

University of Nebraska at Kearney

## OpenSPACES@UNK: Scholarship, Preservation, and Creative Endeavors

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Academic Program Reviews

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4-7-2021

### Program Review: Campus Recreation

Campus Recreation staff, University of Nebraska at Kearney

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FALL 2020

# Program Review Campus Recreation

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University of Nebraska at Kearney

**Submitted by the Campus Recreation Staff  
Andrew Winscot, Assistant Director**

**Abstract:**

To continue ongoing growth and efforts to meet the physical needs of the University of Nebraska Kearney population and enhance the recreation services provided, the Campus Recreation Department has conducted a self-assessment study of its recreation, fitness, health and education services provided to the campus. This document contains the history of the department, its present-day assessment of status, and various ideas, strategies, and plans regarding the ever-changing recreational needs of this population.

# **CAMPUS RECREATION PROGRAM REVIEW TEAM MEMBERS**

**Drew Gannon, Chair  
Director of Wellness  
University of Fort Hays State  
Hays, KS**

**Pat Philippi, Lecturer  
Department of Kinesiology & Sport Sciences  
University of Nebraska Kearney (UNK)**

**Hunter Love, Online Program Coordinator  
eCampus  
University of Nebraska Kearney (UNK)**

**Lindsay Borer, Student  
Senior Recreation Major  
University of Nebraska Kearney (UNK)**

**Luke Rogers, Graduate Student  
Wildlife Biology  
University of Nebraska Kearney (UNK)**

# CAMPUS RECREATION

## Program Review Team Schedule

(Tentative)

### April 7 & 8

#### Wednesday, April 7

- 8:15 a.m. to 9:15 a.m.      **Location: NSU 312**  
Orientation Breakfast with Review Team Members  
Department Assistant Director – Andrew Winscot  
Department Director – Wendy Schardt  
Dean, Student Affairs Division – Dr. Gilbert Hinga  
Director of Assessment – Dr. Beth Hinga
- 9:15 a.m. to 10:00 a.m.      Meet with Director of Assessment – Dr. Beth Hinga
- 10:00 a.m. to 11:00 a.m.      **Location: NSU 312**  
Meet with Campus Recreation Staff
- 11:00 a.m. to 12:00 p.m.      Meet with Assistant Director – Andrew Winscot
- 12:00 p.m. to 1:30 p.m.      **Location: NSU 312**  
Working Lunch – Review Team Only
- 1:30 p.m. to 2:30 p.m.      Meet with Dean of Student Affairs – Dr. Gilbert Hinga
- 2:30 p.m. to 3:30 p.m.      Meet with Department Director – Wendy Schardt
- 3:30 p.m. to 4:30 p.m.      Meet with Students – Facilitated by Amanda Dabney
- 4:30 p.m. to 5:00 p.m.      Facility Tour
- 5:00 p.m. to 7:00 p.m.      *Free Time*  
*Review Team Supper - Optional*
- 7:00 p.m. to 10:00 p.m.      Work Session *as necessary*

**Thursday, April 8**

- Location: NSU 312**
- 8:00 a.m. Follow-up meeting with Student or Staff Representatives
- 9:00 a.m. *Open Time* for Team to schedule work or further interviews
- 10:30 a.m. Preparations of recommendations for the Exit Interview

*The above is scheduled as necessary.*

- 12:00 p.m. to 1:00 p.m. **Location: NSU 312**
- Working Lunch - Review Team Members
- 1:00 p.m. to 2:00 p.m. **Location: Warner Conference Room**
- Exit Interview / Oral Exit Report  
SVCAASL - Dr. Charles Bicak  
Dean of Student Affairs – Dr. Gilbert Hinga  
Department Assistant Director – Andrew Winscot  
Department Director – Wendy Schardt
- 2:15 p.m. Adjourn

***Thank You***

**University of Nebraska Kearney**  
+  
**Campus Recreation Program Review**

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# **CAMPUS RECREATION ACADEMIC PROGRAM REVIEW 2020**

## **1. GENERAL CHARACTERTERISTICS OF CAMPUS RECREATION**

### **A. OVERVIEW**

- 1) History**
- 2) Mission**
- 3) Goals**
- 4) Primary Stakeholders**

### **B. STRATEGIC PLAN**

- 1) Academic, Creative, Research Endeavors**
- 2) Public Service**
- 3) Access and Success Efforts for a Diverse Student Population**

### **C. LEADERSHIP, GOVERNANCE, ORGANIZATIONAL STRUCTURE**

- 1) Discussion of Past Efforts (Successful or Not)**

# UNIVERSITY OF NEBRASKA KEARNEY

## CAMPUS RECREATION PROGRAM REVIEW

### 1. General Program Characteristics

#### A. OVERVIEW

The University of Nebraska Kearney's Campus Recreation Department operates under the Student Health & Counseling (SHC) Department within the Division of Student Affairs. Campus Recreation offers a variety of programs, services and facilities to the entire campus community. These are developed and facilitated through five main component areas:

- **Informal Recreation:** Campus Recreation utilizes the Wellness Center and Cushing Fieldhouse, two multipurpose facilities areas with several activity spaces, which include: weight rooms for strength training and cardiovascular conditioning, multi-purpose gymnasiums, indoor jogging track, three racquetball courts, an indoor climbing wall, a group fitness room, locker rooms, administrative offices and meeting spaces.
- **Fitness Program:** provide integrated courses, resources and services, in order to promote healthy lifestyles, create opportunities for positive behavior modification and enhance student academic success. Programs and services include group fitness classes, wellness initiatives, workshops, incentive programs and special events.
- **Intramural Sports:** offer participants the opportunity play organized sports in a recreational but competitive atmosphere, learn new sports skills, and have fun with fellow friends and students. The Intramural Sports program offers a wide variety of team and individual sports leagues, tournaments, and special events.
- **Outdoor Adventure Program:** provides opportunity for outdoor education and leadership experiences. This is done through programming with the climbing wall, adventure trips, clinics along with informational video resources. Through the program outdoor gear can also be checked out at low costs for students to get out and adventure on their own.
- **Student Staff and Leadership Programs:** includes training and supervising undergraduate students (75+) in facility and sport management, policy and procedure implementation, teaching and educational sessions, program execution, program evaluation and risk management administration.

### **1) History**

Although intramurals have long been a proud UNK staple program, it was not until 2014 that a true Campus Recreation program began to take shape.

In August 2014, UNK opened a new 19,000 square foot facility addition containing two stories. The ground floor features a large Wellness Center for students and staff, followed by the second floor which is home to program and research space for UNK's exercise science education program. In addition to the new facility, plans included 4,000 square feet of renovations to student rec areas and classrooms in Cushing. This \$6.5 million project was authorized by a student vote in 2005, funded through the University of Nebraska Foundation and student fees.

A few years later in 2016, the Campus Recreation department went through another significant change, this time operationally. UNK decided to move the department from underneath the College of Education and the Kinesiology and Sport Sciences (KSS), over to the division of Student Affairs. Campus recreation now operates under the guidance of Student Health & Counseling.

Those two large transitions in 2014 and 2016 have allowed monumental growth in the program. Along with a larger facility and being more involved in student services through Student Affairs, an emphasis with Outdoor Programs and an investment in student development were two key areas the program has seen significant growth over the past 6 years.

### **2) Mission**

Our mission is to serve the entire campus community by promoting an active & healthy lifestyle through quality programs and services that inspire participation and engagement.

### **3) Goals**

Campus Recreation supports the Student Affairs Division goals by providing a campus wellness community where students are naturally interconnected and feel they belong. Campus Recreation is a safe and welcoming space where students connect, socialize and realize their fitness/activity goals. Through a variety of recreation activities, the department encourages students (with a common interest in being active) to get involved in campus life, thus supporting retention efforts. Student Affairs is known for getting students active and involved in campus life. Campus Recreation is an integral part of inspiring students to become a vital part of the campus community through fun and interactive recreation pursuits.

## **CAMPUS RECREATION GOALS**

### **Wellness Center**

1. Enhance and promote inclusion for all and any body types
2. Promoting healthy lifestyle choices through campus recreation opportunities
3. Provide and support open recreation options through various outlets

4. Enhance and encourage all UNK community members and visitors to connect, communicate and build partnerships with each other
5. Provide feedback, reinforcement and instruction to student staff and patrons to facilitate improvement

#### Intramurals

1. Provide a sense of community for students while participating in intramural activities
2. To encourage student participation in activities which promote healthy lifestyles
3. Help student staff gain professional experience with conflict and risk management
4. Offer a diversified array of activities for all levels and ability and interest

#### Outdoor Adventures

1. Provide experiential education through outdoor stewardship
2. Promote the use of responsible outdoor practices such as Leave-No-Trace
3. Provide a safe environment for students to learn outdoor adventure skills
4. Help students to engage with others of similar interests and foster lifelong relationships
5. Promote healthy behaviors through non-traditional exercise methods

#### **4) Primary Stakeholders**

A large portion of primary stakeholders are the students who are enrolled in on campus classes and pay the recreation student fee. Within that diverse group of students, those that show an interest in being active & involved in their own personal fitness, wellness and recreation goals are a main audience. National statistics show that approximately 80% of students on a collegiate campus utilize Campus Recreation services.

The other primary stakeholders include the UNK faculty, staff, affiliates and retirees who purchase memberships to the Wellness Center. The Wellness Center is focused on providing service to the diverse UNK population.

### **B. STRATEGIC PLAN**

#### **1) Academic, Creative, Research Endeavors**

Campus Recreation has a proven track record of innovative thinking. This department takes great pride in offering new and appealing services to the campus community. Campus Recreation endeavors to think creatively, remain up to date on the latest recreation trends and not fall into a complacent mindset. It is extremely important for Campus Recreation to stay engaged with an ever-changing and diverse student population.

#### **Climbing Wall Programming**

Campus Recreation facilities and programming historically have been exclusive to the UNK campus community. When the Wellness Center and Climbing Wall were built in 2014, it was only being utilized by students, faculty and staff. Although this group represents the primary

stakeholders, the addition of the climbing wall created a unique opportunity to offer programming to the broader community.

In the summer of 2016, Campus Recreation began hosting youth groups at the wall. This included churches, summer camps, YMCA's, boy scouts, among others. After a formal contract was completed to ensure liability and insurance coverage, a flat fee was paid to reserve the wall for these groups to have exclusive access. In addition to the experience this provides to users outside UNK, this offering provides valuable instructional opportunities for the Climbing Wall staff. After offering this rental option to a select few groups for two summers, Campus Recreation made efforts to expand this offering starting in 2018. A more formal registration process was created in collaboration with the UNK's Conference Services staff to grow the number of rentals in the summer of 2018.

After three years of successfully testing outside usage, Campus Recreation continued to grow opportunities for the general public to have access to the Climbing Wall. In the fall of 2019, UNK worked closely with Kearney Public Schools to offer climbing sessions to one of their Physical Education classes. After months of planning, Campus Recreation successfully launched several new programming opportunities to the greater Kearney community in February 2020. Programs included "Kids Climb Nights," couples climbing, public climbing hours and private rentals. Unfortunately, shortly after implementation, all these programs were halted in March 2020 due to the COVID-19 pandemic. The hope is to open these programs back up in summer 2021.

In summary, these access opportunities are an ongoing modification to open the wall for public access. These public access times are selected carefully during windows of time when traffic at the wall is slower or providing time outside of normal operation hours. The idea behind allowing community use and special events at the wall will be to make this program known to future Lopers as a recruitment initiative and to create a tie to the community. These programs will generate revenue to help offset the cost of gear maintenance and replacement, thereby increasing the student experience.

### **Esports**

Campus Recreation took the lead in early campus conversations about eSports. Fostering an eSports community on campus will have a positive effect with recruitment at UNK. This is just one example of this department's ability to think innovatively, keeping up with the latest trends and not being afraid to develop new programming. Esports represents one of the fastest growing markets and a growing audience. Recent projections put the eSports industry on track to surpass \$1 billion in revenue in 2021. Campuses across the world have recognized the importance of offering eSports programs and many are allocating significant resources towards programming.

Progressive steps were taken on UNK's campus in the spring of 2020 to grow an eSports program at UNK. A committee was formed to include various constituents around campus. Informational meetings were held for students, faculty and staff to assess interest and gain feedback on the direction to proceed, which was very positive. A kick-off tournament was scheduled prior to campus being shut down in the spring of 2020. Campus Recreation was still able to offer eSports programming during the COVID

period. A collaborative event was held by the intramural departments from UNL, UNO, Creighton, Wayne St and UNK, which led to the first annual state eSports tournament in May of 2020.

### **Fusion**

Campus Recreation added a new software system in the spring of 2018. This was a major undertaking and required a detailed training and implementation process (see more about Fusion in section 7 on page 49). This software is used for facility access, equipment check-out, program registration and point of sale transactions.

Fusion is a state-of-the-art software system and widely used by a large number of campus recreation programs. The investment in this software has already had a profound impact within the department in less than 3 years. This software has quickly become a critical part of the facilities day to day operations. Staff are dedicated to the continued education efforts pertaining to this software's capabilities and stretching the software to meet the everchanging needs.

### **Bike Program**

UNK launched a bike share program in October 2015 under the direction of Campus Recreation and Kinesiology and Sport Sciences. Through a partnership with Zagster, a bike-share company, forty bicycles with eighty parking stations were made available for UNK students. Users would gain access to the bikes through a mobile app. Fees would depend upon frequency and duration of trips.

