2016-17 UNIVERSITY RECREATION
VALUE AND IMPACT
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 and Innovation
We embrace innovation, creativity and imagination, resulting in a visionary approach to positive change and continuous improvement.

Excellence, Quality and 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 and 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 3,400 individuals visit the Carmichael Complex on any given day.

1,221,436 total visits to Carmichael Complex in 2016-17.

68% of NC State students participated in University Recreation.

81% of undergraduates participated in University Recreation.

58% of graduate students participated in University Recreation.

24,540 unique students utilized University Recreation programs, services and facilities.

89% First Year
82% Sophomore
76% Junior
78% Senior

87% of all NC State international students participated in University Recreation.

NOTE: Percentages reflect total number of students who have paid the Recreational Sports fee for the 2016-17 academic year.
### Program Participation

<table>
<thead>
<tr>
<th>Program Area</th>
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</table>

16,437 NC State students participated in our programs.

1,021 NC State faculty and staff participated in our programs.
INTRAMURAL SPORTS

Highlights

6,854 NC State students participated in Intramural Sports.

Carmichael Complex alumni members became eligible to participate in Intramural Sports. Players participate in the renamed Grad/Faculty/Staff/Alumni league.

Presented to SKEMA students, teaching international students about traditional US sports’ culture, media, rules and differences in college and professional sports.

Became an institutional member of NIRSA’s cricket partnership program with the International Cricket Council to help promote intramural cricket on campus.

At a glance

- 20 team sports
- 37 special events

CLUB SPORTS

Highlights

1,800 NC State students participated in Club Sports.

Partnered with NC State Athletics to host Club Sports Day and University Recreation Student Employee Appreciation Day at NC State men’s soccer, baseball and softball games.

NC State Trademark Licensing announced a $1,000 award at the annual Club Sports banquet, given to the clubs that use proper trademarked designs beginning next year.

Clubs raised approximately $494,650 or 81% of club-specific operating budget.

At a glance

- Hosted 23 tournaments and 52 games
- 42 Clubs held 1,400 club sport practices
- Teams traveled 158 times
Despite having a sprained ankle, Chris Caruso stood and cheered his teammates on during the Unified Special Olympics Basketball championship. Team Orange was facing off against Team Blue. With two minutes left in the second half, the score was 25-26. Chris, a freshman in exploratory studies, jumped and yelled, trying to encourage and uplift his teammates. He was not the only one cheering, the bleachers were filled with students and parents rooting on their loved ones. On the court, Brandon Smith, a senior in sports management, fought hard with his teammates on Team Orange.

At the sound of the final buzzer, Team Blue took the victory, but both teams were fulfilled by the friendships they made.

NC State is one of eight universities in the state of North Carolina to participate in the program. As of 2016, more than 200 colleges and university participate in the Unified Sports league.

Before long, friendships grew and Chris was invited to join the Unified Basketball League. Chris has thoroughly enjoyed his experience, and he hopes to participate again next year. When asked what advice he would give to someone looking to get involved, he said, “If you want to get involved and meet lots of awesome people, then come out.”

“A lot of times, I don’t think people realize just how talented these Special Olympics athletes are. I think that gets lost. People do go out to have fun and to enjoy themselves in fellowship, but also a lot of them really like to compete and are very talented at the sports. So, it is just a fun, competitive atmosphere.”
A sport with origins dating back to the 16th century is making its way to college campuses in the United States. Cricket is an extremely popular sport around the world, with approximately 2.5 billion followers and fans. Cricket has not received the same attention in the United States as other British sports like soccer and hockey.

NC State is leading an effort to provide exposure and education of the sport through the conception of an Intramural Sport league.

Taking the laws of cricket and modifying them through consultation with the Cricket Club at NC State, Sports Programs developed a one-day version of the sport that was easy to learn and suitable for all skill levels. Rules were implemented to shorten the length of the game by limiting the number of “overs,” six deliveries from the bowler to batsman, in an inning to seven. A traditional four-inning cricket match can last two hours or more.

