CONTENTS

4 University Recreation Participation

6 Program Highlights

12 Initiatives & Events

16 Facility Enhancements

18 Student Success

22 Administration & Budget
VISION, MISSION, VALUES

Vision

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

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.

Values

Discovery & Innovation

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

Communication

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

Excellence, Quality, & Competence

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

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 PARTICIPATION
BY THE NUMBERS

On average, more than 3,000 individuals visit the Carmichael Complex on any given day.

As the center for health and well-being at NC State, University Recreation creates unique and diverse opportunities for activity and movement.

1,130,600 total visits to Carmichael Complex in 2014-15.

66% of all NC State students participated in University Recreation.

80% of all undergraduates enrolled in the fall and spring semester participated in University Recreation.

44% of all graduate students participated in University Recreation.

25,006 unique students utilized University Recreation programs, services, and facilities.

85% First Year
82% Sophomore
78% Senior
75% Junior

80% of all students living on campus participated in University Recreation.

93% of all NC State international students participated in University Recreation.
PROGRAM HIGHLIGHTS
PROGRAM PARTICIPATION

<table>
<thead>
<tr>
<th>Programs</th>
<th>Participation Hours</th>
<th>Participants</th>
</tr>
</thead>
<tbody>
<tr>
<td>Aquatics</td>
<td>1,302</td>
<td>370</td>
</tr>
<tr>
<td>Challenge Course</td>
<td>8,372</td>
<td>2,099</td>
</tr>
<tr>
<td>Club Sports</td>
<td>116,899</td>
<td>1,607</td>
</tr>
<tr>
<td>Fitness</td>
<td>61,199</td>
<td>6,950</td>
</tr>
<tr>
<td>Intramural Sports</td>
<td>31,737</td>
<td>6,051</td>
</tr>
<tr>
<td>Outdoor Adventures</td>
<td>23,966</td>
<td>2,566</td>
</tr>
<tr>
<td>Wellness</td>
<td>1,468</td>
<td>----</td>
</tr>
</tbody>
</table>

17,358 NC State students participated in our programs.

781 NC State Faculty and Staff participated in our programs.

AQUATICS

Highlights

Collaborated with several University Recreation areas to provide several new programs and events including: AquaFit classes, stand-up paddleboard yoga, water volleyball, water basketball and innertube water polo.

Worked with University Risk Manager and NC State Athletics to gain access to diving boards during recreation swim weekends.

Implemented the first swim challenge program designed to encourage individuals to swim, water walk or aqua jog 133-miles (distance between Raleigh and Wilmington).

169 Aquatics Activities

- 152 private swim lesson registrations
- 4 lifeguard courses were held with 58 participants
- 2 lifeguard instructor courses were held with 9 participants
- 1 water safety instructor course was held with 3 participants
- 10 New Hire FA/CPR/AED courses were offered with 148 participants
INTRAMURAL SPORTS

Highlights
16% of all NC State students participated in Intramural Sports.

Successfully implemented a competitive and recreation league structure for all major team sports. This new structure provides more inclusivity and support for either type of interest to play.

Created and implemented a transgender guideline for Competitive Sports programming.

Revised the Intramural Sports Greek Points Competition Guidelines.

23 Intramural Sports Activities

- 15 Team Sports
- 8 Special events/individual sports/dual sports team
CLUB SPORTS

Highlights

4% of all NC State students participated in Club Sports.

Athletic training services contract was finalized to provide an athletic trainer at high-risk events.

Implemented transgender guidelines for Club Sports program.

Created an online trip itinerary and travel roster submission through Google Forms.

Expenses exceeded $580,000 of which organizations raised approximately $411,000 or 71% of club-specific operating budget.

1,314 Club Sports Activities

- Hosted 20 tournaments and 39 games
- Officers participated in 7 Leadership Development Meetings
- 1,086 Club Sport Practices
- Teams traveled 162 times
FITNESS

Highlights

Implemented online registration process through IMLeagues for all group fitness classes.

Purchased license for two cutting-edge Les Mills programs and launched Les Mills GRIT™ Series as part of the small group training program and have certified several instructors ahead of the Les Mills BODYPUMP™ launch in Fall 2015.

Established a partnership with the National Academy of Sports Medicine (NASM) and implemented the hybrid 80-hour personal training Course curriculum.

Implemented a new group fitness instructor training model in partnership with the American Council on Exercise®.

