

CAMPUS RECREATION ANNUAL REPORT
Executive Summary
FY07

Dr. Judy Muenchow
Director
June 28, 2007

Campus Recreation, an auxiliary unit in the Division of Student Affairs, is a \$4M dollar auxiliary operation that provides programs, events and services to 75% of Colorado State University students annually via 7 program areas: Informal Recreation (Student Recreation Center operations), Strength & Fitness, Intramural Sports, Sport Clubs, Outdoor Adventure, Challenge Ropes Course and Non-Credit Instruction Programs. Three support areas comprised of the Business Office, Custodial Services and Maintenance manage daily operations for the program areas providing seamless customer service to students, employees and their families.

Integral to the operation of the Student Recreation Center and delivery of Campus Recreation programs and services is student employment. Averaging 300+ student employees, Campus Recreation strives to hire a diverse student staff. Employment diversity by program area is tracked and reviewed to help determine effectiveness of hiring procedures: of 319 student employees, 49% were female, 51% male, and 15.5% are classified as minority or underrepresented students.

The mission of Campus Recreation staff is to deliver a myriad of traditional and alternative program offerings, events and service to over 17,000 students. Highlights of those efforts include:

- Campus Recreation collaborated with Health & Exercise Science Department to provide practicum experience for 6 students and 2 internships during the 2006-2007 academic year.
- Campus Recreation received a "Creative Excellence Award" from the National Intramural Recreational Sport Association at the national convention in March 2007 for innovation in large scale facility signage design and audiovisual promotion.
- The Challenge Ropes Course Program expanded the partnership with the SuAnne Big Crow Center in Pine Ridge South Dakota that benefits Lakota youth in the poorest county in America. In April 2007, 18 CSU students constructed an Adventure Playground on the Pine Ridge Reservation in partnership with the SLCE Office and President's Leadership Program.
- The Non-Credit Instruction Program collaborated with CSUPD to offer "On Guard", a Women's Personal Safety course for students and community members to heighten awareness about safety issues at CSU and in Fort Collins.
- The Student Recreation Center 75,000gsf renovation and 60,000 gsf expansion Program Plan was approved by the Board of Governors in June 2007, with a 2010 project completion date.
- UNC, Air Force, CU and WYO joined CSU for an extramural competition held on the CSU Intramural fields and Moby Complex on April 29, 2007. Over 200 students competed on 20 teams in 6 different sports.
- The Student Recreation Center averages 3,500-4,000 users daily and recorded 513,038 visits overall, with 53% male and 47% female using the facility, programs and services.
- The Strength & Fitness offered over 40 hours of Group Fitness classes, 22 fee-oriented Mind Body classes, and 14 Indoor Cycling classes weekly during FY07 to 27,011 participants.
- Informal Recreation staff developed accessibility/fitness options for wheelchair bound students at the Student Recreation Center and completed facility modifications at Moby racquetball courts to accommodate physical training program.
- The Intramural Sports Program offered 39 sport activities/events each semester at various on and off-campus locations for 6,842 individual CSU students with a total of 9,911 students, 55% are male and 45% female, participating in individual or team activities.
- Outreach to the Latino/Latina community of Northern Colorado has lead to the development of Challenge Ropes course paperwork in Spanish as well as English. Ongoing conversations with the Latino community will address unique programming needs and learning style.
- Among the Outdoor Adventure Program offerings are two film festivals, the Real Rock Film Tour and Banff Film Festival, that that provided 1,020 outdoor enthusiasts an alternative activity.

Campus Recreation FY07 Annual Report

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FY07 Campus Recreation Program Initiatives / Highlights

- **Informal Recreation:**

The Student Recreation Center averages 3,500-4,000 users daily, depending on the time of year, and recorded 513,038 visits overall, 53% male and 47% female.

Developed accessibility/fitness options for wheelchair bound students at the Rec Center and completed facility modifications at Moby racquetball courts to accommodate physical training program.

