NC State University
University Recreation Advisory Board

Meeting Notes – Tuesday, October 10, 2017

Attendees:
Board Members in Attendance: Geoff Balshaw, Maria Brown, Tyler Campbell, Brandon Huber, Aditya Kollengreth, Benji Martin, Alantra Miller; Katherine Miller; Kathleen Miller, Molly Rose, Cayla Slack.
Ex-Officio Member: Eric Hawkes, Director of University Recreation
Others: Dr. Heather Sanderson, Associate Director of University Recreation; Adam Sardinha, UREC Marketing and Communications Specialist

Welcome & Introductions
Eric officially welcomed Maria Brown and Benji Martin to the 2017-18 UREC Advisory Board.

Student Fee Request 2018-19
Eric provided members of the board a summary of the 2018-19 Recreational Sports Fee request -- see addendum attached to meeting minutes. Eric reminded the group that UREC has not requested an increase in the past two years (16-17 and 17-18). A $3.65 fee increase (2.2%) was requested to cover basic cost of inflation, salary and benefit increases related to UREC. Through the Student Government Senate tuition and fee review process, the formal recommendation was reduced to a $1.50 increase (0.9%).

Eric shared his disappointment with the process, specifically the lack of support from IRC, UGSA and Student Government Senate. As a result of the formal recommendations to the Fee Review Committee, UREC will be required to find $59,000 in cost savings for fiscal year 18-19. A list of reductions to consider were discussed. Eric will present the final list of reductions to the advisory board in the spring 2018 to they are aware and can share appropriately with their constituents.

Members of the advisory board discussed how they could better communicate UREC’s needs and impact in future meetings with their constituents. Eric shared the UREC Advisory Board will provide a formal recommendation for future Recreation Sports fee increase each spring semester in an effort to get student leader involvement early in the process from all stakeholders.

Carmichael Addition & Renovation Project
Eric shared the presentation from the last Carmichael Addition and Renovation Project Building Committee meeting October 4, 2017.

Carmichael Experiential Graphics Visioning Session
Eric formally invited the advisory board to participate in the Carmichael Experiential Graphics Master Plan visioning session on Thursday, October 26, 2017 from 9:00am - 11:00am in the Rec Center Playzone, Room 1601. Members of the group should have received a formal calendar invite.
Centennial Campus Fitness Center
Dr. Sanderson facilitated a conversation about what fitness and wellness resources should be considered to be added to Centennial Campus. Board members provided great insight into possibilities. Some of the major themes included:

● Explore more outdoor opportunities (i.e. FitGround (functional fitness system located at Miller Fields, new or improved hiking/mountain biking trails)
● Providing a small fitness center would be nice but would be expensive; a shower facility would be needed if this were added
● Carmichael is and will continue to such a great resource that we should consider making access to the existing building easier vs. creating a satellite option
● If an indoor space is created on Centennial, it should be “different” than Carmichael; something similar to a small boutique studio (ex. Flywheel, Orange Theory, F45); this may draw people to the “new” workout option
● If UREC provides a service on Centennial, as a pilot, it must be committed to making it work for a semester and beyond. It is important to have a consistent workout schedule for people to buy-in.
● Explore spaces adjacent to Hunt Library
● Explore a mobile fitness unit; explore regular outdoor fitness classes

UREC Marketing and Communications
Adam Sardinha, UREC Marketing and Communications Specialist provided the board with an overview of the unit followed by a conversation about how to improve efforts. A summary of feedback is included in meeting notes.

Open Forum
Eric shared UREC hired Alexis Steptoe as the Coordinator, Wellness Programs. Alexis will start Monday, October 30, 2017.

Next Meeting: Tuesday, November 14, 2017 at 5:00pm in Rec Center Playzone
Recreational Sports Fee Request 2018-19

Current Fee: $167.35
2018-19 Request: $171.00 or $3.60 (2.2% increase)

UGSA Stance on Student Fee Increase Requests
UGSA Recommendation: Deny increase request

We recognize the importance of recreational facilities and programs. Currently, 56% of all graduate students use recreation, which is significantly up from previous years. However, this is still a fairly low percentage that may be inflated by one-time users and so may not be an accurate representation of graduate students that are truly utilizing their recreation fees. Given that about $670,000 is currently contributed annually to recreational sports by graduate students that have never used these services, we cannot justify supporting an increase. They are planning on increasing their non-student membership rates in FY 20-21, as that is when the new facility will be opened, but we would like to see the non-student membership rate increased sooner, as these memberships are elective and so will result in money contributed to recreation by true users of recreation.

IRC Executive Board Stance on Student Fee Increase Requests
IRC Recommendation: E-Board recommends to not fund the requested amount in full

While Recreational Sports are an important part of campus life, no all residents engage in recreational sports. We do not recommend full funding due to the lack of participation and disinterest, exhibited by our residents towards these programs.

