

CAMPUS RECREATION

2008 – 2009 Annual Report

July 1, 2008 – June 30, 2009

Mission

The mission of Campus Recreation is to enhance the quality of life of the Florida Atlantic University community by encouraging active and balanced lifestyles and to facilitate student learning through participation in Campus Recreation programs, services and facilities.

Core Values

To accomplish this mission, the department will:

- Offer high quality programs and services that are diverse and innovative;
- Maintain progressive and well managed facilities in a safe and enjoyable environment;
- Provide experiential learning and foster the development of leadership, social and management skills through employment and participation opportunities;
- Effectively and ethically manage human, financial and physical resources;
- Recruit, develop and retain a committed, high achieving staff.

Core Functions

- Facility Management & Member Services
- Intramural Sports
- Club Sports
- Group Fitness
- Personal Training
- Student Staff Development

Department of Campus Recreation

2008 – 2009 Annual Report

Executive Summary

Major Accomplishments

- Successfully opened the Recreation & Fitness Center January 5, 2009.
- Recreation & Fitness Center Expansion was funded by Capital Improvement Trust Funds Committee to enhance the facility. Phase II elements will include fitness center addition, outdoor leisure pool and deck, multi-purpose activity court (MAC Gym), food service venue, locker room expansion, social area and member lounge, storage and support areas.
- 6,910 FAU students utilized the Recreation & Fitness Center from January 5 – June 30, 2009.
- Department is now responsible for scheduling and oversight of Henderson Outdoor Rec Fields allowing maximum access to students via Intramural Sports, Club Sports and special events.
- Department collected \$46,389 in revenues from non-student memberships, locker rentals and facility rentals.
- 2,378 Intramural Sports participants for the year OR 20% increase from previous year; 7,322 Intramural Sports participation hours OR 31% increase from previous year.
- Group Fitness program participation hours increased to 8,921 OR 132% increase from previous year; 568 total classes offered.
- Personal Training program implemented spring 2009; additional fitness workshops and special events such as Owl Fit Workshops, Bench Press Competition and Fit Fest introduced to FAU in FY09.
- To help guide our assessment plan, a survey was sent to all students and members who utilized the Recreation & Fitness Center to analyze user satisfaction, interest in new programs, barriers to participation, outcomes related to the use of recreation facility and more. The survey was developed with the Office of Institutional Effectiveness and Analysis and had a response rate of 19%. The results have led to numerous program initiatives, operational changes, staff training and marketing strategies.
- Campus Recreation identified three learning outcomes that correspond to learning categories identified by the Division of Student Affairs. In addition, we conducted two area specific outcome statements and measured learning of student staff members.

