

Campus Recreation Services

Annual Report 2023-2024



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Our Vision.

For students to discover their passion, people, & purpose

Mission. We support student well-being and success through the development of the complete individual by active engagement and educational enrichment.

Values/Commitments.

Student: We support and elevate the student experience

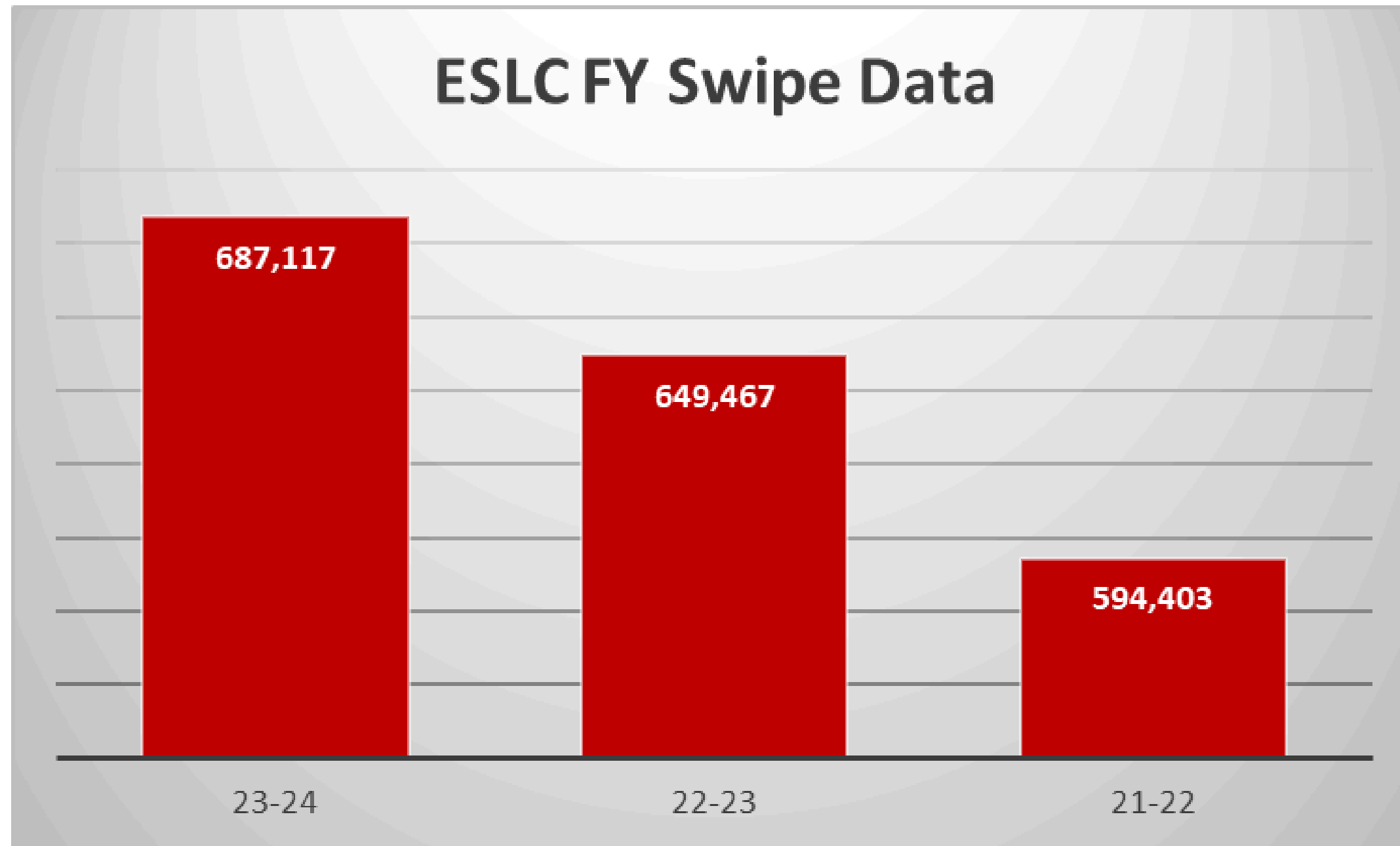
Team: We communicate with clarity and intention and engage with courtesy and curiosity

Community: We build community and rise together

Grow & Develop: We are educators who strive to learn and grow, enriching ourselves and our environment

EXECUTIVE SUMMARY

687,117* Swipes into the Student Life Center +6% over FY23



76% Student Employee Retention

Campus Recreation Services employed **285** students throughout the year with a **76%** retention rate.