The idea initially came from the demand from students to produce unique intramural sports program offerings.

“We looked at it as a way to bring in new participants, those that are not participating in traditional, American, team competitive sports,” said Ben Strunk, assistant director, Sports Programs. With a large international student body currently at NC State, cricket made sense to add.

Students currently involved with the Cricket Club at NC State initially helped to recruit students to play. Also, a promotional video to explain the rules of the game and how to play was broadcast on University Recreation social media platforms added interest to register. The video quickly became one of the most engaged posts on University Recreation’s social media platforms, earning more than 900 views and reaching 3,800 individuals.

The first tournament, held in the fall of 2015, exceeded expectations. More than 110 students created 13 teams for the one-day event held at Centennial Campus. For 98 students, it was their first time participating in an intramural sport at NC State.

In 2016, the National Recreation-Intramural Sports Association (NIRSA) has collaborated with the International
Cricket Council (ICC) to enhance and increase awareness to the sport, both at the club and intramural sports levels. To help create a standardized set of rules for all intramural sports programs, NIRSA contacted NC State to serve as a pilot campus to incorporate cricket at the intramural sports level.

Currently, both NIRSA and the ICC are reviewing the rules created by NC State and are using them as the standard for all collegiate recreation organizations who have an interest in adopting the sport.

Due to the popularity of the inaugural tournament, cricket was transformed into a six-week league sport for the fall 2016 semester to allow more users the opportunity to play and learn the sport.

The impact of this sport is apparent in the participation and retention of students. Of the 126 students playing in the spring 2016 semester, 65 percent of participants have played cricket as their first intramural sport at NC State, and more than one-quarter (27 percent) have joined a cricket team and then have registered to play another intramural sport.

“Without cricket, I would not have gone outside or tried to work out and keep myself fit. It motivates me,” said Veda Gowrishankr, a graduate student studying industrial engineering.

Veda began playing cricket at the age of 5 in India and credits playing the sport as a major success in his collegiate career.

“I didn’t know if people played cricket when I came to NC state, but I heard from someone that there were guys playing cricket, so I came to play pickup cricket. It was fun, and now these guys are my roommates now.”
**FITNESS**

**Highlights**

- 6,994 NC State students participated in fitness programs.
- Students participated in 136 Exercise Is Medicine® (EIM) On-Campus contact hours.
- Students of various socio-religious backgrounds participated in 16 female-only cultural fitness classes.
- 25% of female students who participated in “Ladies night in the weight room” program were first time users.

**At a glance**

- **3,343** group fitness classes in **28** different formats
- **2,763** personal training sessions
- **238** small group training contact hours

**WELLNESS**

**Highlights**

- Launched the Wolfpack Wellness website, (wellness.ncsu.edu), which serves as virtual hub for wellness initiatives at NC State.
- Collaborated with the African American Cultural Center to develop a six-week wellness program “Wellness Walks and Talks” in honor of the center’s 25th anniversary. The purpose of the program was to raise awareness of wellness, promote physical activity and assess the needs of the community.
- Implemented Wood Wellness Village second year student program, including a site for the PRT 358 Service Learning class, where returning residents collaborated with the Parks, Recreation and Tourism Management students to implement two wellness programs.

**At a glance**

- **45** education sessions held for students and NC State employees.
- **30** wellness workshops
- **25** collaborative wellness outreach events
- **3** Lifestyle Modification programs
Esdras Carbajal, a graduate student studying crop science, remembers the first time he taught a ZUMBA® class. He remembers the feeling of forgetting the choreography of the songs.

“Keep your feet moving,” he thought to himself. At that moment, the adrenaline took over from the participants jumping and shouting words of encouragement. The excitement and energy made the class fly by.

What started in 2012 by attending a class on a whim, has turned into a passion. Esdras is one of the most adored ZUMBA® instructors currently at University Recreation.

In his native country of Honduras, Esdras never considered himself to be a dancer. Although he had a background in theater, dancing was something that never came naturally. “I was very ashamed to go into the class,” Esdras admitted. Walking into a class full of people can be intimidating, so he did what felt natural—set up in the back of the class. Without a background in dancing or rhythm, he found the class to be hard.

