VISION, MISSION, VALUES

Vision
To be premier collegiate recreation leaders that enhance student success.

Mission
To inspire a culture of wellness by providing quality, innovative and inclusive collegiate recreation programs, services and facilities that promote healthy, active lifestyles to enhance student success.

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 PARTICIPATION

BY THE NUMBERS

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

1,001,438 total visits to Carmichael Complex in 2015-16.

64% of all NC State students participated in University Recreation.

71% of all undergraduates enrolled in the fall and spring semester participated in University Recreation.

47% of all graduate students participated in University Recreation.

23,731 unique students utilized University Recreation programs, services, and facilities.

88% First Year
82% Sophomore
76% Senior
76% Junior

93% of all students living on campus participated in University Recreation.

83% of all NC State international students participated in University Recreation.
### PROGRAM HIGHLIGHTS

#### PROGRAM PARTICIPATION

<table>
<thead>
<tr>
<th>Programs</th>
<th>Contact Hours</th>
<th>Participants</th>
</tr>
</thead>
<tbody>
<tr>
<td>Challenge Course</td>
<td>7,060</td>
<td>1,746</td>
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<tr>
<td>Club Sports</td>
<td>105,445</td>
<td>1,843</td>
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<tr>
<td>Fitness</td>
<td>67,612</td>
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<tr>
<td>Intramural Sports</td>
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<td>7,391</td>
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<tr>
<td>Outdoor Adventures</td>
<td>15,063</td>
<td>2,928</td>
</tr>
<tr>
<td>Wellness</td>
<td>347</td>
<td>9,157</td>
</tr>
</tbody>
</table>

14,112 NC State students participated in our programs.

781 NC State Faculty and Staff participated in our programs.
INTRAMURAL SPORTS

Highlights

19% of all NC State students participated in Intramural Sports.

Collaborated with Special Olympics North Carolina to create Unified Sports leagues for flag football and basketball.

Implemented 16 new Intramural Sports leagues and special events in which 1,348 unique individuals participated and 2,023 contact hours. New leagues and events include bubble soccer, cricket, goalball, team handball, track meet, and trampoline dodgeball.

48 Intramural Sports Activities

- 25 team sports
- 23 special events

CLUB SPORTS

Highlights

5% of all NC State students participated in Club Sports.

Golf athlete Zac Lewis won the Individual National Championship in Spring 2016 in Daniels, WV.

The men’s basketball club hosted the second annual Dunking For Deah 3-on-3 basketball tournament in honor of former NC State students, Deah Barakat, Yusor Abu-Salha and Razan Abu-Salha.

Expenses exceeded $623,492.76 of which organizations raised approximately $536,200.70 or 86% of club-specific operating budget.

1,634 Club Sports Activities

- Hosted 17 tournaments and 48 games
- 1,400 club sport practices
- Teams traveled 169 times
FITNESS

Highlights

18% of all NC State students participated in Fitness programs.

NC State was recognized as Gold Level for our Exercise Is Medicine® (EIM) program through the American College of Sports Medicine (ACSM).

Held 3,402 group fitness classes in 31 different formats yielding a 4% decrease from last year (3,533 classes). The average participation per class remained at 18 users.

6,765 Fitness Activities

- 2,431 personal training sessions
- 877 specialty fitness class contact hours
- 739 participants for special events

WELLNESS

Highlights

Led two inaugural Final Survival Weeks with the Counseling Center, University Dining, Student Health Services and Alcohol and Other Drug Prevention Education to include yoga and yogurt, zen study den, and finals survival kits.

Collaborated with campus partners to support more than 20 wellness events such as Financial Literacy Month, Winter Welcome Week, the Get the Scoop Series, and Love Your Body Week.

Continued to support and provide leadership to the Wood Wellness Village. A second year student program was also developed for the village.

88 Wellness Activities

- Educational Outreach: 34
- Wellness Outreach: 30
- Collaborations: 21
- Lifestyle Modification Programs: 3
CHALLENGE COURSE

Highlights
Transitioned Challenge Course program to report within Outdoor Adventures leadership.