*Swipe data for ESLC, does not include programs and data outside of swipes.
every effort is used to remove duplication, some could be present



AQUATICS & SAFETY

- 46 Group Swim Lesson classes
- 499 Swim Lesson Participations
- 66 CPR Certifications awarded
- 20 Other Certifications awarded

INTRAMURALS & SPORT CLUBS

- 5,826 Intramural participations
- 1,475 Games & 636 Teams
- 23 Active Sport Clubs
- 1,089 Sport Club Athletes
- 7 Clubs National Championship attendance



OUTDOOR ADVENTURES

- 16,279 Rental Participants
- 358 Participants in 25 Trips
- 3,979 Banff Film Festival Participants



FITNESS

- 1,027 Group Fitness Passes Sold
- 5,318 Group Fitness participations
- 373 Fit 3D packages
- 900 Personal Training Sessions
- NACE holistic staff development



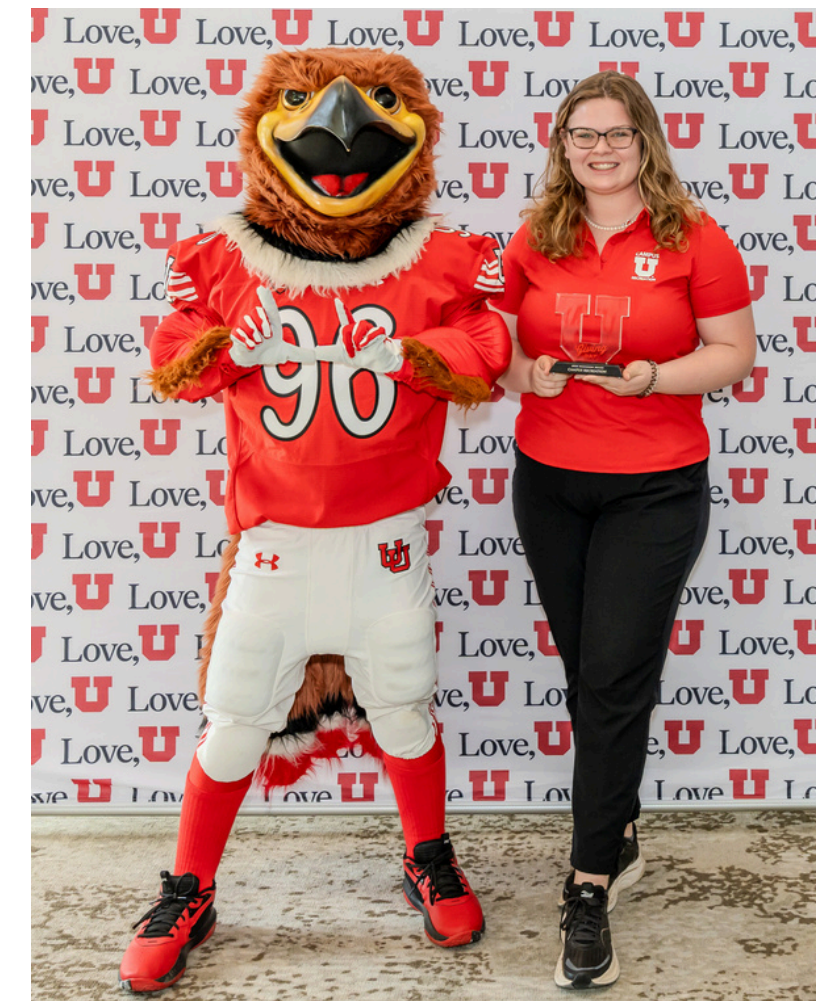
CRIMSON CREW STUDENT EMPLOYMENT

- 368 participations in 11 events
- 1,004 Peer to peer Action Forms
- 580 Rapid Assessment Evaluation
- 285 Students Employed
- \$29,000 Scholarships Awarded