After a slight chuckle, Esdras says “I couldn’t move, but I really liked the rhythm.” Dancing alone in front of a mirror is different being around a room full of people.

From there, he was hooked. After the class had ended, he searched the group fitness schedule online to find all the dance classes, eventually taking three different dance classes every Monday. From listening to songs typically found in ZUMBA® classes or dancing in front of the mirror, the rhythm came naturally.

Next came a comfort of being in class. Slowly, he moved from the back corner, to the middle and then finally to the front. That is when all fear left, just dancing. As time progressed, instructors would look for him and would choose him as a dance partner.

Through the urging of two group fitness instructors, Esdras applied for the ACE® group fitness instructor training course in the fall of 2015. At first, it was more challenging than expected. When he passed the course, he was given his instructor shirt. “I almost cried that day. I wanted to use it.”

After completing the course, he began shadowing with other instructors in the spring 2016 semester and eventually teaching his first class in the summer of 2016.

It was a moment he would not forget.
With the push of a button, “She Doesn’t Mind” by Sean Paul begins to play. Esdras practiced his routine and choreography. There was a calming sense of confidence. His community was there and those who have joined him before. All he could do was laugh.

Zumba® to him is an international party. With English as his second language, he knows the feeling of being in an unfamiliar place and creates a familiarity through music. Keeping this in mind, he curates playlists from many countries. Samba, punta, soca and African dance styles are all incorporated.

Participants in his class share the same sentiment. Sarah, a sophomore in physical science, decided to make a change and add activity into her life. She has attended a ZUMBA® class every Monday and has been inspired to try new formats such as yoga. “It’s the most fun way for me to workout because it makes me feel motivated with all the people around me and I think dancing is the best form of workout. I actually want to do it.”

Esdras’s advice for students is simple:

“It doesn’t matter if you don’t follow what I’m doing, just follow your heart.”
For Kathryn Ray, yoga has transformed from a light hobby into a dedicated lifestyle. She had no idea four years ago that she would be mastering backbends and headstands daily. Now she is a practiced yogi who wants to encourage others to give it a try.

A senior studying math and statistics, Kathryn finds that yoga helps her balance all aspects of her life. Though she does not follow a routine, she practices every day for about an hour, usually as a break from schoolwork. “It’s really easy for me to lose myself in yoga.” Kathryn admits. “It helps me relax and focus on something that is completely different from all the things that are going on with school.”

When deciding on a practice space, Kathryn discusses how the independence of yoga is one of its greatest attributes. It is something she can practice wherever, whenever and requires only herself. On a typical day, she likes the quiet atmosphere and open space of the Carmichael group fitness studios. To change things up however, she admits the beach is her favorite spot to get in a good flow.

In September 2015, she decided to expand her outreach by creating an Instagram account to share her progress. Here she found an entire virtual community on which she relies to discover new flows and connect with other practicing yogis. She says video tutorials are among the best tools to use when learning new positions because “they show you how to access some of the poses and how to stretch your body in a way you might not have thought you would need that for your pose.”

Kathryn encourages students to “grab a friend, go to a class and see what it’s all about, and don’t let any reservations stop you.”

She suggests trying a class at NC State or even checking out social media if someone is uncomfortable going to a studio. Platforms like Instagram are helpful because the owners of the accounts often post photos with descriptions on how to access various poses. “Everybody starts at a different level, and there are plenty of different variations of poses that are accessible to everybody.”

Check out her Instagram page @yogannalovemyyoga for some ideas and inspiration.
OUTDOOR ADVENTURES

Highlighted

4,417 NC State students participated in Outdoor Adventures.

Presented the benefits of Outdoor Adventures participation and student employment at 25 academic classes.

Offered “Bike check-up” events and increased bike maintenance service by 197% from last year.

