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 and 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

Field House
Cardio, weights, dance studio, sport courts, racquetball courts + squash courts, cycling studio, personal training studio, running track.

HPER Complex and Natatorium
Shared use facility with College of Health and Athletics.  Contains sport courts, 3 swimming pools, and 4 racquetball courts.

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

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

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.

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

Team Tots
In cooperation with Child Care, free child service was offered two evenings per week for students.

FULL TIME STAFF

<table>
<thead>
<tr>
<th>Name</th>
<th>Position</th>
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<tbody>
<tr>
<td>Evelina Day</td>
<td>Administrative Officer</td>
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<tr>
<td>Paula Ericson</td>
<td>Administrative Secretary/Program Assistant</td>
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<tr>
<td>Cairistiona Flatley</td>
<td>Manager, Fitness Program</td>
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<tr>
<td>Julian Gomez</td>
<td>Manager, Marketing, Special Events, IT</td>
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<tr>
<td>Jeanne Huelskamp</td>
<td>Program Assistant, Field House</td>
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<tr>
<td>Cheri Jenkins</td>
<td>Associate Director, Operations</td>
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<tr>
<td>Rob Jones</td>
<td>Co-Manager Outdoor Adventures</td>
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<tr>
<td>Matt McCarthy</td>
<td>Manager, Intramural Sports and Sport Clubs</td>
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<tr>
<td>Susan Miller</td>
<td>Manager, Membership Services</td>
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<tr>
<td>Case Turner</td>
<td>Outdoor Adventures</td>
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<tr>
<td>Mark Weiss</td>
<td>Aquatics, Aquatics</td>
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<tr>
<td>Brian Wilkinson</td>
<td>Associate Director, Services</td>
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<tr>
<td>Mary Bohlig</td>
<td>Director</td>
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</tbody>
</table>
### PROGRAM HIGHLIGHTS/KEY ACTIVITIES/GOALS

#### OUTDOOR ADVENTURES

- Hosted the Banff Festival of Mountain Films, Radical Reels, and Tim Cope, World Expeditions. Banff had a new record, with over 7200 people in attendance. This is the single largest attendance in the world.

- Equipment rentals increased by 20% and was busiest year in program history.

- Hosted the Intermountain Outdoor Student Leadership Conference, March 27-30. Seven universities represented, with 42 attendees.

- A total of 52 Cooperative Adventure and Training Trips were offered this year, traveling 30,000 miles and serving 660 participants.

- Continue to collaborate with Orientation by offering "Wilderness Orientation" overnight trips, which included climbing, rafting, and camping.


- Developed and introduced the new SLC web site, which features a construction cam, countdown clock, photos, and facility highlights.

- Purchased drones and GoPros to assist with video production. Videos to date include SLC, mountain biking, and river rafting.

- Mailed 3280 CRS welcome packets to new UU employees.

- Electronic media:
  - 426,000 web site visits; 90,000 individual users; 51% were new visitors
  - 240 Twitter Followers
  - Facebook activities. Weekly updates posted; “Likes” from 27 countries; 80% are between the ages of 18-34

#### KPI

- Increased visibility
- Quality service
- Diversity
- Staff and Administrative Excellence

#### ASSOCIATED GOALS

- Increased Visibility
- Quality Service
- Diversity
- Staff and Administrative Excellence

### MARKETING

- Design, construction and transition into the SLC
- Marketing
- Administration and Advancement

- Marketing
- All other KPI’s

- Student Focused
- Increased visibility
- Quality Service
- Staff and Administrative Excellence

- Student Focused
- Increased Visibility
- Quality Service

- Increased Visibility
- Diversity
- Student Focused

- Increased visibility
- Quality Service
- Student Focused
FACILITY MANAGEMENT

- A total of 18,090 individual users utilized the Field House. Of this, 13,375 were students, which is nearly half of all students at the U.
- The Field House had over 4100 more visitors than the previous year.
- Law School construction has closed our parking lot for the past two summers, making access and way finding difficult for our guests.
- Although a valuable part of our programming, the continued engineering issues at the McCarthey Family Track and Field (MFTF) resulted in closure for several months. It is anticipated that the entire infield will need to be replaced. This is a very expensive project that will have a negative impact on our financial reserves.
- The basketball practice facility construction at the HPER Complex has resulted in a loss of time available in the gymnasiums.
- Between the Field House and HPER Complex, offered 12,978 hours of self-directed recreation.

