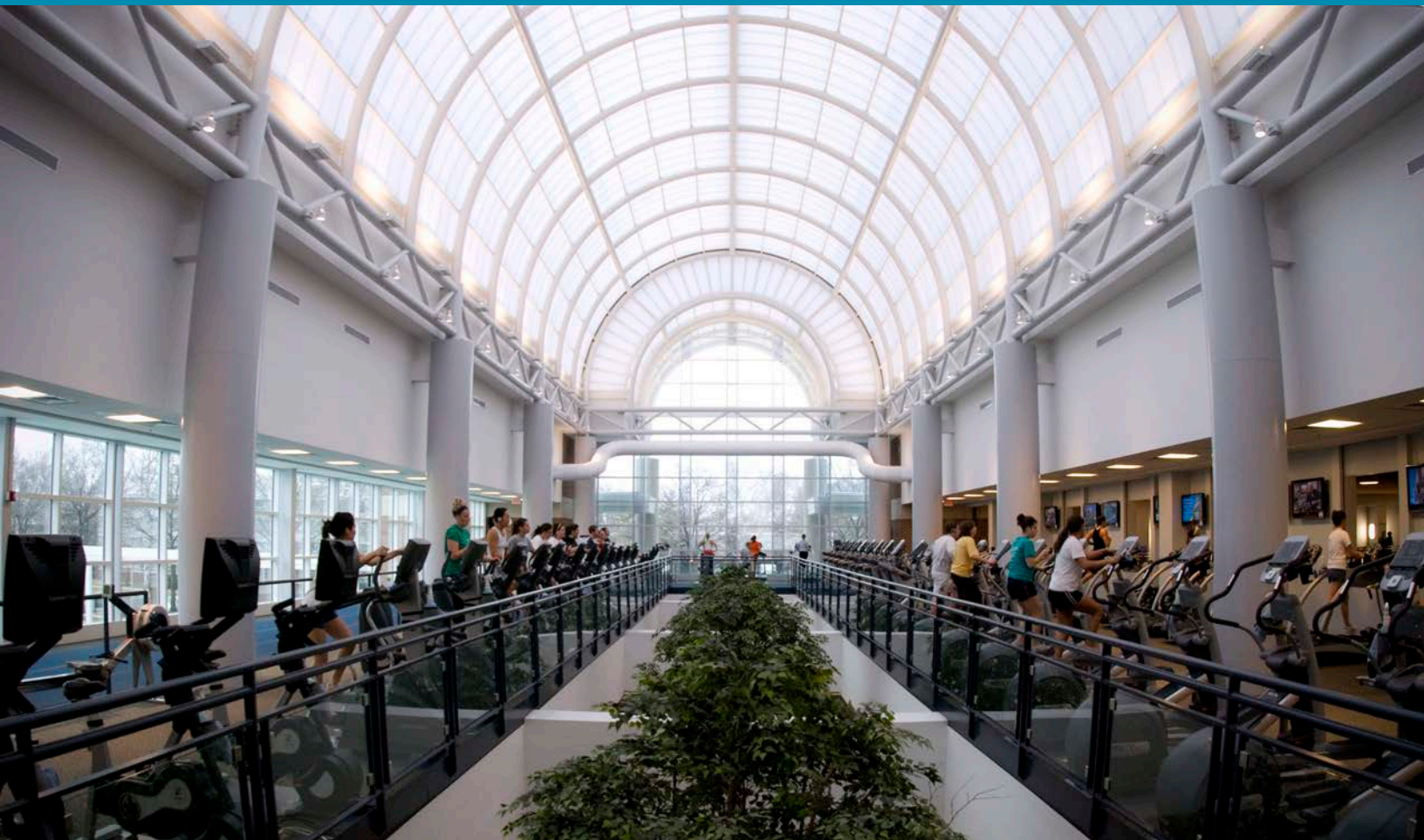




[www.campusrec.illinois.edu](http://www.campusrec.illinois.edu)

# Built to Succeed and Positioned for Growth

2010-2011 Annual Report



# CAMPUS RECREATION

Connect. Learn. Achieve. Student Affairs at Illinois.