Collaborated with Athletics to share facilities in Moby Complex, the Student Recreation Center and the synthetic turf field, providing additional recreation programming and athletic practice space.

Conducted a Student Recreation Center and Service Desk satisfaction survey utilizing Student Voice and focus groups for the 2006-2007 PRISIM assessment.

Partnered with community sport groups, Men's Senior Baseball league, Colorado Bombers, Fort Collins Foxes Colorado, Northern Colorado Girls Basketball League, Vortex Masters Swim Club and City of Fort Collins Recreation Program to utilize Campus Recreation indoor and outdoor space to deliver local youth – adult sport programs.

In response to student requests, indoor soccer times for an international student group were expanded, drop-in recreation racquetball times at Moby complex, worked with student and added equipment in the Boxing/Martial Arts area.

- **Strength & Fitness Program:**

The Strength & Fitness offered over 40 hours of Group Fitness classes, 22 fee-oriented Mind Body classes, and 14 fee-oriented Indoor Cycling classes weekly resulting in 27,011 participants.

Collaborated with Health & Exercise Science Department to provide practicum experience for 6 undergraduate students at the Rec Center.

Collaborated with University Counseling Center to implement stress management education and programming at the Rec Center to improve student accessibility.

Collaborated with Hartshorn Health and University Counseling Center to provide education and raise awareness during Eating Disorder Week with a campaign at the Rec Center.

Hosted 2 national fitness certifications for students at the Rec Center to promote employment opportunities on and off campus.

Developed alternative evening programming for students, Thriller and Stay'n Alive dance events, with 380 students participating.

Non-Credit Instruction Program:

The Non-Credit Instruction Program offers 30 sections of classes each semester in 4 different campus locations daily for approximately 600 CSU students and Fort Collins community members.

Collaborated with CSUPD to offer "On Guard", a Women's Personal Safety course for students and community members to heighten awareness about safety issues at CSU and in Fort Collins.

Collaborated with the Larimer County Sheriff's Department to offer Sexual Harassment and Rape Prevention (S.H.A.R.P.) course.

Utilized Student Voice to evaluation Non-Credit Instruction Program instructors and classes.

- **Outdoor Adventure Program:**

The Outdoor Adventure Program offers an average of 18 activities each semester with 656 CSU and Fort Collins community members participating. The Real Rock Film Tour and Banff Film Festival drew 1,020 viewers for a total of 1,676 total program users.

The Outdoor Adventure Program added a second film event, The Real Rock Film Tour, which provided alternative programming and increased revenue generation to help offset costs.

A new collaborative effort with the Colorado 14ers Initiative for trail restoration in the Mount Bierstadt area near Georgetown, Colorado was developed to provide service learning opportunities through the Outdoor Adventure Program. This 3-day event provided over 70 hours of hard labor at elevations over 12,000 feet, benefiting the environment.

OAP provided technical assistance and training to local youth oriented outdoor programs such as Educo-Colorado and the Environmental Learning Center "Kids" programs.

- **Challenge Ropes Course:**

The Challenge Course served 5,300 participants, of which 2,000 were CSU students. An additional 400 faculty, staff, and affiliates of CSU took part in Challenge Course programming.

Outreach to the Latino/Latina community of Northern Colorado has lead to the development of course paperwork in Spanish as well as English. Ongoing conversations with the Latino community are also slated to address unique programming needs and learning style.

In spring and summer 2006, the Challenge Course began a formal relationship with the SuAnne Big Crow Center in Pine Ridge South Dakota. This project is aimed at benefiting Lakota youth in the poorest county in America. A low ropes course and training were provided in 2006 and in April of 2007, an Adventure Playground was built on the Reservation in partnership with the SLCE office, President's Leadership Program by 18 CSU students.

The Challenge Course provided 95 programs for community groups including: Poudre Schools, Hewlett Packard, Boys and Girls Scouts of America, Plymouth Church, Respite Care, Larimer County Corrections, Ft. Collins Police Department, Front Range Community

College, University of Colorado, University of Wyoming, University of Northern Colorado, Intel Corporation, McKee Health Centers, and Children's Hospital.