While the program did have success, a decision was made to end the contract with Zagster in 2018. The overall cost of the program and lack of accountability for bikes (logistical gaps) were some of the main reasons it was not continued. Behind the scenes, Campus Recreation had preliminary plans in place to alter the bike share program into a bike rental program.

Imitating a program that was already developed from Hastings College and working with a local bike shop (The Bike Shed), Campus Recreation implemented this new bike rental program in the spring of 2018. The rental program entails students renting a bike for an entire semester rather than "sharing" the bike with multiple users. Twenty-five bicycles were purchased at the start and the program since grown to over 50 bikes.

While semester rentals have been the main focus, Campus Recreation has begun to offer options for daily or weekend rentals. Daily and weekend rental options were offered starting in the fall of 2020.

### **Facility Logistics**

The floorplan of the Wellness Center had remained the same since the building was first opened in the fall of 2014. After gathering valuable feedback from patrons, it was decided to reconfigure the layout of the two strength areas in the spring of 2020. Campus Recreation employees and industry professionals redesigned the strength area to accommodate patrons who expressed interest in more surface area for core work, stretching and free weights. The finished product created better flow and more space and has been received positively.

Continued action steps were taken to evaluate both short- and long-term equipment replacement plans. This included enhanced equipment usage tracking, patron surveys, and equipment trials. Additionally, a fitness company has been contracted to provide a preventative maintenance plan for the facility. This is expected to extend the life of the equipment and to help the facility staff identify equipment issues early and prevent it from causing further damage.

### **New Membership Types**

As mentioned in the section above under Climbing Wall programming, access to Campus Recreation facilities has been closely monitored since the building renovation back in 2014. Upon receiving feedback from patrons of the facility, Campus Recreation submitted a proposal to cabinet to include three new membership and access options for the facilities (See Appendix 1 for proposal form). The membership types are: alumni memberships, guest passes and student spouse/domestic partner membership.

Alumni Memberships were introduced in June of 2018. This allows any recent graduate to remain a Wellness Center member for up to 12 months following graduation at a monthly rate. A total of 148 monthly memberships have been sold to 54 different alumni, which is nearly \$3,000 in added revenue. This membership type helps recent graduates stay connected to campus and eases their transition post-graduation.

Guest passes allow any current member to sponsor a nonmember for a daily pass. This is ideal for friends and family that come to visit. Over 50 guest passes were sold in the first six months after it was introduced. In total 236 guest passes were sold from February 1, 2019 to March 1, 2020. Guest passes have not been allowed since the COVID-19 pandemic began.

Overall, these membership types have been an excellent addition to the facility. They have provided access options to select groups, without taking away from main stakeholders.

### **Sponsorships**

In the fall of 2018, Campus Recreation helped lead conversations on campus about utilizing sponsorships which prompted the university to create a campus wide policy for other departments to use (See Appendix 2 for proposal). This policy was approved in 2019, and Campus Recreation secured a sponsorship with a local bank shortly thereafter. The ability to work with sponsors will provide opportunities to improve programming and services to students, as well as provide the department financial support during a vulnerable time.

### **Student Development**

A Student Leadership program was launched in fall 2016. The Campus Recreation staff comprised criteria for students who demonstrate proven leadership skills, academic accomplishments, and dependability. These students were selected as “leaders” within their area and were given increased responsibilities. These students also were given the charge of opening and closing the facilities which was a tremendous step forward towards maximizing personnel resources in appropriate places. Previously professional

staff and graduate assistants had to open and close the facility, which was difficult for the staffing structure.

Each year since 2016, the student development model continues to evolve and improve. In-services and trainings are offered each semester, focusing on professional development as well as identifying priorities with their current work assignments.

As a part of the student staff's development, staff engagement initiatives have begun to be offered. Once or twice a semester staff get together with planned activities are arranged and held. Team building, staff comradery and social interaction are critical components to staff buy-in and retention efforts. Additionally, it can be argued that these tools are sometimes underutilized in student development efforts.

### **Wellness Initiatives**

Over the past 5 years, Campus Recreation has been intentional about creating casual programming to engage and encourage students to put an emphasis in their health and wellness. Wellness Initiatives are offered monthly to provide challenges, incentive-based programming, and competitions to Wellness Center patrons. These wellness initiatives have increased the visibility of Campus Recreation programming on campus and have reached a different student population that may not be reached otherwise.

### **Outside the Classroom Curriculum (OTC)**

The Outside the Classroom Curriculum is a divisional effort originating from Student Affairs. This approach has led to each department crafting a curriculum plan. Within Campus Recreation, curriculum has been developed for both the general patron audience and the student workers. The three main priorities of the curriculum are personal growth, professional growth, and community engagement. The learning outcomes within those priorities that Campus Recreation is most focused on are as followed:

- Personal Growth
  - Describe how to integrate strategies for well-being into their regular routines.
    - Strategies: workshops and social media
- Professional Growth
  - Describe strategies for effective communication.
    - Strategies: student employment
  - Demonstrate how to successfully navigate professional environments.
    - Strategies: student employment, workshops, and intentional conversations
- Community Engagement
  - Contribute toward more inclusive communities.
    - Strategies: student employment and workshops
  - Provide leadership to better their communities.
    - Strategies: social media

### **2) Public Service**

Campus Recreation does not have many opportunities to provide services to the public. Here are a few examples of public service:

### **Partnership with Central Community College (CCC)**

Starting in the Fall of 2019, a partnership with the Kearney campus of Central Community College (CCC) started. Students from Kearney CCC were offered the ability to participate in Intramural activities. The idea was to provide recreational opportunities to students that otherwise would not have these activities on a smaller, local campus. Additionally, a goal is to introduce, familiarize and welcome CCC students to UNK's campus in hopes of a recruitment opportunity. For now, programming is limited to intramurals, but down the road it could build into options with the Wellness Center, Outdoors Adventures, and other programming.

### **Public Climbing**

Most UNK recreation facilities are limited to the campus community. Since adding the climbing wall in 2014, each year the areas usage and the ability to provide additional programming is evaluated. The climbing wall is a unique feature to campus and to the region. Ways were identified to make the wall available to the public through day passes, special events and private rentals.

### **Sports Officiating**

Due to the large number of intramural sports officials and the national shortage of officials, Campus Recreation works with local schools and other recreational programs to share resources. These officiating opportunities are great development opportunities for staff and widely benefit the outside programs as well, ensuring there events are properly staffed.

### **3) Access and Success Efforts for a Diverse Student Population**

Collaboration was done with the office of Diversity and Inclusion to ensure Campus Recreation and Wellness Center programming are conscious and considerate towards all students. From these conversations professional staff was able to identify ways to incorporate diversity education into in service staff trainings. Campus Recreation staff also met with the Disability Service student organization to discuss programming and obtain feedback on current services.

## **C. LEADERSHIP, GOVERNANCE, ORGANIZATIONAL STRUCTURE**

Most day-to-day operations are conducted through the Assistant Director with guidance and direction coming from the Director of Student Health and Counseling and the Dean of Student Affairs when warranted. The Assistant Director will run approval on higher level operations and need to know information through the Director when necessary. These types of procedures occur occasionally, an estimated 5-10% of the operations might fall into this category. General agenda items for discussion include staffing/hiring updates, budgetary discussions, progress on special projects, goal achievement, and general operations information. The Assistant Director and Director have a meeting scheduled weekly for general updates and status reports. Daily interactions do typically occur in the form of phone or email communication. Weekly reports are also submitted that the Director sends on to the Dean of Student Affairs. Since Campus Recreation operates in a different building than the rest of Student Affairs, face-to-face interactions and guidance is limited in that regard.

The Assistant Director provides daily guidance and direction to two coordinators and four graduate assistants (GA's). This is normally conducted face-to-face. The Assistant Director spends an estimated 25-50% of their day with direct guidance to their subordinates. Conversely

the coordinators and graduate assistants will communicate and get approval or guidance on a majority of the tasks they conduct, estimated 60-80%.

The Assistant Director will also serve as the in-direct supervisor to 75 student staff members. This includes 35 Facility Operations, 10 Climbing Wall, 6 supervisors (Intramurals) and 25 officials (Intramurals). The Assistant Director's interaction with these staff members occurs weekly through casual check-ins and occasional meetings. The coordinators and GA's serve as the direct supervisors of these staff and their guidance and directive are more frequent than it is from the Assistant Director.

The coordinators and graduate assistants spend approximately 40-60% of their time on staff supervision. In addition to general guidance, this includes training, scheduling, evaluating, and ensuring they are kept up to date with daily operational information.

*See Appendix 3 which contains division and department organizational structures.*

### **1) Discussion of Past Efforts (Successful or Not)**

Staffing turnover has been a bit of a challenge over the past several years. Each of the three professional staff positions have had to go through a hiring process just in the past 4 years alone. Two of the four GA's are replaced each year after their two-year contract expires, and they move on after graduation. The GA's provide a necessary skill set and carry a substantial workload making their position warranted but the constant cycle of hiring, training, developing and then parting ways can be a taxing process. There have been considerations about reclassifying some of the GA positions into a coordinator or similarly related position.

Despite the challenges, this department has experienced multiple success as outlined above. Here is a quick synopsis of those successes:

- Integrated fusion successfully into Campus Recreation daily activities.
- Developed and maintained a successful bike rental program.
- Led the conversation for eSports and have since supported the eSports programming efforts.
- Acquired a sponsorship with a local business to support various programs.
- Began offering services to the broader community including opening the doors to Kearney CCC students in intramurals and expanding climbing wall programs to the community.

**CAMPUS RECREATION  
ACADEMIC PROGRAM REVIEW  
2020**

**2. DEGREE PROGRAMS AND CURRICULA**

- A. DESCRIBE HOW WE ASSESS EFFECTIVENESS OF EACH PROGRAM**
- B. DISCUSS CHANGES THAT HAVE OCCURRED / PLANNED AS A RESULT BASED ON THESE ASSESSMENTS**
- C. DISCUSS COLLABORATION WITH OTHER DEPARTMENTS**

## **2. Degree Programs and Curricula**

### **Informal Recreation**

The Wellness Center is the heart of Campus Recreation. It provides a variety of means for working out, reaching fitness goals, socializing and improving overall health. The Wellness Center is comprised of a weight room, a large cardio space, and the climbing wall. An example of some of the equipment within the center includes but is not limited to treadmills, ellipticals, stationary bikes, climbmills, and rowers.

The facility is in a convenient and centralized space on campus, which allows for greater visibility of the services offered. In general, this center serves a diverse student population and has helped students foster new connections and discover different health and fitness passions.

From the logistics perspective, students are granted access to the Wellness Center through student fees that they pay as a part of taking on campus classes. Faculty, staff, affiliates, and retirees can gain access by purchasing a membership (See Appendix 4 for a Membership Application).

The hours of the Wellness Center have seen many changes over the past few years. The current hour structure provides access from 5:45 a.m. to 11:00 p.m. Monday- Thursday, 5:45 a.m. to 7:00 p.m. on Friday, 10:00 a.m. to 3:00 p.m. on Saturday and 1:00 p.m. to 10:00 p.m. on Sunday. One COVID caveat is that over the past year capacity has been drastically reduced. Patrons are able to sign up online to reserve a workout time and the facility is limited to 35 patrons at a time. Despite the capacity limit, the services are still being heavily utilized across the campus.

### **Open Recreation**

Outside of traditional weights and cardio, Campus Recreation offers students the ability to exercise in a variety of other ways. This includes but is not limited to drop-in basketball & volleyball, racquetball, wallyball and ping pong. Campus Recreation provides students access to a wide selection of equipment for many open recreation activities.

### **Fitness Programs**

#### *Group Fitness*

Group Fitness classes are conducted in collaboration with Kinesiology and Sport Sciences. Classes are currently offered for credit only. Although the offerings do vary from semester, key group fitness classes include yoga, TRX, spin, dance fusion, core power and body tone.

#### *Virtual Programming*

Over the course of the pandemic, a unique opportunity arose for this department to pursue virtual programming. Various fitness classes were recorded and promoted to students to encourage activity during quarantine. As the transition back onto campus began, virtual fitness was still vital to reach a population who may not feel comfortable attending in person classes. With this knowledge, the virtual programming transitioned into short form content that can be posted across social media. This content features different exercises, circuits, or fitness activities for individuals to try on their own.

### *Wellness Initiatives*

This programmatic approach focuses on creating engaging one day events or challenges for students. These initiatives are meant to expose a large number of students to wellness concepts and create a different engagement opportunity for students outside of traditional fitness programming. Below is a small sample of the initiatives that this department has created or collaborated on over the past five years:

- Fall Frenzy Bike Challenge
- MIAA Burpee Championships
- Rec' Round Campus
- Paddle Boarding Nights
- Slack Lining & Yard Games at Harmon Park
- Evening Yoga at Bell Tower
- Breath & Stretch at Bell Tower
- Climbing Wall After Hours
- Wellness Bingo
- DestressFest
- Spooky Spin
- 5K a Day

### **Intramural Sports**

Intramural Sports offers individuals the opportunity to play their favorite sport or try a new sport on a competitive or recreational level. The sports and programs provided through intramurals emphasize friendly competition and sportsmanship. These offerings provide students a vital opportunity to get active, have fun and socialize with others.