INTRAMURAL SPORTS

- A total of 38 team and individual sports were offered, with 524 teams competing throughout the year.
- New sports offered include Floor Hockey, Table Tennis, Battleship, and Extreme Volleyball
- Had nearly 24,000 participations this past year.

FITNESS PROGRAM

- Developed and offered our first Fitness Instructor Training class. During this course, students were taken through all modules necessary for preparation of a national certification exam.
- A total of 89 unique classes were offered last year with over 15,000 participations.
- A total of 1620 Personal Training sessions conducted.
- Program income went from red to black by a substantial percentage
SPORT CLUBS

- Twenty-four teams were active this year, with a total of 271 students participating as a SC team member.
- Participations increased by 31%.
- Twelve athletes were named to All American or All Conference teams.
- Continued collaboration with Athletic Training to provide an athletic trainer for our SC athletes.
- The SC Contingency Fund allocated monies this year to Women’s Lacrosse, Men’s Volleyball, Table Tennis and Men’s Rugby to compete in their respective national championships.
- 68 athletes competed in national tournaments.

TABLE TENNIS

- Diana Phong was the Women’s Singles National Champion and placed 2nd in the Open Doubles.
- Diana was also awarded the Table Tennis Sportswoman of the Year award.
- Both the Women’s and Men’s teams competed in the ACUI National Championship Tournament.
- Karl Ramirez placed 7th in doubles at the National Championships.

MEN’S HOCKEY

- Finished the regular Pac-8 season undefeated.
- Hosted the Pac-8 Conference Tournament, finishing 2nd.
- Chosen to host the 2015 National SC Championships in 2015. This is the first time that the U of U has been selected as host school.
- Raised $2600 for cancer research.
- Overall team GPA of 3.2, with seven athletes on the Dean’s List.

WOMEN’S LACROSSE

- Finished 5th in the nation at the Women’s College Lacrosse National Championship Tournament.
- Conference Champions.
- Traci Shurtleff: US Lacrosse National Defensive Player of the Year.
- Hayson Choi: National All-Tournament Team.
- Katie O’Neil, Heather Hunter, Hayley Juhl, Taylor Dahl, and Traci Shurtleff were named All-Americans.

MEN’S WATERPOLO

- Second place in Rocky Mountain Conference Championships.
- Christian Bloomquist was named to the All-America Team.
- Christian Bloomquist, Jensen McKay, and Ian Smith were selected to the All-Conference Team.

MEN’S SOCCER

- Second place finish in the regional finals.

MEN’S ULTIMATE

- Second place finish in Big Sky Conference Tournament.

For following KPI’s are the same for all area highlights listed below:

- Sport Clubs
- Administration and Advancement

The following goals are the same for all are highlights listed below:

- Student Focused
- Diversity
- Safe Environment
- Increased Visibility
Student Life Center (SLC) Construction

• Okland was awarded the construction contract. It was a hard bid, which resulted in very tight restrictions on budget, design changes, and construction schedule.
• Construction start date was July 19, 2013
• CRS will assume ownership of the facility on December 24, 2014, with an anticipated opening on Monday, January 12, 2015.

Student Life Center Operational Planning
• Preparation for transition and operational development has required much diligence due to the complexity of the SLC and its many functions and activity areas. Some of the elements of review and development include:
  • Policy and procedure manual updates
  • FFE requirements, purchasing schedule, budget, and bid process
  • Coordination of required services between Ucard, Telecommunications, IT, ACS, UTV, and cable services
  • Review and development of new Operation Handbooks for all programs and service areas.
  • Research, design and develop a new student staff model. This will change the current, unstructured model, into a formal program: the Crimson Crew. This program will
  • Review and update of Emergency Management Procedures
  • Tenant coordination, contracts, and user policies
  • Review and changes in all membership fees and structures
  • Coordination of building security with Key Shop and Facilities Management
  • Negotiations with Facilities Management regarding proposed fees
  • Budget modeling and projections
  • Resolve and approve all design changes, products, equipment and materials
  • Development of rental policies and fees
  • Inventory of all current assets and coordinate moving schedule
  • Student staff training module and schedule development for the SLC
  • Facility rental policies and costs
  • Review of priority usage strategies
  • Initial grand opening planning and preparation
  • Development of a SLC marketing plan
  • Signage and donor recognition
  • Operational hours and program development