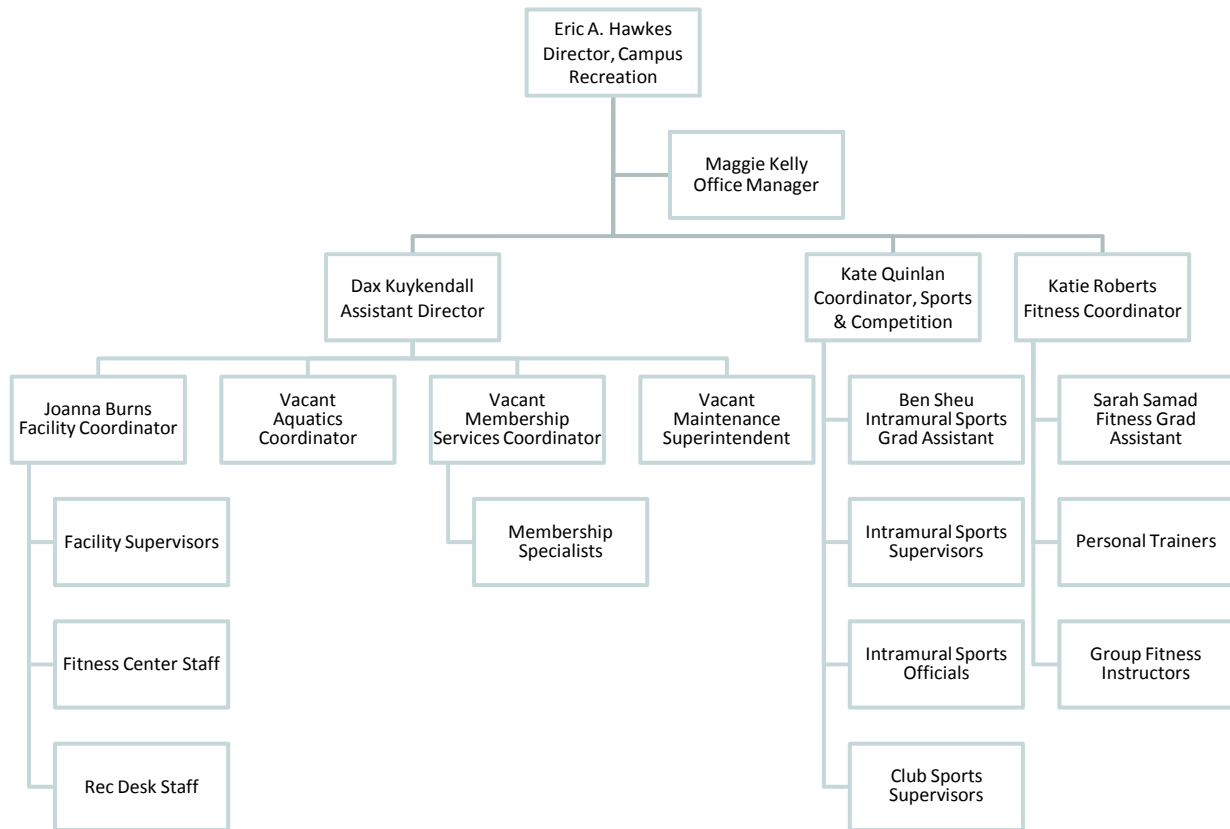
Goals for 2009 – 2010

- Recruit and hire qualified professional and support staff members essential to operation of new Recreation & Fitness Center components (Leisure and Lap Pool).
- Open Recreation & Fitness Center Expansion – Phase II.
- Create an intentional learning environment.
 - Develop and implement more departmental learning outcomes
 - Ongoing training for entry level staff
 - Create a leadership program/project for Student Supervisors
- Enhance marketing efforts to include development of department Student Ambassador/Marketing Committee, SLS outreach and others.
- Utilize RecTrac software more effectively to include all department facility scheduling and reservations, departmental assessment and user breakdowns and identify program specific reporting methods.
- Enhancement of Intramural Sports program to include online registration, standardized schedule, implementation of non-traditional sports, outreach efforts, investigate alternative forfeit system and improved collaboration with other departments.
- Enhancement of Club Sports program to include regular officer meetings, online training materials for new officers, revise club sports handbook and establish student accountability protocol.

- Implement campus outreach “fitness education” program to include fitness seminars and Owl Fit Workshops to University groups and classes.
- Identify and implement membership marketing initiatives targeting potential alumni and Faculty/Staff members; coordinate with other department program areas for promotional packages.
- Increase participation of special event programming (including collaboration with other departments). Specific events to include Fit Fest, Strong Man, 5K, Get Rec'D, Bench Press and Late Night @ the Rec.
- Outline policies and procedures for the Leisure and Lap Pool operation.
- Develop comprehensive assessment plan for recreation programs, services and facilities to be submitted to the Office of Institution Effectiveness and Analysis.
- Measure student learning including, but not limited to, social/civic responsibility, leadership, diversity, health and wellness, career planning, intellectual growth for each department including target population.
- Develop and implement a comprehensive Renewal and Replacement plan for maintenance purposes.
- Increase student programming around diversity and multicultural attributes.
- Provide late night/weekend programming to encourage student engagement and involvement in campus life.
- Increase opportunities for parental involvement in institutional activities and events.

FAU Department of Campus Recreation Organizational Chart

Updated July 2009



Overview of Accomplishments for the Year

Facility Usage

2008 – 2009 was highlighted by the opening of the Recreation and Fitness Center on January 5, 2009. Since this time, the number of users of Campus Recreation facilities has increased significantly.

New facility management and point of sale software, RecTrac, was purchased and enhanced the department's ability to track statistics. RecTrac allows us to track users by membership classification (student, Faculty /Staff, Alumni, Retiree, etc), student classification at FAU, user home zip code, age, etc. These numbers will assist with departmental assessment which will help guide our future initiatives.

The total number of Fitness Center (previous facility) and Recreation & Fitness Center visitors for 2008 – 2009 is 146,644.

FY09 Fitness Center (Original Facility)/ *Recreation & Fitness Center Visits

July	August	Sept	Oct	Nov	Dec	Jan*	Feb*	March*	April*	May*	June*	Total
3,323	3,505	9,118	9,928	7,192	3,343	25,867	24,871	19,470	17,361	11,191	12,475	147,644

6,910 FAU students utilized the Recreation & Fitness Center from Jan. 5 – June 30, 2009.

The Recreation & Fitness Center is now a highlight of all FAU campus tours. In an attempt to increase visibility for incoming students, Campus Recreation collaborated with Office of New Student & Owl Family Programs to host the University Marketplace, previously known as Showcase of Services. In addition to the University Marketplace sessions, more than 4,200 visitors toured the facility. These groups include admissions tours, Athletics Department recruits, the University community and others.

Facility Updates

In the summer of 2008 Campus Recreation assumed oversight of the Henderson Outdoor Rec Fields. Campus Recreation is responsible for scheduling the day-to-day use of the facility, whose primary users are FAU Campus Recreation and the AD Henderson School/FAU High School. The City of Boca Raton continues to reserve and utilize the facility (with associated fees) when not in use by Campus Recreation or other University groups. The University Architect funds maintenance costs and has allowed Campus Recreation to collect revenues for all reservations of the complex. These revenue funds are earmarked for facility enhancements and major repairs as directed by the department.

Memberships, Lockers & Facility Rentals

In the fall 2008, the department announced an introductory membership offer providing the month of January free to new Faculty/Staff Rec Members who signed up prior to the Recreation & Fitness Center opening. It was a successful venture, netting 72 faculty/staff members. Since that time the department has added an average of 12 faculty/staff members each month. As of June 30, 2009, the department has 149 non-student members (Excluding Stop-Out Student Memberships).

The Henderson Outdoor Rec Fields were the main source of facility rental revenue for FY09. The City of Boca Raton reserved the facility for a total of 334.5 hours in 2008 –2009, netting \$7,517.18. These funds are deposited into a Campus Recreation outdoor recreation facility maintenance account and will be used for facility enhancements.

Membership Counts

	FY09 (6/30/09)	FY08 (6/30/08)	FY07 (5/31/07)
Faculty & Staff	139	76	62
Alumni	14	15	6
Community & Spouses	2	3	3
Stop-Out Students	107	26	3
TOTAL	262	120	74

Guest Passes

	FY09
Total	308

Locker Rentals

	FY09
Half – Semester	90
Half – Annual	45
Full – Semester	14
Full – Annual	21
TOTAL	170

Revenues

	FY09	FY08	FY07
Non-Student Memberships	\$30,399	\$17,178	\$7,251
Locker Rentals	\$7,650	-	-
Facility Rentals	\$8,340	\$180	-
TOTAL	\$46,389	\$17,358	\$7,251

Intramural Sports

As we made the transition into the Recreation and Fitness Center, the Intramural Sports program was afforded many new opportunities and implemented several administrative changes. Numbers in our fall semester sports increased steadily from previous years. During the spring semester, we implemented several new sports that were developed around our Late Night@ the Rec programming. Overall, the number of Intramural Sports participants increased 20% and participation hours increased 31% from the previous year.

