

CAMPUS RECREATION SERVICES

Annual Report 22-23





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Vision: For students to discover their passion, people, & purpose

EXECUTIVE SUMMARY

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

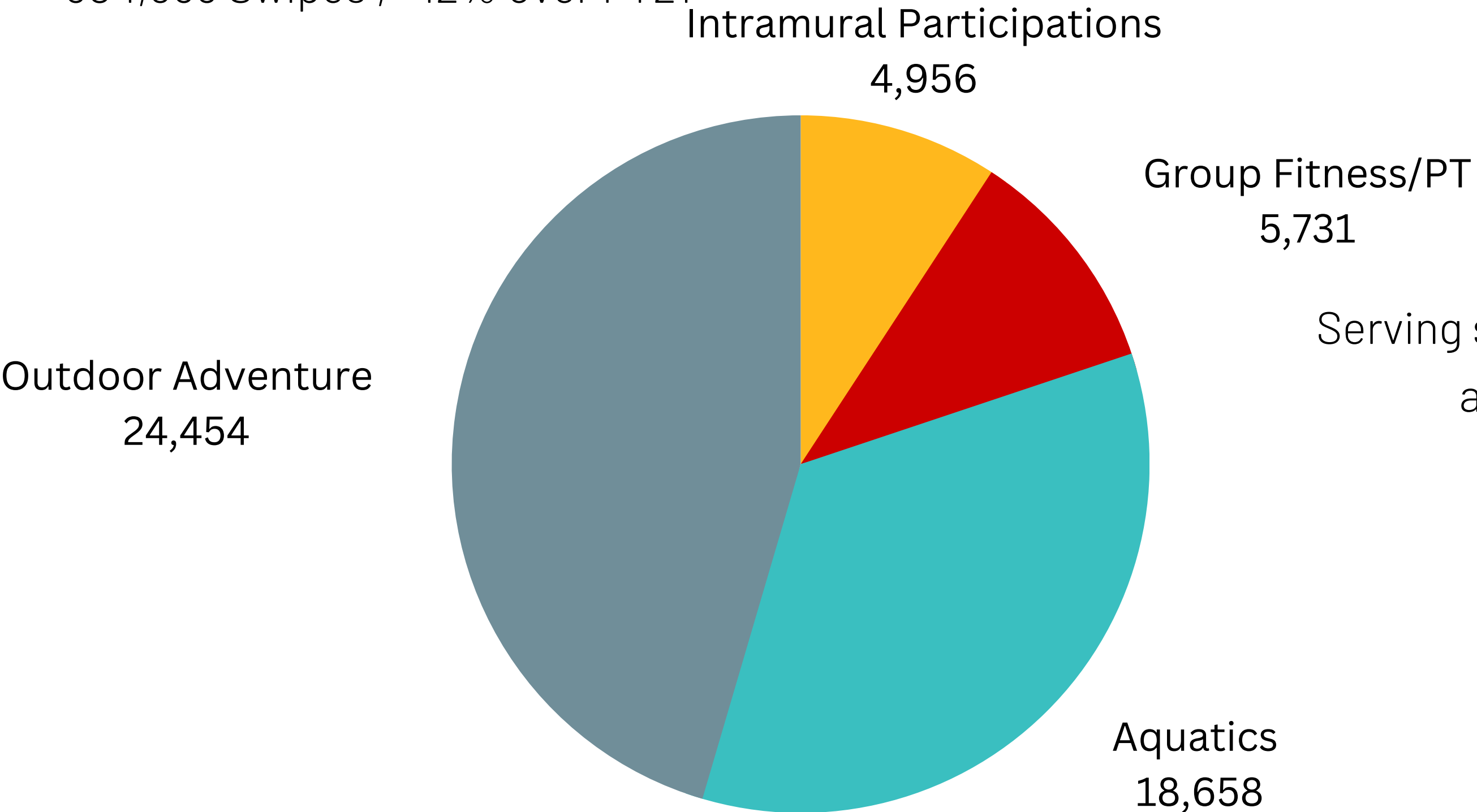
Grow & Develop: We are educators who strive to learn and grow, enriching ourselves and our environment

EXECUTIVE SUMMARY



662,235 Swipes into the Student Life Center +9% over FY22

604,866 Swipes , +12% over FY21



IMPACT DATA

Serving students, faculty, staff, alumni and community events.

