

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

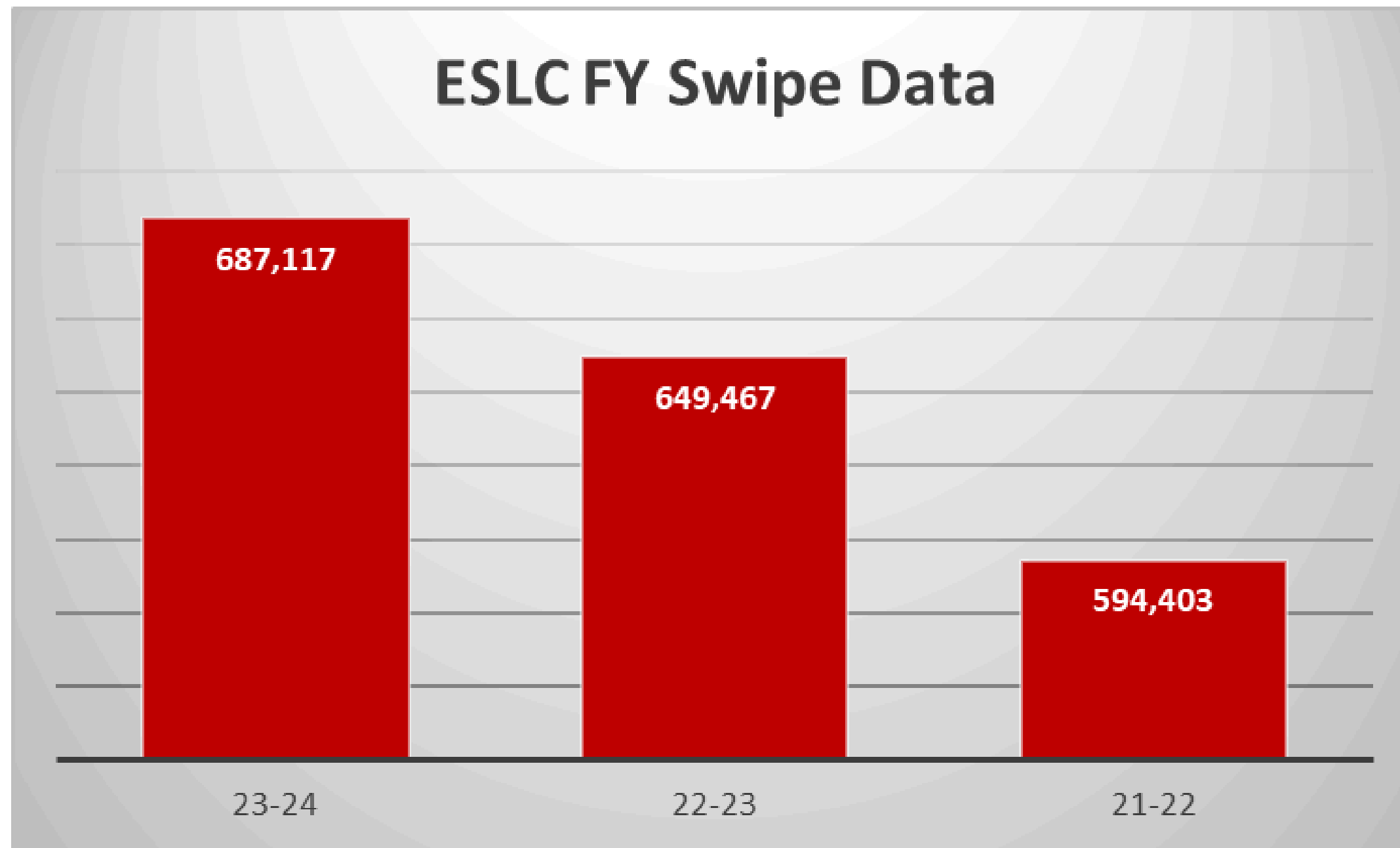
Team: We communicate with clarity and intention and engage with courtesy and curiosity