	FY09	FY08	FY07
Unique Participants	2,378	1,985	1,917
Total Count Participations	7,322	5,598	5,054

Club Sports

This continued to be a challenging year for the Club Sports program. Travel restrictions remained intact throughout the year and many clubs chose to forego the possibility of traveling due to lack of funds. Fortunately, many clubs were still able to compete and do very well. The Men's Rugby Club continues to be one of the most successful clubs and competed in their national tournament. The Paintball Club, formed in fall 2008, was also able to compete at the national level.

New sport clubs continue to struggle with staying active from semester to semester as officers come and go. As Campus Recreation continues to streamline processes between the Council of Student Organizations (COSO) and Student Government (SG), we hope that Clubs will be able to more effectively maintain their active status. Future efforts will be made to encourage student leaders to participate in Division-wide leadership training programs to assist with organizational sustainability.

Clubs that started in FY09 include: Kiteboarding, Men's and Women's Lacrosse, Paintball, Powerlifting, Multi-sport (Triathlon), Skimboarding and Skydiving.

Other active clubs included: Badminton Club, Brazilian Jiu Jitsu, Climbing Club, Cuong Nhu Karate, Dive Club, Ice Hockey, Judo, Rugby (Men's), Rugby (Women's), Runner's Club, Sailing Club, Shorinji Kempo, Softball Club, Surf Club, Tae Kwon Do, Ultimate Frisbee, Wrestling Club.

	FY09	FY08	FY07
Unique Participants	284	322	269
Men : Women	186 : 98	258 : 64	208 : 61

Group Fitness

The Group Fitness program offers free drop-in fitness classes led by an instructor. A variety of classes are offered including yoga, Pilates, Latin dance, hip hop fitness and body sculpting.

The program has grown tremendously with the department's move to the new Recreation & Fitness Center. With the addition of new formats, an increase in classes per week and an additional studio, participation numbers and class offerings have nearly tripled. The new facility has provided the department the opportunity to hold two classes simultaneously, and has alleviated class cancellations due to sporting events as was frequent in the FAU Arena. New class formats included: Outdoor Cross Training, Cycling, Tuff n' Up, Night Owl Yoga and BOSU. Figures include Summer 2008 – Spring 2009 semesters.

	FY09	FY08	FY07
Unique Participants	768	901*	489*
Participation Hours	8,921	3,850	2,299
Total Classes Offered	568	316	167
Average # per class	16	12.2	13.8

*Unique Participants for FY07 and FY08 were calculated by adding fall and spring semesters counts due to inability to track in facility software; FY09 is the accurate benchmark for future years.

Personal Training

FAU Personal Training began March 2009. This program employs student trainers who are certified through nationally accredited organizations and have passed Campus Recreation's in-house Personal Trainer Prep Course. FAU students and Rec Members may choose from three package options. Each package includes a fitness assessment and personalized fitness programs created by a certified trainer.

The spring 2009 semester served as our pilot program allowing us to evaluate our student trainers, procedures and systems with a manageable number of participants. Starting fall 2009, our marketing efforts for the program will be enhanced in hopes of generating additional revenues through the program.

	FY09
5 sessions	5
10 sessions	6
TOTAL	11

Fitness Workshops and Special Events

The **Personal Trainer Prep Course and Group Fitness Instructor Course** last approximately 9 – 11 weeks and available to any student interested in becoming a Personal Trainer or Group Fitness Instructor. In 2008, we became an educational partner with American Council on Exercise (ACE) Fitness which is one of the largest and most recognized and respected organizations in the fitness industry. As a result of this partnership, ACE fitness provides curriculum materials and student discounts for study materials and certification exam fees.

At the end of each course, students take a written and practical exam. Upon passing both the written and the practical exam, students take part in our Fitness Prep program where Personal Trainers work with mock clients and receive feedback from the fitness staff. Group Fitness Instructors team-teach with experienced instructors until they are prepared to teach on their own. Ideally, these courses provide an educational experience to the students involved and in turn, produce group fitness instructors and personal trainers in-house.

As a result of these instructor training courses, more than 20 students were prepared to become personal trainers or group fitness instructors. Approximately half continue to work with Campus Recreation while others chose to continue outside of FAU.

The **Owl Fit Workshop Series** was introduced in Spring 2009. These workshops cover various fitness-related topics including Nutrition & Training for Weight Loss, Core Training, Exercise Form Instruction and Weight Training for Endurance Athletes. FAU students and Rec Members are invited to attend and participate through discussion and interaction in a practical setting. Future initiatives for these workshops will include enhanced marketing efforts with SLS courses and the Department of Housing and Residential Life.

Campus Recreation's Inaugural Fit Fest showcased what FAU Fitness has to offer its students and members. This three-hour event offered participants healthy snacks and food samples (provided by Chartwells); group fitness class demos such as Zumba, Cardio Hip Hop and Cycling; and free fitness assessments conducted by FAU's certified personal trainers. Although marketing was concentrated in the Rec Center, Student Union and Dining Halls, attendance was still lower than expected. In the future, we will initiate more active marketing through outreach to student organizations, student staff promotion and improve signage at the event.

The Bench Press Competition gave FAU students a place to test their strength against their peers. The event was divided into a men's and women's division—each division being further divided by weight classes. Although participation in the event was relatively low (approximately 20 men and women), the "buzz" about the event was tremendous with numerous spectators and a follow-up article in the student newspaper. In the future, more aggressive marketing efforts will contribute to further success and more participants.