3,619 Fitness Activities

- 13 Personal Training packages and services
- 5 different formats of Small Group Training
- 3,533 total group fitness classes in 28 different formats
- Fitness Outreach: 66
- 2 fitness floor challenges
- 432 participants for Special Events

WELLNESS

Highlights

Continued to support and provide leadership to the Wood Wellness Village. The Village had 25 members, who participated in eight signature events, 10 village mentor programs, 11 Wellness Wednesday sessions and four service learning experiences.

The academic course HESM 275: Behavior Change in Wellness, taught by Heather Sanderson, became an official course that counts toward the Health minor.

Initiated American Council on Exercise® Health Coach certification course with 18 students to develop a student staff of wellness coaches (partnership with College of Agriculture and Life Science/Nutrition Science program).

Created and implemented an eating disorder and over-exercise protocol for student staff to report students of concern. Students are contacted by the University Recreation member of the campus Eating Disorder Treatment Team. Six cases were reported this year.

Initiated a wellness program within University Recreation to include the American Council on Exercise® health coach course, #COMMIT program, Wolfpack Fit Club, and DASAFit: A Lighter State.

92 Wellness Activities

- Fitness Outreach: 66
- Educational Outreach: 19
- Wellness Outreach: 2
- Instructional Course: 1
- Lifestyle Modification Programs: 4
CHALLENGE COURSE

Highlights

Installed new pathway for accessible access to high course.

Constructed new five element Team Development Course, one new high course element and modified six existing high course elements to create new ones.

85 Challenge Course Activities

- 21 low course programs
- 23 high course programs
- 41 combo course programs

OUTDOOR ADVENTURES

Highlights

6% of all NC State students participated in Outdoor Adventures.

Created a new open enrollment Wilderness Leadership course which focuses on developing outdoor leaders through backpacking and rock climbing for six days.

Collaborated with Lake Raleigh Woods Advisory Committee, Centennial Campus, and several academic courses to create Land Management Plan for Lake Raleigh. Fall 2014 semester included three separate classes from the College of Natural Resources to provide use studies and initial plans.

1,151 Outdoor Adventures Activities

- 4 Wolfpack Bound Trips in Summer 2014
- 34 Outdoor trips
- 1,829 Outdoor equipment rentals
- 989 Rock wall unique visits
- 119 Belay certifications
- 5 Outdoor educational workshops with 456 attendees
SPECIAL EVENTS

By The Numbers

University Recreation collaborated with 82 community and campus partners to co-host 1,401 events for the NC State and local community.

The Carmichael Complex housed 32,632 scheduled reservations for NC State University departments and organizations as well as local community organizations to host meetings, programs and events.

Rec Fest

An estimated 9,500 students attended the largest RecFest event in history. University Recreation collaborated with 13 community businesses and seven NC State departments and organizations to include University Police, CSLEPS, Office of Sustainability, UAB, Ladies in Red, and WolfPack Sports TV. A vendor registration fee was introduced for all new food and beverage vendors.

Special Events: By the Numbers

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

- American Red Cross Blood Drive
- NC State Camp Out
- North Carolina Senior Games
- Swim Across America
- Homecoming Kickoff
- Service NC State Stop Hunger Now

NIRSA National Basketball Championships

Hosted a successful national collegiate basketball championships in April 2015 for the eighth and final year with the last three years partnering with NIRSA to host. Tournament was the largest to date with 95 teams in Men’s Club, Women’s Club, Men’s Intramural and Women’s Intramural divisions.

- 1,063 Participants
- 2,957 Contact hours
- 57 Officials from 38 colleges and universities
- 75 professionals from 45 colleges and universities
- 74 volunteers
- Economic impact as projected by the Greater Raleigh Convention & Visitors Bureau: $336,000
Continuous efforts are being made to improve and provide quality programs and services to the Wolfpack Community. These initiatives propel NC State and University Recreation into the national spotlight, while fostering an environment for holistic well-being.

Successfully organized, created and advised the inaugural University Recreation Advisory Board. Its purpose is to involve user groups, primary students in the planning, organization and administration of recreation programs and facility operations. The board serves as a means of communication between department staff and program participants, and provides a means for input from students, faculty and staff at NC State University.

Established the Exercise Is Medicine On Campus program in partnership with the Counseling Center and Student Health Services (Physicians, Physical Therapists and Dietitians). A key component of Exercise is Medicine (EIM) involves calling on health care providers, regardless of specialty, to review and assess every patient’s physical activity level at every visit, and provide exercise as a complementary prescription for specific medical diagnoses. The EIM initiative also aims to have physical activity recorded as a vital sign during patient visits and to encourage able patients to meet the minimum requirement of 150 minutes of moderate intensity physical activity per week. Patients are provided exercise counseling or a formal prescription to certified health and fitness professionals and/or programs. NC State was recognized as a silver level program by the American College of Sports Medicine (ACSM) at the ACSM annual meeting in May.