Completed the fifth annual Diversity and Inclusion adVenture Experience (DIVE) trip, embarking on a new location to the Louisiana Gulf Coast to study the environmental challenge of the disappearing coast and its impact on displaced cultures.

At a glance

- **36** Challenge Course programs for the NC State community
- **28** Challenge Course programs for the local community
- **26** Outdoor Adventures trips
- **5** Wolfpack Bound trips in summer 2016
- **1,960** Outdoor equipment rentals
- **5,494** Climbing Wall visits
- **429** Students became belay certified
- **229** Students received free bike maintenance
SPECIAL EVENTS

By The Numbers

University Recreation collaborated with 153 community and campus partners to co-host 388 events for the NC State and local community.

The Carmichael Complex housed 26,201 scheduled reservations for NC State University departments, student organizations and community groups.

Special Events: By the Numbers

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

Homecoming Blood Drive
NC State Camp Out
North Carolina Senior Games
IRC Silent Disco
Bridge II Sports Wheelchair Basketball Tournament

Moonlight Howl & Run

The second annual signature event for Wolfpack Welcome Week was a success as nearly 5,000 NC State students ran.

The 2-mile fun run began at 11:59 p.m. on Monday, August 15 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. on Tuesday, August 16.

Rec Fest

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

University Recreation collaborated with 16 community businesses and nine NC State departments and organizations including University Police, Office of Sustainability, NC State Athletics and PackTV.
The conversation of wellness at NC State is gaining momentum. What started as an idea to create a common language has been embraced by all members of the Wolfpack community.

During the 2016-17 academic year, several initiatives with the goal of fostering a culture of wellness at NC State were developed. These include the inaugural “Wolfpack way of life: NC State University wellness fair,” NC State Faculty/Staff Wellness Champion initiative and several lifestyle modification programs, such as the innovative #commit program, which integrates technology to inspire behavior change.

Two years ago, University Recreation, Student Health Services, University Dining and other members of the newly formed University Wellness task force organized a planning committee to kick-start and create an event with one purpose—to highlight all wellness-related initiatives that are available both on-campus and off for students and employees.

Initial planning for the event began in October 2016, and almost immediately, the primary objective was to provide interactive options and resources, such as screenings and demonstrations, to help define such a broad term: wellness. NC State developed six elements which comprise and define the term: career, emotional, social, physical, financial and community.

“The term ‘wellness’ is new to a lot of people.” University Wellness Specialist, Shannon DuPree said. “We wanted people to walk away with more than just handouts, we wanted them to walk away with skills and things they can actually use.”

The inaugural fair was held Thursday, Feb. 25, 2017, in the Talley Student Union. An estimated 2,000 people attended the event, with more than 70 vendors and groups from the campus and Raleigh community providing educational opportunities. The fair also marked the launch of “Wolfpack Wellness,” a website designed to be the central hub of all wellness-related resources on NC State’s campus.

“It was great to just see so many people,” DuPree said. “The [Talley Student Union] ballroom was full the whole time.”

DuPree is hopeful that subsequent years will be just as successful. Her goal for next year is to reach out to more campus organizations and groups to make the event more prominent on campus.

“The goal of a wellness fair is to leave with resources to live a healthier, active lifestyle. It’s our job to make sure students and employees are more educated about wellness.”

The conversation also extends to employee wellness, as 42 faculty and staff members from various colleges, units and departments registered as NC State Wellness Champions. Wellness Champions work to promote wellness, lead activities with their colleagues, share health and wellness resources, and encourage and motivate them to make healthy lifestyle choices.

As someone who considered herself a “healthy” individual, Meggie Metcalf, Academic Advisor for Exploratory Studies, was excited by the opportunity to inspire wellness with her co-workers and colleagues.

“When I think about the term ‘wellness’ I try to view it holistically and consider ways in which we can improve our overall health, whether that is mental, socially, emotionally, financially or physically.” said Metcalf.
“I could incorporate my passion for personal wellness into my work and learn about resources on campus that I could then bring back and share with my colleagues.”