All active UNK students are eligible to participate in Intramurals. A \$20 semester fee covers the cost to play an unlimited number of Intramurals over the course of a semester. One day events are free to participate in.

To make programming accessible and convenient to participate in a diverse calendar of events is offered. Below are a few key structural elements of Intramurals:

- A pick when you play scheduling system.
  - Intramurals are offered Sundays through Thursdays from 7 p.m.- midnight
- Team sizes and divisions provide numerous options for individuals to participate in.
  - Large team sports 5v5 all the way up to 11v11 (volleyball, flag football, soccer)
  - Small team sports 2v2 or 3v3 (spikeball, badminton, basketball)
  - Individual sports 1v1 (ping pong, racquetball)
  - Sports are offered in either a CoRec, Men's or Women's Divisions

### *Current Offerings:*

<b>Leagues</b>		<b>One Day Events</b>
Flag Football	Dodgeball	Cornhole
Basketball	Pickleball	Free Throw Competition
Volleyball	Disc Golf	3PT Competition
Broomball	Badminton	Table Tennis
Soccer	Table Tennis	Snowman Competition
Softball	Spikeball	March Madness Bracket
		Golf Scramble
		Mini Golf
		Bowling

## **Esports**

UNK's eSports lets students participate in electronic sports on the campus, state or at a national level. This activity provides fierce competition while creating the opportunity for eSports enthusiasts to meet new people and connect with people from potentially all parts of the world. Esports provides participants the opportunity to learn about new programs and platforms, build gaming and teamwork skills; and increase knowledge in systems and information technology.

## **Outdoor Adventure**

### *Climbing Wall*

The Outdoor Adventure (OA) program offers rock climbing competitions and clinics throughout the year for climbers of all skill levels. Bouldering leagues are held during the fall and spring semesters while an annual climbing competition at the end of the spring semester will let students showcase all the hard work put in through the year. Various climbing clinics offered throughout the semester provide technical education for all styles of climber.

### *Outdoor Adventure Trips*

The trips sector of the OA program runs on an experiential learning model that teaches the basics of various outdoor adventure facets such as backpacking, canoeing, kayaking, caving, climbing along with all basic skills needed to experience the outdoors responsibly. All aspects of the program are available to students, faculty, and staff of UNK at a breakeven price point designed to cover travel costs and gear replacement.

### *Loper Bikes*

The bike program on campus offers students the opportunity to check out bikes for semester rentals, these bikes provide a hassle-free option for students and faculty/staff to get to and around campus on a reliable bike. All bikes in the program are reservable for either a semester or academic year and come with the assurance that if they need maintenance, students can bring them into the recreation center for maintenance at any point.

### *Equipment Rental*

The equipment rental program is in place for students looking to outfit their next big adventure. UNK Outdoor Adventures has much of the basic gear needed to get out and moving. Students interested in renting equipment such as backpacks, sleeping bags, sleeping pads, hammocks, tents, or yard games can simply call in to reserve for their trip. To rent equipment there is a small break-even equipment cost used to replace gear over time (See Appendix 5 for Equipment Rental List).

## **Student Staff and Leadership Programs**

Developing the student staff has been and will remain a top priority for Campus Recreation. Students are provided a variety of resources, training opportunities, and in-services when employed. In service training occurs every six weeks and every training focuses on different developmental goals. Through this programming many important leadership skills are developed including conflict resolution communication skills, teamwork, time management and strategic thinking skills.

Student staff are also given performance evaluations once a semester. These evaluations serve not only to directly coach student staff, but for staff to have a forum to express concerns or frustrations.

**A. DESCRIBE HOW WE ASSESS EFFECTIVENESS OF EACH PROGRAM**

Over the past five years, Campus Recreation has undergone a series of transitions and changes. Through this time, a cohesive and consistent assessment plan was not developed. In the Spring of 2020, the division of Student Affairs began to roll out the “Be the Difference” curriculum which has brought a framework and structure that Campus Recreation will be utilizing going forward as it relates to assessing effectiveness.

Before the use of this curriculum, effectiveness was evaluated through a few different metrics. These metrics focused predominately on the quantitative metrics of attendance/participation, retention, and demand as it relates to the various offerings under Campus Recreation. Common qualitative metrics included patron feedback gathered through surveys, relational knowledge and dialogues with patrons, and meetings held with staff members. Outlined below are the different qualitative measurements used and their relationship to program goals:

<b>Mechanism</b>	<b>Description</b>	<b>Program or Goal</b>
Campus Recreation Satisfaction Survey	Qualtrics link sent to all UNK email addresses and was administered in Fall of 2017- survey provided feedback on programs, facilities, and gathered patron suggestions.	Wellness Center Operations
Equipment Trial Patron Feedback	Patrons are asked to provide feedback on all new equipment tested in the Wellness Center. This assists in determining patron equipment needs and wants.	Wellness Center Operations
Intramural Official Satisfaction Survey	Administered to all Intramural student officials at the end of a season and asks students to reflect on their own skills, relationships with supervisors, and how to personally improve.	Intramural Sports
Intramural Participant Satisfaction Survey	Administered to all Intramural participants at the end of a season- provides participants with an opportunity to reflect and make recommendations.	Intramural Sports

Intramural Supervisor Survey	A conversation held with all intramural supervisors to facilitate personal growth, evaluate supervisor experience, and elicit feedback on how to improve the staff experience.	Intramural Sports
Student Worker Survey	Student staff midway through their first semester as a staff member have a conversation with a supervisor in regard to performance, things they hear from patrons, and ways to improve the facility.	Wellness Center Operations

*Note: Future assessment efforts will be similar to those listed above but will be tied to the learning outcomes utilized in the outside the classroom curriculum.*

## **B. DISCUSS CHANGES THAT HAVE OCCURRED/PLANNED AS A RESULT BASED ON THESE ASSESSMENTS.**

- a. **Hours of Operation:** In the Fall of 2017, a campus recreation satisfaction survey was administered to patrons. The results of this survey indicated that only 60% of patrons were highly satisfied with the hours of operation. Many respondents reported that an earlier opening would be more conducive to their personal scheduling. From this data, the wellness center changed its opening time during the weekdays from 6:00 a.m. to 5:45 a.m..
- b. **Type of Cardio/ Strength Equipment:** Patron feedback guides all new equipment decisions. Before any piece of equipment is purchased, patrons are asked to use the new piece and provide their thoughts to ensure that patron needs are being met. A 2019 Cardio Equipment survey revealed that patrons would like to see more treadmills and stair climbers, this led to increasing the number of treadmills and stair climbers available to patrons.
- c. **Intramural Sports Offered:** Intramural participants provide their feedback at the end of every season. Students rate their top three sports they enjoyed and want to see again and are also directed to indicate one new offering they would like to see. From this information the following changes occurred:
  - i. 2017-2018: Slow Pitch Softball and 3v3 Basketball *added*
  - ii. 2018-2019: Indoor Soccer, 4v4 Co-Rec Basketball, Wallyball, and Spike Ball *added* and 3v3 Basketball *removed*
  - iii. 2018-2019: One day events expanded to include e-sports
  - iv. 2019-2020: Dodgeball *added* and 4v4 Co-Rec Basketball and Ultimate Frisbee were *removed*
  - v. 2019-2020: One day evens expanded to include badminton/table tennis doubles, pickleball doubles, and racquetball
- d. **Days/Time Games are Offered:** As part of the intramural participant survey, participants are able to provide feedback related to the times and days that games are offered. Based off of this feedback intramural schedules are determined. From this feedback games used to run from 6 p.m. – 11 p.m. Sunday-Thursday but are

no offered from 7 p.m.-midnight Sunday-Thursdays. This change in time has remained consistent over the past few years as participants have noted their satisfaction with the times offered.

### **C. DISCUSS COLLABORATION WITH OTHER DEPARTMENTS**

#### **Kinesiology and Sport Sciences (KSS)**

Campus Recreation and KSS share many of the same resources (facilities and students to name a few), so there is frequent communication and efforts made between these offices daily. One of the main collaborations between Campus Recreation and KSS is offering group fitness classes. Together, group fitness classes are offered both for credit and for drop-in purposes. COVID has resulted in group fitness classes temporarily only be offered as a for credit option. Classes include yoga, spinning, TRX, Pilates and many others.

#### **Athletic Training (AT)**

AT provides open clinics for faculty, staff and students to drop in at designated times to have injuries evaluated by AT students in training, free of charge. The main clientele that take advantage of this service are Intramural participants and Wellness Center patrons. This is a great service that is mutually beneficial for all parties. It offers unique hands-on experience for the AT students and offers a convenient, cost effective service that provides recommendations and advice on non-emergency related injuries.

#### **International Student Services (ISS)**

Campus Recreation works closely with ISS to ensure UNK's international student community are aware of Campus Recreation programming and services. The most utilized service used by international students is the Loper Bike program. Approximately 75% of Campus Recreation bikes are rented out by international students.

#### **Office of Student and Family Transitions (formerly known as the First Year Program)**

First year students are the most frequent and consistent users of Campus Recreation services. The majority live on campus, are looking to make as many connections as they can and they seek out on campus programming at a high level.

The First Adventure Trip is a key collaboration between UNK Outdoor Adventures and the Office of Student and Family Transitions. In this program, students come to campus during the summer prior to the start of their freshman year and embark on a four-day teambuilding adventure. The program consists of a day on campus to get acquainted with facilities and two days away at a camp. The main goal of this program is to provide incoming freshman with a group of students they will be familiar with at the beginning of the school year, in order to help make their transition from high school to college smoother.

Jan Jam is a program aimed at getting new students active during the spring semester. This is an event that provides games, movies, free food, and friendship building opportunities.

### **Fraternity and Sorority Life (FSL)**

FSL students are an active and engaged student population at UNK. Specific programs are marketed to this group of students. For instance, intramurals has created a specific point system for FSL groups to compete solely against each other.

### **Admissions**

Campus Recreation assists the UNK Admissions team when they host large on campus events for prospective students. During these recruiting events, Campus Recreation will offer recreation activities to show these groups the type of extracurricular offerings they may find on a college campus. Demonstrating ways to stay active and how to engage with others is a great introduction to show what student life outside of classes is like.

### **Athletics**

Although there is no visible programming and collaboration with UNK athletics, this departments relationship with athletics is crucial to daily operations. Communication channels remain open with athletics due to the shared resources and facility needs. When COVID closed athletics workout facilities in 2020, Campus Recreation was able to work with Athletics to ensure all athletes still had an opportunity and a space to continue working out.

This relationship has continued to grow over the past 5 years, which has helped avoid any major conflicts. Continued communication and expanding collaboration opportunities with athletics will enhance Campus Recreations services in order to reach more students in the future.

### **Career Services**

Campus Recreation employs more students than any other department on campus. Career Services assists with recruiting students for Campus Recreation year-round. Taking advantage of the work-study program is essential due to the sheer number of students employed. Nearly \$200,000 in student wages is spent each year. Identifying as many work-study eligible students is extremely beneficial to this departments bottom line.

Career Services assists with in-service trainings as well. This collaboration has allowed the in-service trainings to focus on professional development and give students the opportunity to hear and learn from the Career Service professionals.

### **Health Promotion Office**

The Health Promotion office works closely with Campus Recreation to provide supportive and educational services to empower students to make positive choices and decisions regarding their health. Rec Pals, a fitness buddy pairing program, is one example of the collaboration that has taken place with this office. This program occurred in the Spring of 2020 and led to the creation of 10 “Rec Pals” or pairs. Unfortunately, the program ended with COVID, but will hopefully be restarted at some point in the future.

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- 3. STUDENT PERFORMANCE MEASURES**
  - A. DISCUSS WHAT DEPARTMENT EXPECTS GRADUATES TO KNOW AND DO**
  - B. HOW DEPARTMENT TRACKS THIS AND USES THE INFORMATION TO IMPROVE EFFECTIVENESS**
  - C. OTHER STUDENT PERFORMANCE MEASURES AND INFORMATION USED TO IMPROVE CR'S EFFECTIVENESS**

### **3. Student Performance Measures**

#### **A. DISCUSS WHAT DEPARTMENT EXPECTS GRADUATES TO KNOW AND DO**

Student performance measures in Campus Recreation is broken down into two separate groups: the measures for student staff and the measures for patrons.

##### *Patron Performance Measures*

As it relates to patrons, all activities and programs are done with the intent that students will leave with a better understanding of how to integrate fitness and other well-being approaches into their daily lives. Evaluating performance is an important growth process for a department, however, given the nature of campus recreation, this process must look different than a more traditional academic approach. Within academic affairs, student performance can be measured through assignments, research, and tests. With recreation, students are all at different steps on their journey and growth or performance cannot be condensed into those traditional means.

Within the department assessing performance begins with establishing a campus benchmark. This occurs through the American College Health Assessment (ACHA-NCHA) that is conducted at UNK every two years. This assessment is utilized across the entire Student Health and Counseling department to compare performance with other institutions and compare data from year to year. Within this assessment, students are asked about various recreation behaviors, as well as other health behaviors. Campus recreation utilizes this data to set priorities and assess programmatic efforts.

After acquiring a clearer campus picture that is provided through the ACHA-NCHA, patron performance is assessed through a variety of different programs. Below is a comprehensive list of programs with program descriptions, desired learning outcome, and the assessment strategy that is utilized.