Student Senate Recommendation: $168.85 or $1.50 increase (0.9% increase)
Fee Review Committee Recommendation: $168.85 or $1.50 increase (0.9% increase)

Reductions to Consider -- $59,000 Impact

- $10,000 Closing Carmichael 1 hour earlier on Friday and Saturday; 8pm vs. 9pm
- $12,000 Closing Cates Avenue Entrance on weekends and holidays
- $15,000 No re-screening of basketball and racquetball courts
- $15,000 Miller Fields turf summer maintenance; sprig vs. re-sod sections
- $10,000 Increase personal training rates 10-15%
- $10,000 Charge student organizations rental fees for exclusive use of spaces
- $  5,000 Reduce campus partner support (LeaderShape, Packapalooza, Brick, Alternative Spring Break Trip to Charleston
WHEREAS, Recreational Sports has requested a fee increase of $3.65 for both undergraduate and graduate students for the 2018-19 academic year, making the total Recreational Sports fee $171.00; and,

WHEREAS, Revenues from fees and non-student memberships go to support 33 full-time professional and supports staff and more than 700 student staff members; and,

WHEREAS, Starting in 2020-21, University Recreation will institute a non-student membership rate increase and transfer a portion of this revenue stream to fund part of the new Carmichael Addition and Renovation project; and,

WHEREAS, The number of student staff members would not be reduced if Recreational Sports did not receive the fee increase; now therefore so be it

RESOLVED, that the North Carolina State University Student Senate supports a partial fee increase of $1.50 for both the undergraduate and graduate student fees for the 2018-19 academic year; and be it further

RESOLVED, The Student Senate urges the Chancellor and Student Fee Review Committee to give consideration to this recommendation; and be it further

RESOLVED, this resolution shall be effective upon its adoption.
GLOBAL CONNECTIONS

Centennial Campus is moving to connect globally in ways not yet imagined.

A PROVING GROUND

Centennial Campus is a self-sustained "city" - perfect for testing everything from smart grid deployment to advanced transportation technologies and human-powered health monitors.

BREAKTHROUGH CREATIVE COLLISIONS

Logic and creativity combine to produce eye-popping innovation. To foster breakthroughs, Centennial Campus will celebrate play, scholarly dialogue and meaningful interactions in new and productive ways.
Your Experience on CENTENNIAL CAMPUS
About CENTENNIAL CAMPUS

34 campus buildings
63 corporate, government or non-profit partners
75 NC State research centers, institutes, and laboratories

- College of Science
- College of Engineering
- College of Veterinary Medicine
- College of Textiles
Live Well on CENTENNIAL CAMPUS

1,150 residential students
- Wolf Ridge, North Shore, and The Greens

1,500 academic courses
- Fall 2016
  - Undergraduate: 15,000
  - Graduate: 5,700
- Spring 2017
  - Undergraduate: 15,600
  - Graduate: 4,100

Student Health Center and Counseling Services (2018)
Eat Well on CENTENNIAL CAMPUS

- On the Oval
- 4 Restaurants
- 3 Cafes
- C-Store
Move Well on CENTENNIAL CAMPUS

2.5 acres Recreation fields

9-hole Disc Golf Course

Lonnie Poole 18-hole Golf Course

Lake Raleigh includes a fishing pier and boat ramp for kayaks and canoes

2.5 mile Greenway Par Course with exercise stations
Is CENTENNIAL CAMPUS Well Enough?
Things to Consider…

Lease Options
- $40/sq ft - space within new building
- $25/sq ft - space within current/old building

Space Options
- Ex. 10,000 - 20,000sq ft

Costs
- Start Up (equipment, staff training, supplies, contracts, technology)
- Facility Operation (utilities, repairs, housekeeping)
- Personnel (strength and conditioning, group fitness, facility operations)
- Programs (group fitness, personal training, wellness coaching)

Revenue Opportunities
- Non student memberships
- Value added services
University Recreation

Marketing and Communications Overview
UREC Advisory Board
Tuesday, Oct. 10, 2017
MARKETING AND COMMUNICATIONS OVERVIEW
University Recreation
Marketing and Communications

- Two professional staff members
- 14 student-employees
  - Graphic designers
  - Photographers/videographers
  - Brand ambassadors
  - Public relations/social media
- Marketing team completed 211 marketing projects in 2016-17
  - 602 individual creative pieces
COMMUNICATION EFFORTS
Social Media

• Facebook (fb.com/NCSURecreation)  
  – 3,929 followers
• Twitter(@NCStateUREC)  
  – 5,659 followers
• Instagram(@NCStateUREC)  
  – 4,528 followers
• #PACKINACTION campaign
#PACKINACTION

- Social media campaign launched August 2016
- Used to learn about and document NC State’s wellness journey
- Two 30-day challenges in 2017
- Two to three “pop-up” challenges planned for spring 2018 semester
Email

• Student emails received from DASA student involvement survey
  – Currently 15,883 students on list
  – Two emails per semester (Aug. 16 and Oct. 10)
  – Opt-in list
• Email to Carmichael Complex members.
  – 4,372 members
  – Recreation and Wellness Review sent quarterly
Student Involvement Email

Aug. 16 email

Welcome Back Wolfpack

Welcome back to campus. This semester, make activity and well-being a priority with University Recreation. Try something new, meet new friends or start a new routine with offerings that everyone can enjoy.