In preparation of opening the SLC, extensive changes were made in staff organization, assignments, and new hires. These included:
• Cairistiona Flatley was hired in October as the new Fitness Program Manager
• Fitness Program
• Administration and Advancement
• Staff and Administrative Excellence
• Quality Service
• Case Turner was hired in December as the new Outdoor Adventures Co-Manager

• Matt McCarthy was hired in June as the new Intramural Sports + Sport Clubs Manager

• Susan Miller, currently the HPER Manager, will assume the role of Membership Services Manager in the SLC

• Julian Gomez, formerly Intramural Sports and Marketing Manager, is now the Manager of Marketing, IT, and Special Events

• Cheri Jenkins, currently Associate Director, will serve as the Associate Director for Operations

• Brian Wilkinson, formerly Co-Manager of Outdoor Adventures, will be promoted to Associate Director of Services.

• Evelina Day, formerly the Administrative Assistant, was promoted to Administrative Officer

• Research, design and begin implementation of Crimson Crew, which is a new student staff platform model that will change our current, unstructured process, into a formal program. This program will select outstanding staff from each program area to form the Lead Team, who will be active in the new formal program that will include recruitment, interviews, all training modules, and peer evaluations.

• Retained Rentmaster to design and develop a new software system for the SLC. Functions will include verification of ID’s, court reservations, merchandise sales, locker rentals, program registration, etc..

• Participated on the Recreation, Athletic and Health (RAH) Master Plan Committee. Our focus has been on the construction of additional outdoor recreation fields/space.

• Participation and completion of a formal Audit.

• In anticipation of the transition into the SLC, review and update of the departmental Strategic Plan.

• Continued our role with Well U Program. Participation with CRS is rewarded with discounted insurance costs.

• Outdoor Adventures
• Administration and Advancement

• Intramural Sports
• Sport Clubs
• Administration and Advancement

• Administration and Advancement
• Crimson Crew

• Administration and Advancement

• Administration and Advancement

• All KPI’s will be affected by the success of this program and our student staff.

• All KPI’s will be affected by the successful application and implementation of this software

• Administration and Advancement
• Intramural Sports
• Sport Clubs

• Administration and Advancement

• Administration and Advancement

• Staff and Administrative Excellence
• Quality Service

• Staff and Administrative Excellence
• Quality Service

• Staff and Administrative Excellence

• Staff and Administrative Excellence
• Student Focused
• Quality Service
• Increased Visibility

• Staff and Administrative Excellence
• Student Focused
• Increased Visibility

• Staff and Administrative Excellence

• Quality Service
• Student focused
• Staff and Administrative Excellence

• Quality Service
• Student Focused

• Quality Services
• Student Focused
• Increased Visibility
• Safe Environment
• Staff and Administrative Excellence

• All goals were affected by the successful completion of Audit

• Student Focused
• Increased Visibility

• All goals will be affected by updated strategic plan
UTILIZATION DATA

We have not accessed, or know if it’s possible, to gather the requested demographic information. Please find listed below our overall participation:

**HPER Complex + MFTF**
- Participations: 39,902
- Staff Training: 257

**Intramural Sports**
- Participations: 16,891
- Training & meetings: 467

**Outdoor Adventures**
- Trips & Training: 656
- Presentations: 7202
- Equipment rental: 13,760

**Sport Clubs**
- Participations: 22,634
- Training: 52

**Disc Golf Course**
- Participations: 10,250

**Einar Neilson Field House**
- Participations: 351,415
- Staff Training: 75

**Fitness Program**
- Participations: 14,909

**Special Events**
- Participations: 5610

**CRS TOTAL PARTICIPATION**
- 484,080

Please note the following program specific demographic information:

