2013-2014
Annual Report

recreation.ncsu.edu
MISSION, VISION, & VALUES

Mission
To provide quality, innovative, and inclusive collegiate recreation programs, services and facilities that inspire healthy, active lifestyles with a commitment to excellence, learning and student success.

Vision
We aspire to be premiere collegiate recreation leaders that connect, engage and transform the Wolfpack community.

Values

Discovery & Innovation
We embrace innovation, creativity and imagination, resulting in a visionary approach to positive change and continuous improvement.

Excellence, Quality, & Competence
We are committed to excellence, quality, and competence by adhering to a high set of standards and seeking continual improvement.

Communication
We will communicate clear, concise, and accurate information in a professional, transparent manner through appropriate and effective mediums.

Inclusivity & Respect
We will provide an inclusive and respectful culture that allows for building relationships, developing a sense of belonging, and improving self-efficacy.
University Recreation served a total of 28,162 students and non-student Carmichael Complex members through our facilities, programs and services. Our users visited us more than 1 million times throughout the year, which translates to 4,000 to 8,000 visitors to Carmichael Complex on any given day.
Students who participated in University Recreation programs and services benefit academically. Students enrolled in the fall and spring semesters who visited the Carmichael Complex two or more times per week on average had a higher GPA (3.2) compared to non-users (3.0).
86% of all NC State international students participated in University Recreation.

95% of all students living on campus participated in University Recreation.
Classification Usage

The figure below represents the percentage of students per classification who participated in University Recreation facilities, programs and services during the 2013-14 year.

First Year 90%
Sophomore 83%
Junior 77%
Senior 78%

24,146 unique students utilized University Recreation programs, services, and facilities.
PROGRAM HIGHLIGHTS

University Recreation provides a variety of programs that support experiential learning outside of the classroom.
3,647 fitness classes in 24 different formats were offered.

44 participants attended a group fitness instructor or personal training certification course.

Cycle for Survival special event raised $2,000 towards cancer research for the Memorial Sloan Kettering Cancer Center.

33 fitness outreach programs were provided.

11 national fitness certifications workshops were hosted.

16,802 NC State students participated in our programs.

702 NC State Faculty and Staff participated in our programs.

Program Highlights

<table>
<thead>
<tr>
<th>Programs/Events</th>
<th>Contact Hours</th>
<th>Participants</th>
</tr>
</thead>
<tbody>
<tr>
<td>Challenge Course</td>
<td>7,964</td>
<td>1,991</td>
</tr>
<tr>
<td>Club Sports</td>
<td>49,501</td>
<td>1,819</td>
</tr>
<tr>
<td>Fitness and Wellness</td>
<td>55,910</td>
<td>7,196</td>
</tr>
<tr>
<td>Intramural Sports</td>
<td>35,768</td>
<td>6,413</td>
</tr>
<tr>
<td>Outdoor Adventures</td>
<td>19,663</td>
<td>2,501</td>
</tr>
</tbody>
</table>

* self reported
CLUB SPORTS

286 Club Sports leaders

Club Sports hosted seven leadership development series meetings:

- Officer Logistics
- Financial
- Risk Management
- Budgeting
- Conflict Resolution
- Alumni Involvement
- Marketing and Communications

Club Sports Awards

- Club of the Year: Gymnastics Club
- Club Executive Team of the Year: Womens Rugby Club
- Community Service Leader of the Year: DanceVisions Club
- Most Improved Club: Sailing Club

National Champions

Paintball Club - 2014 National Collegiate Paintball Association Champions

- University Recreation had 49 Club Sports active in 2013-14.
- 1,819 people participated 49,501 times in Club Sports.
- A random selection of 10 clubs and 254 participants reported practice and game attendance. The average minutes per week of physical activity was 165 minutes for all 10 clubs, exceeding the American College of Sports Medicine guidelines for physical activity.

- The highest number of participants are in Ski & Snowboard (227), Sailing (174), and Wakeboard & Water Ski (72).
- Our Club Sports teams attended 519 and hosted 71 competitions.
- 14 clubs attended National Championships.
A number of projects were completed on the Challenge Course including: construction of a pavilion and the addition of five high course elements.

The Challenge Course program was awarded an NC State Office of Institution Equity and Diversity mini-grant to develop accessible programming for individuals with physical limitations.

Our members and students have participated in Aquatic activities more than 64,000 times.

149 people were involved in six different aquatic special events: dive-in movie, water volleyball tournament, polar bear plunge, inner tube water polo tournament, and luau.

182 private swim lessons were given to a total of 56 participants.

190 people attended 11 American Red Cross health and safety certification courses.

This year partnerships were developed with Bridge 2 Sports and the United States Veterans Corp.