Student Development

This year several components were added to the training program for all student employees. First, Spring Training was hosted for all staff members prior to the grand opening of the new Recreation & Fitness Center. Second, a Pre-Season Training program was created. It consists of a graphic manual and questionnaire covering content all student staff members should know (department mission, risk management, emergency action plans and general employee information). Finally, each area standardized the training for their position.

The Super Sub Award was established and employee praise forms were updated so that any student staff member had a way to thank and recognize another employee. In addition to the yearend recognition banquet, we also celebrated National Student Employee Appreciation Week and Valentine's Day.

Assessment

In April 2009, a survey was sent to all students and members who utilized the Recreation & Fitness Center to analyze user satisfaction, interest in new programs, barriers to participation, outcomes related to the use of recreation facility and more. The survey was developed with the Office of Institutional Effectiveness and Analysis. The response rate for the survey was 19%. The results have led to numerous program initiatives, operational changes, staff training and marketing strategies.

Learning Outcomes

This year Campus Recreation identified three learning outcomes that correspond to learning categories identified by the Division of Student Affairs.

- Students who participate in Campus Recreation programs (including employment), services and facilities will demonstrate an interest in personal health and an active and balanced life (Health and Wellness)
- Student employees and participants serving in leadership positions will manage others and campus recreation resources effectively and communicate appropriately (Leadership)
- Students who participate in Campus Recreation programs (including employment) will apply knowledge acquired from programs, workshops and services to make informed decisions and implement a plan of action (Intellectual Growth)

As a pilot program, a learning outcome statement was written for Personal Trainers and Facility/Intramural Supervisors. Both were measured at the end of the spring semester. See results in FY09 Goals & Results #4. All program areas will identify and measure learning outcomes related to the three department learning outcomes listed above as part of our continual improvement and assessment.

Recreation Center Project

In summer 2008 the Florida Board of Governors unexpectedly announced the release of Capital Improvement Trust Funds (CITF). The University CITF Committee earmarked \$4.4 million to begin immediate design and construction of Phase II of the Recreation Center. Also, an additional \$3.3 million will be loaned by the V.P. Financial Affairs auxiliary account to make the total Phase II budget \$7.7 million. This additional \$3.3 million will be repaid to the VP Financial Affairs auxiliary account when the next CITF release is made in an expected 3 – 4 years.

Phase II elements will include:

- Fitness center addition
- Outdoor leisure pool and deck
- Multi-purpose activity court (MAC Gym)
- Food service venue
- Locker room expansion
- Social area and member lounge
- Storage and support areas

The overwhelming support for Phase II and making the facility "whole" was evident by both student leaders and upper-level administrators throughout the CITF and state legislative funding process. A major reason for the decision to move forward with Phase II at this time was a result of the cost savings available since the architect and

construction manager are under contract with FAU. Prior to moving forward with the expansion, we were assured the addition will not interfere with the completion of Phase I nor will the existing activities taking place in Phase I be impacted during the construction of Phase II.

Construction for Phase II began in January 2009 and is expected to be completed in March 2010.

Human Resources

Joanna Burns was successfully recruited and hired as the new Facility Coordinator in October 2008. With over three years of progressive professional experience, her knowledge was essential in the development of student staff training for the new Recreation and Fitness Center, as well as many policies and procedures that are in practice today. She continues to play an integral role in the development of student learning outcomes for the department and the Division of Student Affairs.

As a result of the University hiring freeze, several positions related to the Recreation & Fitness Center operation were placed on hold. These positions currently have funding and we are hopeful to bring them on-line in the next fiscal year. The positions include:

- Membership Services Coordinator – expected start date August 2009
- Aquatics Coordinator – expected start date December 1, 2009
- Maintenance Mechanic – expected start date February 1, 2010

FY09 Goals & Results

1) Continue to work on Recreation Center project

Construction for Phase II of the Recreation and Fitness Center began in January 2009. The start of construction was delayed approximately three months due to budget issues. However, after value engineering and revised sub-contractor pricing, the project was moving forward quickly and is still expected to be completed Spring 2010.

2) Continue to collaborate with University departments through special event programming and committees to provide support, expertise and strengthen the department's visibility to students

In collaboration with Greek Life and Housing & Residential Life, Campus Recreation continued to implement Get Rec'd on the Lawn as a part of Weeks of Welcome in order to showcase our programs and services. This event continues to grow and we hope to continue to use this as a marketing tool in years to come.

The spring also marked the beginning of Campus Rec's involvement in Late Night programming, a division-wide initiative. We offered four dates (one per month) in which the Recreation & Fitness Center was open until 1am on a Friday evening, two of which hosted specific programs – Dunk Contest, 3 Point Contest, 3 on 3 Basketball Tournament, Cornhole Tournament, etc. The most noteworthy event was our Dunk Contest which drew a crowd of approximately 150 students.

Other special events implemented throughout the year include the Homecoming 5K Fun Run, Owl Fit Workshop Series, Fit Fest and Bench Press Competition.

3) Develop departmental Recreation & Fitness Center opening checklist to identify a calendar and plan for all related plans necessary to move into the new facility

A “Countdown to Opening” calendar was developed during the summer/fall of 2008 and was instrumental in facilitating a seamless transition from the old facility to the new Recreation & Fitness Center. The calendar will be revised and used again as the opening of Phase II approaches.

4) Identify several student learning outcomes for various department programs and develop assessment strategies to measure

This year Campus Recreation identified three learning outcomes that correspond to learning categories identified by the Division of Student Affairs.

- Students who participate in Campus Recreation programs (including employment), services and facilities will demonstrate an interest in personal health and an active and balanced life (Health and Wellness)
- Student employees and participants serving in leadership positions will manage others and campus recreation resources effectively and communicate appropriately (Leadership)
- Students who participate in Campus Recreation programs (including employment) will apply knowledge acquired from programs, workshops and services to make informed decisions and implement a plan of action (Intellectual Growth)

As a trial, a learning outcome statement was written for Personal Trainers and Facility/Intramural Supervisors. Both were measured at the end of the spring semester.