AQUATICS

28 Group Swim Lesson classes
151 Private Swim Lessons
539 Swim Lesson Participations

INTRAMURALS & SPORT CLUBS

4,956 Intramural participants
539 Teams & 10 Unique events
23 Active Sport Clubs
761 Sport Club Athletes
5 Clubs National Championship
attendance

FITNESS

1,311 Group Fitness Passes Sold
5,731 Group Fitness participations
264 Fit 3D packages
863 Fitness Classes

OUTDOOR ADVENTURES

669 Climbing Participations in 8 Climbing
Events
322 Participants in 25 Trips
3,607 Banff Film Festival Participants

EXECUTIVE SUMMARY

STATE OF STRATEGIC INITIATIVES



Adapting to Student Needs FY23 Summary

10 ASN Objectives with 15 total initiatives

- **9** initiatives as part of **4** objectives within CRS annual plan
- **6** additional initiatives met throughout the year
- In total, **8** of **10** objectives have been met and two others are in progress



Adapting to Student Needs FY23 Detail

Prospective - Organizational Capacity

Objective - Improve Culture

3 Initiatives: Equity, Diversity, & Inclusion, Staff Retreat, Student Wage

EDI- **15** meeting, **6** Edu sessions with **91** participations, Updated policy to be more inclusive, **7** student trainings with **116** participations

CRS Staff retreats in 2022 & 2023 - departmental development and planning

Benchmarked PAC-12 and Utah Institutions and revised student pay structure for **21** positions of progressive responsibility

Adapting to Student Needs FY23 Detail



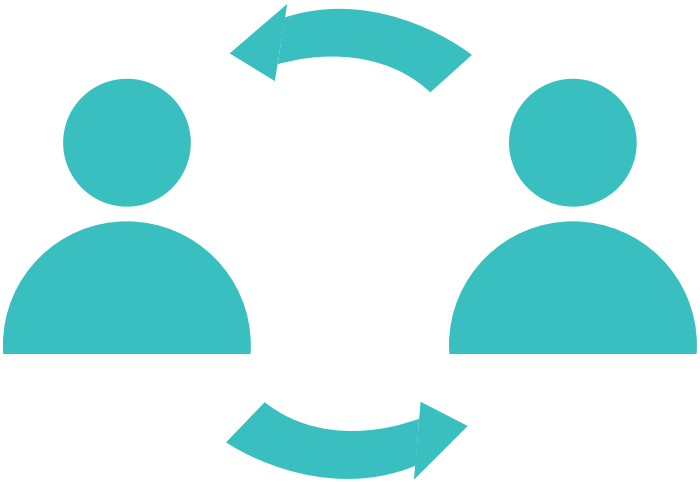
Prospective - Organizational Capacity

Objective - Improve Staff Experiences

4 Initiative: Department reorganization, performance evaluation plan, well-being for professional & student staff, accountability in student staff success



Department reorganized & performance plan developed to be implemented in 2023



Well-being plans started and implemented with ongoing development



Accountability tracking created and utilized

Adapting to Student Needs FY23 Detail



Prospective - Internal Processes

Objective - Improve Strategic Communication

Initiative: Evaluate all CRS assessments to reduce redundancy, identify need, and streamline processes.



Work with Assessment and Analytics to improve utilization data collection in FY23. FY24 will work to refine data points, and streamline what data is collected across the department.

Adapting to Student Needs FY23 Detail



Prospective - Student

Objective - Improve Meaningful Connections & Belonging

2 Initiatives: Improve student experience for Crimson Crew and graduate assistants, department of EDI efforts to be more forward facing.



GA onboarding and experience process created with goals and outline for year 1 and 2

S23 assessment of CRS student staff for additional student professional development

CRS diversity statement created and inclusion in website draft

EDI programs have seen additional support and engagement across the department



Adapting to Student Needs FY23 Detail



Prospective - Student

Objective - Improve Student Outcomes

Initiative: Develop a large-scale event with campus partners.