Major Accomplishments


- Eccles Student Life Center facility use, **6%** increase
- Overall student staff retention of **76%**, **55K** student hours
- Intramural Sports game increase of **15%** and **18%** increase in total teams
- Fit3D program now included with WellU, **29%** increase
- **7** Clubs Participated in a National Championships
 - **23** Active Clubs with **1,089** student athletes
- New **Nutrition** TA and student initiatives
- **700** hours of facility rentals - more than doubled external rentals
- Hosted the **Special Olympics** State Basketball Tournament and the All United States Kendo Federation National Iaido Camp
- Received the **UGiving** Newcomer Award
- Participated in **63** Events and Program promotions



Major Challenges



- Planning how to support a growing population on a limited facility footprint. Needing additional space.
- Staying in front of the growing need for additional services, staffing, and associated costs.
- Alumni membership reached the cap of 300 and now have a waiting list.
- Learning how CRS can support the Health and Wellness community.
- Increase in costly facility repairs, maintenance, and operational costs.
- Need for long term planning on student fee structure.



Build College Town Magic.

Adapting to Student Needs FY24 Update

Adapting to Student Needs FY24 Summary

4 ASN Perspectives with **13** total projects planned

- 4 Perspectives
 - Organizational Capacity, Internal Process, Financial, Student
- **13** Projects in FY24
 - **9** Completed
 - **4** In process with significant progress

Organizational Capacity

FY24 Projects – 5 projects – 5 completed – Highlights

- Tracked equipment use and as a forecasting tool for replacement
 - Completed with **2** year projection
- Investigate digital signage with area scheduling display potential
 - Surveyed dept. software. Found solutions to reduce number of programs. (**\$1,716** savings)

Internal Process

FY24 Projects – 3 projects – 2 completed

- Reviewed data and reports that could be provided by current platforms
 - Provide a quarterly summary of data to share with Crimson Council while streamlining annual reports
 - Review has started and need additional work to streamline reports and develop next steps for forward facing component
- Training within Trello for better use and understanding. (now Teams Planner)
 - Front loaded marketing projects for the year
 - Will be using Tableau to automate and share data trends
- Used UGiving to highlight donations/accomplishments to stakeholders, goal setting for on and off campus partnerships, document partnerships in a shared format

