MISSION STATEMENT AND GOALS

Campus Recreation Services is committed to the development of the complete individual through active engagement, educational enrichment and the discovery of lifelong happiness.

Quality Service. Campus Recreation Services is committed to providing quality programs, facilities, and services.

Student Focused. Campus Recreation Services is dedicated to meeting the needs of students.

Staff + Administrative Excellence. Provide exceptional delivery of services and resources that result in a remarkable experience for our guests.

Safe environment. Provide a safe, accommodating, and secure environment for the University community.

Increased visibility. Be creative in meeting the needs of participants, building a positive image, and increase university community awareness.

Diversity. Meet the needs of the University’s diverse campus community.

FACILITIES AND PROGRAMS

George S. Eccles Student Life Center
This facility is nearly 185,000 square feet and offers a large and varied collection of spaces for recreational pursuits, including sport courts, pools, climbing, lifting, cardiovascular, combatives, ancillary services, Outdoor Adventures, and all CRS program and services.

Disc Golf Course
Nine-hole course located on remaining land of the former golf course, between Mario Capecchi and Wasatch Drive.

McCarthey Family Track and Field
A 400 meter track with synthetic turf infield located on the Northeast side of campus. Shared use with Athletics.

University Federal Credit Union Playfield
A new field that opened in August, 2015. A synthetic turf field located on the roof of the new Business Loop parking structure.

Lassonde Sport Courts
Four sand volleyball courts and basketball court on the north side of Lassonde Studios. All courts are lighted.

Outdoor Adventures
Provides equipment rental for outdoor activities, Cooperative Adventure Trips, resource center, and special events and programs.

Crimson Crew
Hire, train, evaluate and recognize student staff in a program designed with the intentional intent of professional development.

Intramural Sports
Provides students, staff, and faculty the opportunity to compete on teams or as individuals.

Fitness Program
Non-credit classes, fitness and instructional based. Personal Training provides individual exercise direction with a certified personal trainer.

Sport Clubs
Provides students the opportunity to compete on teams against other university sport clubs.

FULL TIME STAFF

Evelina Day Business Manager
Glenn Despain Maintenance Specialist
Cairistiona Flatley Manager, Fitness Program
Julian Gomez Associate Director, Communications and Outreach
Keith Howells Co-Manager, Outdoor Adventures
Jeanne Huelskamp Manager, Membership Services
Cheri Jenkins Associate Director, Operations
Rob Jones Senior Manager, Outdoor Adventures
Ryan Kirchner Manager, Scheduling and Climbing
Todd Lindsey Maintenance Assistant
Sean Monnier Manager, Intramural Sports and Sport Clubs
Greg Reinhardt Manager, Gear Central and The Core
Mark Weiss Manager, Aquatics
Brian Wilkinson Associate Director, Services
Mary Bohlig Director
## PROGRAM HIGHLIGHTS/CORE OBJECTIVES/GOALS

### PROGRAM/ACTION

### CRIMSON CREW
- This Crimson Crew (CC) organizes student staff into a structured model, which acknowledges our financial investment, recognizes their contributions, and provides a high impact learning experience.
- Systematic hiring process which includes: 1) Attend recruitment session; 2) Submit a resume and cover letter; 3) Interview with the Crimson Council; 4) Interview with FT manager; 5) Attend a CC training workshop.
- The Crimson Counsel includes student staff reps from all program areas, who review and interview during the hiring process, plan CC events, and provide feedback on operations, successes, and challenges.
- 225 students attended 49 recruitment sessions and 93 attended 26 training sessions.
- 506 students attended 11 events that ranged from money management to laser tag.
- Over 237 students were employed with CRS throughout the year. We have increased our retention in our two highest turnover areas, Membership and Core/Gear Central from 13% to 52%.
- We still have 53 CC members that have been with us since the ESLC opened.
- We provided 71,476 hours of employment last year for CC students.

