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
The new 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
Is scheduled to open in August, 2015. A synthetic turf field located on the roof of the new Business Loop parking structure.

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.

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

FULL TIME STAFF

Evelina Day Administrative Officer
Glenn Despain Maintenance Specialist
Cairistiona Flatley Manager, Fitness Program
Julian Gomez Manager, Marketing, Special Events, IT
Kwinten Hall Maintenance Assistant
Jeanne Huelskamp Manager, Gear Central and The Core
Cheri Jenkins Associate Director, Operations
Rob Jones Co-Manager Outdoor Adventures
Jared Lindorfer Manager, Scheduling and Special Events
Matt McCarthy Manager, Intramural Sports and Sport Clubs
Susan Miller Manager, Membership Services
Case Turner Co-Manager, Outdoor Adventures
Mark Weiss Manager, Aquatics
Brian Wilkinson Associate Director, Services
Mary Bohlig Director
# PROGRAM HIGHLIGHTS/KEY ACTIVITIES/GOALS

## PROGRAM/ACTION

### CRIMSON CREW

- This new program organizes all of our student staff into a streamlined model. The goal is to not only acknowledge the financial investment we make in our student staff, but also recognize both their contributions to our success and provide a high impact learning experience outside the classroom.
- All applicants must now complete a comprehensive hiring process which includes: 1) Attend a mandatory recruitment session; 2) Submit a resume and cover letter; 3) Interview with the Crimson Council; 4) Interview with FT manager; 5) Attend a Crimson Crew training workshop.
- The Crimson Counsel includes student staff representatives from all program areas. They are responsible for the review of applicant materials and initial interviews. The Counsel also meets regularly to provide feedback on operations, successes, and challenges.
- 12 Recruitment sessions were held this year, with 120 students attending and 97 student completed the interview process.
- Over 290 students were employed with CRS throughout the year.
- Hosted the 1st annual Crimson Crew Spring Celebration this spring. This was a semi-formal catered event to announce our scholarship recipients and recognize student staff achievements.
- Base Camp provides a staging area for our Crimson Crew members, but also offers an exclusive space for study, group meetings, or simply a place to call their own in between classes.

## KPI

The following KPI’s apply to all listed below

- University Federal Credit Union Playfield is a shared use facility the Athletics.
- The McCarthey Family Track and Field (MFTF) has a 200 meter track and synthetic turf infield. Mediation is scheduled for August, 2015. It is a shared use facility the Athletics.
- The University Federal Credit Union Playfield is a new synthetic turf field, which will be located on the top level of the Business Loop parking structure. This space is scheduled for completion and use in the fall of 2015.
- The Disc Golf Course is a 9 hole course is open for both campus and the general community.

## ASSOCIATED GOALS

- Student Focused
- Quality Service
- Student Focused, Quality Service and Knowledgeable Staff
- Student Focused, Quality Service, and Increased Visibility
- Student Focused, Quality Service, and Knowledgeable Staff
- Student Focused, Quality Service
- Knowledgeable Staff
- All KPI’s apply to this ESLC
- All goals apply to the ESLC
- Quality Service, Student Focused, Increased Visibility, Diversity, Safe Environment
- Quality Service, Student Focused, Increased Visibility, Diversity, Safe Environment
- Quality Service, Student Focused, Increased Visibility, Diversity, Safe Environment
- Quality Service, Student Focused, Increased Visibility, Diversity, Safe Environment

## FACILITY ADMINISTRATION

- The Eccles Student Life Center is a 185,00 square foot facility that includes an indoor track, 3 pools, 2 gymnasiums, fitness center, 4 group fitness studios, climbing and bouldering, personal training and massage studios, combative room, 2 racquetball courts, locker rooms, social spaces, University Federal Credit Union, Freshens, Athletic Training and the Center for Student Wellness.
- The McCarthey Family Track and Field (MFTF) has a 200 meter track and synthetic turf infield. Mediation is scheduled for August, 2015. It is a shared use facility the Athletics.
- The Eccles Student Life Center is a 185,000 square foot facility that includes an indoor track, 3 pools, 2 gymnasiums, fitness center, 4 group fitness studios, climbing and bouldering, personal training and massage studios, combative room, 2 racquetball courts, locker rooms, social spaces, University Federal Credit Union, Freshens, Athletic Training and the Center for Student Wellness.
- The McCarthey Family Track and Field (MFTF) has a 200 meter track and synthetic turf infield. Mediation is scheduled for August, 2015. It is a shared use facility the Athletics.
- The University Federal Credit Union Playfield is a new synthetic turf field, which will be located on the top level of the Business Loop parking structure. This space is scheduled for completion and use in the fall of 2015.
- The Disc Golf Course is a 9 hole course is open for both campus and the general community.
MARKETING