During the course of the year, 76 Challenge Course programs were completed with 1,991 total participants.
OUTDOOR ADVENTURES

- Outdoor Adventures partnered with NC State departments on sustainability and environmental education efforts by providing Leave No Trace workshops during Earth Day, partnering with the Office of Transportation Commuter Challenge, and hosting the Oaks and Spokes Donate a Bike event.

- 320 Participants attended 34 Outdoor Trips.

- The Rock Wall had 4,443 participations.

- The Wolfpack Bound program had 29 incoming freshmen participants.

- 119 Participants took belay clinics.

- Outdoor workshops and clinics had 819 participants.

- 1,829 participants checked-out equipment were checked-out from the Outdoor Adventures Equipment Rental Center.

INTRAMURAL SPORTS

- University Recreation offered 34 different Intramural Sports.

- There were 1,625 different Intramural teams.

- Basketball was the largest intramural sport with 278 teams and 2,378 participants.

- NC State University student, Dustin Champion, was recognized as an All-American official at the 2014 NIRSA: Leaders in Collegiate Recreation National Flag Football Tournament.

- PackFit, Indoor Soccer, Intertube Water Polo, and Pool Volleyball were added to this year’s schedule.

- Intramural Sports had nine collaborative extramural events, such as the Big 4 Basketball Tournament with the University of North Carolina-Chapel Hill, Duke University and Wake Forest University. Student officials also participated in NIRSA Regional Flag Football and Basketball Tournaments.
SPECIAL EVENTS

By The Numbers

University Recreation collaborated with 47 community and campus partners to co-host 1,378 events for the NC State and local community.

The Carmichael Complex hosted 23,614 reservations for NC State University departments and student organizations, as well as local community organizations.

Community Service Events

University Recreation collaborated with several partners to host the following community service events:

- American Red Cross Blood Drive
- Cycle for Survival
- Multiple Sclerosis Zumbathon®
- Alternative Service Break
- Swim Across America
- Hoops for Hunger
- Dance Marathon
- Silent Disco
- Service NC State
- Service Raleigh

NIRSA National Basketball Championships

University Recreation hosted the 2014 NIRSA: Leaders in Collegiate Recreation National Basketball Championships in April. During this three day event, 84 teams and more than 900 students from across the United States participated and competed for national championships in both intramural and club sport divisions.
RecFest

A signature event in its eighth year, RecFest connects students with the NC State community and local Raleigh businesses. This event, held on Miller Field, features student organizations, entertainment and exposure to all University Recreation programs and services.

CSLEPS Advocate Award

University Recreation received the Center for Student Leadership, Ethics, and Public Service Advocate Award for partnership and collaboration on their Alternative Spring Break, American Red Cross Blood Drive, LeaderShape Institute, and Stop Hunger Now programs.

Homecoming 5k

University Recreation held its second annual Homecoming 5k race, sponsored by Republic Wireless, in October. More than 200 students, faculty, staff and NC State affiliates participated in this free event, held on Centennial Campus.

University Recreation received the Outstanding Campus Partner Award from the NC State University Alumni Association Student Ambassador Program for its contribution to the 2013 Homecoming.

6,000+ people attended RecFest in 2013.
Student success is at the forefront of University Recreation. Students employed by University Recreation develop leadership skills, build a sense of community, and enhance their professional development through practical and relevant applications that prepare them for the future.
By the Numbers

University Recreation student staff completed 7,980 hours of staff training, certification workshops, and continuing education.

University Recreation implemented a new training and development program for students that established core competencies to help shape the student employee experience. Through this program, University Recreation facilitated leadership workshops, implemented a student professional development fund, and established a consistent student employee evaluation process.

1,090 students were employed by University Recreation in 2013-14.

Student Training and Development Series

- Program Assistant Winter Warm Up
- Student Employee Evaluation Training
- Eating Disorders: When Exercise is Not Always Healthy
- How to Distinguish Yourself in an Interview
- University Recreation Day of Service: Clean Up Lake Raleigh
AWARD RECIPIENTS

Justin Mumford
NIRSA Foundation J. Michael Dunn
Endowed Scholarship

Lindsey Racz
NIRSA William N. Wasson Student
Leadership Scholarship
NoCRSA Academic Scholarship

STUDENT EMPLOYEES

University Recreation continues to be the largest student employer at NC State with more than 1,000 students employed during the 2013-14 year.
University Recreation actively identifies and evaluates efficiencies in business practices through transparent communication, revitalized infrastructures, and fiscally responsible entrepreneurship.
MEMBER SERVICES

During the 2013-14 year, University Recreation increased efforts to provide a more welcoming experience to the NC State community. Member feedback provided valuable information on future offerings, programs, and increased levels of service.