Using resources found around campus, wellness champions develop programs to incorporate initiatives and program such as “wind down” opportunities on Friday afternoons, which include activities such as group yoga, walks around campus, mindfulness sessions and chair massages.

Other Wellness Champions, like Jennifer Kendall, Account Services Manager for University Communications, saw initiatives and programs as an opportunity to remind others that wellness is and should be an important part of work.

“I think it’s really easy for many of us with desk jobs to forget to stand, walk, move, stretch, take breaks, pat ourselves on the back, etc.”

With the deadline of the university’s new capital campaign launch approaching, Kendall saw a need to incorporate a stress relief option for the University Communications team through an in-house yoga class offered by University Recreation.

“IT was so popular that several people continued the class. It’s grown so much in popularity we have two classes a week in our conference room to accommodate all the interest.”

Technology is also an integral part in contributing to the conversation. Innovative programs, such as the #commit program have been instrumental in breaking down barriers that discourage behavior change. In the program, participants work one-on-one with a certified American Council on Exercise® (ACE) health coach through text message, phone call, email or Google Drive to be held accountable and receive resources on behavior change. Although clients are encouraged to meet with a health coach face to face, the technology adds flexibility through the eight-week program.

A health coach is responsible for designing the program based on the individual client’s needs. Each client creates weekly goals and shares them using Google Drive. Goals can be as simple as drinking a bottle of water to something as complex as training for a race or competition. Coaches are also responsible for producing resources, such as infographics on a variety of topics in nutrition and physical activity to help make concepts more relatable.

Liz, a sophomore in nutrition science and a University Recreation health coach, shares her passion for changing lives with others.

She has been in similar situations that her clients have been.

It all started with one photo posted for the world to see on Facebook. In high school, Liz saw what she called an “unflattering” photo of herself, and knew that she had to make a change. For someone who swam competitively in high school and considered continuing the sport at the collegiate level, she was surprised by the way she looked and realized that being out of shape was affecting her overall health.

Starting in her junior year of high school, Liz began to exercise and cooking for herself.
By her first year in college, she had lost more than 50 pounds.

Her perspective on what wellness meant changed in college. Once in college, the stresses of coursework and not sleeping adequately eventually caught up to her.

“My focus now is feeling good, having the energy to go to classes, and it really helped my grade, especially this semester. Everything I do now in college is to feel good and be stronger.”

During the spring 2017 semester, Liz worked with two clients individually and assisted six additional clients. Her success is credited to her relatability and experiences as a student.

A common theme she noticed in all clients was an apprehension of going to the gym and lack of knowledge in performing exercises. “It’s more an intimidation to be there. They see people who are stronger than they are, so it harder to bridge the gap of being fit before they can go to the gym.”

As a health coach, Liz has expanded her horizons and has learned that there are different ways to being active. She joins clients in group fitness classes and other opportunities to add physical activity into everyday life. In this journey, she notes the most rewarding part of this position is serving others and the personal relationships she has built with her clients. The relationships that she has built is also echoed by her participants.

“Commit really gave me the tools to have a healthier lifestyle and accomplish my goals of becoming healthier and fit. I’m really glad this program was available to me.” said one participant.

These initiatives have propelled NC State into the national spotlight. In September 2016, Greatist.com, a fitness, health and happiness internet media startup named NC State as “One of the 26 Healthiest Colleges” in the United States. Criteria for the ranking was based on the evaluation of students’ accessibility to healthy food, fitness facilities, medical and mental health services.

The article notes NC State’s efforts through technology to inform students on nutritional and allergen information in dining halls and the wide variety of fitness and wellness offerings. Recognition was also noted as NC State was the first institution to complete the Healthy Campus criteria set by Partnership for a Healthier America (PHA), which outlines 23 guidelines on nutrition, physical activity and transportation.

Services offered by Student Health Services, coupled with short wait times and diverse options for counseling added to NC State receiving this accolade.