# 2012 GOALS

built to succeed and positioned for growth

## **Student and Staff Development**

- Strengthen and expand student and staff systems – hiring, training, and performance.
- Increase opportunities for staff professional development.

## **Sustainability**

- Establish a sustainability budget line.
- Review, study and revise through usage of key metrics and assessments.
- Perform specific research with the assistance of StudentVoice.

## **Fiscal Management**

- Construct replacement costs analysis including life of for equipment, machinery, cosmetic etc.
- Plan for future capital needs.
- Plan for mid-course budget adjustments.
- Review and improve systems.

## **Diversity**

- Establish inclusive programming.
- Advance current and new relationships.
- Search out new practices for recruitment and hiring.

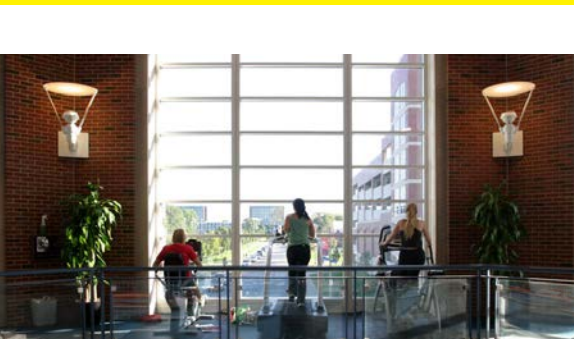
## **Wellness**

- Establish a budget line for the Wellness Center.
- Seek out new initiatives and partnerships.

## **Collaboration**

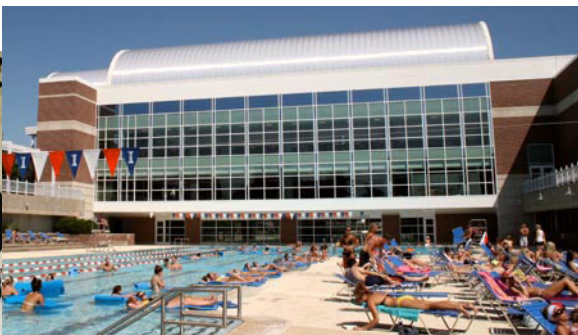
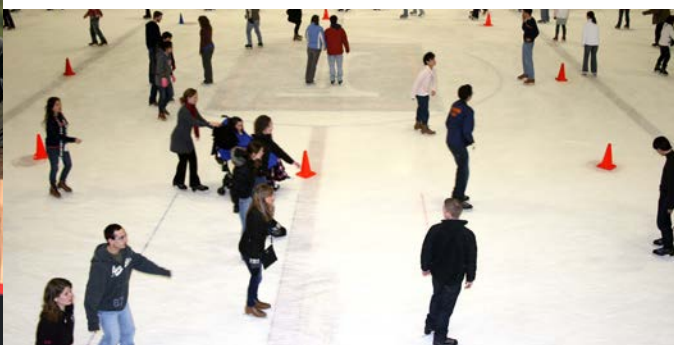
- Solidify established partnerships.
- Align and outreach with new partners.





# Facility Improvements

- 79-year old Ice Arena received new front entrance and this summer will receive new accessible doors.
- Ice Arena will receive a new roof over the lobby/entrance with a white coating to be more energy efficient.
- Received funding to install solar-thermal panels on the ARC roof to assist in raising the temperature of domestic hot water.
- Received funding to replace the outdoor pool liner in October 2011.
- Finalized the plans for retrofitting our pool drain covers to bring us into compliance with the Virginia Graham-Baker Act.



# Accomplishments

## risk management spot audits

To better gauge Campus Recreation student employees' readiness for various CPR emergencies, a pilot program for our Spot Audit initiative was held spring semester. In approximately five weeks, 85 spot audits were conducted. During these audits, students were required to go through the department's CPR procedures on the spot during their shift, simulating real situations.