Campus Rec Kick Off Event in partnership with Housing and Residential Education and Union Programming Board - August 17th

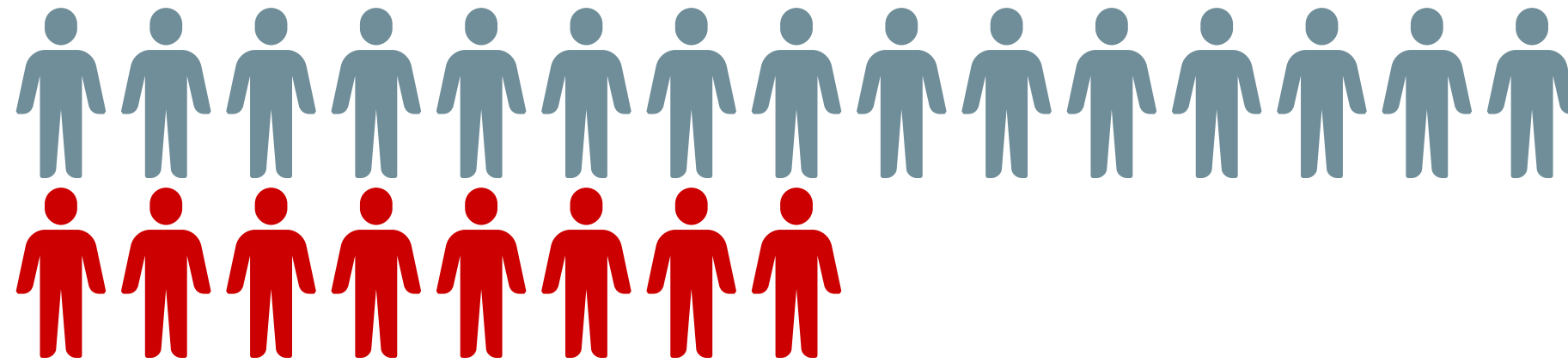


MAJOR ACCOMPLISHMENTS

PROGRAM DEVELOPMENT

652,987 Utilization data points collected

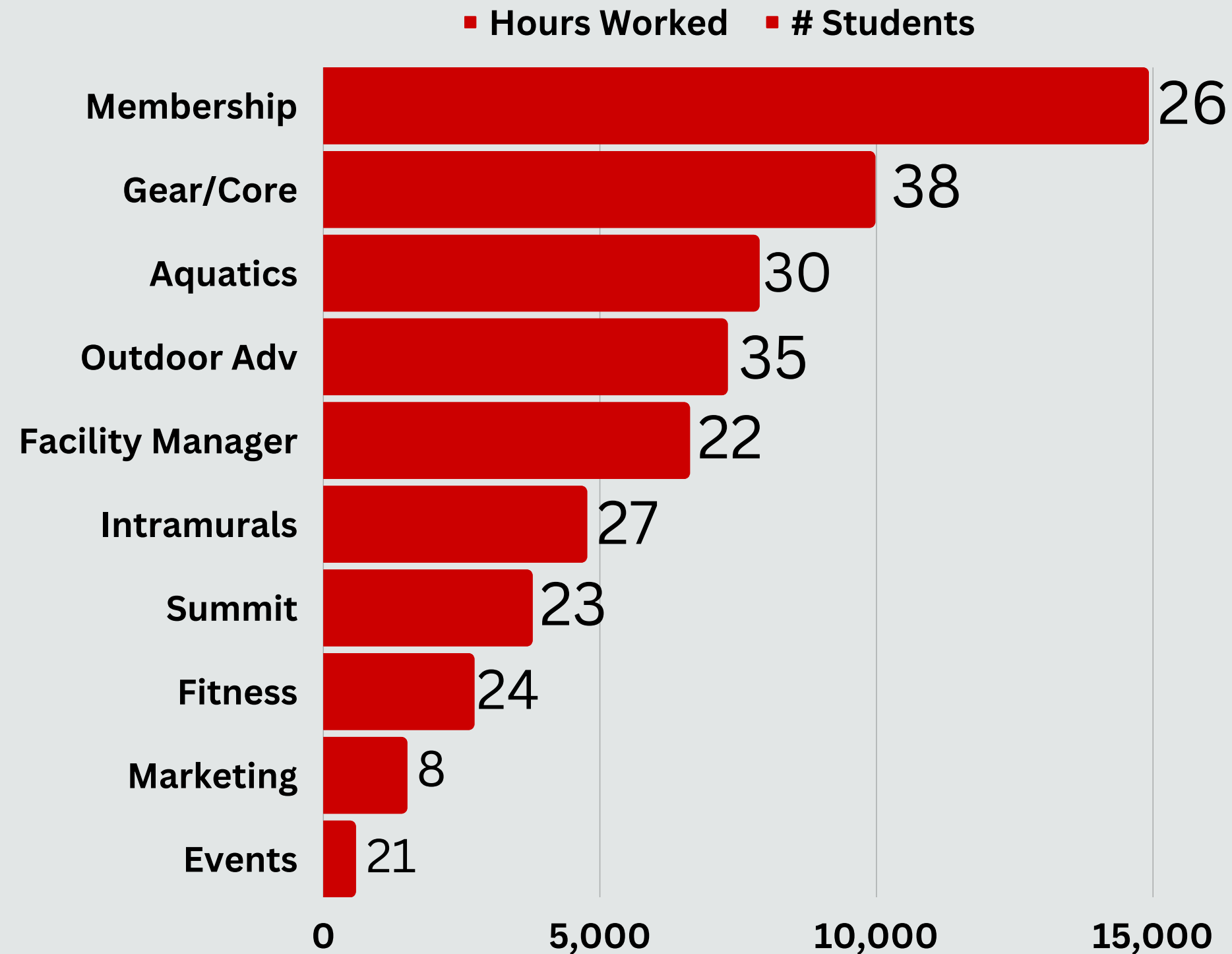
259 Student
Trainings/Meetings/Events
2,066 attendees