### OUTDOOR ADVENTURES and THE SUMMIT
- The new level of visibility for OA resulted in another record year for both rentals (20% increase) and income (21% increase). Both are record totals.
- Participation in The Summit was over 20,740, with 20 classes/clinics and four competitions hosted.
- We continue to draw the largest audiences in the world for the Banff Film Festival and Radical Reels. Total attendance for the four evenings was nearly 7000.
- 649 students participated in 45 Cooperative Adventure Trips and training, traveling 30,000 miles and spending over 2530 hours in the field.
- Developed and initiated BOLT (Beginning Outdoor Leadership Training).

### INTRAMURAL SPORTS
- A total of 41 team and individual sports were offered, 854 games were played with 429 teams competing throughout the year.
- New sports offered include Disc Golf and 3-Point Contest.
- 2472 unique participants, 3622 participations, and 10,988 participation hours.

### CORE OBJECTIVES

- **Crimson Crew and Administrative Operations**
- **Crimson Crew**
- **Outdoor Adventures, Marketing, Administrative Operations**
- **Outdoor Adventures, Marketing**
- **Outdoor Adventures, Marketing, Administrative Operations**
- **Outdoor Adventures, Crimson Crew**
- **Intramural Sports, Marketing, Administrative operations**
- **Intramural Sports**
- **Intramural Sports, Marketing**

### ASSOCIATED GOALS

- **Quality Service, Student Focused, Staff Excellence**
- **Quality Service, Student Focused, Staff Excellence**
- **Quality Service, Student Focused, Staff Excellence**
- **Quality Service, Student Focused, Staff Excellence**
- **Student Focused, Staff Excellence**
- **Student Focused, Staff Excellence**
- **Student Focused, Staff Excellence**
- **Student Focused, Staff Excellence**
- **Quality Service, Visibility, Safe environment, Diversity**
- **Quality service, Visibility, Safe environment, Diversity**
- **Quality service, Visibility**
- **Student focused, Safe environment, Diversity, Quality service**
- **Student focused, Staff excellence, safe environment**
- **Student focused, Quality service, Safe environment, Diversity**
- **Quality service, Student focused**
- **Student focused, Safe environment, Diversity**
Another year, another increase in the CRS portfolio of facilities, which is now nearly 700,000 square feet. These facilities include the Eccles Student Life Center (ESLC), McCrath Family Track and Field (MFTF), University Federal Credit Union Playfield (UFCUP), Lassonde Sport Courts, and the Disc Golf Course (DGC).

Aside from daily administrative and operational responsibilities, maintenance actions in the ESLC this year include: installation of sprinkler head covers in High Courts, Legacy Gym, and all fitness studios; carpet installed over flooring in The Summit; repair of underfloor air duct in the Crimson Lagoon; pool lighting switched out/upgraded to LED; wall reinforcement and netting installed in Legacy; chill loop coil install; new repeater installed on roof; new lockers installed in lower level.

The MFTF turf replacement project continued for over a year and was completion was nine months overdue. The area re-opened in March.

Lassonde Sport Courts were completed in June. This is a new recreation space that provides four lighted sand volleyball courts and one basketball court for the University community. MOU was established. CRS will be responsible for management of these courts, including scheduling, lighting, and daily operations. This project was a cooperative venture with HRE and Athletics.

Had a total of 401 reservations, including both the ESLC and outdoor facilities, covering 176 days.

Gear Central had 25,523 day use lockers rentals, 13,960 equipment rentals, a 15% increase, and sold 2545 pieces of merchandise, a 9% increase.

Membership Services rented 811 semester lockers and sold 17,921 guest passes, a 4% increase from the previous year.

The Crimson Lagoon provides the campus community with pools exclusively for self-directed recreation. There were nearly 95,000 participations last year, which is a 17% increase.

The Swim Lesson program was greatly expanded over the past year, with 412 participants, an increase of 600%.