Division Category: Intellectual Growth

SLO: Campus Recreation’s Personal Trainers who complete Client Assessment Training will apply the components of proper assessment techniques with a client as measured by observed behavior with checklist.
Results:

- 100% of the Personal Trainers demonstrated understanding of the four Client Assessments covered in the training
- 40% of the Personal Trainers demonstrated exceptional understanding of the four Client Assessments covered in the training

Division Category: Leadership

SLO: Students who have been promoted and work in a supervisor position will identify improvement in their leadership abilities as a result of their employment as measured by self-reported survey instrument.

Results:

- 80% of respondents indicated their supervisor experience had definitely improved their ability to identify their leadership style
- 90% of respondents indicated their supervisor experience helped them improve to some degree across all of the listed categories

5) Work with Property Management to finalize list of current Campus Recreation equipment inventory, identify qualified company to move equipment to new Recreation Center and track all equipment moved to new facility; assign each department coordinator task of creating “move-in” teams to be responsible for tracking their equipment (i.e. club sports, Intramural Sports, fitness programs, etc.)

All department equipment was inventoried and successfully accounted for before and after the transition from old facility to Recreation & Fitness Center. Paperwork was processed on all equipment that was traded in and

donated to facilities on the partner campuses. An internal tracking system was developed to monitor preventative maintenance, equipment repair and all associated costs. The internal system incorporates all property ID numbers assigned by Property Management.

6) Create marketing plan for new fee structure for non-student memberships, inform current non-student members of new fee structure and implement new membership rates upon completion of Recreation & Fitness Center; promote and market membership opportunities to the University community

In an attempt to “spread the word” about Rec Memberships prior to opening the Recreation & Fitness Center, the department announced an introductory membership offer providing the month of January 2009 free to Faculty and Staff Rec Members who signed up prior to Dec. 22, 2008. Once the facility opened, faculty and staff memberships increased significantly, netting 72 members in January. Since January, we have added approximately 12 new members each month.

7) Recruit and hire qualified professional and support staff members essential to operation of new Recreation & Fitness Center

Joanna Burns was successfully recruited and hired as the new Facility Coordinator in October 2008. With more than three years of progressive professional experience, her knowledge and background was essential in the development of facility policies, procedures, operating plans and a student staff training program related to the Recreation and Fitness Center. She continues to play an integral role in the development of student learning outcomes for the department and the Division of Student Affairs.

As a result of the University hiring freeze, several positions related to the Recreation & Fitness Center operation were placed on hold. These positions currently have funding and we are hopeful to bring them on-line in the next fiscal year.

8) Create and implement Recreation & Fitness Center grand opening ceremony

The Grand Opening ceremony took place February 11, 2009. The dedication was attended by members of the FAU community, as well as members of the NIRSA family. Speakers at the program included the FAU Student Government President, Dean & Associate Vice President for Student Affairs, Senior Vice President for Student Affairs and the University Provost standing in for President Brogan who unfortunately was called to meeting in Tallahassee regarding the state budget crisis.

9) Outline policies and procedures for the Aquatic Center operation

Due to delays in construction, the development of policies and procedures for the Aquatics Center were delayed until next fiscal year.

10) Continue to provide Group Fitness Instructor training program and grow group fitness program instructors in-house

Both the Persona Training Prep and Group Fitness Instructor training courses were enhanced this year as we partnered with the American Council on Exercise (ACE) Fitness which is one of the largest and most recognized and respected organizations in the fitness industry. As a result of this partnership, ACE provides curriculum materials and student discounts for study materials and certification exam fees.

Three students registered for the Group Fitness Instructor training course this past year and one successfully passed the course and is currently teaching classes. Despite the low number of students interested in taking the course, we successfully hired several new instructors to meet the growing demand of group fitness classes – two who are current FAU students. We hope there will be an enhanced interest in students taking this course as the group fitness program continues to grow.

11) Implement Personal Training program and related instructor training course

The Personal Trainer preparation course was extremely successful this past year. Approximately 15 students successfully passed the intense course and five are current personal trainers within the program.

The FAU Personal Training program started in March 2009. This program employs student trainers who are certified through nationally accredited organizations and have passed Campus Recreation's in-house Personal Trainer Prep Course. FAU students and Rec Members may choose from three Personal Training package options. Each package includes a fitness assessment and personalized fitness programs written by a certified trainer. Despite the success of the Personal Trainer Prep Course, the timing of our introduction of Personal Training posed a challenge. Ideally, we would have introduced the program on first day of spring classes; however we delayed the start due to the opening of the Recreation & Fitness Center. We anticipate an increase in Personal Training participation as we move forward. Specific marketing initiatives will be developed in the Fall 2009 to increase the visibility of the program.

12) Use assessment strategies to guide program and facility initiatives, specifically for non-users of Campus Recreation facilities and programs

The Campus Recreation survey sent to users of the Recreation & Fitness Center in April 2009 was originally intended to be sent to all FAU students to identify barriers of participation for non-users. However, the Office of Institutional Effectiveness and Analysis advised against such a broad survey at this time. We will consider conducting a University-wide survey of recreation and fitness facility use survey in future years.

However, we were able to ascertain excellent data about preferred methods of learning about recreation programs, services and facilities in addition to barriers to participation. This information will help us adjust our marketing efforts to capitalize on non-users in the future.

13) Partner with the Alumni Association, University Advancement and the FAU Foundation to establish fundraising efforts for the new Recreation Center project and solidify the structure as a keystone to FAU campus life

No formal fundraising efforts were established this past year primarily due to the struggling economy and other University priorities. We will consider revisiting this goal in future years.