##### **Wellness Initiatives:**

**Program Description:** A form of casual programming to engage and encourage students to put an emphasis in their health and wellness. Initiatives often align with different national observances such as during the month of February creating heart health challenges.

**Learning Outcome:** As a result of participating in a wellness initiative, students will be able to identify one wellness practice that could improve their health.

**Assessment Strategy:** Assessment varies based on the delivery method of the initiative. Various assessment strategies include gather student self-reflections, social media, or Qualtrics feedback forms.

##### **Intramural Sports:**

**Program Description:** Intramural sports provides students the opportunity to actively engage with other peers in a recreational or competitive atmosphere. These offerings provide students a vital opportunity to get active, have fun and socialize with others.

**Learning Outcome:** As a result of participating in an intramural sport, intramural participants will be able to understand the importance of regular physical activity and exercise.

**Assessment Strategy:** Intramural participants complete an intermural participant satisfaction survey. This survey encourages students to reflect upon their experience and provide feedback for future endeavors.

### **Campus Recreation Social Media:**

**Program Description:** Social media is utilized as a vital source of information dissemination/ education. Different campaigns and posting series are created to highlight different skills, health behaviors, or other important information.

**Learning Outcome:** After engaging with Campus Recreation social media pages, viewers will be able to:

- Recognize campus recreation staff.
- Identify different wellness practices to implement into their own routines.

**Assessment Strategy:** Social media metrics are utilized as a way to analyze both the reach and engagement of different social media efforts.

### **Climbing Belay Clinic**

**Program Description:** This clinic is designed to be a basic introduction to belay technique, the act of taking stack out of the rope to keep the climber on the other end safe. This clinic offers an in-house certification required to belay at the climbing wall. Though this clinic is not required for participants to climb at the UNK climbing wall, it is a recommended skill to learn as patrons progress in their climbing skills. The prerequisite for this class is checking in and climbing at the wall at least once with a certified wall staff on shift.

**Learning Outcome:** The goal of the clinic is to give students the confidence, skill, and ability to competently belay at the climbing wall.

**Assessment Strategy:** The assessment for this clinic includes a skills test at the end of the initial certification to assure skills are known. Further assessment comes in through three skills checks that must be completed by the student within a month of taking the two-hour course. This assessment being split in two parts assures the student is competent to belay once directly after being taught the skill and reinforced through the three skills checks to assure the skills are remembered. If a student does not meet the requirements, they can take the course over at no cost.

### **Climbing Technique Clinic**

**Program Description:** The climbing technique clinic is for those who are interested in learning how climbers can climb at their maximum potential. In this 4 week clinic foot work, hand placement, and movement are discussed, demonstrated, and practiced.

**Learning Outcome:** The goal of the clinic is to gain a better understanding of how to climb using time tested technique.

Assessment Strategy: To assess participants of this clinic get on the wall and climb the hardest route they deem possible. At the end of the 4 week clinic set the climber then attempts a climb that is harder in grade than the one they had been on at the beginning of the class.

### **Lead Climbing Clinic**

Program Description: In this clinic staff go over lead belay skills and lead climbing technique. The clinic is designed to give students the necessary skill and knowledge to safely practice lead climbing at the UNK Climbing Gym. This clinic ends with each student demonstrating both catching and taking a lead fall from 2 feet above the last clip.

Learning Outcome: The goal of the clinic is to give students the confidence, skill, and ability to competently lead belay and lead climb at the UNK climbing wall.

Assessment Strategy: The assessment for this clinic includes a skills test at the end of the initial certification to assure skills are known. Further assessment comes in through three skills checks that must be completed by the student within a month of taking the two-hour course. This assessment being split in two parts assures the student is competent to belay once directly after being taught the skill and reinforced through the three skills checks to assure the skills are remembered. If a student does not meet the requirements, they can take the course over at no cost.

### **Bouldering League**

Program Description: Bouldering league is a friendly climbing competition where patrons get the opportunity to climb new boulder routes weekly in teams of 3. Being a friendly competition, the goal of the league is more for personal gain of climbing technique and building community amongst climbers. This all-inclusive league is one in which being a great climber is lowest on the list of requirements.

Learning Outcome: The purpose of bouldering league is to get the climbing community together to enhance their climbing ability while meeting new people.

Assessment Strategy: In order to assess this event each week climbers are scored on their ability through a score sheet. As for the assessment of building community, the number of participants can be one part to this assessment but in order to assess relationship building more in depth surveying would be required.

### **Climbing Skill Video Series**

Program Description: The climbing skill video series is an event that mixes virtual training within person climbing sessions. Through the program participants are directed through social media to perform a specific skill on the wall. Once the skill is performed, they are entered into a drawing for prizes.

Learning Outcome: Through the program the learning outcome is in gaining skills necessary to climb more efficiently while gaining knowledge of the technique needed to excel in the sport.

Assessment Strategy: The assessment strategy is done through the participant showing the skill to the climbing wall staff. This is then recorded through an excel document.

### *Student Staff Performance*

All student staff trainings and programs are designed with intent of developing a student's abilities to successfully navigate professional environments and to develop the skills needed for effective communication. Since this department has such a large student staff, many departmental efforts are focused on providing a meaningful experience for this group of students. Performance measures for staff does take on a more traditional approach. Trainings and intentional conversations with supervisors are the predominant programming methods utilized.

### **New Hire Training**

**Program Description:** A multi-day training that prepares campus recreation students employees for their employment to ensure that all new hires have a thorough understanding of expectations and processes.

**Learning Outcome:** After completion of new hire training, campus recreation student employees will be able to:

- Recognize key campus recreation procedures/ policies.
- Understand the requirements of a campus recreation student employee.

**Assessment Strategy:** After training students are given a training feedback form. This form assesses current understanding of policies and processes, provides students a space to give feedback, and make suggestions for future trainings.

### **4-Week Check-In with New Hires**

**Program Description:** A verbal conversation held with new hires to provide campus recreation new hires with the chance to personally reflect on their experience in the job, provide a space for open and honest communication, and to create an opportunity for students to self-identify professional growth opportunities.

**Learning Outcome:** As a result of participating in the 4 week check in, new hire campus rec students will be able to identify a better understanding of job expectations and self-improvement skills to enhance their professional development.

**Assessment Strategy:** Students are sent a Qualtrics feedback survey after the meeting in order to provide students an opportunity to write down their own professional growth goals.

### **Mid Semester Peer and Self-Evaluation**

**Program Description:** A written feedback form submitted by campus recreation staff that has student workers reflect in a professional manner on personal and peer performance.

**Learning Outcome:** As a result of participating in the mid-semester evaluation, campus recreation staff will be able to:

- Examine personal and peer performance.
- Identify areas of personal growth.

**Assessment Strategy:** Completion rate of forms is the predominant assessment measure.

### **Inservice Training**

Program Description: Multiple in-service trainings are held throughout the academic year. These interactive workshops focus on different topics depending on the current trends or skills that employees need to develop in. These trainings last around an hour and utilize a collaborative approach to facilitate learning.

Learning Outcome: As a result of attending an in-service training, students will be able to identify and implement one professional skill to enhance their job performance.

Assessment Strategy: A self-reflection activity is held at the end of a training to give students the space to identify for themselves what they have learned or hope to take away from the training.

### **Sports Official Training**

Program Description: All individuals who hope to officiate an intramural activity must participate in this training. The training covers the basics of officiating, rules and policies, and trains official in handling and hopefully resolving potential conflicts.

Learning Outcome: After completing sports official training, individuals will be able to effectively officiate the appropriate intramural by understanding the needed rules and procedures.

Assessment Strategy: Students are given a pre and post test to ensure the necessary knowledge has been acquired. The other key assessment strategies include tracking attendance, retention, and administering a satisfaction survey.

### **Intramural Team Captain's Training**

Program Description: This workshop style training is done in order to provide team captains a better understanding of what is expected of them and their teams. Through this training students are provided with strategies on how to resolve conflict and communicate effectively with one another.

Learning Outcome: As a result of students completing an intramural captains training, team captains will be able to identify and articulate the core intramural team captain competencies.

Assessment Strategy: A post training quiz is administered that measures knowledge retention of the content covered.

### **Climbing Wall Staff Training Clinic**

Program Description: In this clinic staff go over basic belay skills and technique in the beginning and practice harder skills as the day goes on. This clinic ends with each staff member demonstrating both a weighted and unweighted belay transfer.

Learning Outcome: The learning outcome is gaining the knowledge to safely perform rescue skills in the event of an emergency at the climbing wall.

Assessment Strategy: The assessment strategy for this clinic is assuring at the end of the clinic the staff member can do all skills to 100% proficiency through a final skills test.

## **B. HOW DEPARTMENT TRACKS THIS AND USES THE INFORMATION TO IMPROVE EFFECTIVENESS**

As outlined above, each program utilizes a variety of methods to track and assess effectiveness. In general, most services or programs are reliant upon a satisfaction survey. This survey provides staff with student feedback. This feedback is used to determine how to better address certain topics, improve trainings, or improve general offerings. The other assessment strategies are utilized and reflected upon each year through the annual report. This report creates the opportunity to look back across the entire year and assess from a more macro level perspective how the department is progressing towards goals and brainstorm any potential changes that could be needed.

## **C. OTHER STUDENT PERFORMANCE MEASURES AND INFORMATION USED TO IMPROVE CAMPUS RECREATION EFFECTIVENESS**

This department is a strong advocate that to be an effective service to students, staff needs to be actively hearing from patrons and participants consistently. In order to do this, Campus Recreation maintains an open-door policy in the office which allows students to come in and talk with people about concerns or issues. These in person conversations that are had are a valuable resource for the department and are necessary to maintain excellent service and program standards.



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**4. INSTITUTIONAL CONTRIBUTIONS  
A. DISCUSS CONTRIBUTIONS TO OTHER UNITS**

## **4. Institutional Contributions**

### **A. DISCUSS CONTRIBUTION TO OTHER UNITS**

One of the main contributions Campus Recreation makes to the formal education of the UNK students comes through the experiential learning that take place in the programs and services offered. Students involved with Campus Recreation, especially those through employment and in leadership positions, are offered options to expand on their career knowledge by having access to learning seminars that include focus on resume building, conflict resolution and other ‘real-world’ skills that translate beyond the skills necessary to be successful at Campus Recreation. The professional development opportunities that the Campus Recreation student staff receive undoubtedly assists these students within their own coursework and as they transition into their future career.

A detailed list of collaboration can be found in Section 2 part C.

The following are a few highlights from a few of the collaborations that this office has been a part of:

- Actively works with KSS to offer group fitness classes each semester.
- Maintain the Loper bike rental program to assist students with transportation needs while studying at UNK. This service is heavily utilized by the international student population on campus.
- Provide first year students with the opportunity to attend the “First Adventure Trip.” This trip is done in conjunction with the Office of Student and Family Transitions and provides incoming students the chance to build community before arriving on campus. This sense of belonging is vital to maintaining an active and enrolled student population.
- Campus Recreation works closely with Admissions during recruitment events to provide recreation-based activities to get prospective students moving and excited about the programming opportunities at UNK.
- As the largest on campus student employer, this department provides many individuals the chance to earn income while studying at the university.

# **CAMPUS RECREATION ACADEMIC PROGRAM REVIEW 2020**

## **5. STUDENT PROFILE AND SUPPORT DATA**

- A. ANALYZE STUDENT INFORMATION OVER THE PAST FIVE YEARS (OR MORE)**
- B. DISCUSS RECRUITMENT EFFORTS**
- C. DISCUSS RETENTION EFFORTS**
- D. DISCUSS FINANCIAL SUPPORT AWARDED TO STUDENTS**
- E. DESCRIBE THE EFFECTIVENESS OF SUPPORT SERVICES FOR STUDENTS THAT ARE PROVIDED WITHIN THE DEPARTMENT**

## 5. Student Profile and Support Data

### A. ANALYZE STUDENT INFORMATION OVER THE PAST FIVE YEARS (OR MORE).

Note on 2019-20

- Missed one quarter of the year due to COVID shutdown in March of 2020.

#### Intramurals:

	2019-20	2018-19	2017-18	2016-17	2015-16
<b>Unique Participants</b>	1,055	1,229	1,279	1,228	1,373
<b>Participants</b>	3,205	3,256	3,518	3,202	3,800
<b>Participations</b>	10,542	12,466	11,112	8,562	7,061
<b>Teams</b>	508	524	585	548	638
<b>Games</b>	1,034	1,235	1,057	772	826
<b>Events</b>	47	32	27	36	50

- **Unique participants** = Count of unique individuals who participated. Individuals who play multiple sports are only counted once.
- **Participants** = Count of unique individuals who participated. Individuals who play multiple sports are counted for each instance.
- **Participations** = Count of every time an individual participates in a game.
- **Teams** = Count of all teams, across all sports offered.
- **Games** = Count of all games played, across all sports offered.

The statistics obtained for Intramurals is through a third-party vendor, IMLeagues. These numbers cannot be verified with 100% accuracy but provide a good estimate. Tracking the data from year to year continues to be an educational and valuable opportunity. It is an assumption that 4+ years ago numbers were not as accurate.