**INTRAMURAL SPORT PARTICIPATION**
- Freshman: 813 (646 Male / 167 Female)
- Sophomore: 707 (608 Male / 99 Female)
- Junior: 802 (644 Male / 158 Female)
- Senior: 858 (761 Male / 97 Female)
- Grad: 649 (529 Male / 120 Female)
- Faculty/Staff: 100 (87 Male / 13 Female)
- Spouse: 23 (19 Male / 4 Female)
- Other: 66 (65 Male / 1 Female)

**SPORT CLUB PARTICIPATION**
- Women: 52
- Men: 221

**OUTDOOR ADVENTURES TRIP PARTICIPATION**
- Women: 227
- Men: 218
**FUTURE CHALLENGES AND OPPORTUNITIES**

Our single largest opportunity and challenge is the completion and opening of the Student Life Center. The opportunities are obvious: a new state-of-the-art facility for the University Community that will consolidate all CRS programs and services into one central location. With the predicted growth and participation, we are positioned to become the new center of student life on campus.

The responsibilities associated with preparation of with this new facility are many and varied, but the largest challenge is the long-term budget viability. We did not anticipate the extensive mark-up of service fees charged by Facilities Management (FM). Therefore, after bond payment and the cost of all FM additional charges, we are left with our current fee of $18.81, which will not be able to offset all the additional expenses associated with our expanded facility and programs. In fact, aside from a $1.50 increase three years ago to cover MFTF operational costs, we have had a total fee increase of .77 cents over the past five years.

The other opportunity and challenge is the need for outdoor recreation space. The RAH Steering Committee identified both the need for, and location of, future outdoor playfields. With the loss of Ballif Field this fall due to the Lassonde Center, the expediency of field design and construction is crucial. Without replacement/additional play fields, both the Intramural Sports and Sport Club programs will need to reduce access and participation opportunities for students. Of course, the construction of additional play fields will increase our operating budget. Therefore, long-term additional funding is required to maintain and sustain these facilities.

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**STAFF EXCELLENCE**

- **Cheri Jenkins**  
  National Intramural Recreational Sports Association (NIRSA) National Conference, April 22-25, Nashville, TN  
  Student Affairs Professional Development Committee

- **Julian Gomez**  
  NIRSA National Conference, April 22-25, Nashville, TN  
  Athletic Business National Conference, November 20-22, San Diego, CA

- **Susan Miller**  
  NIRSA National Conference, April 22-25, Nashville, TN  
  Student Affairs Diversity Committee  
  HPER User Group Committee

- **Brian Wilkinson**  
  Athletic Business National Conference, November 20-22, San Diego, CA  
  University of Missouri Site Visit and Training, July 15-19, Columbia, MO

- **Rob Jones**  
  Association of Outdoor Recreation Educators (AORE) National Conference, University of Maryland, Nov. 5-10  
  University of Missouri Site Visit and Training, July 15-19, Columbia, MO

- **Mary Bohlig**  
  Pac 12/Big 10 Director’s Meeting, January 15-17, Berkeley, CA  
  Recreation, Athletics, Health Master Plan Committee  
  Student Life Center Steering Committee  
  Student Life Center Working Committee  
  Human Resources Grievance Committee

- **Mark Weiss**  
  NIRSA National Conference, April 22-25, Nashville, TN  
  HPER User Group Committee

- **Case Turner**  
  Intermountain Student Outdoor Leadership Seminar, University of Utah, March 27-30  
  Wilderness 1st Responder Certification  
  Swiftwater Rafting Certification

- **Cairistiona Flately**  
  NIRSA National Conference, April 22-25, Nashville, TN  
  Yoga Teacher Training Certification  
  Instructor: CRS Instructor Training Course  
  Department liaison for the WellU Program.