Hosted several special events, including the Dive-In Movie and BBQ, family swim day, and SUP Yoga classes.

Mark Weiss, Aquatics Manager, is a Certified Pool Operator Instructor (CPOI) certification, which allows CRS to manage all operations including chemicals, health code compliance, plumbing, etc. This not only creates a seamless experience for our guests, but saves valuable financial resources.

The facility administration focuses on quality service, visibility, a safe environment, and student-focused staff, ensuring the facility is well-maintained and meets the needs of the students.
SPORT CLUBS

- Twenty-three teams were active this year, with a total of 792 students participating, a 38% increase from previous year.
- New clubs added this year include Alpine Skiing, Women’s Soccer and Wrestling.
- Students spent 4590 hours practicing and participations increased 61%.
- Seven teams and 203 athletes participated in their respective national championships.
- Twenty-one athletes were named to their respective All Conference or American teams.
- Sport Club athletes generated $12,094,464 in tuition dollars.
- 94 individual SC Athletes used the Athletic Training room, totaling 947 visits

CLIMBING
- National Champions at the Collegiate World Championships hosted in China

WOMEN’S LACROSSE
- Finished 2nd in conference
- Placed 6th in the nation
- Six players were selected to the All-American team

MEN’S LACROSSE
- Qualified and placed 10th in Nationals
- Announced that the team will be moving to NCAA Division I status at the start of 2018
- Team had an overall GPA of 3.2
- Seven players earned All-conference honors

MEN’S RUGBY
- Placed 4th in National Sevens Tournament.
- Competed in the National Tournament for 15’s and ended the season ranked 11th.
- Chad Gough was an all-American and one of four finalists for the national player of the year

MARKSMANSHIP
- Women’s Air Pistol placed 2nd at Nationals and Men’s Sport Pistol placed 3rd at the National Championships

WOMEN’S WATERPOLO
- Won the Rocky Mountain Division
- Placed 15th in the National Championship

MEN’S SOCCER
- Intermountain Conference Champions

SWIM TEAM
- Twelve athletes competed in the national championships

MEN’S WATERPOLO
- Placed 2nd in the Rocky Mountain Division

FITNESS PROGRAM
- 142 classes offered, a 16% increase
- Income increased by over 24%
- 2767 hours of scheduled classes
- 1924 Personal Training sessions, a 10% increase, and hired an additional three trainers.
- Massage participation increased by 48% and hired two additional staff
- Two Fitness Instructor Training class were offered this year
- New classes offered this year include BodyPump, BodyPump + Flow, SUP Yoga, and BodyTone Bootcamp.
- Signed a contract with Les Mills, which allows us to use their curriculum and materials
- Student Focused, Diversity, Safe Environment, Increased Visibility
- Student Focused, increased visibility
- Student Focused, safe environment
- Student focused, admin excellence
- Student focused, admin excellence
- Student focused, admin excellence
- Student Focused, admin excellence
- Student Focused, admin excellence
- Student focused, admin excellence
- Student focused, admin excellence
- Student focused, admin excellence
- Quality service, student focused, visibility
- Quality service, student focused, visibility
- Quality service, student focused, visibility
- Quality service, student focused, visibility
- Quality service, student focused, visibility
- Quality service, student focused, visibility
- Quality service, student focused, visibility
- Quality service, student focused, visibility
- Quality service, student focused, visibility
The ELSC won the Facility of Merit Award from Athletic Business.

The Crimson Lagoon was one of the featured facilities in the annual Athletic Business Aquatic Design Portfolio issue.

Participation in the ESLC increased by 11% this past year.

Grand Opening event for the University Federal Credit Union Playfield was hosted on October 24.

Lassonde Sport Courts completed. This lighted outdoor activity area is on the north side of Lassonde Studios and consists of four sand volleyball and one basketball court. This project was in cooperation with Athletics, who “owns” two of the volleyball courts. CRS will be responsible for activity and lighting schedule. Courts will be available for both programming and self-directed recreation.