“This national acknowledgment is a byproduct of how NC State is working hard to prioritize the health and well-being of our students, faculty, and staff by making the healthy choice the easy choice. Our goal is to build a thriving Wolfpack community and a campus that supports the whole student,” said Stacy Connell, Associate Director of University Recreation.
MAJOR INITIATIVES

The Well Wolfpack Certification program included the recruitment of 42 NC State Wellness Champions representing 35 departments, units and colleges on campus. These volunteers promote university wide wellness initiatives and motivate colleagues to adopt a personal wellness practice. The Well Wolfpack Certified Organization program recognized 17 organizations that value employee health and wellness in their organization. Well Wolfpack Certified Organization program will extend to students next year with student wellness champions.

An estimated 2,000 students, faculty and staff attended the inaugural NC State Wellness Fair to visit with 75 campus and community vendors that provided screenings, demonstrations and information on available resources.

In a new study, “An Evaluation of University Recreation Center Outdoor Programs for People With Disabilities: Perspectives From Professionals,” Outdoor Adventures coordinator Erin Daniels interviewed 10 professionals to gather their attitudes on developing integrated programs, specifically outdoor trips, to serve all individuals, regardless of physical ability. The study was published in the 2017 edition of the Association of Outdoor Recreation and Education’s Journal of Outdoor Recreation, Education and Leadership. In the results, Erin discovered that a lack exists in providing these programs and that this research can minimize the gap between theory and practice. With benefits of outdoor recreation participation such as the likelihood of graduation and sense of community, there is an importance to adding this dimension to existing programs, while providing a standardized training protocol for staff and identifying additional pathways for collaboration with organizations on-campus.

University Recreation received $28,000 in funding from the NC State Sustainability Fund to install solar-power scoreboards at Method Road complex in 2017-18.

University Recreation became an institutional member of NIRSA’s cricket partnership program with the International Cricket Council to help promote intramural cricket on campus, which includes $1,000 stipend.

NC State University Recreation was showcased in the November 2016 issue of Campus Rec Magazine highlighting UREC’s role in leading NC State’s wellness initiatives, connecting to student success and facility enhancement projects. In addition, Eric Hawkes was selected to facilitate the inaugural Campus Rec Leadership Summit in June 2017. The summit is an exclusive peer collaboration event bringing together 40 leaders of collegiate recreation for two days of leadership training, workshops and networking.
Design of the Carmichael Addition and Renovation project started November 2016. The Advanced Planning phase of kicked off with a series of four “Open House” sessions in an effort to understand the current state of the Carmichael facility and the students’ vision for the future of NC State recreation. These sessions were designed in tandem with the Carmichael “BIG IDEAS” survey. Together, they became a valuable source of information for the design team and building committee by defining the major concepts for the vision of the project. In January 2017, the building committee, student representatives and the design team visited three aspirational/peer institutions: Georgia Tech, Kennesaw State University and Auburn University, to further refine the vision for the project. The project is on budget and on time with construction expected to start summer 2018 and opening fall 2020.

Facility enhancements were made to integrate learning and physical activity with the new “Active Study Space” in the Carmichael Recreation Center. The area is a dedicated study/lounge area that promotes exercise while studying through the use of treadmill desks, bike desks, standing desks and exercise balls.
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 1,029 students in 2,178 positions in 2016-17.

The “Wolfies”

University Recreation hosted the fourth annual Wolfies celebration where student employees were honored for their hard work and dedication throughout the year. One hundred fourteen graduating seniors were recognized.

John F. Miller Award Recipient
-Brandon Smith

Student Awards

The University Recreation Student Professional Development Scholarship program awarded $6,470 for 25 students.
Brandon Smith was surprised to learn that he had been selected to receive the William N. Wasson Student Leadership and Academic Award from the National Intramural-Recreation Sports Association (NIRSA) during a recent meeting with his supervisor. “I was honestly surprised I was nominated for the award,” Smith said. “It wasn’t until my supervisor told me I was picked that it sank in.”