Financial

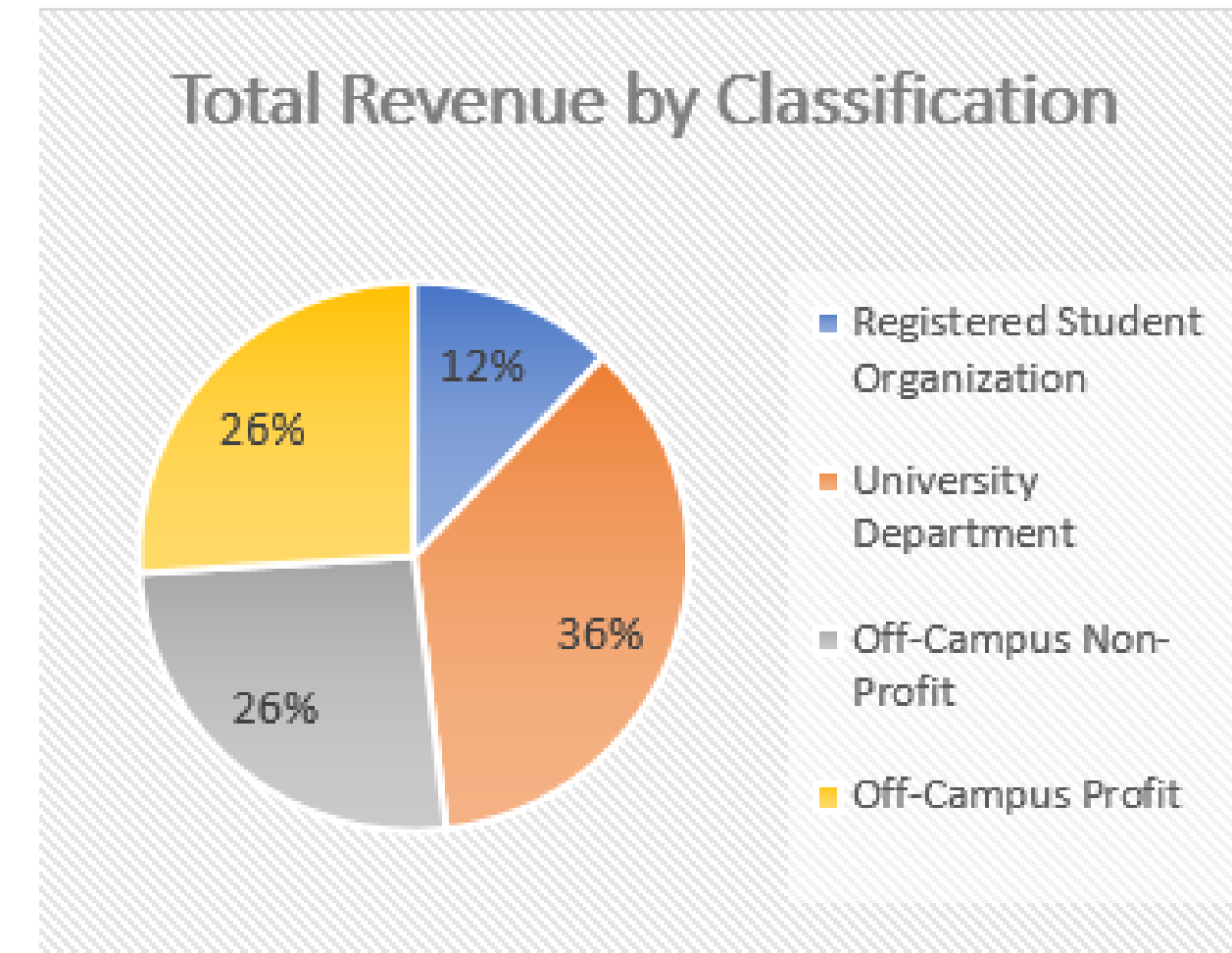
FY24 Projects – 3 projects – 2 completed

- Benchmarked internal fees to other institutions and competition in the local area
 - Developing tracking of long term non-student revenue/fee impact
 - Created a comprehensive fee structure for facility rental
 - Sought out growth opportunities for fees for non-student/staff that can lessen the impact on students
- Identified potential sponsorship and created sell sheets
- Eliminated unnecessary use of paper through software use in all areas.
 - Used QR codes on printed materials for schedules to reduce additional printing when schedules change.

Student

FY24 Projects – 2 projects – Progress made with interruption/unknown of legislative impact

- Identified funds for participants who cannot afford fees
 - Increased some fees to reduce student impact either directly with fee or indirectly with Support funds
 - Work with SA, ASUU, etc. to identify programs, create pathways to connect both individuals and community
- Student Engagement Increase - ongoing plan and in FY25
 - Adaptive Sports-engage with CDA, TRAILS, NAC, Wasatch Adaptive
 - Pro Dev for Crimson Crew to allow additional engagement
 - Nutrition- cooking classes (indoor & outdoor), workshops, etc.
 - Unique programs for audiences we are not reaching yet





NEW & CONTINUING STRATEGIC PROJECTS

ASN 2025

Creating Proactive & Personalized Pathways

- Fusion software SOP's - defining consistency & utilization
- Onboarding training plan
 - Review, revision, and resources (incl. H&W)
 - Creation of mentor program and training
- Streamline data collection in surveys, assessments, and consistency
- Complete UGiving funding utilization and support with additional resources

ASN 2025

Revitalize Engagement & Belonging

- Create target marketing defined by participants/non-participants
 - Intentional with inclusion and belonging in programming marketing
- Create CRS Pillar/flagship events – collaborative
 - With social gathering around local and international sporting events



ASN 2025

Optimize Health & Wellness Access

- Fulfillment of adaptive equipment through grant programs – create a base outline for grant applications
 - Finalizing EEC for participation/access
- Develop collaboration w/ H&W depts., create procedures on roles and responsibilities
 - Implement Medicat pilot in PFA's and referral system
- Crimson Crew specific needs, buy-in's, overall wellbeing, retention, what's working/not working