Abundant turnover of full time staff over the past year. These include the resignations of Jared Lindorfer, Matt McCarthy, and Case Turner, along with the retirement of Susan Miller after 33 years with CRS. The following personal responsibilities were in place during the interim: Cairistiona Flately managed scheduling; Jake Meyers, former IM Supervisor, managed IM Sports; Julian Gomez managed Sport Clubs; Rob Jones and GAs assumed additional responsibilities.

The following hires and personnel changes were made:
- Jeanne Huelskamp moved from Manager, Gear Central and The Core to Manager, Membership Services
- Keith Howells hired as Co-Manager of Outdoor Adventures
- Ryan Kirchner hired as Manager, Scheduling and Climbing.
- Greg Reinhardt hired as Manager, Gear Central and The Core
- Sean Monnier hired as Manager, Intramural Sports and Sport Clubs.

Additionally, Julian Gomez was promoted to Associate Director, Communications + Outreach.

The implementation of Rapid Assessments and increase in pay rate has resulted in a higher retention rate for our CC staff.

Our Crimson Crew staff earned $819,033 in salaries and benefits.

Distributed $29,500 in scholarships to our CC staff for the 2017-18 academic year.

We continue to increase our self-generated income, which is crucial for the financially solvency of the department. Total income (not including fees) was $2,031,049, a 9% increase.

Self-generated income is 26% of total budget.

Sponsored four graduate assistants in the areas of facility management, aquatics, and Outdoor Adventures.

Hosted the annual Pac 12 Directors Meeting, May 8-10.

Hosted the Academic Impressions Wellness Conference, April 3-5.

Worked with AER to create a data queries dashboard that will allow us to measure the impact of the ESLC on specific indicators such as GPA, retention, and enrolled credit hours.

Took many years, but the Mariam Thalos lawsuit was finally brought before a jury this spring. After five days of trial and two hours deliberation, the University of Utah was found not negligent in the slip and fall at the Einar Nielsen Field House.

• Admin operations, ESLC
• Admin operations, ESLC, aquatics
• ESLC, marketing, crimson crew, admin operations
• Outdoor spaces
• Outdoor spaces, admin operations
• Admin operations
• Admin operations, Admin operations
• Admin operations
• Admin operations, Admin operations
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• Admin operations

Quality service, admin excellence, visibility
Quality service, admin excellence, visibility
Quality service, visibility, admin excellence, admin operations
Quality service, admin excellence, diversity
Quality service, admin excellence, visibility
Quality service, admin excellence
Quality service, admin excellence
Admin excellence
Admin excellence
Admin excellence, visibility
Admin excellence, visibility
Admin excellence, visibility
Admin excellence, visibility
Admin excellence, visibility
Admin excellence, visibility
Admin excellence, visibility
Admin excellence, visibility
Admin excellence, visibility
MARKETING AND OUTREACH

• The General Brochure won first place in the Creative Excellence Award from NIRSA
• Sponsorships this year included KIND, Sport Beans, High Chews, Blue Diamond, Playtex, and NBMG
• Installed a program on our web site that provides immediate feedback to questions from our full time staff
• Athletics sponsored/purchased our IM Champ shirts in exchange for event postings on the ESLC video monitors
• The University Federal Credit Union sponsored the IM Sportsperson of the year award and purchased a portable scoreboard for use at MFTF.
• Hosted and collaborated in numerous special events, including Dive-In movies, Swoop Camps, Wellness Fair, Geek Week, Red, White and U Day. Partners include ASUU, HRE, Center for Student Wellness and Orientation.
• Mailed 4584 CRS welcome packets to new UU employees.
• Electronic media:
  • 613,381 web site page views and 119,590 individual web site viewers
  • 462 Twitter Followers
  • 2191 Facebook Likes from 45 different countries and 2150 followers
  • 12,424 views of our YouTube and Vimeo videos
• Sponsored five academic internships