**Partnership for a Healthier America - Campus Initiative:**
NC State University joined the Partnership for a Healthier America (PHA) in a commitment to improve campus health by formalizing guidelines around food, nutrition, physical activity and programming. Through the PHA’s new Healthier Campus Initiative, NC State units agree to implement or strengthen 23 wellness-related guidelines over the next three years. They include:

- Offering more fruits, vegetables and whole grains while reducing the amount of fried food offered in campus dining halls and eateries.

- Continuing implementation of a bicycle and pedestrian accommodation policy, and/or participating in a national bicycle or pedestrian recognition program.

- Providing all students 16-hour-per-day access to at least one fitness/recreation center during the academic year without an additional user fee beyond student fees.
“This is a great opportunity to improve the health and wellness of our campus community – which is, of course, very important,”

- NC State Chancellor Randy Woodson on the impact of the Partnership for a Healthier America Campus Initiative.
FACILITY ENHANCEMENTS
Facility rental rates and fee structure were revised in August 2014. The last fee review and increase was 2006. New process eliminates facility rental costs for recognized student organizations. Also, all events co-sponsored by an external organization are charged the external rate.

Aquatic Center LED Light Installation provided more sustainable LED lights fixtures improving the light levels to an average 50-foot candles across both the 25-yard and 50-meter pool. Additionally, this project resolved long term maintenance challenges by installing all light fixtures on the perimeter of the pool deck. The will prevent the need to drain either pool to perform maintenance. This lighting system also comes with a 10-year warranty further reduce the resources needed for maintenance.

Rec Center 3rd Floor Replacement removed original outdated floor that was installed when the building was opened in 2007. A thicker floor was installed under the weight training area to assist with the impact from the use of weights that transitioned to the cardio and core training areas.

Strength & Conditioning Facility Upgrades were completed in three rooms of the Carmichael Gym (1308, 1309 & Mini Gym) that included new performance floor, paint, new mirrors, LED light installation and upgraded wall fans.

Minor Facility Enhancement Projects

Wellness Suite: The Recreation Center “The Mountains” was converted into an office suite/resource center for Wellness that includes workspace for professional staff and a small group meeting area. The space will be temporarily used by the facility team during the locker room renovation project before transitioning to the Wellness Resource Center.

Digital Room Kiosk for Rec Center: Installed REACH digital room signs that will integrate with the EMS reservation system to display the room details on an iPad. This initial phase impacts several rooms in the Rec Center including the Lakes, Playzone and four fitness studios on the second floor.

Locker Room Project: Started in June 2015, the $7.6 million renovation project will re-purpose underutilized and inefficient men’s locker room, add approximately 5,000 square feet of fitness center space, upgrade finishes in locker room and provide a “health club” look and feel and address facility accessibility and safety deficiencies.

$7.6 Million renovation project
5,000 square feet added space
STUDENT EMPLOYEE TRAINING & DEVELOPMENT

1,085 students were employed by University Recreation in 2014-15

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.

University Recreation continues to be the largest student employer at NC State employing 1,085 students in 1,527 positions in 2014-15.

1,666 students attended 16 University Recreation student employee recruitment training sessions.

University Recreation student staff completed 3,776 hours of staff training, certification workshops, and continuing education.

Student Awards

The University Recreation Student Professional Development Scholarship program awarded $6,338 for 26 students in which 16 students received national certifications and 10 attended conferences.

Student Leadership

277 University Recreation student leaders attended 16 student leadership workshops such as:

- I am a Courageous Leader
- Strengths Quest 2.0
- Student Evaluation Training: The Art of Giving Feedback
- A Resume is Like Life Itself: It Goes Through Many Changes
- Managing Conflict
RECREATION & WELLNESS BENCHMARK STUDY

The Recreation and Wellness Benchmark is an online assessment that is administered in fall or spring of an academic year to a sample of users and non-users of on-campus recreational facilities and programs. The assessment provides actionable data on:

- Student utilization of different recreational facilities, activities, and programs
- Social, academic, emotional, and health-related outcomes of utilizing campus recreation
- Student satisfaction with facilities, activities, and programs
- Recreational needs and expectations of students and other constituents

Complete results can be found at recreation.ncsu.edu

Benefits Toward Student Well-being and Academic Success

Students feel that on-campus recreation and fitness facilities and programs have a “moderate to significant impact” on the following:

- 93% Reducing Stress
- 87% Reducing Depression
- 91% Reducing Anxiety
- 82% Improving Sleep
High Impact findings:

88% of student respondents “strongly and somewhat agree” University Recreation activities and programs contribute to the quality of life at this institution.

