



Student Affairs

Campus Recreation
201 E. Peabody Dr., MC-556
Champaign, IL 61820

Campus Recreation, Annual Report FY24
Reporting Period: July 1, 2023 – June 30th, 2024

Executive Summary

2024 proved to be another year where Campus Recreation joined other departments at the University of Illinois in the enhancement of the student experience. We expanded the sense of belonging by renovating our front lobby area at the ARC with the addition of new gathering spaces and light entertainment, converting it from the Winter Garden to the Well-being Lounge. More social spaces were offered throughout the building to welcome diverse interests from the community we serve. The creativity, collaboration and innovation of our staff was showcased through the implementation and piloting of new programs and services such as our Active Illini Summer Camp, new mobile food pantry at CRCE, and Adventure Rec teambuilding sessions. We witnessed increases in participation of ongoing services like Group Fitness, Personal Training, and Esports. The development of our student staff through student leadership cohorts, new trainings for Event Managers, and risk management training at the Ice Arena helped improve staff success and response to our users during programs.

There will be continued work to maximize the resources and potential of our staff and facilities as we move into 2025 and beyond. Accessibility for the university and surrounding community to improve the overall experience have emerged as stronger focus areas, allowing for collaborations with academic units and further development of resources to fit the needs of the community and reduce barriers to physical activity such as our recently installed Outdoor Fitness Court. The efforts of this department to support the goals of the university are continual and with leadership and support, will improve and sustain the campus for years to come.



Accomplishments and First Time Offerings

Innovation

- Adventure Rec offered two first-time pilot team-building sessions for up to 15 participants, and developed unique manuals for these programs along with offering custom sessions for groups who had specific wants and needs.
- Hosted four spring convocation ceremonies in ARC Gym 1 for the first time, welcoming up to 3,980 graduates and guests per ceremony.
- Opened the outdoor fitness court to reduce barriers to access for physical activity for students and community, providing a space for collaboration with campus and community partners.
- Introduced the IM5Off promo code at Illini Frenzy to encourage students to purchase their intramural memberships early. The promo code was only good for the first 100 students that used it and it resulted in a 20% increase in sales as compared to the previous year at that time.
- Able to transition Club Sports Eligibility waiver from its previous home on Form Builder to Fusion, allowing our teams to track participants more efficiently, as well as giving us the ability to gather more insight into who is served by Club Sports programming.
- Aquatics launched new programs with the intent to enhance the student experience, provide new innovative opportunities for individuals to recreate, expand inclusion efforts, and collaborate with other Campus Recreation units, Example. Aqua hoops and kayak races.
- Hosted the first ARC Nutrition Fair, featuring ten academic unit, campus partners, and community organizations, showcasing holistic approaches to Nutrition and Health.

Collaboration

- Partnered with DRES, Campus Library, Illini Rec Room, Outdoor Activities, Ice Arena, and the Instructional Kitchen to offer 10 inclusive and non-traditional intramural activities, examples. Cook off, trivia night, board games etc.
- Campus Recreation, Human Resources partnered with Illinois Human Resources to secure 15 Summer Youth Student Employees who will work June 1 - July 31 (2024).
- Student Wellness worked jointly with McKinley Health Center and the Counseling Center to offer the Sexual Health Fair, Well O Ween, and Tasting Thursday wellness spotlights.
- Student Wellness and Kinesiology and Community Health collaborated to develop the Wellness Coaching Certificate that was approved by Educational Policy as an official academic certificate with Campus Recreation serving as the internship host site.
- Student Wellness worked with faculty in the college of ACES and AHS to provide student writing opportunities for publication on CampusWell (18 students and 32 articles)
- BIG Ten Men's Volleyball Tournament hosts – offered in partnership with the Men's Club Volleyball team.
- Partnered with the Department of Intercollegiate Athletics (DIA), the Department of Disability Resources and Education Services (DRES), and the UIUC Police Department (UIPD) to provide field trip programming for participants of Active Illini Day Camp.
- Introduced and maintained American Red Cross instructor partnerships.

Leadership

- Fitness Program increased personal training program from 60 clients in FY23 to 120+ clients in FY24 with increased personal training staff from 30 to 40 team members.
- Student Wellness expanded its Mindfulness and Relaxation workshop offerings to take a leadership role in equipping students with skills in this area. A total of 8 classes in FY23 (63% capacity, 50 participants) grew to a total of 14 classes in FY24 (97% capacity, 136 participants).
- Intramural Boulder League extended its season by one week and gained two more teams for competition. A total of 17-teams (5-waitlisted) in fall and 21-teams in spring (0 waitlisted).
- Offered a new Student Leadership development program over 4 weeks in the Spring semester which had 7 cohort members and included education on various facets of leadership with invited experts from Student Wellness, Illinois Leadership Center, and Diversity and Social Justice Education.
- Recruiting, developing, and managing a larger staff resulted in 21% more Learn-to-Swim offerings, 182 classes in total in FY23 and 228 classes in FY24. These changes allowed 1152 participants in FY23 and 1549 in FY24.