<table>
<thead>
<tr>
<th>Visits</th>
<th>Individuals</th>
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<tbody>
<tr>
<td><strong>Students</strong></td>
<td>907,670</td>
</tr>
<tr>
<td><strong>Faculty/Staff</strong></td>
<td>101,529</td>
</tr>
<tr>
<td><strong>Alumni</strong></td>
<td>5,650</td>
</tr>
<tr>
<td><strong>Centennial Affiliates</strong></td>
<td>14,163</td>
</tr>
<tr>
<td><strong>Student Household</strong></td>
<td>15,977</td>
</tr>
<tr>
<td>*<strong>Other</strong></td>
<td>24,439</td>
</tr>
</tbody>
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*Other represents: Faculty/Staff Household, Alumni Household, 7 Day HR Orientation, Centennial Affiliate Household, Retired Faculty/Staff, and Visitor/Temporary Employee

**Top Four Physically Active (Non-Student) Colleges/Divisions**

- College of Agriculture and Life Sciences (20,292 Visits)
- College of Sciences (9,475 Visits)
- Division of Academics and Student Affairs (13,993 Visits)
- College of Engineering (15,846 Visits)

**Gender Demographics**

- Male (65%)
- Female (35%)
- Transgender (1%)
FACILITY ENHANCEMENTS

University Recreation completed more than $700,000 worth of deferred maintenance and facility enhancement projects during the 2013-14 year. These upgrades to the Carmichael Complex provide users with a more modern experience and addressed deficiencies within the facility.

Court 1-8 Re-Painting
This project included the removal of old, outdated sound baffling from ceiling, dust and debris removal, and repainting of ceiling, walls, and columns.

Turnstile Installation
Installing turnstiles provided better access control in the Carmichael Gym and Carmichael Recreation Center. The turnstiles work seamlessly with the current membership management software and can be expanded to accommodate future technology.

Court 9-11 Floor Resurfacing
This project involved re-surfacing all three courts. A collegiate 3-point line and NC State University logos were added to each court.

Strength & Conditioning Upgrade
Existing space was updated with energy efficient LED lights and a new drop-in ceiling. Code compliant electrical outlets were installed for wall fans and equipment. The renovation also included wall repainting and installation of new mirrors.

Strength & Conditioning Flooring Upgrade
This project involved the removal of multiple layers of flooring to provide a clean surface for the new floor installation. Infinity Max flooring was installed to these spaces for its ability to withstand heavy use. The renovation included wall repainting and installation of new mirrors and a sound system.

Other projects completed in 2013-2014:
- Constructed Challenge Course Pavilion
- Resurfaced racquetball courts and fitness studio floors
- Aquatic Center Light Study and Design
- Added water fountains on Miller Field
- Installed sound baffling in multipurpose studio and courts 1-8
- Installed power receptacles throughout Miller Field
- Installed a wireless access point on Miller Field
- Renovated student cubicle workspace
- Replaced carpet throughout the Recreation Center Fitness Suite
- Installed storage building at Centennial Recreation Fields
- Replaced frosted windows in several multipurpose studios with clear glass to add natural light
MARKETING

Marketing

Communication efforts were enhanced during the 2013-14 academic year. Increases in staff and resources allowed for more visibility of University Recreation programs, services, and facilities through a variety of mediums.

Strategic emphasis on social media resulted in a 76% increase of followers across all platforms.

Metrics

324,893 unique visits were reported on our website with a total of 825,127 web pages viewed, yielding 2.5 web pages viewed per visitor.

Facebook users viewed University Recreation content 389,854 times with 709 net “Likes” and a total of 3,707 views on the University Recreation Facebook page.

There were a net of 760 Twitter followers.

BUDGET

Revenue

$5,784,913

Student Fees (78%)
Memberships (11%)
Facility Rentals (8%)
Program Activity Fees (2%)
Equipment Rentals (1%)

Expenses

$5,902,402

Student staff salaries account for more than 20% of the University Recreation budget ($1,260,000).

Facility Operations (44%)
Administrative Support (43%)
Programs (10%)
Technology Operations (2%)
NEW PROFESSIONAL STAFF HIRES

During the course of the 2013-14 academic year, University Recreation welcomed eight new professional staff members.

Kirk Archer
Coordinator, Facility Operations

Julia Buchanan
Coordinator, Fitness & Wellness Outreach

Judy Corsi
Graphic Designer

Will Craig
Coordinator, Strength and Conditioning

Nick Drake
Assistant Director, Fitness and Wellness

Jackie Kempfer
Admin Support Specialist

Adam Sardinha
Marketing & Communications Specialist

Ben Strunk
Coordinator, Competitive Sports