A spreadsheet with the compiled performance data from the audits is now being used by the CPR instructors to target typical deficiencies. Along with the audits, a "perfect performance" CPR video was developed by Campus Recreation staff; in Campus Recreation facilities; using Campus Recreation emergency action plans; as a CPR review test for remediation purposes.

The Spot Audit initiative supplements our annual CPR/First Aid classes and "hands-on, scenario-based training" in-services that prepare staff for emergencies in Campus Recreation facilities.

## website redesign and launch

In August 2010, Campus Recreation launched its new web site design and navigation at [www.campusrec.illinois.edu](http://www.campusrec.illinois.edu). Included in the new site was a floor-by-floor navigation tool for the ARC, videos demonstrating fitness equipment, new photo galleries, rotating banner ads, and a new group fitness calendar. Other technical items were enhanced to improve the site's accessibility and user-friendliness, including:

- Separation of content and presentation. This allowed us to utilize a completely CSS-based layout (as opposed to the table-based layout with the previous site) and improved site performance as well as accessibility.
- Header structure. The site now utilizes appropriate header/hierarchical structure for content, allowing users to effectively navigate and understand the organization of content on the page even when styles are unavailable or turned off.
- Unobtrusive javascript. The use of this helps for graceful degradation of the page when javascript is unavailable or turned off.



## facilities

- Due to overwhelming use, we had to implement new drop-in multipurpose room policies to reflect new time limits and reserving instructions.
- Hosted several large-scale events including the Business Career Fair, US Junior Nationals Midwest Challenge, IL Marathon Expo and Pasta Feed, and seven post proms.
- Lost vendor who was renting the Courtside Café area in December 2010. RFP for new vendor has been completed with a local deli/bakery receiving the contract. Anticipate occupancy this summer. In the meantime, experimented with our own operations of concessions during large weekend tournaments and generated significant revenue.
- Reviewed and adjusted opening various facilities during break periods to maximize facility usage.
- Removed Cardio Theater and wall hanging TV's at CRCE as we replace cardio equipment with integrated screen technology. Installed 4 flat screen LCD screens in CRCE fitness space.
- Purchased 7 Matrix Ascent Trainers with Virtual Active for CRCE.
- Purchased 6 Technogym Synchros with VisioWeb for CRCE.
- Purchased 2 Technogym Crossovers with VisioWeb for CRCE.
- Purchased 4 Precor 885 AMT's with New Experience Technology for CRCE.
- Purchased 4 Precor 885 ellipticals with New Experience Technology for CRCE.
- Installed 4 TRX suspension band systems (3 at ARC, 1 at CRCE) for patrons use on the fitness floor.
- Equipment Service Workers completed maintenance training through Matrix.

## programming

- 5th Annual Indoor Triathlon had 118 participants with 72 completing month long event.
- Three new group fitness classes introduced:
  - ☞ Illini Iron Strength Class (using Iron Grip Group Fitness strength system)
  - ☞ Beamwork (BeamFit)
  - ☞ Cycle Strong (longer duration includes Cycle/Strength)
- Introduced the Unlimited Cooking Class Pass which mirrors the Unlimited Group Fitness Pass. Members can purchase one pass that gives them access to all cooking classes offered.
- Co-hosted 7th Annual Latina/o Family Visit Day and expanded to include sophomore students.
- Hosted Sled Hockey Demo with Sled Hockey Team at Ice Arena.
- 20% increase in Learn-to-Skate enrollment.
- 10% increase in Learn-to-Swim enrollment.
- Received a Play Golf America University grant for 2011 and 2012 from the PGA. We have already received \$75,000 in grants from PGA.