- Developed and produced several videos, including A Day in the Life, Dedication Ceremony, whitewater rafting, and mountain biking.
- Collaborative programming with other University departments, along with dedicated ESCL evening events exclusive to both HRE and Greeks.
- Mailed 3868 CRS welcome packets to new UU employees.
- Electronic media:
  - 592,262 web site page views, an increase of 39%; 107,675 individual users, an increase of nearly 20%.
  - 340 Twitter Followers.
  - 1484 Facebook Likes, which is more than double from previous year; Likes represent 43 countries; 78% are between the ages of 18-34.
- Sponsored five academic internships.

INTRAMURAL SPORTS

- A total of 32 team and individual sports were offered, with 524 teams competing throughout the year, an increase of 49 teams.
- New sports offered include Spikeball, Indoor Soccer, and 4-on-4 football.
- Had over 2900 unique participants.

FITNESS PROGRAM

- 102 unique classes were offered last year with 17,344 participations, which is an increase of over 16%.
- Two sessions of the Fitness Instructor Training class were offered this year.
- A total of 1625 Personal Training sessions conducted.
- Program income increased by over 39%.

AQUATICS

- The natatorium, Crimson Lagoon, has provided the campus community with pools that are for the sole use of recreation. The result is a dramatic increase in use. For example, our use for the first six months, 36,570, was nearly our annual total at the HPER Complex of 39,900.
- Mark Weiss, Aquatics Manager, obtained his 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.
- Part of the Crimson Lagoon includes the first outdoor pool on campus, which has been immensely popular with students.

- Design, Construction and Transition into the ESLC, Marketing, Outdoor Adventures, Intramural Sports.
- Marketing and Administration, Advancement.
- Administration and Advancement, Marketing.
- All KPI’s apply.

- Intramural Sports, Marketing and Administration and Advancement.
- Intramural Sports, Administration and Advancement.
- Intramural Sports, Administration and Advancement.

- Fitness Program, Marketing, Administration and Advancement.
- Fitness Program, Crimson Crew, Administration and Advancement.
- Fitness Program, Marketing, Administration and Advancement.

- Design, Construction, and Transition into the ESLC, Administration and Advancement, Aquatics.
- Administration and Advancement, Aquatics.
- Aquatics, Administration and Advancement.

- Student Focused and Increased Visibility.
- Student Focused, Quality Service, Increased Visibility, Diversity.
- Increased Visibility and Diversity.
- Increased visibility, Quality Service, Student Focused, Diversity.

- Student Focused, Diversity, Safe Environment, Increased Visibility.
- Student Focused, Diversity, Increased Visibility.
- Student Focused, Diversity, Quality Service.

- Student Focused, Diversity, Quality Service, Increased Visibility.
- Student Focused, Knowledgeable Staff.
- Increased Visibility, Quality Service.

- Quality Service, Student Focused, Diversity, Safe Environment, Increased Visibility.
- Knowledgeable Staff, Quality Service, Safe Environment.
- Student Focused, Diversity, Safe Environment, Increased Visibility.
SPORT CLUBS
• Twenty-one teams were active this year, with a total of 305 students participating.
• Participations increased 60%.
• Nine teams participated in their respective national championships.
• Sixteen athletes were named to All American or All Conference teams.
• The new Athletic Training room in the ESLC has been a great benefit for SC students.
• 120 athletes competed in national tournaments.

For following KPI’s are the same for all area highlights listed below:
• Sport Clubs
• Administration and Advancement

MEN’S HOCKEY
• Pac-8 Conference champions.
• Hosted the 2015 ACHA Division II National Tournament.
• Team placed 6th in the nation.
• Based on an economic impact study by Visit Salt Lake, the tournament was responsible for $2,753,000 in business sales and local taxes.
• Five players were named to the all-conference team.

WOMEN’S LACROSSE
• Finished 2nd in the nation at the Women’s College Lacrosse National Championship Tournament, losing to Duke in the finals.
• Conference Champions.
• Traci Shutleff was named Division II Player of the Year.
• Four players were selected to the All-American team.