  • Marketing, admin operations
  • Marketing, IM sports
  • Marketing, admin operations
  • Marketing, admin operations
  • Marketing, admin operations

  • Visibility, admin excellence
  • Visibility, admin excellence
  • Visibility, student focused
  • Quality service, student focused, visibility, admin excellence
  • Quality service, student focused, visibility, diversity

  • Marketing, admin operations
  • Marketing

  • Visibility, admin excellence
  • Visibility, student focused, diversity, quality service

  • Crimson crew, admin operations

  • Student focused, admin excellence

INTERSTING FACTS

• Our treadmills logged enough miles to circle the earth nearly six times
• There were 1968 goals scored in Intramural Sports
• If you rented everything that floats from Outdoor Adventures, you could bring along 478 friends
• 437,203 plastic bottles were saved by using the hydration stations in the ESLC; that’s 72,367 more bottles than last year
• Gear Central rented 13,960 items
• Students spent 11,000 hours participating in Intramural Sports
• Our maintenance team completed 331 work orders
• The Crimson Crew worked 71,476 hours
• 7350 pounds of salt were used in our water softener system
• Our Sport Club athletes spent 4590 hours practicing
**Eccles Student Life Center**
- Participations: 692,617
- Tours: 4000

**Crimson Crew recruitment/training**
- Participations: 852

**Aquatics**
- Participations: 94,961

**Intramural Sports**
- Participations: 11,023

**Outdoor Adventures**
- Trips + Training: 1057
- Presentations: 6876
- Equipment rental: 19,326

**Sport Clubs**
- Participations: 72,030

**Disc Golf Course**
- Participations: 10,424

**Credit Union Playfield**
- Participations: 4391

**McCarthey Family Track and Field**
- Participations: 15,056

**Fitness Program**
- Participations: 25,507

**Special Events**
- Participations: 17,275

**CRS TOTAL PARTICIPATION**
- 975,395

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**Please note the following program specific demographic information:**

**SPORT CLUB PARTICIPATION**
- Women: 208
- Men: 584
- Resident: 456
- Non-resident: 336

**OUTDOOR ADVENTURES TRAINING**
- Women: 15
- Men: 15

**OUTDOOR ADVENTURES TRIPS**
- Women: 173
- Men: 196

**FITNESS PROGRAM**
- Female: 84%
- Male: 13%
- Student: 64%
- Faculty/staff: 26%
- International Student: 12%
- Live on campus: 38%
- Ethnicity
  - Caucasian: 72%
  - Asian: 12%
  - Hispanic/Latino: 8%

**INTRAMURAL SPORTS PARTICIPATION**
- Freshman: 622 (464 Male / 158 Female)
- Sophomore: 563 (469 Male / 94 Female)
- Junior: 617 (526 Male / 91 Female)
- Senior: 612 (508 Male / 104 Female)
- Grad: 801 (682 Male / 119 Female)
- Faculty/Staff: 65 (57 Male / 8 Female)
- Spouse: 9 (7 Male / 2 Female)
- Other: 21 (20 Male / 1 Female)
Cheri Jenkins  
NIRSA Region VI Conference, UC-Irvine, November 1-4  
Re-certified in Building Operator Certification (BOC)

Julian Gomez  
Athletic Business Conference, Orlando, November 16-18  
NIRSA National Conference, February 21-24, Washington, DC

Rob Jones  
Association of Outdoor Recreation and Education (AORE) National Conference, November 8-12, Minneapolis, MN

Keith Howells  
Former graduate assistant who was hired as the new Outdoor Adventures Co-Manager  
AORE National Conference

Mark Weiss  
NIRSA Region VI Conference, UC-Irvine, November 1-4  
NIRSA National Conference, February 21-24, Washington, DC  
Re-certified in: BOC, Certified Pool Operator Instructor, Red Cross Lifeguarding Instructor and Instructor Training, and Red Cross Water Safety Instructor/Instructor Training