Student Experience

As a Student Participant

- Implemented a specialized driver training for Zamboni operators to improve wear on the ice, user experience, and participant safety at the ice arena.
- Implemented Active Illini online registration for Rat Hockey and Stick & Puck programs. Spring 2024 saw 93% of participants register online compared to 85% in Fall 2023 and 20% in Fall 2022.
- Held a Student Leadership development program over 4 weeks in the Spring semester which had 7 cohort members.
- Developed and hosted 5 Student Appreciation events throughout the year which had a total attendance of over 300 student staff.
- Increase in Esport and Virtual unique participants by 86% from FY23 (46-participant FY23 and 86-participants in FY24) with 4 events in FY23 and 15 in FY24.
- Aquatics launched new programs with the intent to enhance the student experience, provide new innovative opportunities for individuals to recreate, expand inclusion efforts, and collaborate with other Campus Recreation units, Example. Aqua hoops, kayak races, existing equipment that programmatic offerings were created around.
- Hosted and coordinated the first ARC Nutrition Fair, featuring ten academic units and local organizations, showcasing holistic approaches to Nutrition and Health.
- Piloted and organized three mobile pantries at CRCE, serving 120+ patrons during the break periods.

As an employed Team Member

- Campus Recreation Human Resources has successfully onboarded the following permanent staff employee groups: Superintendent of Grounds (1), Building Service Worker Interns (3) and Transfer candidates (3); Maintenance Worker (1); Administrative Aide (1); Extra Help Office Assistant (1)



- Ice Arena professional staff implemented an all-staff risk management training to reduce incidents/ accidents at the ice arena and improve staff response.
- Implemented new training for staff, including tech equipment workshops for Event Managers and “Billing How To” for Program Assistants.
- Aquatics provided enhanced professional development opportunities for staff.

Inclusion

- Partnered with DRES, Campus Library, Illini Rec Room, Outdoor Activities, Ice Arena, and the Instructional Kitchen to offer 10 inclusive and non-traditional, intramural activities, examples. Cook off, trivia night, board games.
- Creation of outdoor fitness space provides a place for students or community members to exercise with reduced financial barriers.
- Partnered with the Department of Intercollegiate Athletics (DIA), the Department of Disability Resources and Education Services (DRES), and the UIUC Police Department (UIPD) to provide field trip programming for participants of Active Illini Day Camp.
- Creating and managing a larger staff resulted in 21% more Learn-to-Swim offerings.
- Aquatics launched new programs with the intent to enhance the student experience, provide new innovative opportunities for individuals to recreate, expand inclusion efforts, and collaborate with other Campus Recreation units. example. Aqua Hoops and Kayak Races.



Key Performance Indicators by Program Area/ Unit

*KPI's are reported each year and allow direct comparison year over year

Adventure Recreation was able to track open recreation climbing participants in the spring semester with 3585. Adventure Recreation continue to expand clinic offerings in FY24 (total of 30); Gym to Crag (Fall,4 participants, 40% capacity); Spring; 3 participants (30% capacity), Kids Climbing (Fall, 27 participants (75% capacity); Spring; 28 participants (58% capacity)), Lead Climbing (Fall, 15 participants (58% capacity); Spring 27 participants (52% capacity)), Top Rope Belay (Fall, 32 participants (67% capacity); Spring, 27 participants (32% capacity), Adaptive Climbing (fall, 4 participants (31% capacity)).

Aquatics, Learn to Swim program had a total of 1089 participants in FY24 (summer=207, fall=443, spring=439). A total of 14 different types of certifications were offered (151 total offerings with 1336 participants). Open recreation swimmers utilized the ARC outdoor pool (17,684), ARC indoor pool (51,089) and CRCE pool (9,043).

Camps, the Active Illini Day Camp completed their first offering with 144 (37 members; 107 non-members) with 85 returning for more than 1 week. Campers were assigned to group by age; Orange (5-6yrs) had 45 participants, Blue (7-9yrs) had 59-participants, and Illini (10-12yrs) had 40-participants.

Campus Bike Center sold 217 memberships in the fall semester and had 695 visits. In the spring semester 101 memberships were sold and a total of 498 visits.

Club Sports, in the fall semester there were a total of 42 clubs with 1624 participants that attended 1893 practice hours. In the spring there were 42 clubs with 957 participants that attended 1709 practice hours.