MARKSMANSHIP
• Wyatt Brown was the National Champion in both Free Pistol Individual and Open Air Pistol; placed 2nd in the Overall Aggregate Individual; won three All-American awards.
• Alexis Lagan defended her title by placing 1st in the Women’s Aggregate; finished 2nd in Women’s Sport Pistol; placed 3rd in Women’s Air Pistol; won three All-American awards.

WOMEN’S WATERPOLO
• Hosted and won the Rocky Mountain Conference Championship.
• Placed 12th at the national tournament.

CYCLING
• Dane Money and Mitchell Peterson qualified for nationals.
• Dane Money was the conference champion.

MEN’S WATERPOLO
• Hosted the National Championship Tournament and placed 9th.

MEN’S RUGBY
• Placed 2nd in the Pac-12.
• Placed 4th at the National Sevens Tournament.
• Advanced to the quarterfinals of the national tournament.
• Four players were named to the All-American team.

The following goals are the same for all are highlights listed below:
• Student Focused, Diversity, Safe Environment, Increased Visibility
OUTDOOR ADVENTURES and THE SUMMIT CLIMBING AREA

• Hosted the Banff Festival of Mountain Films, and Radical Reels. Banff over 7100 people in attendance. This is the single largest attendance in the world.

• Equipment rentals income saw a slight decrease of 4%, but this compared to a record breaking year, the driest winter on record and disruption of services due to move.

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

• A total of 42 Cooperative Adventure, Training, and Orientation Trips were offered this year, traveling 28,500 miles and spending over 2300 in the field.

• The Summit is a great addition to our department and the University, with heavy usage throughout each day. Various programs and clinics were offered during the inaugural semester.

ADMINISTRATION

ECCLES STUDENT LIFE CENTER (ESLC)

Construction

• Construction start date: July 19, 2013.
• Continued weekly meetings until late December, 2014.
• Due to an extremely tight schedule, construction continued until three days before official opening.

Transition Management

• Preparation included: coordination of required services such as UTV, Ucard, Telecommunications, FFE purchases, Key Shop, CCure, Commuter Services, and ACS; secure moving company bids; development of rental policies and fees; formulate priority usage strategies; coordinate delivery and installation of both current and new cardio and weight equipment; prepare operational hours and program development; design and implement the ESLC marketing plan; student staff training module, Facility Management contract negotiations; develop new membership eligibility and fee schedules; review and update Emergency Procedures; inventory of all current assets; budget modeling and projection; tenant user policies and contracts; create a cascading move schedule from three facilities that would have the least impact on the campus community; final development and walk-throughs to test the viability of operation manuals, policies, & general management plans.

Opening

• CRS began moving into ESLC on December 22, 2014.
• Due to the dedication of CRS staff to commit themselves to a demanding work schedule, and their willingness to relinquish the holiday season, we were successful in having the ESLC prepared for it’s first day of operation on Monday, January 12, 2015.
The ESLC officially opened its doors at 6:00am on Monday, January 12, 2015. The response was tremendous and more than anyone could have predicted. By 12pm, we had crashed our server, sold out of all lockers and over 6000 guests on the first day.

Actual facility usage presented daily challenges for pre-planned operations, construction issues, and equipment concerns. The FT staff spend the first few weeks working behind the scenes to resolve these problems, while still providing a high quality experience for our guests.

Dedication Ceremony was held on February 26 in the Legacy Gymnasium.
The agenda included a VIP Luncheon and tours, Dedication Program, catered refreshments, and guest facility tours.

CRS staffed and opened the ESLC for all contractors, sub-contractor and their families on Saturday, January 11.

On-going issues with the MFTF turf field integrity. Mediation began in August, 2015. It is anticipated that the entire infield will need to be replaced in 2016. This unknown expense is rather daunting.

After electrical updates, our MFTF lighting bill increased by 190%. We continue to investigate what part of the campus we’re also lighting.

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

CRS employed 290 students and provided $572,940 in Crimson Crew salaries last year.

Active participation in design of the new UFCU Playfield and affiliated planning and organizational tasks such as developing schedules, training modules, operations, policies, and marketing.

Increased several budget areas, which is crucial for the financially solvency of the department. Some of these include: Guest Fees = 60%; Faculty/Staff = 47%; Student Significant Other = 101%; Student Extension = 105%.

Collaborated with the University Wellness to provide financial assistance to a graduate student who will develop and implement a nutrition counseling program for our department.

Continued our role with the Well U Program. Participation with CRS is rewarded with discounted insurance rates.