- **Cairistiona Flately**  
  Hired in October as the new Fitness Program Manager

- **Case Turner**  
  Hired in December as the new Outdoor Adventures Co-Manager

- **Matt McCarthy**  
  Hired in June as the new Intramural Sports + Sport Clubs Manager
Chase Paxman and Kristin Armstrong  
Kim Warner and Chloe Lim  
Jamie Bernstein and Sara Morris  
Jamie Bernstein  
Greg Davis

CRS Outstanding Student Staff Scholarship Recipients  
Academic Internship, Marketing  
Intermountain Student Outdoor Leadership Conference  
Wilderness Risk Managers Conference  
Outdoor Adventures (OA) Graduate Assistant. Hired as Outdoor Recreation Program Manager at Tulane University.  
Outdoor Adventures Graduate Assistant. Hired as Outdoor Recreation Assistant Program Manager at Utah State University.

Conferences/Training/Certifications

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<th>Conference/Training/Certification</th>
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<td>Guest Service Training</td>
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<td>Intermountain Student Outdoor Leadership Seminar</td>
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<td>Sport Officials Training</td>
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<td>Wilderness First Aid Training</td>
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<td>Rafting Safety &amp; Techniques</td>
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<tr>
<td>Climbing for Orientation Leaders</td>
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</table>
Outdoor Adventures equipment + service survey results (N = 189)
Response to assessment results:
• Increased inventory of alpine touring skis, splitboards, paddleboards, and emergency avalanche equipment.
• Expanded hours to include weekends during ski season:
  • Saturdays 8am-12pm
  • Sundays 2pm –6pm

Student Staff Learning Outcomes (N= 44)
Finding: Current student staff were not familiar with all CRS programs.
Response: Thorough review of CRS programs and services with all new hires.

Finding: Student staff were not confident/knowledgeable to talk to others about the ESLC.
Result: Review of architectural plans and timeline with all new hires.

One open ended response indicated that the scholarship application process was too lengthy, and in the future, we should only require name, email address and number of Facebook friends. I believe they’re on to something!

Sport Club athlete survey (N = 74)
Finding: Indoor and outdoor facilities do not meet club needs
Response: The completion of the ESLC in January 2015 will provide sport clubs with increased options for indoor practice space. Lack of outdoor play fields is on-going issue.

Finding: Availability of and participating in Sport Club had a positive influence on many positive contributions to their campus experience, including respect for others, sense of belonging, academic performance, diversity awareness, leadership skills, self-confidence and teamwork skills.
Response: Continued marketing and diverse marketing efforts has already increased participation.

Fitness program participant survey results (N = 163)
Response to assessment results:
• Classes added to accommodate participant requests
• Expanded professional development to improve instructor technique and delivery
• Schedule changes that respond to participant preferences.
• Addition of equipment to improve class variety and structure
• Gained knowledge of our current participant population (mostly female, faculty/staff, and grad school students) so we could better target other populations via marketing and class offerings

Intramural Sports participant survey results (N = 114)
Finding: Only 70% of respondents felt games were “fairly officiated.”
Response: Extended classroom training; implemented NIRSA Clinician Kits into training; scheduled pre-season scrimmages to provide realistic/tangible training; game filming of officials; classroom review of filming
Finding: Daily operations should be improved to assist with common issues of Organization and Supervision.
Response: Rosters printed immediately before game; on-line rosters accessible to supervisors during events; captain’s meetings scheduled later in the day to allow maximum attendance; students may add to rosters up until competition begins
Finding: Misunderstanding of rules by captains, which affected their satisfaction.
Result: Streamlined rules for all sports; move in-depth review of rules during captain’s meetings; videotape captain’s meetings for future reference.
Our 2013-14 brochure was awarded the Creative Excellence Award by the National Intramural-Recreational Sports Association.

We host the largest Banff Film Festival audience in the world.

CRS spent over $440,000 on student staff payroll last year.

Diana Phong was the Table Tennis National Champion.

Our indoor facilities were open for 10,000 hours last year.

Outdoor Adventures provided 2545 hours on field trips and training.

The Field House treadmills ran enough miles to circle the earth nearly 4 ½ times.

Twelve Sport Club participants earned either All-America or all conference honors.

If you rented all the ski equipment at OA, you could take 2104 friends along.