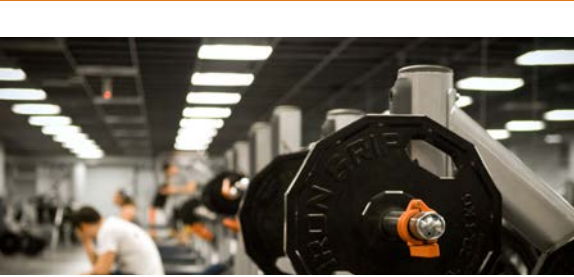
## marketing

- Through a social media marketing campaign we increased our Facebook fans from 600 to 1,342 and our Twitter followers increased to over 855, making us one of the largest social media groups for a single unit on our campus. We also created Facebook fan pages and a Twitter feed for the Ice Arena and UI Wellness Center.
- Incorporated the QR Scan (used with smart phones) technology into our marketing portfolio, using the scans to help promote personal training and our online equipment videos. We will be further developing scans for all of our program areas and promotions for the 2011-12 academic year.
- Worked with our IT staff in developing an in-house Matchboard for patrons to find partners/opponents for 15 different activities that take place at our facilities. 50 users have signed up since January.
- Utilizing an online Comment Board as a way for our patrons to file requests/complaints/questions. Appropriate staff responds to comment.
- Developed a quarterly e-newsletter for Campus Recreation alumni.
- Developed a monthly e-newsletter for Campus Recreation members.
- Developed an e-newsletter for the UI Wellness Center that is sent to all faculty/staff six times a year.

## business office

- Centralized the work order generation to better control expenses.
- Centralized all purchasing for pro shop and concessions.
- Developed multiple MOU's for outside entities who use our facilities.
- Centralized revenue / audit of membership sales.
- Performed a complete audit of and streamlined the payroll deduction process.
- Implemented new state of Illinois procurement rules.





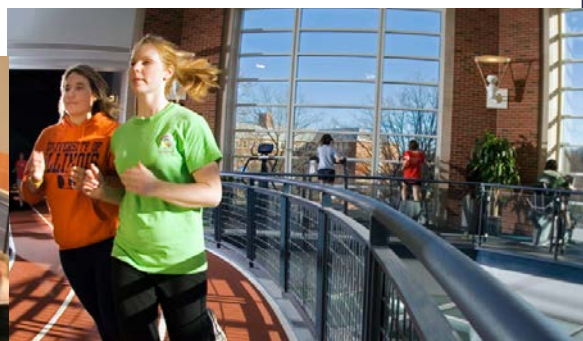
## ui wellness center

(reports to Human Resources and Chancellor's Office)

### University of Illinois Wellness Center Partners:

Campus Recreation, McKinley Health Center, UI Extension Financial Wellness, Counseling Center, Faculty/Staff Assistance Program, Community Health/Kinesiology, and Carle Sports Medicine (Physical Therapy)

- Weight Management programs: offered Weight Watchers meetings for employees and students.
- Chronic disease management programs: offered an evidence-based chronic disease self management program, Take Charge of Your Health to employees this past fall and spring semesters.
- Interest survey: just completed a randomized stratified employee wellness interest survey. Response rate was over 40 percent. We will be receiving data from the survey within the next month, and will use this information to make important programming decisions.
- Promotion to RDs and RAs: The UI Wellness Center and our Wellness Partners recently presented an overview of all of our student services to 175 RDs and RAs on campus. This program increased RD and RA knowledge of how to obtain wellness programming for their residences, and how to make referrals for students in need.
- Walking programs:
  - conducted a walk-ability audit of the campus to identify the best places to walk on campus and to report areas that need improvement
  - established lunchtime walking groups on the campus. We have also collaborated with other campus groups to create and lead various theme walks on campus. For instance we led a series of walks during Sustainability Week.
  - developing an online tool for walkers, which we plan to launch by the end of summer.