All KPI’s were impacted by each bullet point listed below

Administration and Advancement

Crimson Crew, Administration and Advancement

Administration and Advancement, Marketing, Intramural Sports, Sport Clubs

Administration and Advancement, Fitness Program

Administration and Advancement

Quality Service, Increased Visibility

Quality Service, Diversity, Increased Visibility, Student Focused

Quality Service, Increased Visibility

Safe Environment

Does not relate to any goals

Quality Service, Increased Visibility

Student Focused, Knowledgeable Staff, Quality Service

Student Focused, Safe Environment, Increased Visibility, Diversity, Quality Service

Quality Service

Quality Service, Diversity, Increased Visibility, Student Focused

Quality Service, Increased Visibility
We have not accessed, or know if it’s possible, to gather the requested demographic information. Access to our facilities is via a UCard tap, and with the high volume of users, we don’t request this information from our guests. Please find listed below our overall participation:

**Eccles Student Life Center**
- Participations: 348,482
- Tours: 6000

**Crimson Crew recruitment/training**
- Participations: 1333

**Aquatics**
- Participations: 43,132

**HPER Complex**
- Participations: 19,776

**Intramural Sports**
- Participations: 15,345

**Outdoor Adventures**
- Trips: 446
- Presentations: 7105
- Equipment rental: 12,613

**Sport Clubs**
- Participations: 35,771

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

**Einar Neilson Field House**
- Participations: 196,242

**McCarthey Family Track and Field**
- Participations: 8250

**Fitness Program**
- Participations: 19,586

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

**CRS TOTAL PARTICIPATION**
- Total: 741,780

Please note the following program specific demographic information:

**SPORT CLUB PARTICIPATION**
- Women: 46
- Men: 230
- Resident: 175
- Non-resident: 101

**OUTDOOR ADVENTURES TRAINING**
- Women: 52
- Men: 91

**OUTDOOR ADVENTURES TRIPS**
- Women: 212
- Men: 221

**INTRAMURAL SPORTS PARTICIPATION**
- Freshman: 831 (660 Male / 171 Female)
- Sophomore: 520 (412 Male / 108 Female)
- Junior: 560 (484 Male / 76 Female)
- Senior: 696 (598 Male / 98 Female)
- Grad: 677 (521 Male / 156 Female)
- Faculty/Staff: 69 (59 Male / 10 Female)
- Spouse: 16 (14 Male / 2 Female)
- Other: 216 (169 Male / 47 Female)

**FITNESS PROGRAM**
- Female: 89%
- Male: 11%
- White: 63%
- Faculty/staff: 27%
STAFF DEVELOPMENT

Cheri Jenkins  National Intramural Recreational Sports Association (NIRSA) National Conference, March 24-27, Dallas, TX
NIRSA State Meeting, Logan, UT August 6
Student Affairs Professional Development Committee

Julian Gomez  NIRSA National Conference, March 24-27, Dallas, TX
NIRSA State Meeting, Logan, UT August 6

Susan Miller  NIRSA State Meeting, Logan, UT August 6

Rob Jones  Co-authored and article on the ESLC that was published in Outdoor Insider magazine and by the Association of Outdoor Recreation Educators (AORE) Newsletter (August, 2014)
Wilderness 1st Responder Re-Certification, May 2015

Mark Weiss  NIRSA National Conference, March 24-27, Dallas, TX
NIRSA State Meeting, Logan, UT August 6
Certified Pool Operator Instructor (CPOI) Workshop, Portland, OR, November 3-8

Case Turner  Swiftwater Training Instructor at the Intermountain Student Outdoor Leadership Seminar, Ogden, Utah April 9-11
AORE National Conference, Portland State University, Nov. 12-14

Mary Bohlig  ESLC Steering and Working Committees
UFCU Field Steering Committee

Cairistiona Flately  NIRSA National Conference, March 24-27, Dallas, TX
NIRSA State Meeting, Logan, UT August 6
Yoga certification

Susan Miller  Student Affairs Diversity Council

Jared Lindorfer  Completed senior internship for Washington State University with CRS January-April, 2015
Hired in May as the new Scheduling and Events Manager

Matt McCarthy  NIRSA National Conference, March 24-27, Dallas, TX
NIRSA State Meeting, Logan, UT August 6
Elected NIRSA State President
Student Affairs Diversity Council
NIRSA Region VI Official’s Committee