Events and Reservations had a total of 43,201.72 hours of reserved usage and a total of \$300,773.93 gross revenue, indoor: \$266,279.63 and outdoor: \$34,494.30.

Fitness Programs, there were 727 unlimited annual group fitness passes sold (270, sold in FY23) and 2217 (1457, sold in FY23) unlimited semester passes. Personal Training session packages changed in structure, but the total revenue (inclusive of net unearned revenue) was \$64,411 in FY23 and \$68,214 in FY24.

Ice Arena hosted several programs (Freestyle, IM Hockey, Rat Hockey, Senior Rec, Stick and Puck) with a total of 841 participants in the fall semester and 1233 in the spring semester. Learn to Skate had 188 participants (46% capacity) in the fall and 417 participants (50% capacity) in the spring. In the spring semester the ice arena team implemented a system to differentiate user groups during public skating. Public skating saw a total of 8580 participants, with 3522 being campus recreation members and 5058 non-members.

Intramural Activities there was a total of 8722 (4511 fall, 4211 spring) intramural memberships sold. In the fall semester there were 44 leagues (men's=10, women's=10, co-rec=7, open=17

Marketing had a total of 462,000 website visits in the fall and 438,000 visits in the spring. In the fall semester, social media accounts: facebook impressions (18,035), and reactions (274); twitter impressions (35,811) and likes (149); instagram impressions (115,857), and likes (1835). The team completed 146 project requests. In the spring semester, social media accounts: facebook impressions (16,641), and reactions (45); twitter impressions (12143) and likes (149); Instagram impressions (103,575) and likes (17,619). The team completed 128 project requests.

Member Services offered a total of 20 different membership types in the fall semester and sold a total of 3,404 memberships in addition to the fee-paying student's membership with a total revenue by membership type of \$348,649.54. In the spring semester a total of 20 different membership types were available and 4,803 memberships were purchased by participants. In fall 2023 we had 46,348 fee paying student members and in spring 2024 we had 44,214.

Open Recreation facility assistants admitted 1,270,827 visitors to Campus Recreation facilities between July 1, 2023, and June 30th, 2024, and a total of 40,016 were unique visits. The total visits represent an increase of 29% as compared to FY23 which saw 946,112 visitors. The largest user group by college was LAS (11,456), followed by ENG (10,282) as second and GIES College of Business (3,576) third. Usage by class standing saw Freshmen (5.7%), sophomore (8.8%), Juniors (9.6%), Seniors (11.2%) and graduate students (8.4%). (Appendix A). For the first time, in the fall semester online bookings for open recreation spaces were made available on active Illini. In the fall there were 7,932 open recreation space bookings made by 1,003 unique users. Open recreation set-up that was made available were Badminton (2340), Volleyball (846), ARC Racquetball (0), CRCE Racquetball (102), Reflection Room (91), Squash Court (4) and Ice Arena (430). In the spring semester there were a total of 1203 people who made a reservation and 7095 reservations. Open recreation set-ups that were made available were Badminton (3161), Volleyball (905), ARC Racquetball (15), CRCE Racquetball (127), Reflection Room (155), Squash Courts (12), and Ice Arena (343).

Outreach and Sponsorship had 25 business partnerships, 37 campus department signs and 11 RSO digital sign partners. Illini Frenzy continued to show case facilities, programs, and services to welcome new and returning students to campus with thousands of students in attendance (*selected not to do headcounts).

Risk Management in the fall semester certified 502 team members with CPR/ First Aid and 695 with Blood Borne Pathogens. A total of 16 classes were conducted. In the spring semester there were 272 team members certified with CPR/ First Aid and 901 with Blood Borne Pathogens, A total of 20 classes were offered.

Student Development and Human Resources in fall 2022 (7/1 – 12/30) there were 938 active part time staff (295 hired, 176 separated). In the spring semester (1/1 – 5/15) there were 1285 active part time staff (488 hired, 359 separated).

Student Wellness in the fall semester the instructional kitchen hosted 13 cooking classes and had 233 participants (90% capacity utilization). Student Wellness hosted 4 wellness workshops with 78 participants (78% capacity utilization). There were 1,134 (352 unique) visits to the Food Assistance and Wellbeing Program. In the spring semester the instructional kitchen hosted 13 cooking classes and had 237 participants (91% capacity utilization). Student Wellness hosted 4 wellness workshops with 70

participants (88% capacity utilization). There were 1349(363 unique) visits to the Food Assistance and Well-being. Mindfulness and Relaxation Classes were added 4 in fall and 4 in spring with 53 participants.