135 Staff CPR Certified
13 Other certifications awarded

CRIMSON CREW STAFFING

59,812 Hours worked - 254 student employees



STUDENT EMPLOYMENT

We work for our student team

CRIMSON CREW STUDENT DEVELOPMENT

166 Participations - CC Events

999 Action Forms (peer to peer)

632 Rapid Assessments Evaluations

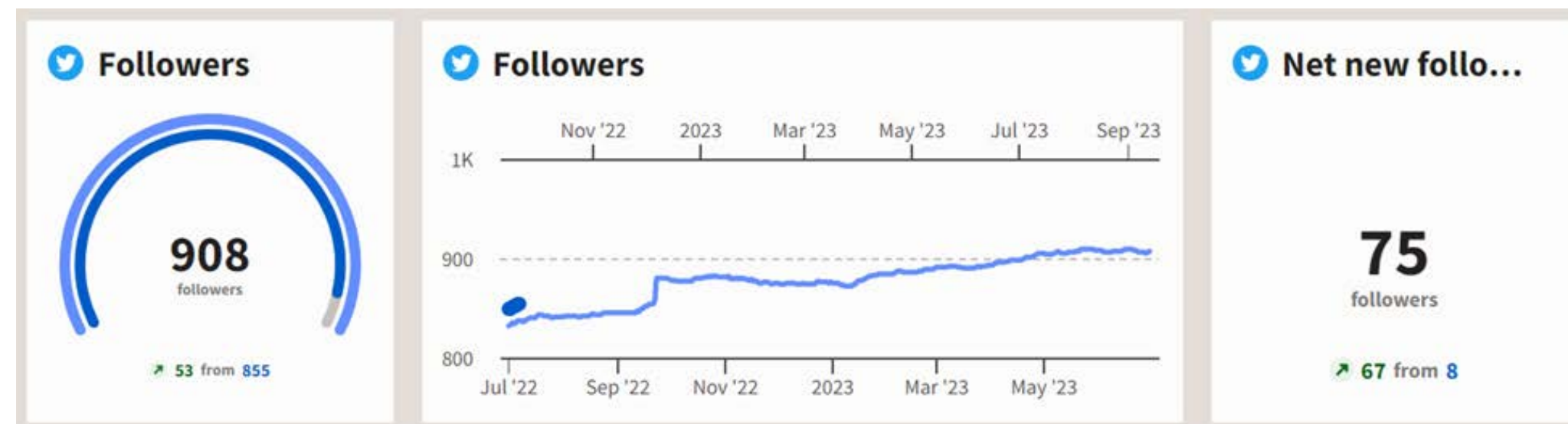
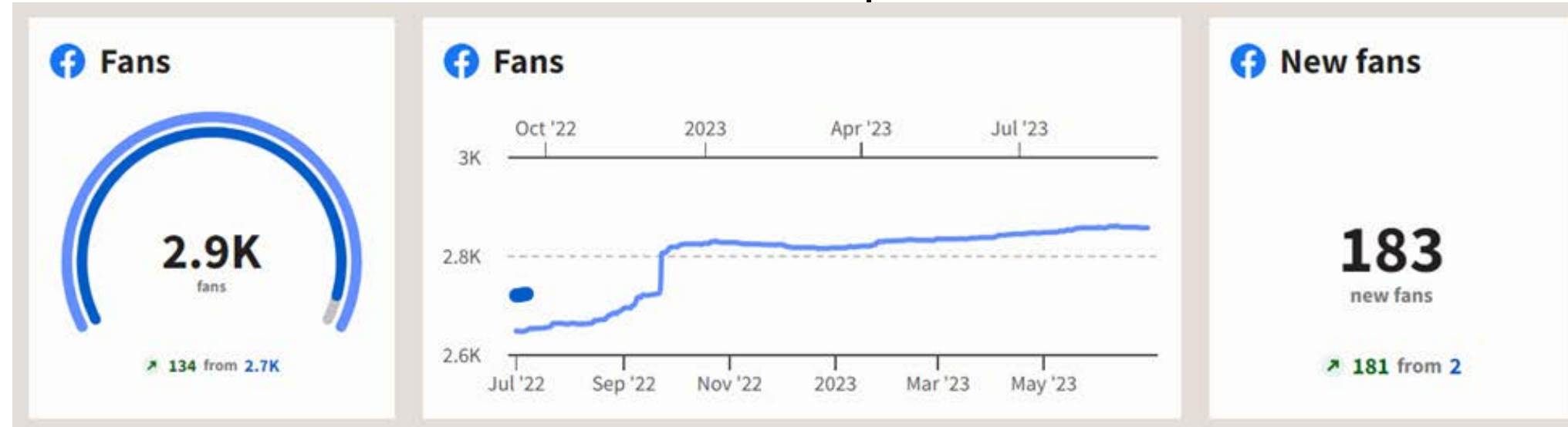
254 Students employed