Jeanne Huelskamp  NIRSA National Conference, March 24-27, Dallas, TX
NIRSA State Meeting, Logan, UT, August 6

STUDENT STAFF LEADERSHIP + DEVELOPMENT

Crimson Crew Scholarship Recipients
Victor Nevarez  Crimson Honor Award
Christopher Perkes  Service Distinction
Hannah Langley  Emerging Leader
Carley Hawkins  Emerging Leader

Academic Internships
7

Conferences/Training/Certifications
CPR & AED 53
Lifeguard Certification 28
In-Service Lifeguard Training 252
Crimson Crew Recruitments 120
ESLC Opening training 135
Fitness Instructor Training Course 9
Crimson Crew Training 85
ISOLS Conference 7
Intramural Sports Training 62
Sport Clubs Officer’s Training 18

OA trip leader training
Trip Leader Operations Training 28
Mountain Bike 7
Backpack 19
Canyoneering 7
Backcountry 9
Policy Procedures/General Training 26
Backcountry Skiing 11
Rafting 11
Climbing 17
OUTDOOR ADVENTURES/Equipment + Services (N = 100)
Response to survey results:
• Feedback was very positive for all questions.
• Confirmation that our inventory, affordability, and availability of equipment, along with professionalism of staff, is viewed very highly, resulting in a repeat user rate of 64%.

AQUATIC PROGRAMMING SURVEY (N = 100)
Finding: Participants preferred a 50 meter course vs. a 25 yard course
Result: The majority of pool configuration is positioned at 50 meters

Finding: The majority of our participants preferred self-directed lap swimming to structured programming
Result: We have a few programs, such as lessons and fitness classes, but most of the available hours are dedicated to lap swimming

Finding: Students preferred late afternoon and evenings; faculty/staff preferred lunch hour and late afternoon
Result: The pool is available during the lunch hour, late afternoon and evening times, with the majority of times during late afternoon and evenings.

INTRAMURAL SPORTS USER SATISFACTION (N = 92)
Finding: On a scale of 1-5, only 52% of respondents felt that the games were fairly officiated
Response: This is the nature of competitive sports, but we also had difficulty in identifying and hiring qualified staff, which resulted in some sports that were understaffed. We will be more aggressive next year in recruiting officials so that all contests have appropriate staffing levels.

Finding: Although we received marginal rating for the fairness of officiating, 78% of those surveyed said they would register again.
Response: Our goal is that this percentage will increase next year once we are able to better staff events.

FITNESS PROGRAM PARTICIPANT SURVEY (N = 169)
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

CRIMSON CREW RECRUITMENT SURVEY (N = 44)
Response to survey results:
• Students are asked their work assignment preference, and when possible, they are appropriately placed.
• Students list the number of hours they would like each week, and when possible, they are provided their desired number of shifts
• Most of students attending recruitment sessions are freshman (55%). Although all staff are hired based on qualifications and the interview process, we are fortunate for the potential for so many long term staff.

MERCHANDISE SURVEY (N = 132)
Survey results were applied during the planning and purchasing of merchandise sales and rental items. This included type, quantity, and cost.
FUTURE CHALLENGES AND OPPORTUNITIES

The single largest opportunity and challenge remains the successful operation and management of the ESLC. Continual review and adaptation to our operations and management is necessary to ensure that all guests have a positive and enriching experience. Additionally, it is our responsibility to respond to both user needs and trends in recreation so that participation rates will progressively increase.

The leading challenge we face is the financial responsibility associated with the ESLC, MFTF, and 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, repairs, etc. Although a new fee was introduced for ESLC bond service and associated facility costs, the recreation fee hasn’t increased in four years. This could prove problematic as these new facilities require higher levels of service, programming, and staffing, which are all funded via this fee.

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.

NOTABLE SUMMARIES

The George S. Eccles Student Life Center opened on Monday, January 12, 2015

The George S. Eccles Student Life Center Dedication was Thursday, February 26, 2015

The George S. Eccles Student Life Center was named by the Utah Chronicle as Best Building on Campus

There were nearly 742,000 participations last year; an increase of 53%

Final development and implementation of the Crimson Crew program

CRS employed 290 students and paid $573,000 in salaries

Our indoor facilities were open over 5500 hours last year

Our Sport Club program had two national champions and one player-of-the-year

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

The Crimson Lagoon had nearly as many participations in six months as all of last year at HPER

The University Federal Credit Union Playfield is a much needed addition and will be a great benefit for students