# Personnel

- New employee:
  - ☛ Administrative Assistant - Paula Quick, hired October 2010
- Retired Employee:
  - ☛ Bob McGrew, Assistant Director of Adventure Recreation  
Retired 7/31/2010 after serving almost 30 years with Campus Recreation
- Service Milestones:
  - ☛ BSW—Lori Rutherford, recognized for 10 years of service
  - ☛ BSW—Mark Zwilling, recognized for 10 years of service
  - ☛ Fields Supervisor—Tom Singer, recognized for 20 years of service
  - ☛ Account Tech—Gayle Massingill, recognized for 20 years of service
  - ☛ BSW—Harold Merkle, recognized for 25 years of service
- Created new event technician position for event management student staff to assist with audio/visual needs during events.
- Created new GA for event management—will start in fall 2011.
- Created new intern hiring/recruiting procedures. Created new internship for intramurals and risk management—now have 6 full-year internships available (marketing, human resources, intramurals, risk management, wellness services, director's office).
- Conducted second year of the Campus Recreation L.E.A.P. program with 236 student employees attending 224 classes.
- Several staff participated in Emergency Call Center Training for the University.
- Four professional staff participated in Student Affairs' social justice program called "5 Days for Change." (two in spring; two in summer)



Facility Usage (1,710,509 total visits)	
Male	27,623
Female	22,319
ARC	1,115,281
CRCE	423,373
Ice Arena	167,425
Freer Hall Pool	4,430

Facility Rentals	
Indoor Facility Rental Groups/Total Rentals	
UI Department	95/166
RSO	161/370
Outside Groups	56/65
Club Sports	24/1526
Outdoor Facility Total Rentals	
Complex Fields	577
Outdoor Center Fields	579
Illini Grove	107

Group Fitness Participations	38,850
------------------------------	--------

Instructional Kitchen Participations	990
--------------------------------------	-----

Personal Training Participation (503 total)	
Males	173
Females	330
PT Sessions	
Members	190
Students	292
N/A	21
	503
Annual Indoor Triathlon	
	114

# CAMPUS RECREATION

Intramurals	
Fall Participants (7 activities)	5,987
Spring Participants (7 activities)	5,252

Ice Arena	
Learn To Skate Participants (974 total)	
Fall 2010	310
Winter 2010	209
Spring 2011	455
Kinesiology Class Participants (1,707 total)	
Fall 2010	897
Spring 2011	810
Skating Sessions Participations	
Freestyle	3,426
Rat Hockey	1,357
Public Skates	18,536
Noon Skates	5,504
Hockey Session Participants	
Senior Rec Hockey League	56
Open Rec Hockey League	170
Facility Rentals	
91 Distinct Rental Groups	
729 Rentals	
1358.5 Total Hours of Rentals	
Facility Programming	
1132 Program Sessions	
2062.5 Total Hours of Programming	
UI students have access to 85% of the Ice Arena's schedule	
48% exclusive to UI students (Kines, Clubs, RSO,s)	
37% campus and community programs (public skates)	
15% public rentals	

Aquatics	
Learn To Swim Participants (1,231 total)	
Fall 2010	429
Spring 2011	424
Summer 2011	378
Masters Swim Club Members	
Fall 2010	20
Spring 2011	15
Summer 2011	8
Pool Usage (participations)	
CRCE	33,411
ARC Outdoor	43,809
Arc Indoor	42,758
Freer	14,734

Climbing Wall	
Instructional Climbing Clinics	24 (360 participations)
Kids' Climbing Clinics	14 (1,127 participations)
Climbing Wall Rentals	28 (1,515 participations)
Camping Equipment Rentals	548

Birthday Parties (273 total)	
Ice Arena	113
Aquatic Center	122
Climbing Wall	35
Instructional Kitchen	2
Outdoor fields	1

Website Statistics	
1.8 million pageviews	
607,293 visits	
205,656 absolute unique visitors	

*by numbers*



Connect. Learn. Achieve. Student Affairs at Illinois.



[www.campusrec.illinois.edu](http://www.campusrec.illinois.edu)

# CAMPUS RECREATION