Mary Bohlig  
Athletic Business National Conference, Orlando, Nov. 16-18  
NIRSA National Conference, February 21-24, Washington, DC  
Academic Impressions Conference, Round Table Leader  
Office of Equal Opportunity Review Committee

Jeannie Huelskamp  
Athletic Business Conference, Orlando, November 16-18

Cairistiona Flately  
NIRSA Region VI Conference, UC-Irvine, November 1-4  
NIRSA Regional Conference Presenter  
Certified in Body Pump  
Attended Level II Yoga Training  
Interim Scheduler for CRS

Brian Wilkinson  
NIRSA Region VI Conference, UC-Irvine, November 1-4  
NIRSA National Conference, February 21-24, Washington, DC  
Student Affairs Diversity Council

Laura Skold (GA)  
NIRSA Student State Representative  
NIRSA Region VI Conference, UC-Irvine, November 1-4

Nick McEachern (GA)  
AORE National Conference  
ISOLS Conference  
ISOLS presenter

Ryan Holbrook (GA)  
NIRSA Regional Conference  
NIRSA National Conference  
NIRSA William Wasson Award Recipient  
Secured full-time position at the University of Denver

Crimson Crew Scholarship Recipients  
Precor Crimson Honor Award  
Victor Navarez and Owain Rice  
Service Distinction  
Janelle Johnson, Addison Martin, and Danielle Haddad  
Emerging Leader  
Ryann Lim and Manvir Dhalwal

Conferences/Training/Certifications  
CPR & AED  
90  
In-Service Lifeguard Training  
228  
Crimson Crew Recruitment  
235  
Fall Training  
110  
CC Events and Workshops  
506  
Fitness Instructor Training Course  
18  
Crimson Crew Training  
93  
ISOLS Conference  
8  
SPI Course  
6  
Advanced Mountaineering Cert  
1  
Wilderness First Responder Cert  
3  
Single Pitch Instructor Course  
6  
Avalanche Safety  
1  
International Expedition Training  
1  
NIRSA Region VI Conference  
5  
NIRSA National Conference  
1  
OA trip leader training  
Paddle Rafting  
11  
SPI Assessment  
4  
Oar Rafting  
11  
Backcountry Skiing  
9  
BOLT Training  
14  
Policy Procedures/General Training  
177  
Winter Backpacking  
11  
Climbing  
21
OUTDOOR ADVENTURES/Equipment + Services (N = 132)

Findings
- On a 1-5 scale, percent rating of a 4 or higher include: guest service = 4.86; knowledge of staff = 4.72; affordability of equipment = 4.74; availability of equipment = 4.67; quality of equipment = 4.51

Assessment Actions
- Will increase fleet of Alpine Touring equipment and add to our performance ski equipment

OUTDOOR ADVENTURES/Trip Satisfaction (N = 274)

Findings
- On a 1-5 scale, participant overall rating was a 4.9
- 99% said they would participate again; 99% would recommend to a friend; 62% were first time participants; 81% were students and 16% were staff/faculty.

Assessment Actions
- Based on feedback, developing a series of trips that visit the National Parks in and around Utah; more trips to local destinations that don’t require extensive travel; will add more rock climbing, canyoneering, and multi-sport trips

*INTRAMURAL SPORTS USER SATISFACTION (N = 23)

Findings
- On a scale of 1-5, percentage rating a 4 or higher include: Good value for the money = 70%; Would register again = 75%; Recommend to a friend = 65%; Improved social group = 50%

Assessment Actions
*Please note that this program was managed by a former IM Student Supervisor on an interim basis, which resulted in low assessment participation and lack of future adjustments and modifications

FITNESS PROGRAM PARTICIPANT SURVEY (N = 275)

Findings
- 94% would recommend to a friend, 53% were repeat participants, and 91% found their instructors enthusiastic, personable and motivating.