94% of students identified maintaining a healthy lifestyle after leaving NC State is moderately or very important”.

75% of student respondents “strongly and somewhat agree” that participating in University Recreation activities and programs has expanded my interest in staying fit and healthy.

93% of student respondents “strongly and somewhat agree” to recommend University Recreation facilities, programs, and services to others.

85% of students “strongly and somewhat agree” that University Recreation meets my recreational needs.

Participation in University Recreation has increased or improved my:

<table>
<thead>
<tr>
<th></th>
<th>Students</th>
</tr>
</thead>
<tbody>
<tr>
<td>Feeling of well-being</td>
<td>56%</td>
</tr>
<tr>
<td>Overall health</td>
<td>56%</td>
</tr>
<tr>
<td>Fitness level</td>
<td>54%</td>
</tr>
<tr>
<td>Stress management</td>
<td>49%</td>
</tr>
</tbody>
</table>
ADMINISTRATION & BUDGET
MEMBER SERVICES

During the 2014-15 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>Affiliation</th>
<th>Visits</th>
<th>Participants</th>
</tr>
</thead>
<tbody>
<tr>
<td>Faculty/Staff</td>
<td>88,576</td>
<td>2,095</td>
</tr>
<tr>
<td>Alumni</td>
<td>14,034</td>
<td>333</td>
</tr>
<tr>
<td>Centennial Affiliates</td>
<td>18,068</td>
<td>325</td>
</tr>
<tr>
<td>Student Household</td>
<td>20,864</td>
<td>670</td>
</tr>
<tr>
<td>*Other</td>
<td>7,103</td>
<td>302</td>
</tr>
</tbody>
</table>

*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 University Entities**

- College of Agriculture and Life Sciences
  (20,586 Visits)
- College of Engineering
  (18,203 Visits)
- Division of Academics and Student Affairs
  (17,760 Visits)
- College of Sciences
  (10,044 Visits)

**Gender Demographics**

- Male (57%)
- Female (43%)
- Transgender (1%)

**Member Exclusive Events**

- Member Appreciation Week
- Holiday Happy Hour
- 12 Days of Merry Fitness
- Online Trivia
- RSVP Event for Locker Clean Out
- Family Fun Day
NON-STUDENT MEMBERSHIP INITIATIVES

The Carmichael Review

A member newsletter, The Carmichael Review, was initiated in the fall which geared information towards the non-student audience such as Carmichael Complex hours of operation, facility enhancement section, healthy tips for exercise and nutrition, a member spotlight, and announcements of member exclusive events and programs.

New Member Packet

New members receive a new member packet when joining Carmichael Complex. Packets include the member experience guide, bag, towel and water bottle.

Family Recreation Hours

Family Recreation hours were introduced in the fall semester to allow members to bring their children for free beginning Friday evenings through Sunday evening. Our goal was to encourage physical activity among our members’ families.
BUDGET

Student staff salaries account for more than 23% of the University Recreation budget ($1,406,697).

### Revenue

- Student Fees (78%)
- Memberships (12%)
- Facility Rentals (8%)
- Programs (2%)

5,966,810

### Expenses

- Facility Operations (42%)
- Administrative Support (47%)
- Programs (10%)
- Technology Operations (2%)

6,054,982
MARKETING

Communication efforts were enhanced during the 2014-15 academic year. Increases in staff and resources allowed for more visibility of University Recreation programs, services, and facilities through a variety of mediums.

134 Marketing Projects
323 Individual Creative Pieces

**Highlights**

- Redesign of new University Recreation department website.
- Developed automated hours of operation widget.
- Completed 134 marketing projects with 323 individual creative pieces utilizing the newly adopted Basecamp® project management application.
- Implemented University Recreation marketing and communications council to serve as recommending and advisory body for department wide projects and systematic marketing and communication efforts.

**Metrics**

302,672 unique visits were reported on our website with a total of 828,752 web pages viewed, yielding 2.74 web pages viewed per visitor.

Facebook users viewed University Recreation content 389,854 times with 455 net “Likes” and a total of 5,468 views on the University Recreation Facebook page.

There were a net of 632 Twitter followers.