Free programs were offered for 2 School of Education Classes, 2 programs for Day IV and Cache La Poudre Junior High AVID Program.

A joint program with Environmental Learning Center serves 20 youth involved with the Larimer County drug courts through an ongoing, eight week program.

Developed partnerships with local youth programs including The Gardens at Spring Creek, ReSource Yard and Educo-Colorado.

The Challenge Course composted approximately 500 lbs. of organic matter and uses it the course's seasonal gardens.

- **Intramural Sports Program:**

The Intramural Sports Program offers 39 indoor or outdoor sport activities/events each semester at various on and off-campus locations for 6,842 individual CSU students with a total of 9,911 students participating in individual or team activities, of which 55% are male and 45% female.

Collaborated with Health and Exercise Science Department to place an intern in the Intramural Sports Program.

Adjusted programming to offer existing sport events at times and days, resulting in increased student participation and maximized use of available facility space.

Five Universities, CSU, UNC, Air Force, CU and WYO, participated in the 8th annual extramural competition held on the CSU IM fields and Moby Complex on April 29, 2007. Approximately 200 students participated on 20 teams in 6 different sports.

CSU hosted the Collegiate Golf Association regional qualifying tournament for the 2nd year, which sends the top team to the national NIRSA competition.

Collaborated with the University of Wyoming to offer a paintball competition for 45 students from both institutions.

- **Sport Club Program:**

The Sport Club Program supports 28 clubs with 1,002 students, 31% female and 69% male team members. CSU Sport Club teams boast 17 national championships since 1995.

Collaborated with Health and Exercise Science Department to place an intern in the Sport Clubs Program.

Developed and implemented webCT survey to determine effectiveness of website. CSU Sport Club Program and Men's Ice Hockey Team hosted the ACHA Division II National Tournament at EPIC.

Men's Ice Hockey Team:

- All-American 1st Team; ACHA All-Tournament First Team; Western Region MVP; West Region First Team: Jordan Stover

- West Region Second Team: Tim Stiller
- Women's Lacrosse:
- WDIA All-American 1st Team: Brooke Lewis, Lindsay Brown
 - WDIA All-American 2nd Team: Lisa Long
 - WDIA Goalie of the Year: Brooke Lewis
 - WDIA Academic All-American: Caroline Brandon, Maia McPherson
- Shotgun Sports:
- 2007 American Trap National Champions: Doug Bruchez, Brian Hicks, Stephen Guerrero, Craig Borough, Randy Guitierrez
 - National Individual Champion in American Trap: Stephen Guerrero
- Cycling Team: Men's Criterium National Championship: Phil Mann

Honors and Recognitions

- Ray Aberle, Challenge Ropes Course Assistant Director received the Division of Student Affairs Quality Service Award and serves as Division of Student Affairs representative on CSU Administrative Professional Council.
- Aaron Harris was elected as the Colorado-Wyoming State Director for NIRSA Region V, serves as Division of Student Affairs representative on CSU Administrative Professional Council.
- Marsha Smeltzer, Sports Program Associate Director, received the Albert C. Yates Award from the Mountain West Conference.
- Loretta Capra served as Chair of the National Intramural Sports Association Foundation Board.
- Campus Recreation received a Creative Excellence Award from the National Intramural Recreational Sport Association at the national convention in March 2007 for innovation in large scale facility signage and audiovisual promotion.
- Campus Recreation resources and staff directly support the following Division and University initiatives:

Ram Welcome
Homecoming
PREVIEW
Next Step
Visit Days
Cans Around the Oval
Black History Month
Homecoming

Student Affairs Day / University Health Fair
President's Leadership Program
Housing & Dining Services Meet 'n Greet
Campus of Character Committee
Cinco-Cinco 5K Run/Walk
DSA New Employee Orientation Committee
DSA Community/Student Fall Welcome
Colorado Combined Campaign Steering Committee

DSA Strategic Plan - Campus Recreation Responses

Teaching and Learning – Student Health and Safety

Goal 7: Create opportunities for student involvement through services that support student health, safety, and general well being.