Though it may appear that Intramural numbers may be declining, in actuality they are holding steady or even improving slightly. This rationale comes from evaluating the number of students on campus at UNK in relation to the number of students participating in Intramurals. (See below)

Year	*On Campus Students	IM Participation	% of Campus
2015	5,025	1,373	27.3%
2018	4,329	1,229	28.4%

*\* Information obtained from UNK Factbook*

Another observation comes from the increase in the number of participations, games and events. These have increased in recent years because sport offerings have expanded. Although unique participation is not increasing by a great margin, it does appear that those that do choose to participate in intramurals, participate in multiple sports.

**Wellness Center:**

	<b>2019-20</b>	<b>2018-19</b>	<b>2017-18</b>	<b>2016-17</b>	<b>2015-16</b>
<b>Unique Patrons</b>	2,899	3,281	3,625	n/a	n/a
<b>Total Check Ins</b>	68,838	92,714	94,210	n/a	n/a

Note on 2016-17 & 2015-16

- A new system to track usage was obtained in 2018. Data from previous years when Campus Recreation was a part of KSS could not be obtained.

**Climbing Wall:**

	<b>2019-20</b>	<b>2018-19</b>	<b>2017-18</b>	<b>2016-17</b>	<b>2015-16</b>
<b>Unique Patrons</b>	475	605	641	500	n/a
<b>Total Check Ins</b>	2,665	3,473	3,248	2,031	n/a
<b>Climbing Competition</b>	n/a	24	n/a	n/a	n/a
<b>Bouldering League</b>	40	40	n/a	n/a	29

Note on 2016-17 & 2015-16

- A new system to track usage was obtained in 2018. Data from previous years when Campus Recreation was a part of KSS could not be obtained.

**Outdoor Adventures:**

	<b>2019-20</b>	<b>2018-19</b>	<b>2017-18</b>	<b>2016-17</b>	<b>2015-16</b>
<b>Trips</b>	1	3	9	2	n/a
<b>Participants</b>	8	25	73	10	n/a

Note on 2018-19

- No Coordinator was on staff in the spring of 2019

Note on 2019-20

- New coordinator started in September 2019 making trips unavailable until spring
- All spring trips were cancelled due to COVID-19

**Loper Bikes:**

	<b>2019-20</b>	<b>2018-19</b>	<b>2017-18</b>	<b>2016-17</b>	<b>2015-16</b>
<b>Bikes Rented</b>	100	96	48	n/a	n/a

Note on 2018-19

- Loper Bike rentals started in Spring 2018

## **B. DISCUSS RECRUITMENT EFFORTS**

### **Enrollment**

Campus Recreation takes an active role in the New Student Enrollment (NSE) days over the summer months. All incoming students attend one of these days in preparation for fall classes. Campus Recreation is one of the select few offices that are able to give presentations through-out the day. In addition to the presentations, Campus Recreation participates in the “tabling” opportunities during NSE. There are also several recruitment days throughout the calendar year, such as Transfer and Junior Days. Campus Recreation is active at these events by presenting or providing programming.

Campus Recreation facilities remain a well-regarded stop on most campus tours. Prospective students continually show interest in learning more about the facilities and programming when visiting UNK’s campus.

This department’s efforts to lead the initial conversation and help grow the Esports community on campus will have a direct positive effect with recruitment at UNK. This is just one example of Campus Recreation’s ability to think innovatively, keep up with the latest trends and not be afraid to develop new programming. Esports is a vastly growing market and audience. Recent projections put the esports industry on track to surpass \$1 billion in revenue in 2021. Campuses across the world have recognized the importance of offering esports programs and many are allocating significant resources towards these programs.

### **Campus Recreation Promotional Efforts**

First and foremost, this department believes it can make an influential impact in recruitment efforts by providing excellent programming and services. Peer-to-peer recruitment from those that utilize recreation services and had positive experiences is one of the most beneficial forms of marketing.

The use of traditional flyers and mailbox post cards have slowly been eliminated from the methods of marketing used by this office. One way Campus Recreation has reached students is through efforts to grow a larger following on social media. With active accounts on multiple platforms, traditional printed materials have been replaced with promotions and campaigns via social media.

In addition to social media, emphasis on TV signage has also been one of the ways Campus Recreation promotes its services. Campus Recreation utilizes the campus wide Res Life Network to post graphics about upcoming programs. New TV’s designated specifically for digital signage were added to Campus Recreation facilities in the summer of 2020. These Campus Recreation specific televisions will allow for targeted communication with patrons that could be lost in the shuffle otherwise.

The Campus Recreation webpage has gone through a variety of updates over the past four years. These updates were undertaken to improve the overall functionality of the page, streamline the content being shared, and create cohesive language that aides in telling the story of campus recreation. Through these updates, the webpage has become easier to navigate and serves as a better resource for students when exploring the numerous programs offered through this

department. Improving the functionality of the page and having content that appropriately tells Campus Recreations story to campus stakeholders is important to provide clear information and direction to those that visit the page.

### **C. DISCUSS RETENTION EFFORTS**

With such a high number of programs and services, it can be a challenge to meet the needs and satisfaction of all patrons and participants. Health and wellness is an extremely personal endeavor and people's motivations, interests, and needs as it relates to recreation are unique to each individual. Therefore, this department focuses on a variety of retention efforts to meet the diverse interests and needs. Below are a few of the priorities that are focused on to assist in retention efforts:

#### **Diverse Programming**

One main objective is to offer diverse programming that interests the entire campus community and not just the majority. While program success can be measured by attendance and participation in the more traditional programs, it is in the unique, less popular programs that attendance becomes less important. Offering an activity that reaches a few unique people is a valuable endeavor for this department. New and captivating programming, along with traditional programs help keep Campus Recreation patrons engaged and coming back.

#### **Quality Service, Quality Programs**

While this may sound obvious, quality service is a regular topic of conversation within the department. Campus recreation strives to provide exceptional service on campus through not only rhetoric but action. From top to bottom, the goal is to provide patrons and participants with high quality service. From email etiquette, to helpful staff, to a smile at the front desk, Campus Recreation desires to have a reputation on campus for providing quality service.

For each program offered, many hours of work behind the scenes occurs to get the program up and running. Weeks and sometimes months of planning go into preparation for various programs. Each program attempts to be intentional with goals and target audience, big or small, to ensure the quality is never compromised.

#### **Investment in Student Staff**

Due to the high number of programs and services, support staff play a tremendous role in both the satisfaction of users but also relaying important information that occurs in the day-to-day operations.

As a department, energy is focused towards developing and providing mentorship to student employees. Whether through formal staff trainings or daily supervision efforts, communication is centered on providing students with the tools to handle all the responsibilities of the job in a professional manner.

Investment into the staff builds trust and provides a natural inroad to get feedback from these students concerning programs and services. Campus Recreation support staff are working the

front lines and are able to provide valuable feedback to gauge if things are or are not working. This open line of communication assists in retention efforts.

### **Environment and Culture**

The culture that exists within Campus Recreation is one of the greatest assets of this department. Employees and users of the facility often comment that the culture and environment at Campus Recreation were tantamount to the UNK experience.

Offering a safe, welcoming, and inclusive environment is critical. This focused approach is built into the departments mission and goals. A culture of inclusivity serves as the backbone of this department and will for years to come.

Staff cohesion is a priority for Campus Recreation. Teambuilding programs are incorporated into trainings to foster comradery, as well as offering opportunities for staff to get more involved through intentional health and wellness initiatives and challenges. These efforts along with others, pay dividends within the department, by shaping passionate and dedicated staff.

### **D. DISCUSS FINANCIAL SUPPORT AWARDED TO STUDENTS**

Small stipends have been made available on a case-by-case basis for students to attend conferences. These are awarded in situations when funding is readily available, and justification of the request makes sense for both the student and the department.

### **E. DESCRIBE THE EFFECTIVENESS OF SUPPORT SERVICES FOR STUDENTS THAT ARE PROVIDED WITHIN THE DEPARTMENT**

When evaluating the effectiveness of support services for students this department has had a lot of success with the resources put towards developing and mentoring students. While effort is being made to provide support to both student employees and the general student body, the current strategies with employees are ahead of the efforts elsewhere. Offering more clinics, workshops and other classes to the general student population that is focused on educating and empowering students to achieve their recreation goals will be a priority in the future.

# **CAMPUS RECREATION ACADEMIC PROGRAM REVIEW 2020**

## **6. STAFF MATTERS**

**A. PROVIDE AN ABBREVIATED TWO-PAGE VITA FOR EACH STAFF MEMBER FOCUSING ON ACCOMPLISHMENTS OVER THE PAST FIVE YEARS**

### **B. DATA SUMMARIES**

- 1. Number of Staff by Rank/Title, Part Time/Full Time, Gender, Ethnicity/Race**
- 2. Area of Expertise/Interest**
- 3. Presentations (Past Five Years)**
- 4. Mentoring**
- 5. Leadership/Governance Roles/Recognitions over Last Five Years**
- 6. Discuss Strategies Planning for Hires, Workload Analyses, Support for Development, Retention Efforts**

## 6. Staff Matters

### A. PROVIDE AN ABBREVIATED TWO-PAGE VITA FOR EACH STAFF MEMBER FOCUSING ON ACCOMPLISHMENTS OVER THE PAST FIVE YEARS.

a. Please see Appendix 6.

### B. DATA SUMMARIES

#### 1. Number of staff by rank/title, Part time/ full time, Gender, Ethnicity/Race

Name/Rank/Credentials	Title	Time Status	Gender	Ethnicity/Race
Andrew Winscot, BS	Assistant Director	Full-time	Male	Caucasian
Justin Stout, MA	Coordinator	Full-time	Male	Caucasian
Marisa Dixon, MA	Coordinator	Full-time	Female	Caucasian
Amanda Dabney, MA	Wellness Promotion	Part-time	Female	Caucasian
Brittany Quinn	Facilities Graduate Assistant	Part-time	Female	Caucasian
Vacant	Facilities Graduate Assistant	Part-time	n/a	n/a
Daniel Chandler	Intramurals Graduate Assistant	Part-time	Male	Caucasian
Kailey Paul	Intramurals Graduate Assistant	Part-time	Female	Caucasian

#### 2. Areas of expertise/interest

Andrew Winscot has served in the Assistant Director capacity since 2017. In addition to his current duties collegiately, he brings sports management and recreation experience from his background in municipal government and YMCA's. Andrew's main areas of interest are in sports programming, student development and business operations.

Justin Stout has served in the Outdoor Adventure Coordinator capacity since September 2019. He has a rich past in outdoor adventure totaling 14 years of professional Outdoor Adventure and Climbing Wall experience. He has served on summer camp accreditation boards as a volunteer visitor, held certifications in various professional climbing organizations such as PCIA and ACCT, along with being a proficient American Canoe Association Canoe Instructor with the ability to also teach high level kayak skill. When looking at medical training he holds certifications including Wilderness First Responder through NOLS and a First Aid, CPR, AED Instructor certification through Red Cross.

#### 3. Campus Recreation Presentations (last five years)

- New Student Enrollment (NSE) Student Presentations
- Classroom Presentations – Campus Rec 101
- New International Student Orientation (NISO)
- Junior Visit Days
- Freshman Visit Days
- Transfer Days

#### **4. Mentoring**

##### **Practicum and Internships**

Aside from the mentoring that occurs with student employees, the campus recreation department offers practicum and internship opportunities to all UNK students. Students often seek these to fulfill the requirement within their degree. The purpose of the practicum is to give the student a better understanding into the behind-the-scenes side of the program. Along with students wanting to gain hands-on experience in a field related to their degree, it also provides direction into what campus recreation offers as a lifelong career.

#### **5. Leadership/governance roles/awards/recognitions over last five years**

##### **Leadership/Governance Roles**

Andrew Winscot, Assistant Director

- Esports Committee Co-Founder, 2020
- Esports Lead Event Facilitator, 2020-Present
- Athletics and Intramural Reopening Task Force (COVID-19), 2020
- Student Success Task Force, 2020
  - Programming and Belongingness Subcommittee
- Student Travel Policy Committee, 2019-20
- UNK Strategic Enrollment Management (SEM) Committee, 2019-20
- Student Affairs Professional Development Committee, 2018-19
- Envisioning 2030 committee, Fall 2019
- Search Committee
  - Wellness Promotion Search Chair, Spring 2019
  - Conference Services Search, Fall 2019
- Student Affairs Assessment Committee, 2017-2019

Justin Stout, Outdoor Adventure Coordinator

- Current and active member of the AORE presenter relations committee
  - Assists with putting together presentations for the Association of Outdoor Recreation Education annual conference
- Serves as a community resource and link between UNK and the Kearney Whitewater Association and the Kearney Water Trail
  - Pursuing a seat on the KWA board
- Student Affairs Social Committee, 2020-present

##### **Awards/Recognitions**

Andrew Winscot was awarded the Outstanding New Student Affairs Professional in May 2018 and was the Golden Loper recipient in December 2019. Andrew was also selected to be a part of the Leadership UNK Class in 2019-20.

Undergraduate student, Sara Von Seggern, who worked at Campus Recreation as both a Facility Student Leader and Climbing Wall Attendant was a finalist for UNK Student Employee of the Year in 2018-19. She was nominated for this award due to her outstanding leadership. She was

asked to step up and lead in many areas due to the Coordinator vacancy during the 2018-19 academic year.

Campus Recreation GA's Meghan Everson and Timothy Standifer were awarded the Student Affairs GA of the Year in 2018 and 2019 respectively.

Intramural GA's Zachary Martins and Daniel Chandler were selected to represent UNK at multiple NIRSA Championship events in 2019-2020. Additionally, multiple UNK Intramural officials were selected to referee contests at these events as well.