The William N. Wasson Student Leadership and Academic Award recognizes top students who either participate in or are employed by Recreational Sports departments. To be eligible for the award, students must have an overall GPA of 2.75, promote volunteerism in the campus or community and exemplify outstanding student leadership. Award winners were recognized at the NIRSA Annual Conference on Feb. 21-24, in Washington D.C.

His journey in the field of collegiate recreation began in January 2015 as a basketball official. From there, Brandon saw an opportunity to get involved with University Recreation and enhance the skills that he was learning in the classroom.

“University Recreation directly applies to everything we learn in the classroom. We program sports, manage staff and learn the ins and outs of the industry. What started as a job, became a passion and career for me.”

As Brandon’s passion for sports grew, he assumed a leadership position as a Sports Programs program assistant. In this role, he oversees six sports offered by University Recreation and supervises between 25 and 50 soccer officials.

Brandon is also instrumental in the development of the Unified Sports League. The league is a partnership between collegiate recreation departments and local Special Olympics chapters in which students team up with Special Olympic athletes. NC State organizes flag football and basketball leagues during the academic year.

As a senior in the College of Natural Resources, studying sports management, Brandon is also involved in other organizations on-campus. He is the president of Rho Phi Lambda, the national honor society for parks and recreation and also serves as a College of Natural Resources ambassador. Emilie Buzhardt, coordinator of Sports Programs, who nominated Brandon wrote:

“He played a huge role in organizing and facilitating the Special Olympics intramural basketball and flag football leagues at NC State by building strong relationships with unified partners, to organizing all of the programming and staffing for both leagues. He has also shown strong leadership as an ambassador for both the College of Natural Resources and the sports management department at NC State by devoting countless hours to recruit new students to attend NC State in both of these roles.”

When asked what his advice was for other students hoping to gain practical experience, Smith said, “Try something that you like. Push yourself out of your comfort zone and take all the opportunities that you can, especially on-campus jobs.”
MEMBER SERVICES

Carmichael Complex member initiatives increased during the 2016-17 year to enhance the overall experience to users and their families. Efforts to attract and retain members focused on outreach and exclusive member events.

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Figures reflect visits from July 1, 2016 - June 30, 2017.

*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 Engineering (20,315 Visits) |
| College of Agriculture and Life Sciences (16,673 Visits) |
| Division of Academics and Student Affairs (16,106 Visits) |
| College of Sciences (9,824 Visits) |

Affiliation

- Staff (31%)
- Faculty (19%)
- Alumni (13%)
- Campus Affiliate (12%)
- Household Member (6%)

Highlights

Held seven “Second Saturday” Family Recreation events for 90 Carmichael Complex members and their families. Events include indoor climbing, family yoga and family POUND® group fitness class through collaboration with Fitness and Outdoor Adventures programs.

Hosted several Open Houses targeting NC State colleges and divisions that included a Workplace Wellness educational session, a Carmichael Complex facility tour and a complimentary one-month membership.

20 Carmichael Complex non-student members completed the inaugural “Miles for Members” walking challenge.
$1,450,000 is spent on student staff salaries, which accounts for more than 23% of the University Recreation budget.

**Revenue**

- Student Fees (76%)
- Memberships (14%)
- Facility Rentals (4%)
- Programs (6%)

**Expenses**

- Facility Operations (37%)
- Administrative Support (44%)
- Programs (17%)
- Technology Operations (2%)
MARKETING AND COMMUNICATIONS

At a glance

211 Marketing Projects

602 Individual Creative Pieces

Highlights

- Developed #PACKINACTION social media campaign to increase storytelling opportunities and community engagement using Instagram.

- Launched inaugural #PACKINACTION 30-day Instagram challenge during the spring 2017 semester, which 226 unique posts featuring the hashtag were contributed by the NC State community.

- A marketing and communications subcommittee conducted a University Recreation website audit to reduce the number of webpages by 63% and reviewed website text.

Metrics

223,073 unique visits were reported on our website with a total of 476,234 web pages viewed, yielding 2.13 web pages viewed per visitor.

3,541 Instagram followers with a 7% average engagement rate.

5,230 Twitter followers with an average of a 5% engagement rate.