Assessment

Project 1. Activities and Recreation Center Accessibility Audit

With the reimagination and physical updates to Campus Recreation facilities we felt it was important to have an accessibility audit performed. We partnered with an RST class to have accessibility at the ARC evaluated by a third party using a validated instrument (the AIMFREE instrument) See the attached summary of findings. (Appendix B)

Project 2. Student Employment Transferrable Skills Survey

Student employment and development is a focus area for campus recreation and on a once every four years interval, a larger department wide project is conducted as an ongoing and longitudinal measure of student development, we collect data on NACE employment competencies at 60-days of employment and 6-months of employment. Opportunity to participate in this survey is optional but the surveys are sent to all part time staff. (Appendix C)

Project 3. General Satisfaction

A general satisfaction survey is left open each year for staff to collect feedback from patrons on their facility and program experiences. (Appendix D)

Area Specific Project(s)

Project 4. Unit and Program Area Learning Outcomes

A Learning Outcomes Assessment project by program areas was made mandatory in spring FY24 (Appendix E)

Project 5. Assessment Projects by Unit/ Area

An assessment project by program area was made mandatory in spring FY24 (Appendix F)

Diversity, Equity, and Inclusion

- Professional staff dialogue with the director series (2 workshops were offered in the fall semester with a total of 12 professional staff participants)
- A facility accessibility audit conducted in partnership with an RST class.
- Adaptive climbing clinics were offered through adventure recreation and neurodivergent climbing hours were included as a regular open recreation offering.
- Outdoor Fitness Court collaboration with DRES and HK to develop accommodation and accessibility resources.
- Trauma Informed Yoga was offered for the first time through Fitness Programs.

Facility Projects (*excluding ongoing facility maintenance)

- Upgraded variable fan controls for the air handlers in Gym 1 of ARC.
- Upgraded building monitoring software for our HVAC systems at the ARC.
- Completed outdoor fitness court project.
- Upgraded outdoor lighting and operating system for our stadium drive recreation fields.
- Renovated several thoroughfare and activity areas of the ARC flooring with new epoxy surface.
- Completed the outdoor fitness court.

Progress on the FY24 Department Goals

Goal 1: Establish and maintain effective training, development, and feedback processes to enhance organizational performance and competencies of Campus Recreation student staff.

- The Campus Recreation-HR team implemented canvas-based training for newly hired team members.
- Job performance evaluations were implemented with a new evaluation rubric by member services to identify any gaps in training.
- NACE competency data on the eight career readiness competencies is collected via surveys from hired team members at 60-days of employment and 6-months of employment. This data is utilized to inform staff training, staff appreciation, and student development efforts.

Goal 2: Ensure equitable access to Campus Recreation programs and services by removing or decreasing financial barriers for participants and fostering a sense of inclusion and belonging.

- Fitness Programs incorporated a second free week for group fitness (one in fall and one in spring) and several free drop-in classes interspersed throughout the year.
- Student Wellness made their Mindfulness and Relaxation classes free to all students and saw a 98% capacity utilization of the 8-classes offered.
- Intramural Programs has expanded its open league offerings, for example. cook off's, board game night, trivia night, etc. These offerings are not connected to specific sex and or gender classifications.
- Student Wellness offers DIY Wellness workshops free to all students.
- Tasting Thursdays are a weekly tabling in the well-being lounge to offer food samples and wellness education for ARC patrons.
- The Food Assistance and Well-being Program offers free grocery pick-up for Illinois students experiencing food insecurity.

Goal 3: Promote safe, clean, and accessible spaces within Campus Recreation through the implementation of systems, practices, and collaborative partnerships.

- Campus Recreation implemented a spreadsheet for tracking collaborative efforts within the department, within student affairs, within the campus and in the broader community to be better positioned to make strategic collaborations.
- Adventure recreation began to offer climbing hours with consideration for neurodivergent patrons.
- Campus Recreation conducted an accessibility audit in partnership with an RST instructor and Physical Therapist from DRES to identify opportunities for facility improvements. Trauma informed yoga was offered through Fitness Programs.
- McKinley Stress Management workshops were offered-in the Reflection Room.
- Campus Recreation opened our outdoor fitness court to provide a space without barriers for exercise. This space will allow for campus and community usage and creates an additional opportunity for collaboration.
- Events and Reservations began utilizing the booking feature in Active Illini for drop-in multi-purpose Room usage to improve user experience and to collect data to better understand who is utilizing the resource.

FY25 Department Goals

Goal 1: Conduct a facility assessment study to investigate the viability of existing campus recreation facilities to determine the scope of renovation needs and identify the necessity for new facilities. The development of a strategic plan for the future of the ice arena is a top priority.

Goal 2: Continuous collaboration to foster the health and well-being of our campus community. We will seek the input and ideas of our colleagues, share our skills and expertise freely and enthusiastically, and tell the story of our undeniable impact on the student experience.