Create and enhance wellness programs on campus.

Assessment Metric:

- Increased participation in wellness programs
- Survey results of student wellness-related issues
- Evidence of students engaging in wellness-related behaviors

Leadership: Wellness Cluster

Timeline: Spring 2006

Status: Campus Recreation has increased student participation in wellness programs/services primarily via the Strength & Fitness Program in the following ways:

- In partnership with Hartshorn Health Services and University Counseling Center, supports the Wellness Zone operations and programming. The Strength & Fitness Program offered “Ask A Trainer” at the Zone.
- Developed the Mind-Body Fair in January 2006 to complement the University Health Fair provided during Fall semesters to students. Due to the initial success in 2006, the event was expanded and enhanced in January 2007 with more on-campus and local community vendors providing opportunities for free alternative workshops and demonstrations and securing a keynote speaker to anchor the event with an educational component.
- Expanded mind-body exercise options at the Student Recreation Center with alternative classes such as Optimizing Breathing, How to be Your Own Personal Trainer, Cycle Basics, Cycle Core, Cycle Strength, Just Jazz, Ashtanga, Restorative Yoga and Yogilates.
- Surveyed students to assess the best method to offer a combination nutrition and exercise program, which resulted in collaboration with Hartshorn Health Nutrition Services to offer a wellness approach to weight loss and diet targeting a specific need within the student population.
- Made facility modifications for increased accessibility and developed fitness options for wheelchair bound students at the Student Recreation Center and Moby racquetball courts to accommodate physical training program at the request of physically challenged students.

Teaching and Learning – Quality Venues and Related Services that Support Learning

Goal 15: Provide students and other members of the collegiate community with high quality co-curricular facilities and campus environments that support learning and student development, meet increased demand for quality service and access, and complement the goals of the university strategic plan.

Develop program plan and secure approvals to renovate existing Student Recreation Center and add an addition to expand student programming and related services.

Assessment Metric: Successful completion of project

Leadership: Wellness Cluster

Timeline: Beginning Fall 2006

Status: In March 2006, Campus Recreation was informed that the Student Recreation Center renovation/expansion project would move forward for approvals during Spring 2007. In December 2006, Campus Recreation was informed the tennis court relocation project would be bundled with the Student Recreation Center renovation/expansion project. Consequently, during Spring 2007 the Student Recreation Center Program Plan was amended to include the Tennis Court Program Plan. The joint Student Recreation Center / Tennis Court Program Plan was submitted and approved by the Board of Governors in June 2007. The next steps include submitting the Program Plan to CCHE for approval during Summer 2007, open a dialogue with ASCSU and the student population in general during Fall 2007 to seek input and support for the project, initiate the bonding process will Spring 2008 and secure final spending authority for the project with the Colorado State Legislature in the Long Bill in June 2008.

Goal 16: Enhance the overall effectiveness of the auxiliary enterprises in growing revenue, allocating resources and managing costs.

Increase Campus Recreation revenues generated from employee memberships to the Student Recreation Center by creating a marketing strategy targeting faculty and staff.

Assessment Metric: Number of faculty and staff memberships

Leadership: Wellness Cluster

Timeline: Spring 2006

Status: Sales of employee memberships to the Student Recreation Center have increased slightly annually since being offered beginning August 2005. The marketing strategy has evolved to include Service Desk staff attending new employee orientation sessions and Human Resource Benefit Fair to provide information; offering “Rec Center Open House” 3 times per year at the beginning of each semester when employees can utilize the Student Recreation Center for a limited time period at no cost; advertising memberships as a gift item at Christmas and New Year’s seasons; offering trial monthly memberships to employees who complete an online web survey. While small, the increase is encouraging and employees who purchase memberships have indicated via survey it is a beneficial option. Currently, all membership types are averaging slightly over 200 per year, with the trend indicating fewer short-term versus annual memberships purchased; thus, establishing a steady customer base.