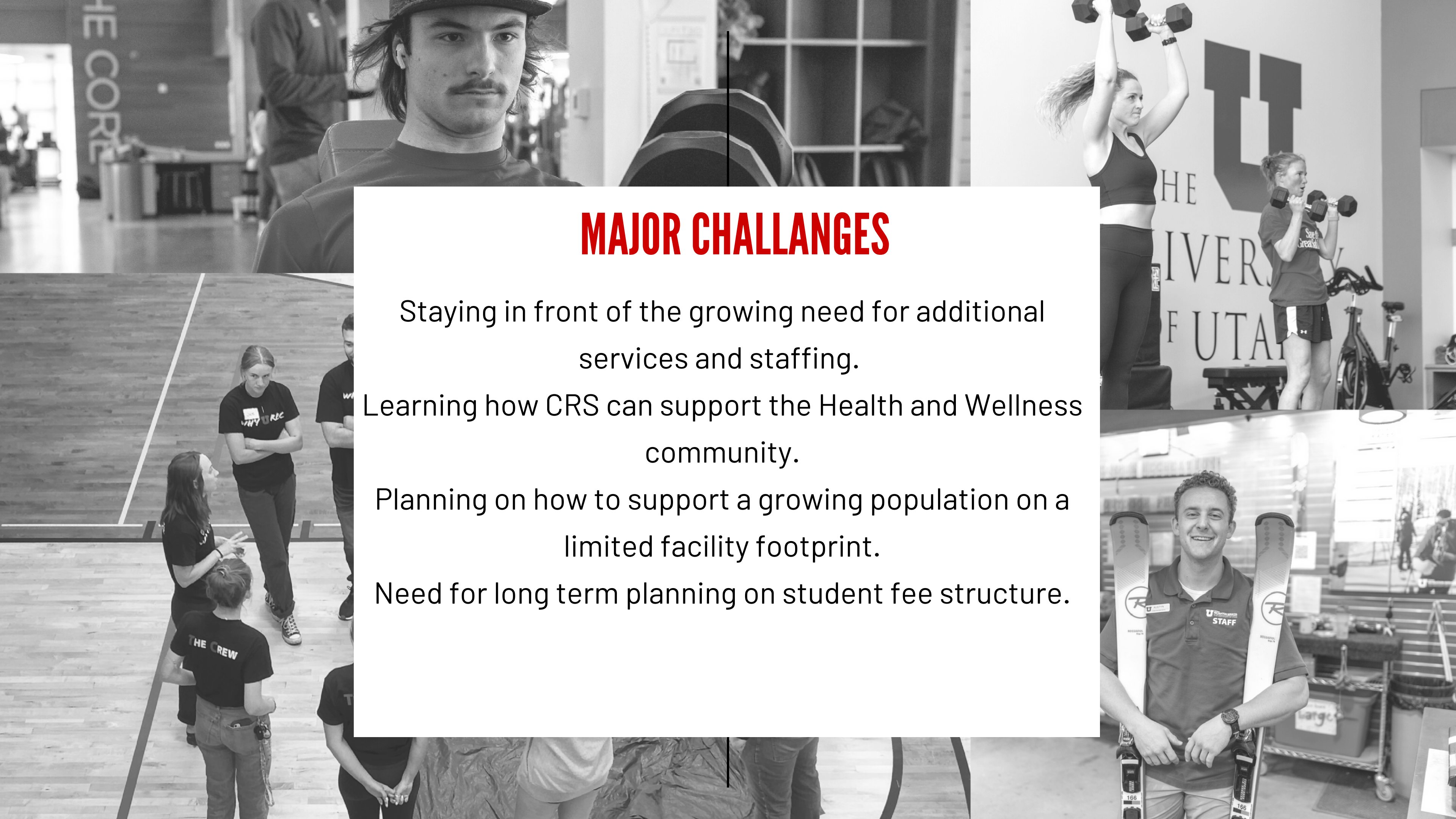
\$28,000 in Scholarships awarded



MARKETING

154,446 Website new users
2.9K Facebook Fans (183 increase)
1.3K Instagram fan Increase (4.2K)
908 Twitter followers





MAJOR CHALLENGES

Staying in front of the growing need for additional services and staffing.

Learning how CRS can support the Health and Wellness community.

Planning on how to support a growing population on a limited facility footprint.

Need for long term planning on student fee structure.

NEW STRATEGIC INITIATIVES



Prospective - Organizational Capacity

Objective - Improve Infrastructure

Initiative: Evaluate facility use patterns and determine how to meet growing use within the current footprint of the ESLC. Prepare a multi-year plan to address training space, equipment needs/replacement, storage, and facility upgrades.

Initiative: Evaluate departmental software, technology, and associated training. Review department utilization and opportunities to upgrade departmental shared space/tech equipment. Investigate the potential for digital signage for facility schedule.

Prospective - Internal Processes

Objective - Improve Collaborative & Strategic Partnership

Initiative: Utilizing member demographics, assessments, and usage data to identify collaborative opportunities leveraging CRS expertise and facilities to build relationships and partnership both on and off campus.

Prospective - Internal Processes

Objective - Improve Strategic Communication