Campus Recreation & the Strategic Plans – A University Perspective

The importance of Campus Recreation's mission, specifically the facilities, programs and services we provide and how we support the University Strategic Plan cannot be understated.

FAU Strategic Plan

Goal 1: Providing increased access to higher education

Objective 2: Foster institutional commitment to student satisfaction and success

Campus Recreation makes providing customer service to our students and non-student members a priority through our extensive student staff training and coaching program. Below is data from the Spring 2009 Campus Recreation Survey sent to all users of the Recreation & Fitness Center from January – April 2009. The response rate for the survey was 19% of more than 6,000 students and Rec Members that were sent the survey via Institutional Effectiveness and Analysis.

- 98% of respondents strongly agree or agree with the statement – “I would recommend campus recreation programs, services and facilities to others”
- 94% of respondents strongly agree or agree with the statement that “campus recreation programs, services and facilities contribute to the quality of life at FAU”
- 80% of respondents indicate they strongly agree or agree with the statement that “Campus Recreation student staff members are consistently welcoming and courteous”
- 77% of respondents indicate they strongly agree or agree with the statement that “Campus Recreation student staff members are professional with their interactions with co-workers and patrons”

Objective 12: Improve and expand amenities on the Boca Raton campus that contribute to a traditional university experience

- Continue to work on Recreation & Fitness Center project that includes an additional \$7.7 million expansion for Phase II
- Continue to increase participation of on-campus programming opportunities such as Intramural Sports, club sports, group fitness classes, personal training; all program participation (unique student users) and participation hours have increased significantly from previous year (see data in Overview of Accomplishments)
- Continue to expand recreation and fitness facility hours to meet the growing demands of students

Goal 6: Enhancing the physical environment

Objective 5: Plan and develop residential and student support areas that foster collegial communities for both undergraduate and graduate students

- Continue to work on Recreation & Fitness Center project
- Participate in the design of the Breezeway Expansion to ensure a student friendly area adjacent between the Recreation and Fitness Center and Alumni Center

Goal 7: Increase the University's visibility

Objective 2: Showcase University accomplishments externally to local, regional and international audiences

- Campus Recreation staff are actively involved in the National Intramural-Recreational Sports Association at the national, regional and state levels. Developing a high achieving, committed staff is a value we strive towards. An important aspect of developing staff is to encourage them to be active within professional associations. We take great pride in informing our colleagues about new recreation projects, programming and initiatives we are creating.

FAU Division of Student Affairs Strategic Plan

Goal 1: Providing quality campus life experiences that enhance student learning and development

Objective A: Assess student needs and student learning that facilitate programs, services and facilities.

Strategy A-1. Measure student learning including, but not limited to, social/civic responsibility, leadership, diversity, health and wellness, career planning, intellectual growth for each department including target population.

- This year Campus Recreation identified three learning outcomes that correspond to learning categories identified by the Division of Student Affairs. See FY09 Goals and Results #4.

Objective B: Improve and expand services and amenities at the Boca Raton campus that contribute to the traditional university experience for students.

- See Objective #12 from FAU Strategic Plan above.

Goal 3: Enhance and expand programming opportunities for students

Objective A: Increase participation and involvement in a variety of programs

Strategy A-1. Develop a comprehensive system to track/document current participation and involvement

- Department utilizes RecTrac software point of sale/facility management program to track all campus recreation programs and indoor facility usage.

Strategy A-4. Provide late night/weekend programming to encourage student engagement and involvement in campus life.

- Department hosted four Late Night @ the Rec events during the spring semester. The program included various special events (i.e. 3 on 3 Basketball Tournament, Dunk Contest, 3 Point Contest, Dodgeball, etc.) and the Recreation & Fitness Center offered extended hours until 1:00am each night.

Objective B: Increase collaboration with Academic Affairs in developing co-curricular opportunities for graduate students

Strategy B-1. Support the growth and development of Graduate Students.

- Department has two current graduate assistants – Ben Sheu, Educational Leadership program; Sarah Samad, Exercise Science and Health Promotion.
- The Exercise Science program moved to the Boca Raton campus during the summer 2009 semester and we are currently talking with representatives from the department about future partnerships.

FY10 Goals

Department of Campus Recreation

- Recruit and hire qualified professional and support staff members essential to operation of new Recreation & Fitness Center components (Leisure and Lap Pool)
- Open Recreation & Fitness Center Expansion – Phase II
- Create an intentional learning environment
 - Develop and implement more departmental learning outcomes
 - Ongoing training for entry level staff
 - Create a leadership program/project for Student Supervisors

- Enhance marketing efforts to include development of department Student Ambassador/Marketing Committee, SLS outreach and others
- Utilize RecTrac software more effectively to include all department facility scheduling and reservations, departmental assessment and user breakdowns and identify program specific reporting methods
- Enhancement of Intramural Sports program to include online registration, standardized schedule, implementation of non-traditional sports, outreach efforts, investigate alternative forfeit system and improved collaboration with other departments
- Enhancement of Club Sports program to include regular officer meetings, online training materials for new officers, revise club sports handbook and establish student accountability protocol
- Implement campus outreach “fitness education” program to include fitness seminars and Owl Fit Workshops to University groups and classes
- Identify and implement membership marketing initiatives targeting potential alumni and Faculty/Staff members; coordinate with other department program areas for promotional packages
- Increase participation of special event programming (including collaboration with other departments). Specific events to include Fit Fest, Strong Man, 5K, Get Rec'D, Bench Press and Late Night @ the Rec
- Outline policies and procedures for the Leisure and Lap Pool operation
- Develop comprehensive assessment plan for recreation programs, services and facilities to be submitted to the Office of Institution Effectiveness and Analysis.