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



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

76% Student Employee Retention

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



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



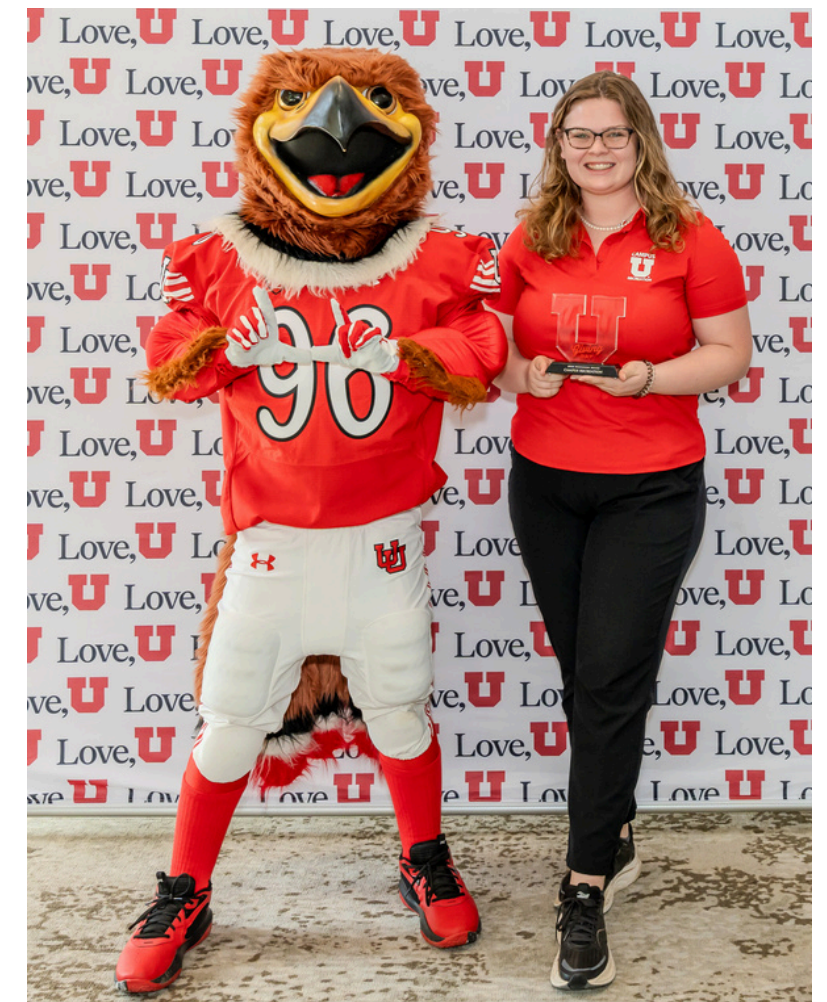
CRIMSON CREW STUDENT EMPLOYMENT

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

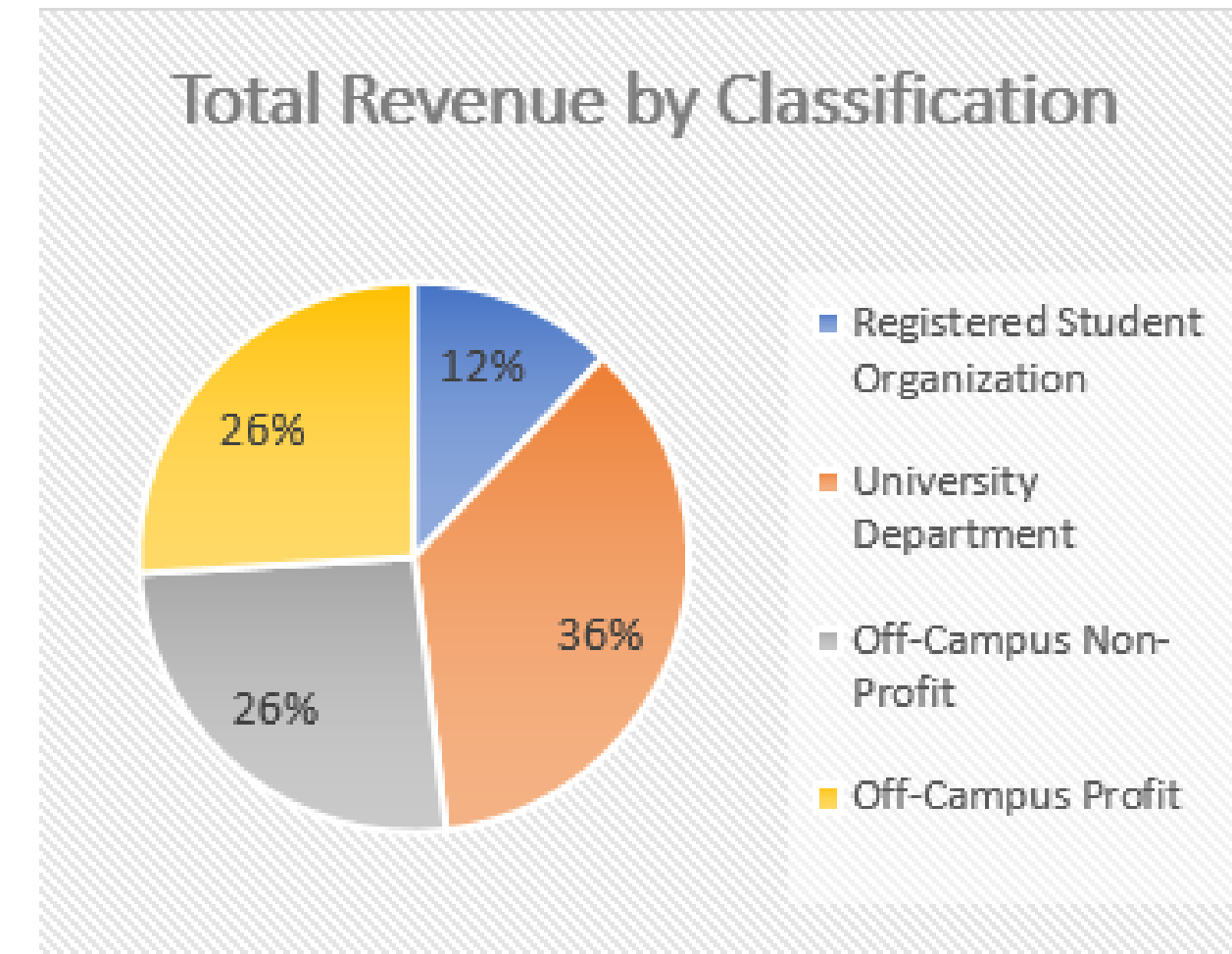
FY24 Projects – 3 projects – 2 completed

- 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