The entire Wellness Center staff was recognized as UNK's Teamwork Excellence award winners in December 2020.

Coordinator Justin Stout received the Golden Loper award in January 2021.

**6. Discuss strategies planning for hiring, workload analyses, support for development, retention efforts**

**Staff Hiring**

As professional staff resign or retire, there is a review of how each position has grown or shifted and then the job description is changed accordingly. This department has a small professional staff, so this process is simple as changes are typically minimal. Many department positions are considered steppingstone positions so keeping staff around long-term is not always going to be attainable but that is not an excuse and retention of employees is a high priority.

Once a position has been evaluated and possibly reclassified, a search committee is formed, and a search is conducted in accordance with university and HR policy.

Student staff positions are posted on Handshake, a web-based employment software the career services department at UNK utilizes. Student held positions at Campus Recreation are typically very competitive with positions receiving anywhere from fifty to one hundred applications.

**Workload Analyses**

As a small department that offers a high number of programs and services, resources are often shared. Collectively, this team works together and assists each other as much as possible.

Workload is continually evaluated as the department grows and evolves. Graduate assistants are contracted for 20 hours of employment a week. Each assistant has a focus area and are dedicated to working within that focus. Although there are times where graduate assistants do step out of their primary roles to assist others, they spend most of their working time on their specific program areas.

Overall, the Campus Recreation office is a teamwork-oriented environment that recognizes the need for collaboration. Workload fluctuates throughout the semester based on various factors; however, each week has numerous tasks, projects, and programs to attend to.

### **Support for Development**

Professional development is essential for staff knowledge and to guarantee that programming is staying up to date. In the past, staff in this area have sought out and been interested in a variety of professional development opportunities and resource support is provided when possible.

The National Intramurals and Recreation Sports Association (NIRSA) hosts national and regional conferences, meetings and workshops. This department is a NIRSA member which gives staff the ability to utilize the resources NIRSA provides online through forums, webinars, and other means. Attendance at NIRSA conferences, is a great opportunity for Campus Recreation to conduct in-person interviews with GA candidates that would not happen otherwise.

Association of Outdoor Recreation Education (AORE) is another organization that has been utilized for conferences and other professional development opportunities. Many specialized trainings and certifications that are relevant to this work are normally offered during AORE conferences making them extremely beneficial.

Fortunately, over the past 4-5 years funding to attend national conferences has been available. When considering events to attend, events are assessed for quality, how it meets a current departmental need, and cost. Many times, if the registration is minimal and the location is nearby, the department approves this expense. Sometimes, there are funds available within Student Affairs for professional staff and GA's to receive stipends to go to these conferences.

Development opportunities are provided to the undergraduate staff through in-services and various trainings. These trainings feature collaborations with various office to provide expertise on topics, skill building through scenario walkthrough, and group dialogue activities.

### **Retention Efforts**

As mentioned in section 5, the culture at Campus Recreation will remain the greatest retention asset. Campus Recreation values the identity it has forged that is rooted within positivity, interconnectedness, and cohesion.

From day one, the initial trainings with staff focus on intrapersonal relations, working as a team and professionalism. It is within these trainings that clear work expectations are provided as well as the foundation for a team environment is laid.

Over the past several years, a high retention rate of student staff has been maintained. Staff are typically hired their freshman or sophomore year and most continue to work in Campus Recreation until they graduate. This is a testament to both the work environment and family culture of this department.



**CAMPUS RECREATION  
ACADEMIC PROGRAM REVIEW  
2020**

**7. RESOURCE BASES**

- A. SUPPORT STAFF**
- B. PROGRAM FACILITIES**
- C. EDUCATIONAL RESOURCES**
- D. COMPUTING/TECHNOLOGY RESOURCES**
- E. EVALUATE REVENUES GENERATED/RECEIVED IN  
RELATION TO CURRENT COSTS/PROJECTED COSTS**
- F. DISCUSS RELATION BETWEEN BUDGET AND THE  
DEPARTMENT'S MISSION AND STRATEGIC GOALS**
- G. HOW WOULD DEPARTMENT DEAL WITH INCREASES OR  
DECREASES IN RESOURCES IN NEXT FIVE YEARS?**
- H. PROVIDE SUMMARY DATA ON EXTRAMURAL SUPPORT—  
GRANTS, INDICATING WHO IS PRIMARILY RESPONSIBLE  
FOR EACH GRANT**

## **7. Resource Bases**

### **A. SUPPORT STAFF**

Campus Recreation's support staff and their efforts remain extremely pivotal pieces to provide quality programs and services to students. Campus Recreation facilities are open 350 days a year, with doors opening at 5:30am and closing at 11pm. Coordinating operations over 17 hours each day requires a great deal of support beyond what the professional staff can provide. Additionally, the high volume of registrations, programs and other services offered make support positions critical within the day-to-day operations.

After housing a traditional office associate position for more than 10 years, Campus Recreation is currently in the process of reclassifying and hiring that position. This position's understanding of university reporting tools, providing customer service to a busy facility, and ensuring proper policy and procedure is maintained with the high number of sales, waivers and other important documentation is accounted for. With a new title (Member Services Coordinator) and added responsibilities, this new role will further support the department as it continues to grow and offer more services and programs than it has previously.

Campus Recreation also finds support through multiple graduate assistant positions. These 20 hour a week part-time employees take on a plethora of responsibilities that are critical to Campus Recreation daily operations. Main responsibilities include facility operations, student development, & program coordination.

Finally, Campus Recreation relies heavily on over 75 student staff to uphold daily operations. These 75 students include 35 Wellness Center, 10 Climbing Wall/Outdoor Adventures and 30 Intramural officials. These staff assist opening and closing the facility, provide customer service and point of sale for program registration, help provide a safe, inclusive, and clean environment and ensure policy and procedures are being followed. Their efforts are critical for Campus Recreation to uphold its' mission on campus.

### **B. PROGRAM FACILITIES**

Campus Recreation is located within Cushing, a multi-use building right in the middle of campus. The office is located inside the main entrance of the Wellness Center. Along with the Wellness Center, the other areas utilized are shared with academics and athletics. These areas include the Cushing Fieldhouse, HPER Gym and the Health & Sports Center.

#### **Cushing**

Opened in 1962 and was mainly used for athletics, this facility is now shared by academics, athletics and Campus Rec. Current areas include classrooms, offices for Kinesiology and Sport Sciences, Athletic Training & Campus Rec, locker rooms for both athletics and campus community, racquetball courts, dance/fitness studio and of course the Cushing Coliseum (also known as the Fieldhouse). Cushing is also directly connected to the Health & Sports Center.

### **Cushing Coliseum (The Fieldhouse)**

Large multi-use gym located inside Cushing. Prior to the opening of the Health and Sports Center in 1990, Cushing Coliseum served as the main athletic complex on campus. Currently the Fieldhouse is still used primarily by select athletic teams, academics and Campus Rec. It contains a 160-meter synthetic track and includes areas such as jumping pits, throwing areas and pole vault runways for field events. Although the entire surface of the fieldhouse is synthetic track, there are areas that can be utilized for full-court basketball and volleyball matches.

Priority access is given to the groups mentioned above during their peak use needs. Academics is normally 6am-3pm, Athletics 3pm-7pm and Campus Recreation 7pm-11pm. If these groups are not using the facility, that does open it up to allow for both university groups and occasional a non-university affiliated group to use the facility. This facility can be reserved through the UNK facilities reservation process. Access to enter the facility is operated by Campus Recreation staff.

### **Wellness Center**

New in 2016, with nearly 10,000 square foot of open exercise area, this space includes a large cardio area with approximately 50 pieces of cardio equipment, two large weight areas include multiple squat, bench and dumbbell racks, over 12 selectorized cable machines and a large multi-use “jungle-gym”.

The Wellness Center receives over 500 visits a day on average and nearly 100,000 visits in a year. The cost to replace the equipment in the Wellness Center exceeds \$500,000.

### **Climbing Wall**

The UNK climbing wall built with the Wellness Center in 2016 is 30 feet tall with 11 belay stations. Going into the fall 2019 semester a fitted crash pad was installed at the base of the wall to provide added fall protection for bouldering. The wall has a back-access panel where equipment is stored and gives the ability for wall employees to replace t-nuts as needed. The wall is in its 6<sup>th</sup> year of service and is holding up to the rigors of route setting and frequent use. As the typical life of a climbing wall is around 15 years, options to extend the life of the wall are being considered, such as offering a bouldering specific area that utilizes a moon board for bouldering to slow the wear of the lower section of the climbing wall. This would allow bouldering training with an app-based experience to bring the wall into a new age of climbing.

### **HPER Gym**

Small one court gym located in between Cushing Coliseum and the Health & Sports Center. Shared by athletics, academics and Campus Rec. Does serve as an important function for these groups since it is the only hardwood courts on campus outside of the Health & Sports Center.

### **Health & Sports Center**

5,100-seat arena that is nearly 400,000 square feet and is one of the largest venues in the MIAA (UNK's athletic conference). UNK basketball, volleyball and wrestling home competitions are held here. Additionally, this is normally the location for UNK graduation ceremonies and many other large campus events. Campus Recreation is able to utilize this space for intramurals.

### **Ron & Carol Cope Stadium at Foster Field**

Foster Field is a synthetic turf field located just north of Cushing Coliseum and is home to Loper Football and Soccer teams. The Intramural program is granted access via the UNK Athletic Department for events such as flag football, soccer and ultimate frisbee.

## **C. EDUCATIONAL RESOURCES**

Campus Recreation utilizes educational materials, conferences and seminars available through: National Intramural and Recreational Sports Association (NIRSA) and Association of Outdoor Recreation and Education (AORE).

## **D. COMPUTING/TECHNOLOGY RESOURCES**

### **UNK ITS**

The University of Nebraska at Kearney has a fully staffed Information Technology Services (ITS) department. ITS provides computing and technological assistance serving department needs. They offer assistance in many areas from purchasing equipment to conducting training on computer programs.

### **Innosoft Fusion**

Campus Recreation implemented a new software system (Innosoft Fusion) in February 2018. This software enhancement was a major change upgrade to Campus Recreation operations. This software is used for facility access, equipment check-out, program registration and point of sale transactions. Additionally, this software is utilized for communication tasks and many reporting tools.

The software can be used in a variety of ways by staff and stakeholders. Campus Recreation professional staff use it through a computer application to conduct backend administrative tasks, student staff has access to the application for utilization of day-to-day operative tasks and Campus Recreation users have access to Fusion through a website called “RecWell” (RecWell.unk.edu), this portal is for patron registration. The payment functionality within Fusion syncs directly with Cashnet. Cashnet is a secure third-party payment processing provider the University has a contract with.

In the fall of 2020, preparations began to add more services through the software to UNK’s campus by means of a mobile app called FusionGo. This will be launched in the spring of 2021. The mobile app will serve as an extension of the RecWell portal and offer additional functionality.

### **EMS**

EMS is the room scheduling software that the university uses to coordinate reservations for facilities, rooms and other spaces on campus. This is managed by UNK Facilities. Campus Recreation uses the software to submit reservation requests for events. Due to supervision responsibilities of Cushing Coliseum within this department including controlling guest access and event coordination, a strong working relationship with UNK Facilities exists to review and approve requests for this space.

### **WhenToWork**

WhenToWork is an employee scheduling software utilized for student staff positions. It is used to create, view, change and track schedules. Student employees can set availability preferences, view upcoming shifts and request shift trades. This software can be viewed on any web browser with authorized login or through the free W2W mobile app.

### **GroupMe**

GroupMe is a free group messaging app used to communicate with student staff groups. This convenient and functional tool allows easier communication of scheduling conflicts and provides a platform to announce quick updates about upcoming programming, policy reminders or other information that isn't as efficient if done through email.

### **IMLeagues**

IMLeagues is the official intramural sports website for over 95% of colleges and universities. Administratively, this site is used to publish all upcoming events, create game schedules, input game results, access member management settings, and serves as communicate platform with users. Intramural participants use IMLeagues to register for upcoming events, access league and game standings, and view rulebooks. Similar to WhenToWork, access to this software is available on any web browser with authorized login or through the free IMLeagues mobile app.

### **Presence**

Presence is the campus engagement platform used on campus and is run through the office at the student union. It assists students and student groups reserve rooms for events and meetings, promote upcoming events and can collect data from event attendance. Presence is new to campus and this department is still learning how this program could be incorporated into programs to track attendance and keep better official records.

## **E. EVALUATE REVENUES GENERATED/RECEIVED IN RELATION TO CURRENT COSTS/PROJECTED COSTS**

Campus Recreation houses five different cost centers making this departments budget and its contents intricate. The multifaceted accounts generate revenue diversely from a variety of sources and because of dynamic operational expenses, creating an accurate budget is a difficult and demanding assignment.

Cautious, intentional spending and long-term planning have been priorities over the past 4 years to ensure departmental sustainability is at the forefront of budgetary decisions. That mindset has been especially important over the past few years with enrollment declines, funding cuts and now the global COVID-19 pandemic. Fortunately, the budget remains in a very stable position.