Division of Student Affairs Strategic Plan Related

- Measure student learning including, but not limited to, social/civic responsibility, leadership, diversity, health and wellness, career planning, intellectual growth for each department including target population (Goal 1, Objective A, Strategy 1)
- Develop and implement a comprehensive Renewal and Replacement plan for maintenance purposes (Goal 1, Objective B, Strategy 5)
- Increase student programming around diversity and multicultural attributes (Goal 3, Objective A, Strategy 2)
- Provide late night/weekend programming to encourage student engagement and involvement in campus life (Goal 3, Objective A, Strategy 4)
- Increase opportunities for parental involvement in institutional activities and events (Goal 4, Objective A, Strategy 1)

Budget Summary Supporting Goals

Student Government approved 100% the Campus Recreation budget request for the 2009 – 2010 fiscal year. We are hopeful the University budget situation will improve and allow the department to hire all full-time professional and

support positions to operate at an effective and efficient level. The goals identified above are areas of emphasis for the year; however, the department will continue to operate facilities and provide outstanding programs and services per our mission and core functions.

Department of Campus Recreation Contributions...(Committees, Initiatives and Projects)

To the University

- Coordinated Recreation & Fitness Center Grand Opening Ceremony
- Host University tours for potential students (Admissions, Orientation, Athletics Department)

To the Division of Student Affairs

- Eric Hawkes: member of Assessment Committee, Wellness Task Force, Late Night Programming Task Force, Student Crisis Awareness Committee, Leadership Committee (co-chair), Student Veterans Advisory Team, Student Affairs Institute faculty – Student Learning Outcomes
- Dax Kuykendall: member of Staff Development Committee, Weeks of Welcome Committee and Homecoming Committee
- Joanna Burns: Student Affairs Institute faculty – Student Learning Outcomes
- Kate Quinlan: member of Weeks of Welcome Committee and Homecoming Committee
- Katie Roberts: member of Wellness Task Force and Women's Leadership Week
- Department: hosting Rec Center Preview Nights for students attending Orientation – including providing specific programming for overnight Orientations
- Department: Recreation & Fitness Center hosting Orientation Campus Marketplaces
- Department: Rec staff developed the Late Night calendar and department funded printing publications

National Intramural-Recreational Sports Association

- Eric Hawkes lead presenter at National Intramural-Sports Association (NIRSA) national conference in Charlotte, NC; How New Rec Facilities Are Enhancing Student Life On Campus – The Administration's Perspective
- Joanna Burns lead presenter at National Intramural-Sports Association national conference in Charlotte, NC; Intentional or Accidental – Making Employment a Learning Experience
- Kate Quinlan and Graham Long worked the 2009 Swamp Bowl (flag football regional tournament) and Swamp Shootout (basketball regional tournament) hosted by the University of Florida; several officials participated in the tournaments as well

Partner Campus Recreation and Fitness Data

Broward Campuses

Programs/Events/Projects	Data
CPR/AED Training	74 trained
Campus Heart Walk	15 participants
Kickboxing Class (one time event)	29 participants
Save the Boobs	No data
Breath Easy Zone in Davie	No data
Gobble Challenge	No data
OWlympic Challenge	No data
Zumba Class (one time event)	No data

Continued:

Programs/Events/Projects	Data
HIV Testing (National Black, Women's, Latino Testing Days, National HIV Testing Day, World AIDS Day)	264 tested; ↓ by 26 tests from 07-08
Weight Watchers	197.5 pounds lost; ↓ by 131 pounds lost from 07-08
Weeks of Welcome 1. Welcome Back Snacks 2. Rock Climbing Wall	1. 200 given away 2. 14 participants
Safety Week Vendors: Florida Highway Patrol, Broward Sheriff's Office, AAA	17 participants for Big Tricycle
Health Screenings Boca Raton Community Hospital	No data
Wear Red Day Women's Heart Health Awareness	No data
Relay for Life team "The Sleepwalkers" promoted and supported	No data

Reevaluated/Redeveloped:

Programs/Events/Projects	Data
Great American Smoke Out Added Quit Kits to help smokers stop smoking	No data
Intramurals	Cancelled Summer '09; 18 sign-ups for the year; No data on usage

Facility Improvement Project:

Programs/Events/Projects	Data
Remodeled showers and facility	Cost \$44,899.19

Facility Usage:

Programs/Events/Projects	Data
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Revenue	\$6,183.30
New Members	641; ↑ by 14 from 07-08
Gym Members	2404; ↓ by 119 from 07-08
Gym Visits	10,607; ↓ by 621 from 07-08
Fitness Evaluations	51; ↓ by 88 from 07-08
Exercise Programs	45; ↓ by 11 from 07-08
Broward Yoga Program	
1. Attendance	1. 845; ↑ by 38 from 07-08
2. Participants	2. 351; ↑ by 34 from 07-08
Lending Library	14; ↓ by 32 from 07-08

Northern Campuses – Jupiter

Name of Event	Projected Attendance	Actual Attendance	Cost
Family Day Rec	75	100	Free
Pool Party & Volleyball Tournament	50	30	\$500
CPR/First Aid Training	20	20	\$175
FAU Cup 3vs3 Tournament	6 teams of 4 (24)	3 teams of 4 (12)	\$150
Ultimate Frisbee Tournament attendance	10	10	\$50
Bowling Night at Jupiter Lanes	100	100	1210
Night Ultimate Frisbee	20	33	\$300
Homecoming Disc Golf Tournament	25	8	\$150
Ultimate Frisbee Tournament	30	22	\$150
Volleyball Intramurals	4 Teams of 4 (16)	6 Teams of 4 (24)	Free
Recreation Memberships	400	375	\$37,500
Faculty Student Softball Game (Spring)	50	85	\$100
Basketball Intramural	4 Teams of 4 (16)	5 Teams of 4 (20)	Free
Race for the Cure	15	20	Free
Corn Maya Soccer Game	35	52	\$200
Superbowl Party & Flag Football	60	45	\$574
Kayaking Trip	35	21	\$600
3vs3 Volleyball	30	22	\$150