Initiative: Utilize data/assessment to highlight our accomplishments and challenges and discuss with student staff to foster big picture discussion while identifying recruitment/engagement opportunities and campus stakeholders to maximize student participation.

Initiative: Identify and implement comprehensive marketing plan to including virtual tours, specific audience outreach, sharing of data trends, social media, single event promotion, off-site tabling, and streamlined procedures.

NEW STRATEGIC INITIATIVES



Prospective - Financial

Objective - Increase Funding

Initiative: Benchmark and evaluate fees and payment structure for members/non-members. Increase outreach and revenue growth opportunities. Seek out revenue streams to offset student costs/fees.

Objective - Improve Responsible Stewardship

Initiative: Seek out on and off campus sponsorship opportunities for facilities, programs, and student enrichment.

Objective - Reduce Waste

Initiative: Eliminate unnecessary use of paper by through improved use of current software in all areas.

Prospective - Student

Objective - Improve Student Outcomes

Initiative: Seek out engagements to create cohorts, holistic wellness, small group engagement, and other unique opportunities to create access, belonging, and retention.

Prospective - Student

Objective - Increase Student Awareness & Access

Initiative: Identify underrepresented identities and establish plans to include these identities in employment opportunities and participation outreach.

Initiative: Build relationships, collaborations, and outreach to other departments within Student Affairs to increase awareness around programs, new engagement, and programming to underrepresented audiences.