69 Challenge Course Activities

- 25 student programs
- 4 NC State faculty/staff programs
- 40 community programs

OUTDOOR ADVENTURES

Highlights
8% of all NC State students participated in Outdoor Adventures.

73 students attended new Paddle and Popsicles event at Lake Raleigh as a part of Wolfpack Welcome Week.

Completed fourth Diversity and Inclusion adVenture Experience (DIVE) trip, embarking on a new location to the Florida Everglades, adding a post-trip service component and the book *Howl of the Wolf* to the curriculum, published by NC State professor, Dr. Rupert Nacoste.

23 Outdoor Adventures Trips

- 3 Wolfpack Bound Trips in Summer 2015
- 1,985 Outdoor equipment rentals
- 5,285 Climbing wall total visits
- 140 Belay clinic participants
- 77 students attended free bike maintenance clinics
Moonlight Howl & Run

The inaugural signature event for Wolfpack Welcome Week was a success as nearly 4,000 NC State students ran.

The 2-mile fun run began at 11:59 P.M. on Monday, August 17 at the Belltower and finished with a post run celebration on the Brickyard with late night snacks, a DJ and games ending at 1:30 A.M.

Rec Fest

An estimated 8,000 students attended this year’s RecFest, one of the largest on-campus special events.

Collaborated with seven community businesses and eight NC State departments and organizations including University Police, Office of Sustainability, UAB, NC State Athletics, and WolfPack Sports TV.
The $45 million Carmichael Addition and Renovation project was approved by the University of North Carolina System Board of Governors in April 2016. NC State student leaders, University administrators, and University Recreation staff worked collaboratively throughout the year to create a cohesive facility plan and financial model that meets the recreation and wellness needs for the NC State student body. The process began in September 2015 with Student Government passing a resolution to support the indebtedness fee of $92.50 ($47.50 increase). The Fee Review Committee unanimously approving in October 2015. The NC State Board of Trustees thereafter unanimously approved the project in response to Chancellor Woodson’s presentation and the support of the Fee Review Committee.

Development of University Wellness initiatives began with the formation of the University Wellness Task Force. The task force included 13 members from 12 contributing university departments under the direction of co-chairs Dr. Lisa Zapata, Vice Provost of Student Development, Health and Wellness and Stacy Connell, Associate Director of University Recreation. Task Force accomplishments involved: adopting wellness common language for the campus community and the creation of a wellness catalog of more than 100 campus wellness initiatives stemming from an internal audit of all wellness programs, services, events and initiatives.

Successfully completed a research study, Impact of Collegiate Recreation Participation on Academic Success which examined the impact of Carmichael Complex entrance card swipes, Intramural Sports and Group Fitness participation on more than 20,000 NC State students’ grade point average, course credit completion, and persistence or graduation. Results indicated that every one hour increase in participation of recreational programs per week equated to a .06 increase in the student’s overall GPA and increased the odds of graduating or persisting by more than 50%. The study is the first of its kind to establish a positive significant relationship between the two variables while controlling for high school GPA, SAT scores, demographics, and undergraduate student classification. Currently, under review for publication the study has received public recognition for the size and scope of the project.

The Partnership for a Healthier America (PHA) announced that NC State completed the Healthier Campus Commitment two years ahead of schedule. NC State University is the first campus and only to date to successfully complete its commitment, encouraging healthier options among the more than 40,000 students, faculty and staff on campus each year. There are currently 60 other colleges and universities participating in the Healthier Campus Initiative.

“Our commitment to providing a healthier campus and the strengths of our campus wide partnerships are reflected in this significant achievement.

We’re proud to be part of this critical effort and hope our leadership spurs others to provide healthier options in their communities.”

NC State Chancellor Randy Woodson at 2016 PHA Summit
The $7.6 million **Locker Room & Fitness Expansion Renovation Project** started June 2015 and was completed one year later. A portion of the men’s locker room was repurposed to expand the Wolfpack Strength and Conditioning Center to include new functional training equipment and space, personal viewing/interactive screens on cardio equipment and Olympic lifting platforms.

