, community health and Masters of Public Health (2 students, 1 in fall and 1 in spring/ summer)
- Partnership with KCH to recognize KIN 250 and KIN 420 as qualification courses to apply to work as personal trainers for Campus Recreation
- Student Wellness employs 12 students each semester from Food Science and Human Nutrition that complete hours toward qualification in dietetics.

#### ***Create and nurture strategic partnerships with on campus and off-campus organizations for sharing of resources, increased efficiency, student and community development and enrichment.***

- Campus Recreation staff continued to build on partnerships with academic and Student Affairs units throughout the year to provide developmental programs and services to students and the community. The majority of these programs came out of our Student Wellness unit with focuses on basic needs, mental health, and safety. Examples include:
  - Dean of Students on Basic Needs (SW)
  - Mental Health Task Force
  - McKinley Health Education, Nutrition Coaching and several Tasting Thursday programs
  - Counseling Center, invited to present at wellness workshop and partnered for Fit for Finals and Wellness Week
  - Food Science Human Nutrition Task Force (food security minor)
  - Wesley Food Pantry and the Food Assistance & Wellbeing Program
  - Bike Project Champaign-Urbana and the Campus Bike Center

#### ***Promote and support the development of healthy habits, positive choices, and work/life balance for our participants***

- Campus Recreation is established as a destination for programs and services focused on physical health and wellbeing of our students. The data collected in 2021 allowed us to identify who was represented/underrepresented in our spaces and inspired the sense of belonging assessment project to identify ways to reach marginalized populations. A couple of areas of emphasis for Campus Recreation going forward are:



- Connecting with underrepresented populations to better understand barriers to use of Campus Recreation facilities, services, and programs and further inquiry into unmet student needs
- Reimagine the Winter Garden as a 'Wellbeing Lounge' to appeal to a broader audience as a social community space
- Marketing materials include more images that capture our diverse users and community and when possible, student experiences were shared to encourage peer to peer promotion of programs, services, and facilities

***Facilities (if applicable): Summarize facility renovations updates or new facilities.***

- Campus Recreation completed several maintenance projects including:
  - CRCE New Weight Room Floor
  - Fitness and Wellness Suite new multipurpose flooring
  - ARC Gym 4 and indoor pool new LED lights
  - CRCE Pool, Main Gym and MAC Court new LED lights
  - Racquetball court repurpose to Bouldering Cave
  - Repurposed three racquetball courts to new small group training areas

**2023 Goal 1**

Increase student and community participation and engagement within Campus Recreation facilities through targeted outreach efforts

SA Strategic Plan: A. Assessment and Evaluation

How will it be achieved/timeline:

- Analyzing swipe data from Fusion, tableau data science to determine representation of current participants with DMI data and Illinois registration data to identify both represented and underrepresented populations
- When underrepresented groups have been identified, develop assessment plans to collect data to better understand their barriers to engagement with Campus Recreation
- When common barriers are identified, work to dismantle them through strategic facility changes, program offerings and altered service
- Marketing and promotion that is specific to population or group wants and needs
- Reintroduce youth programming in campus recreation utilizing events and youth summer camp in 2023. Working to identify gaps in offerings in the community and opportunities for excellence. Data collection to determine wants and needs and research in the Big10 to determine best practice.
- Post event feedback and satisfaction surveys (inclusion), needs assessment (youth programs)

**2023 Goal 2**

Develop (3-5) equity, inclusion, and social justice dialogues among Department of Campus Recreation professional staff. The sessions will be facilitated by leadership staff utilizing case studies, articles, and current events that the staff will select from a list of suggested topics.

SA Strategic Plan: C. Equity, Inclusion, and Justice



How it will be achieved/timeline:

- A post program satisfaction survey will be collected after each session
- Attendance metrics will be kept. Participants, unique participants, and returning participants

### **2023 Goal 3**

Leverage renovations of current capital resources to maximize usage, programming, and overall recreation experience in Campus Recreation facilities

SA Strategic Plan: I. Fiscal and Capital Resources

How it will be achieved:

- Renovation of Gym space to larger strength and conditioning space
- Renovation of front entrances to provide improved access control and operational flexibility at ARC and CRCE
- Reimagining of the ARC Winter Garden to a “Wellbeing Lounge”
- Updates to the ARC basement to allow for more variety in fitness spaces