Assessment Actions
- Adjustment of temperatures in the studios
- More equipment provided
- Added more of the following classes: Yoga, Pilates, and Butts + Guts
- Offered more classes at varying times
- Provided feedback to all instructors
- Adjusted marketing tools

CRIMSON CREW LEARNING OUTCOMES (N = 130)

Findings
- 85% agreed that being a part of the CC taught them transferable skills that will be used in future careers
- 85% developed meaningful relationships within Campus Recreation Services
- 97% agree that their supervisors encourage respect in the workplace
- 85% agree that the ESLC is an inclusive and diverse environment
- 97% feel comfortable approaching their supervisors

Results
- In the current format, this survey included too many questions that measured their knowledge of different programs and services rather than measuring learning outcomes. This assessment was rewritten to provide us with more useful feedback.

MARKETING SYSTEMS

Findings
- Each program assessment includes information on how participants learned of activity. Word of mouth = 34%; Web site = 22%; Previous participation = 24%; Flyer/poster = 10%

Assessment Actions
- The combined percentage of Word of Mouth and Previous Participation (50%) substantiates our dedication to continually provide quality programs and services that both attract and retain participants.
- We also continue to expand our social media marketing collateral to meet our users at their information streams

CRS MEMBERSHIP CANCELLATION SURVEY

Findings
- On a scale of 1-5, departing members rated the following: Facility = 4.6; Staff = 4.2; Programs = 4.1; Service = 4.2; Hours = 3.8

Assessment Actions
- Some of the comments we are unable to address, such as parking and crowded facilities. However, we have made some changes that address other concerns, such as the addition of more lockers and changing layout of The Core to relieve crowding in that area.
- The lowest score, hours, is still rather complicated. Our numbers indicate that a large number of guests wouldn't arrive earlier or stay later. Additionally, it costs us an additional $120/hour to staff when all areas are open. This is an annual cost of $42,600, which would require an 155 members to cover each additional hour opened. This is not realistic or achievable.
The George S. Eccles Student Life Center was awarded a Facility of Merit by Athletic Business. There were 975,395 participations, an increase of 10%. CRS manages nearly 700,000 square feet of indoor and outdoor recreation facilities. CRS employed 237 students and paid $819,000 in salaries. Outdoor Adventures equipment rental increased by 20%. The Lassonde Sport Courts were completed and opened for use. Four new full time staff were hired to replace resignations and retiring staff. Our general brochure won first place in the Creative Excellence Award from NIRSA. Outdoor Adventures traveled 30,000 miles and spent 2530 hours exploring Utah and surrounding states. Seven Sport Club teams and 203 athletes competed in their respective national championships. CRS generated $2,031,000 in non-fee income via memberships, programs, and equipment rentals. Surveyed 834 users over the past year in a variety of programs and services. Provided $29,500 in scholarships for Crimson Crew members.

The largest opportunity and challenge is the successful management of the ESLC and operation and management of our growing recreation facility inventory, which now includes the Lassonde Sport Courts. Continual review and adaptation to our operations and management are necessary to ensure that all guests and participants have a safe, positive and enriching experience. Additionally, it is our responsibility to respond to both user needs and trends so that participation rates will progressively increase.

The other opportunity of note is our proper fiscal management to ensure that we are able to both maintain and operate current facilities and programs, but also expand and adapt as situations necessitate.

We face two challenges that will require dedication and active engagement to manage and resolve. One is the financial responsibility associated with the ESLC, MFTF, Lassonde Sport Courts, and the University Federal Credit Union (UFCU) Playfield. All of these facilities require substantial funding to not only operate and sustain, but we must also be prepared for the larger expenses associated with ongoing maintenance, rising utility costs, and repairs.

Finally, these new facilities have positioned our department to make a lasting impact on the University by way of recruitment, retention, quality of life, community connections, health and well-being, and the intentional design of learning that occurs outside the classroom.

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There were 975,395 participations, an increase of 10%.

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