### **Intramural Operations Account**

There were previously two Intramural related accounts, but they were combined into one effective July 1, 2020. One of the old accounts was tied to the University's revenue bond and had stipulations on how that money was spent so it needed to be separate from the Intramural Operations account. In July of 2020, Business & Finance notified the department that funding would no longer be received from the revenue bond account. Business and Finance did supplement the state aid that is normally received to match what the loss of the revenue bond

funding was. In the end, this change did not lead to any loss in funding and combined two accounts.

Annual Revenue for this account is approximately \$180,000 and is received through State Aid, Student Event Ticket (SET) Funds and program registration fees. Around 25% of expenses are operational costs and 75% are personnel.

This account has held steady over the past 5 years with a current carry-forward balance around \$80,000. There is not an imminent plan in place for this surplus. With uncertainty of future funding, it may be in the departments best interest to maintain a reserve that would be available for short term sustainability.

### **Wellness Operations Account**

Our largest and most complex account. Its purpose is to provide programming and services, mainly through the operation of the Wellness Center and the Climbing Wall. Annual revenue exceeds \$350,000 and comes in the form of student fees, membership dues and other programming charges. About 15% of the expenses related to this account come from operational expenses. These include equipment repairs, software/technology dues, office supplies, promotional/marketing, and certifications/memberships/conferences. Most of the expenditures in this account (\$250,000), are associated to personnel expenses. In addition to the professional staff and two graduate assistants, an average of \$150,000 is spent on student wages to assist day-to-day operations at Campus Recreation facilities.

This account held a carry-over balance of just \$8,000 in FY18. During that same timeframe, Campus Recreation created a long-term equipment replacement plan to help provide 8-10 year projections on the sustainability of this account. Due to a forecast of projected deficits each year, it was determined that the department would submit a proposal for a fee increase. These projected deficits were largely due to the eventual exhaustion of the Wellness Center Equipment Replacement Account (see below). The student Wellness Center fee was currently at \$57 per semester depending on the number of credits students were enrolled in. (It should be noted that the \$57 fee split between Campus Recreation and the UNK Facilities department) In fall 2018, Campus Recreation submitted their formal request for a \$6 increase. In July 2019, this fee increase was approved by the Nebraska system board of regents and the fee increase would be applied to the 2019-20 fiscal year (See Appendix 5).

In addition to a fee increase, Campus Recreation conducted a self-audit of the budget in an attempt to detect any unnecessary spending and identify potential cost saving measures. This evaluation process was done not only as a fail-safe incase the fee increase was denied, but also because this department believes in being good stewards of the funding received. Along with an evaluation of cost savings measures, Campus Recreation continued to show its innovative approach by identifying a variety of revenue generating ideas. These ideas were submitted to the Dean of Student Affairs and to the Vice Chancellor of Business and Finance.

At the conclusion of the 2019-20 fiscal year, this account had a carry-forward balance of \$175,000. This dramatic change in two years was a result of cost savings measures, the allocated fee increases, and then additional cost savings incurred as the result of the COV-19 pandemic

and subsequent shutdown. Although revenue was down for the year, the timing of the shutdown did not result in significant revenue lost and refunds awarded were minimal.

### **Wellness Center – Equipment Replacement Account**

This account exists to assist the replacement of Wellness Center equipment. This history of this account and where preliminary funding came from is unknown. It is assumed that funding came from the initial approval to increase the student wellness fees back in 2005, this fee increase contributed to the construction of the new facility. The facility opened in 2014 and \$100,000 was ear-marked in this account, specifically for equipment replacement. Over the past 6 years, approximately \$80,000 of these replacement funds have been used. While there is no reoccurring revenue stream that feeds into this account, measures have been taken in the Wellness Operations budget to be able sustain equipment replacement demands after the funds in this account have been exhausted.

### **Bike Rental Program Account**

This is a small account that is specific to the Bike Rental program. Revenue is generated from bike rental fees. Expenses include bike replacement, bike repairs, and paying for a portion of the Campus Recreation software, Fusion. This cost center only accounts for about \$3,000 within the budget.

### **Outdoor Adventure Program Account**

The Outdoor Adventure account is designed much in the same way as the Bike Rental account, it is small and simple. This account will see an estimated \$10,000 in both revenue and expenses on an annual basis. Revenue is generated from program registration and equipment rentals. Program registration for outdoor adventure trips are meant to simply offset the expenses the trip will incur. The goal is to keep trip fees down to make programming as affordable as possible for the students. To do that, a break-even point formula is utilized for most of the programming in this account.

Recently, an equipment rental program was implemented that will generate a small amount of revenue, with little to no expenses associated to this offering. This revenue will be used as a safeguard to offset any unplanned costs that incur or can be used on program improvements such as purchasing new or replacing equipment.

## **F. DISCUSS RELATION BETWEEN BUDGET AND THE DEPARTMENT'S MISSION AND STRATEGIC GOALS.**

As evident from section E, a lot of Campus Recreation financial resources are spent on student employment. Many of the department goals are centered on helping students gain experience outside the classroom and provide professional development opportunities. Outside of personnel, many of the expenditures are used on programming and equipment to provide services focused on health promotion, which appears in the department goals as well. Therefore, the budget is in direct correlation with the mission and goals of Campus Recreation.

### **G. HOW WOULD THE DEPARTMENT DEAL WITH INCREASES OR DECREASES IN RESOURCES IN NEXT FIVE YEARS?**

An increase in resources would give the ability to offer more programming and services to the campus community, including expanding current programs and exploring new ones. As the student population increases, the fees generated will increase, therefore creating additional monetary resources. As enrollment goes up, costs to provide services will increase as well. An overall increase in students may require the need for additional staff.

A decrease in resources would limit what programs are offered and force the department to consider making staffing cuts. Careful decision would occur to determine core programs that could be continued. Programs that do not generate revenue, have low participation numbers, or require significant resources (staff or other expenses) would likely be eliminated. Considerations would be made about a possible student fee increase or raising the cost of program fees and memberships.

### **H. PROVIDE SUMMARY DATA ON EXTRAMURAL SUPPORT – GRANTS. INDICATED WHO IS PRIMARILY RESPONSIBLE FOR EACH GRANT.**

Although Campus Recreation has not pursued any grants in the past 5 years, this department has been the recipients of some extramural financial support from outside of the department.

In late 2018, Campus Recreation was approached by the Dean of Student Affairs to identify a “wish list” of prioritized items that would provide an immediate boost to the program. Campus Recreation submitted a list of 4 items/projects that totaled just over \$75,000 if all were completed (See Appendix 6). To this date, 3 of the 4 requests have been completed. Below are the three requests that have been completed to date:

- Fall 2018
  - Description: Day use locker renovation outside the Wellness Center
  - Cost of Project: \$12,000
- Summer 2019
  - Description: Safety mats at the Climbing Wall
  - Cost of Project: \$20,000
- Fall 2020
  - Description: Outdoor Adventure equipment
  - Cost of Project: \$12,500

The Outdoor Adventure project was made possible by funds through the Dean of Student Affairs office. The other two projects considered were “one-time spending” projects and completed through funds from UNK Business Services.

Campus Recreation was also the beneficiary of funding from a Business Services account that is designed to identify digital marketing and signage upgrades on campus. In June 2019, Campus Recreation was given \$15,000 to upgrade the cable TVs in the Wellness Center. An additional \$10,000 was provided in June 2020, to add multiple signage specific TVs in the facility. These projects could not have happened without the monetary backing from Business Services.

The funding that has been provided to this department has only been made possible through the belief that UNK upper administration has within this department. Campus Recreation has proven itself to be a department that is focused on thinking innovatively, providing high quality services to students, and consistently dedicated to improvement.

Another way Campus Recreation has received extramural support has been through offering sponsorships to local businesses. Campus Recreation partnered with Nebraska Federal Credit Union (NUFCU) during FY21. Campus Recreation received \$5,000 and in return NUFCU was provided with recognition on approved programs and promotions, recognition on Campus Recreation's website, event sponsorship and on-campus presentation opportunities.



# **CAMPUS RECREATION ACADEMIC PROGRAM REVIEW 2020**

## **8. PROGRAM COMPARISONS**

### **A. DISCUSS PROGRAMS WITH ANY OF THE FOLLOWING:**

- 1. Parallel Programs of 3 UNK Peer Comparison  
Groups, Institutions, or Department's Alternatives**
- 2. Regional Comparisons**
- 3. Comparisons Made Available through National Ranking  
Programs (e.g., U.S. New & World Report, National Resource  
Council, Professional Associations, Disciplinary Organizations)**
- 4. If Peer Comparisons are Inappropriate, the Department  
Should Focus on Distinctive Contributions of Their Program  
and Other Indicators of the Program's Value**

## 8. Program Comparisons

### A. DISCUSS PROGRAMS WITH ANY OF THE FOLLOWING:

1. Parallel programs of 3 UNK peer comparison groups, institutions, or department's alternatives

Review of the peer group comparisons reveals two striking features: **1)** the schools that UNK is being compared to are significantly larger in size and **2)** UNK provides high quality services equivalent to that found in these larger schools despite this disparity in size.

**University of Northern Iowa, Iowa** - State-supported university of approximately 8,973 students as of Fall 2019. Department held under the Division of Student Affairs.

As the University of Northern Iowa holds many high accolades in the world of campus recreation the partnerships and resources from the program offer insight to many industry standard practices. UNI is home to one of the oldest recreation education programs in the Mid-West and the partnership between student affairs and the college of education is a positive model of differing departments working together to achieve a common goal of educating students on a high level of personal wellness both educationally and physically.

Similar to UNK, the University of Northern Iowa offers a full-service fitness facility including separate cardio and weight areas, a vast array of intramurals offered each semester, fitness classes, a climbing wall, outdoor skills clinics, and an outdoor adventure trips program. Along with the typical offerings listed above the aquatics program is another sector UNI does well with focusing on adult/youth swim lessons and an array of certifications in pool management and safety open to students, faculty, and the community.

#### **Mission Statement:**

The mission of Recreation Services is to enhance the personal, professional, and academic lives of university students, faculty, and staff through structured and self-directed activities, educational programs and services, skill and leadership building activities, and campus-wide initiatives. Recreation Services staff are committed to being the leaders in fostering healthy lifestyles among members of the UNI campus community.

#### **Services/Facilities:**

- **Wellness Recreation Facility** – 24,800 Square Feet
  - **Total campus recreation staff:** 180
- **Intramural Sports** – 20 intramurals offered per semester
  - **Total IM Staff:** 58
- **Climbing Wall** – 38 Foot, 11 belay stations with a specific boulder area
  - **Total CW Staff:** 30
- **Outdoor Adventures** – 5-6 Trips offered per semester
  - **Total OA Staff:** 23

**Western Illinois University, Illinois** - State-supported university of approximately 5,958 students as of Fall 2019. Department held under the Division of Student Affairs.

Western Illinois University has many positive notes and is one of the closest universities on the list in concerns to size of university. The key offerings from this university include their Olympic Strength Room, various Intramurals offered, the availability of Extramural tournaments, an 18 hole golf course, a 25 yard x 6 lane pool, as well as a 9 hole disc golf course. As of 2009 the outdoor adventure program was cut due to budget restrictions. When looking at climbing programming though they do not have a traditional university climbing wall there is an aquatic climbing structure located in their pool.

**Mission Statement:**

The mission of Campus Recreation provides life-enhancing, recreational opportunities through the promotion of active lifestyle, personal growth, and experiential learning. We provide life balance with recreation.

**Services/Facilities:**

- **Wellness Recreation Facility** – 94,000 Square Feet
  - **Total campus recreation staff:** 120
- **Intramural Sports** – 12 intramurals offered per semester
  - **Total IM Staff:** 10
- **Climbing Wall** – NA
  - **Total CW Staff:** NA
- **Outdoor Adventures** – NA
  - **Total OA Staff:** NA

**University of Northern Colorado, Colorado** - State supported university of approximately 9,810 students as of Fall 2019. Department held under the Division of Student Affairs.

UNC has a well-developed program housed in their campus recreation center that offers a weight training area, cardio area, fitness classes, aquatic programming, a 9 hole disc golf course, intramural sports, club sports, a 30ft climbing wall, and an outdoor adventure program that has a full service free gear rental shop that includes a bike rental program. Through the outdoor pursuits program, campus recreation also offers a low and high ropes course used for group development.

**Mission Statement:**

Campus Recreation is a student fee funded department that provides an inclusive environment for students to develop healthy behaviors and personal skills. We provide various active experiential learning opportunities within the department programs of Competitive Sports, Fitness & Wellness, Aquatics, Outdoor Pursuits, and Informal Recreation. Through Campus Recreation programs and employment, students will experience personal growth through critical thought and ethical principles; teamwork and civil engagement; diverse cultural perspectives; development of transferable skills; and the cultivation of healthy practices. The values of inclusivity, collaboration, equity, diversity, well-being, and personal growth are at the core of

programming and staff development. Campus Recreation strives build a community and culture that is centered on these values.

**Services/Facilities:**

- **Wellness Recreation Facility** – 90,000 Square Feet
  - **Total campus recreation staff:** 180
- **Intramural Sports** – 4-6 Leagues per semester
  - **Total IM Staff:** 20-30
- **Climbing Wall** – 8 belay stations
  - **Total CW Staff:** 20
- **Outdoor Adventures** – 25 trips per semester
  - **Total OA Staff:** 25-30

**2. Regional comparisons**

Nebraska is rich in educational opportunities for those seeking higher learning. Review of colleges and universities in the area reveals myriad options for students from small rural campuses to large urban schools. Information regarding campus recreation services again shows that UNK provides a service that is in line with the other facilities.