Tournament			
Fishing Trip	40	40	\$1416
Night Ultimate Frisbee 2	30	21	\$250
Catamaran Trip	50	48	\$1617
Weekly Yoga Class (24 sessions)	25	18	\$1440

Department of Campus Recreation
Fitness Center Usage Counts

FY09 (2008 - 2009)

	July	August	September	October	November	December	January	February	March	April	May	June	TOTALS
Visits	3,323	3,505	9,118	9,928	7,192	3,343	25,867	24,871	19,470	17,361	11,191	12,475	147,644
Increase over/below FY08	7.6%	-2.7%	26.1%	18.5%	-3.5%	-6.7%	779.2%	247.6%	258.0%	168.1%	230.5%	250.0%	137.0%

FY08 (2007 - 2008)

	July	August	September	October	November	December	January	February	March	April	May	June	TOTALS
Visits	3,087	3,604	7,229	8,375	7,456	3,583	2,942	7,156	5,438	6,476	3,386	3,564	62,296
Increase over/below FY07	8.6%	3.2%	6.0%	14.7%	21.5%	23.2%	0.8%	13.3%	3.5%	20.9%	17.3%	76.2%	14.8%

FY07 (2006 - 2007)

	July	August	September	October	November	December	January	February	March	April	May	June	TOTALS
Visits	2,843	3,491	6,820	7,301	6,136	2,909	2,919	6,318	5,252	5,355	2,887	2,023	54,254

Department of Campus Recreation
Membership Counts

2008 - 2009

	7/31/2008	8/30/2008	9/30/2008	10/31/2008	11/30/2008	12/31/2008	1/31/2009	2/28/2009	3/31/2009	4/30/2009	5/31/2009	6/30/2009
Faculty/Staff	74	70	79	79	73	72	83	99	115	121	137	139
Alumni	5	5	7	9	9	9	9	12	14	15	18	14
Household Adults	0	0	3	4	4	4	2	4	5	5	7	2
Stop-Out Students	34	34	2	3	3	3	13	19	21	22	91	107
TOTAL MEMBERS	113	109	91	95	89	88	107	134	155	163	253	262

2007 - 2008

	7/31/2007	8/30/2007	9/30/2007	10/31/2007	11/30/2007	12/31/2007	1/31/2008	2/28/2008	3/31/2008	4/30/2008	5/31/2008	6/30/2008
Faculty/Staff	60	66	79	89	90	91	82	79	79	80	80	76
Alumni	2	6	8	9	9	10	11	11	11	10	15	15
PBCC	1	4	5	8	8	8	1	1	1	1	1	0
Stop Out Student	1	1	1	0	0	0	4	2	2	2	15	26
Community	2	6	9	9	9	9	10	3	3	3	3	3
TOTAL MEMBERS	66	83	102	115	116	118	108	96	96	96	114	120

2006 - 2007

	7/31/2006	8/30/2006	9/30/2006	10/31/2006	11/30/2006	12/31/2006	1/31/2007	2/28/2007	3/31/2007	4/30/2007	5/31/2007	6/30/2007
Faculty/Staff	1	15	42	46	47	49	49	53	56	61	62	63
Alumni	0	3	8	9	11	11	2	3	6	6	6	6
PBCC	1	2	10	11	11	11	4	5	7	7	2	5
Stop Out Student	1	1	3	3	3	3	1	1	1	1	3	11
Community	0	2	3	4	4	4	2	2	2	2	1	2
TOTAL MEMBERS	3	23	66	73	76	78	58	64	72	77	74	87

**Department of Campus Recreation
Intramural Sports Executive Summary
FY05 – FY09 Comparisons**

Intramural Sport Participants	Total
FY09	2378
FY08	1985
FY07	1917
FY06	1007
FY05	654

Total Intramural Sport Participation Hours	Total
FY09	7322
FY08	5598
FY07	5054
FY06	4173
FY05	2678

7-on-7 Flag Football League (M, W, CR)	Teams	Participants	Participation Hours
FY09	60	723	1850
FY08	44	601	2172
FY07	30	407	1385
FY06	24	249	1233
FY05	23	342	1232

Volleyball League (M, W, CR)			
FY09	24	192	486
FY08	15	119	265
FY07	17	126	285
FY06	9	84	263
FY05	7	51	158

Soccer League (M, W, CR)			
FY09	34	444	1112
FY08	40	571	1331
FY07	25	362	850
FY06	11	94	474
FY05	16	153	529

Basketball League (M, W, CR)			
FY09	52	443	1626
FY08	41	362	908
FY07	32	323	834
FY06	22	227	1027
FY05	14	196	706

5-on-5 Soccer League (M, W, CR)	Teams	Participants	Participation Hours
FY09	33	262	924
FY08	40	358	842
FY07	34	297	769
4-on-4 Flag Football League (M, CR)			
FY09	29	152	448
FY08	8	50	89
Dodgeball Tournament			
FY09	8	48	
FY08	1	6	6
FY07	7	31	75
Ultimate Frisbee Tournament			
FY09	NA		Rained Out
FY08	8	74	118
FY07	9	75	118
3-on-3 Basketball Tournament			
FY09	10	36	106
FY08	14	42	86
FY07	47	47	61
FY06	46	46	92
Tennis Tournament			
FY09	13	13	32
FY08	16	16	29
FY07	13	13	22
FY06	3	3	5
Wii Challenge			
FY09	6	6	18
Softball Tournament/League			
FY09	4	32	70
FY08	8	87	220
FY07	10	90	237
FY06	3	39	65
**changed to a one-day tournament in FY09			
Sand Volleyball Tournament			
FY09	6	27	131
FY08	4	26	131
FY07	7	35	150
FY06	23	23	37