Read below to find out what we have upcoming this fall.

Discover new paths on an Outdoor Adventures trip. Meet new friends while you experience views of breathtaking locations around North Carolina and beyond.

Oct. 10 email

Get Involved With UREC

This fall, make physical activity and wellness a priority. Try something new or add variety to your current routine.

Find out how you can get involved with University Recreation.

Gather your friends for a Halloween-themed obstacle course. Join us Thursday, Oct. 26, for the Tuff Howler.

Create a team of two or four and work together as you navigate obstacles, puzzles, and absurd challenges.
Recreation and Wellness Review

RECREATION AND WELLNESS REVIEW
The Carmichael Non-Student Member Newsletter

October 2017

You're Invited

All members and their families are invited to join us for Second Saturday’s at Carmichael. This Saturday, Oct. 14, we hope you will reach new heights during our family climb at the Carmichael
Outreach Efforts

• Brand Ambassadors
  – Student outreach efforts
  – 1 major event/semester
  – 2-3 mini “positive disruptions” every week

• New Student Orientation
  – Participate in “breakout” day session
  – Host “Packs and Rec” evening session
Outreach Efforts

• Campus/College Connections fairs
  – College of Engineering
  – College of Natural Resources
  – Exploratory Studies
  – Graduate Student orientation

• University Open House
  – Student services showcase
University Recreation Collaborations and Partnerships

- African American Cultural Center
  “Wellness Walk and Talks”
- Campus Sustainability Week
- Camp Out
- Diversity Education Week
- IRC “Paw Print” ad
- IRC “Silent Disco”
- NC State Athletics
- Packapalooza “Sports Zone”
University Recreation Collaborations and Partnerships

- TRIO Global Leaders retreat
- University Scholars Program - Wolfpack Bound
- University Dining
- University Housing - Wood Wellness Village
- University Wellness Fair
- Wolfpack Well Certified Organizations
- Wolfpack/Winter Welcome Week programming
- Employee Wellness Champions
- Student Wellness Champions
Feedback

• How do you currently receive information about UREC?
• How do we better connect/communicate with key campus stakeholders and student leaders?
• How can we better connect with non-users?
• If you were responsible for UREC communication efforts, what would you do?
• What can we do better?
Thank You

Adam Sardinha
Marketing and Communications Specialist
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University Recreation
Marketing and Communication Efforts
Feedback - UREC Advisory Board
Oct. 10, 2017

● How do you currently receive information about UREC?
  ○ Email.
  ○ Email. Social Media. Signs at the gym.
  ○ At work (UREC). Social Media (website, facebook and twitter).
  ○ Instagram, twitter, facebook, website, UREC emails, signage, word of mouth.
  ○ Social media, email, signage through Carmichael.
  ○ Social media, being here, website.
  ○ Email, app, website and social media.
  ○ Occasional email, if anything.
  ○ Social media.

● How do we better connect/communicate with key campus stakeholders and student leaders?
  ○ Let them know what you want them to tell their organizations.
  ○ Become part of Student Body President’s Howl.
  ○ Relating to them.
  ○ Student Senate: Brand Ambassadors/student employees.
  ○ It would help to offer specific information to these personnel and have them send it out to their groups.
  ○ Send out emails to colleges, departments, etc.
  ○ Taking responsibility to reach out to the community leaders on campus and work to create a clear dialogue between UREC and the groups on campus.
  ○ Email.

● How can we better connect with non-users?
  ○ More knowledge of what events are going on.
  ○ Improve presence on campus.
  ○ Take our services to them.
  ○ Create interact opportunities with people outside of the gym. Create incentives for participation.
  ○ Placing signage in classroom buildings. Having brand ambassador events at colleges.
  ○ Outreach efforts and new/creative programs that target new users.
  ○ Open House at the Gym. Free Bring a friend month. Rec buddy when you join.
  ○ Face-to-face.

● If you were responsible for UREC communication efforts, what would you do?
  ○ I like what you’re doing now, but I would like to see more social media campaigns.
  ○ Improve presence on campus, market through more channels.
○ Sharing more personal stories of students utilizing facilities, and their story of how they implement into a busy schedule.
○ More face-to-face and pop-up events.
○ Find the most responsive/effective way to communicate and market. Focus on that.
○ I would be connected more with our minority groups on campus (Women’s Center, LGBT, African-American Cultural Center, MSA, Veteran Affairs).
○ I think the best thing to start off with these efforts would be hearing from students, staff and members what they think about UREC and what they would like to see and know about.
○ Probably fail!

• **What can we do better?**
  ○ More social media campaigns.
  ○ Become more known of organization
  ○ More Instagram stories engaged in student life (great job with finals week).
  ○ Encourage content that is open to everyone.
  ○ Encouraging our current members to really be a part of our #PACKINACTION efforts.