The Port City Java space was repurposed to an **Active Study Suite**. The area is a dedicated study/lounge area that will promote exercise while studying through the use of treadmills and bike desks and other exercise equipment that replaces traditional chairs and desks.

A **Privacy Wall** was constructed to create a space for users who prefer a more private exercise experience on the 3rd floor of the Carmichael Recreation Center.

**Digital Room Kiosks and Digital Signage** for Rec Center and Carmichael Gym: Installed additional digital room signs and 11 LED TVs to display Room Schedules and advertising throughout the Carmichael Complex.
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 one of the largest student employers at NC State employing 1,068 students in 2,269 positions in 2015-16.

University Recreation student staff completed 2,725 hours of staff training, certification workshops, and continuing education.

The “Wolfies”

University Recreation hosted the 3rd annual Wolfies Celebration where student employees were honored for their hard work and dedication throughout the year. Ninety-Nine graduating seniors were recognized.

John F. Miller Award Recipient
-Kara Van Nice

Student Awards

The University Recreation Student Professional Development Scholarship program awarded $4,820 for 26 students.
MEMBER SERVICES

During the 2015-16 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>Users</th>
</tr>
</thead>
<tbody>
<tr>
<td>Faculty/Staff</td>
<td>59,566</td>
<td>1,312</td>
</tr>
<tr>
<td>Alumni</td>
<td>17,452</td>
<td>421</td>
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<tr>
<td>Centennial Affiliates</td>
<td>17,331</td>
<td>304</td>
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<tr>
<td>Student Household</td>
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</tr>
<tr>
<td>*Other</td>
<td>26,919</td>
<td>1,002</td>
</tr>
</tbody>
</table>

*Other represents: Faculty/Staff Household, Alumni Household, HR Orientation, Centennial Affiliate Household, Retired Faculty/Staff, Visitor/Temporary Employee, Month-to-Month

Top Four Physically Active University Colleges/Divisions

- College of Agriculture and Life Sciences (20,133 Visits)
- College of Engineering (18,182 Visits)
- Division of Academics and Student Affairs (17,096 Visits)
- College of Sciences (9,947 Visits)

Highlights

New customer service efforts were initiated to retain members during the Carmichael Locker Room & Fitness Center Expansion such as toiletry kits given to members who purchased overnight lockers and handwritten thank you notes sent by the director to new annual members.

Member and Family Events included member appreciation, Cookies & Cocoa Holiday celebration and family “Dive-In” movie night.

Self-guided tours with maps were implemented to improve staff efficiency and provide a streamlined customer service initiative.
BUDGET

$1,341,563 is spent on Student staff salaries, which accounts for more than 22% of the University Recreation budget.

Revenue

Expenses

- Student Fees (78%)
- Memberships (12%)
- Facility Rentals (7%)
- Programs (3%)

- Facility Operations (40%)
- Administrative Support (45%)
- Programs (13%)
- Technology Operations (2%)
Communication efforts continued to grow during the 2015-16 academic year. Increases in staff and resources allowed for more visibility of University Recreation programs, services, and facilities through a variety of mediums.

**Highlights**

- Migrated University Recreation department website within DASA website
- Brand Ambassadors completed 196 contact hours or three times per week of public relations to students and members per academic semester.
- Completed 152 marketing projects with 642 individual creative pieces utilizing the Basecamp® project management application.
- Worked with WolfPack Sports TV to revitalize “UREC Wrap up” Series for Spring 2016.

**Metrics**

- 267,985 unique visits were reported on our website with a total of 690,118 web pages viewed, yielding 2.58 web pages viewed per visitor.
- Facebook users viewed University Recreation content 691,568 times with 588 net “Likes” and a total of 5,468 views on the University Recreation Facebook page.
- 4,059 Twitter followers with an average of a 5% engagement rate.