**University of Nebraska Lincoln**- State supported university of approximately 20,478 students as of Fall 2019. Department held under the Division of Student Affairs.

As the largest university on the list the University of Nebraska at Lincoln is home to many great programs that span across all facets of what campus recreation embodies. These programs and facilities include a state of the art fitness center, dedicated wellness center, aquatics program with a 5 lane pool, workout classes, health education programs, a full-featured educational climbing facility, and an outdoor venture center that runs 30+ adventure trips per semester. The infrastructure being as large as it is allows opportunity for the professional staff to embark on unique methods of reaching as many students as possible in the second largest city in Nebraska.

**Mission Statement:**

Campus Recreation is committed to enriching the educational experience by promoting lifelong healthy living. We are dedicated to celebrating differences, providing active and innovative recreational opportunities, cultivating a community of supportive relationships, and developing global leaders.

**Services/Facilities:**

- **Wellness Recreation Facilities** – Wellness Center: 58,000 Square Feet, Campus Rec Center: 302,000 Square Feet, Outdoor Venture Center: 15,000 Square Feet.
  - **Total campus recreation staff:** 175
- **Intramural Sports** – 30 intramurals offered per semester
  - **Total IM Staff:** 175
- **Climbing Wall** – The 15,000 square foot outdoor venture center is home to the climbing wall, equipment rental fleet, along with all gear needed for the UNL Outdoor Adventures program.

- **Total CW Staff:** 31
- **Outdoor Adventures** – 30 trips offered per semester
  - **Total OA Staff:** 15

**University of Nebraska Omaha** – State supported university of approximately 12,245 students as of Fall 2019. Department held under the Division of Student Affairs.

The University of Nebraska at Omaha is yet another state sponsored university in the University of Nebraska system that features programming and facilities that aid in education of health and wellness. The campus recreation program at UNO consists of a competitive sports division that includes both intramural and club sports. Campus Rec also offers programs in aquatics, strength & fitness, outdoor adventure trips & clinics, a 16 belay station climbing wall, and outdoor adventure gear rental program.

**Mission Statement:**

To enhance the UNO community's quality of life through participation in fun, diverse recreational and leisure opportunities. Campus Recreation's staff, programs and facilities are recognized locally, regionally and nationally as leaders in the leisure and recreational sports profession.

**Services/Facilities:**

- **Wellness Recreation Facility** – 14,000 Square Feet
  - **Total campus recreation staff:** 125-150
- **Intramural Sports** – 4 leagues 3 times per semester and 3-5 tournaments per semester
  - **Total IM Staff:** 18 officials and 3 supervisors
- **Climbing Wall** – 16 belay stations
  - **Total CW Staff:** 15
- **Outdoor Adventures** – 5 trips and 20 clinics per semester
  - **Total OA Staff:** 15

**Fort Hays State University** – Approximately 13,128 students as of Fall 2019. Department held under the College of Education.

As the only school in the line up that resides under the College of Education the goals of the program align with other similar programs on the list that reside under Student Affairs. As research was done looking at the program though it does not have a formal outdoor recreation program or climbing wall it makes up for hosting a large amount of intramurals through out the year. With the claims of having more intramurals than any other program in the country the effort of the staff with this university is unmatched in its ability to offer programming for near any sport imaginable.

**Mission Statement:**

Though no mission statement was found through research into the Fort Hays State University Recreation and Intramural program, many of the same themes across the board were found to be true of Fort Hays including the dedication to provide a competitive and broad variety of physical and social activities that meet the needs of a broad variety of students.

**Services/Facilities:**

- **Wellness Recreation Facility** – 5,000 Square Feet
    - **Total campus recreation staff:** 20
  - **Intramural Sports** – 300 including small events
    - **Total IM Staff:** 30-60 depending on the year
  - **Climbing Wall** – NA
    - **Total CW Staff:** NA
  - **Outdoor Adventures** – NA
    - **Total OA Staff:** NA
3. *Comparisons made available through national ranking programs (e.g., U.S. News & World Report, National Resource Council, professional associations, disciplinary organizations).*

Not Applicable

4. *If peer comparisons are inappropriate, the department should focus on distinctive contributions of their program and other indicators of the program's value.*

Physical wellness is crucial for academic success. UNK campus recreation provides high quality programming in a positive and well-kept workout environment that is easily accessible, comprehensive, and focuses on the needs of the diverse student population. Campus recreation as a department works with numerous university departments to provide services and resources that support UNK students, staff, and community.

# **CAMPUS RECREATION ACADEMIC PROGRAM REVIEW 2020**

## **9. FUTURE DIRECTIONS**

- A. WHAT ARE THE PRIMARY STRENGTHS OF THE DEPARTMENT? WHAT ARE THE PLANS TO BUILD ON STRENGTHS?**
- B. WHAT ARE THE AREAS OF CONCERN? HOW DO FUTURE PLANS ADDRESS CONCERNS?**
- C. ARE CHANGES ANTICIPATED IN THE DEPARTMENT'S STRATEGIC DIRECTION? IF SO, HOW DOES THE DEPARTMENT PLAN TO REPOSITION ITSELF?**
- D. IS THE DEPARTMENT RESPONSIVE TO CHANGING NEEDS OF THE STUDENTS, COMMUNITY, STATE?**
- E. IS THE CURRENT ORGANIZATIONAL STRUCTURE IDEAL FOR THE DEPARTMENT'S GOALS?**
- F. IF THE DEPARTMENT'S PLANS REQUIRE ADDITIONAL AND/OR REDISTRIBUTED RESOURCES, HOW WILL THE RESOURCES BE OBTAINED AND REALLOCATION DECISIONS MADE?**
- G. IF CHANGES IN FACULTY/STAFF ARE PROJECTED, HOW WILL PROGRAM EFFECTIVENESS BE MAINTAINED OR ENHANCED?**
- H. HOW WILL THE DEPARTMENT ADDRESS FUTURE ENROLLMENT TRENDS?**

## **9. Future Directions**

### **A. WHAT ARE THE PRIMARY STRENGTHS OF THE DEPARTMENT? WHAT ARE THE PLANS TO BUILD ON STRENGTHS?**

#### **Staff Culture**

The Campus Recreation staff are a committed and dedicated group of student, graduate assistance, and professionals. The dedication that this staff has is evidence given the numerous programs offered, adjustment made during COVID, and the evident commitment to growth. An important strength of this department is the high student staff retention rate which is vital to longevity of the department.

#### **Diverse Programming**

This department offers a wide range of services to meet the diverse needs of the UNK population. This commitment to variety is coupled with a willingness to change and adapt to the current trends. Flexibility is vital and is something that this department does well. To be flexible, Campus Recreation actively works to incorporate student staff ideas and elicit feedback from patrons to fine tune and enhance the programming that is offered. Campus recreation is willing to try out new programs, explore new services, and stay up to date on technology and equipment needs of the center.

#### **Customer Service**

The success that Campus Recreation has experienced hinges on the customer service mentality that exists within the department. Staff are committed to creating an inclusive and welcoming environment for patrons. To do this, all staff operate from a place of being willing to help and showing their own personal engagement with the programs and services offered. This helpful and engaged mentality is ultimately a byproduct of the passion that the staff has for Campus Recreation.

#### **Wellness Center/Climbing Wall Facility**

The physical space that the Wellness Center occupies is an invaluable asset for this department. The facility is large and less than ten years old. The facility is committed to maintain high standards of cleanliness and the department focuses on meeting the equipment maintenance needs in a timely fashion.

#### **Outdoor Adventure Program**

The outdoor adventure program provides important adventure education that may not be accessible to individuals otherwise. Providing this education gives students and staff a positive outlet and a means to travel and experience nature safely and responsibly. Learning how to interact with nature has become an increasingly important endeavor.

#### **Intramural Program**

The intramural program is widely known across campus and can provide students with some of their favorite memories from UNK. The intramural offerings that this institution provides attract many participants each semester and is one of the critical ways that students are exposed to recreation and physical activity.

### **Professional Development**

This department is grateful for the ability to offer extensive professional development opportunities for not only professional staff but student staff as well. The in-service trainings and workshops allow students to develop leadership, communication, and time management skills that will serve them well while at UNK and after graduation.

#### *BUILDING ON THE STENGTHS LISTED ABOVE, CAMPUS RECREATION PLANS TO:*

- 1) Lean on support staff but continue to monitor workloads and morale. This department would not experience success without the efforts of the student staff. Improving staff development, engagement and team building will help ensure that the staff culture remains a strength of the department.
- 2) Increase student involvement and responsibilities with programming to offer more opportunity for professional development.
- 3) Continue to build off the core programs. Although this program is young, this department has been able create and foster numerous foundational programs that can be used as a way to branch out and offer more complimentary services.
- 4) Improve assessment efforts (see Section 9, B, Operation Concerns) will help keep Campus Recreation informed about how the stakeholders view the services offered. It is this departments belief that Campus Recreation provides a safe and welcoming environment that is rooted within inclusivity. Refining the assessment tools that are utilized to gather useful benchmarking data will help ensure that Campus Recreation is consistently oriented to the goals and missions set by the department.

### **B. WHAT ARE THE AREAS OF CONCERN? HOW DO FUTURE PLANS ADDRESS CONCERNS?**

#### **Facility**

While the Wellness Center is less than ten years old and is one of the strengths of the operation, many areas of the facility need significant upgrades. Unfortunately, these upgrades will inevitably be costly. Additionally, this space is shared amongst academics, athletics and Campus Recreation which complicates the process. Concerns over which pot money these upgrades will come from, who will get to take the lead on key decisions will inevitably be issues in need of resolve. Here are a few key facility concerns:

- Cushing Coliseum needs upgraded curtains and basketball hoops, the track surface needs being replaced, and locker rooms are due for renovation. Ideally these priority areas will be replaced or renovated within the next 5 years.
- The Climbing Wall will need repairs and possible replacement in the next 10-15 years.
- The Wellness Center flooring was replaced not long after it was installed in 2014. This was due to improper installation. With the amount of traffic and type of activity, the current flooring has already begun to show significant signs of wear and tear. It is projected to need an upgrade in the next 5-10 years.
- Along the same lines as the flooring concerns, Olympic style lifting is not currently allowed in the Wellness Center. The flooring, equipment and spacing is not conducive to allow this type of lifting. While it is not a major concern right now, it is something that can deter use of the facility from students that desire that type of lifting.

Aside from outdated facility areas, UNK does not have adequate indoor athletic and recreation space to meet capacity needs. The campus needs an additional multi-use gym space. Students surprisingly have very limited access to gyms for open recreation. Students are in class during the day, then the space is used by athletics in the afternoon, and finally intramural programs need the space in the evening meaning that opportunities for open recreation are drastically limited. Finally, this all but eliminates the ability for UNK to host opportunities for groups outside of campus. If space were available, UNK could rent gym time to various groups to not only generate revenue but provide an organic opportunity to show off campus to prospective students and donors.

In addition to multi-use gym space concerns, outdoor sport fields and activity space is extremely limited on campus. Intramurals were granted access to Foster Field in 2018 for various activities. This space is ideal for flag football and soccer due to its convenient location, turf field, and nighttime lighting. The use of Foster Field is heavily restricted by UNK athletics, limiting programming potential. It is unprecedented to have access to athletic space at most campuses, this department appreciates the privileges that have been granted. With that said, access is never guaranteed and can be taken away, making long term planning difficult to project and execute.

Prior to use of Foster Field, UNK Intramurals had used the South Practice Fields for various programming. This area is located directly across the street from campus and has a plethora of vacant grass field space. Unfortunately, this space does not have any outdoor lighting, which limits programming to daylight hours. Looking ahead, the university has sold the property that the South Practice Fields are on and this area will no longer be available.

One of the reasons this property was sold is due to projects taking place at the new University Village. There are plans in the University Village for a variety of recreation spaces. The first to be built is an indoor tennis complex set to be completed in February 2022. In a partnership with the city of Kearney, the city will construct, own, and operate the six-court tennis complex, and UNK will provide operational and maintenance support. Campus Recreation has no formal ties to the tennis facility thus far but there could be minimal programming opportunities down the road. There are intentions to construct several outdoor fields in the same area. It is Campus Recreation's hope to be involved in the planning process along with being granted priority access upon its' completion.

Outside of campus, Intramural sports utilizes various city fields for softball along with the Big Apple Fun Center for sand volleyball, two of the most popular sports offerings. The use of these facilities is a testament to this department's ability to foster positive relationships with the greater Kearney community, however having programs off campus does come with many challenges. Hopefully, additional outdoor fields at University Village will be available for use within the next 5 years. There are also separate plans to construct sand volleyball courts on campus through a project led by UNK Student Government and the office of Business Services. These courts are planned to be built after the demolition of the Otto Olsen Building, which is located directly to the east of the Wellness Center, in the center of campus. An exact timeline has not yet been set for this project but is estimated to be completed within the next 2-3 years.

Other concerns about the facility are related to security and access. Due to the facility being built in sections over different decades and with multiple stakeholders (academics, athletics, Campus

Recreation), there is not a great flow of traffic as well as multiple blind access points. From an operations standpoint, it is difficult to manage authorized access. A few security cameras were added in 2017 but more upgrades are needed. Campus Recreation is solely responsible for the cost and maintenance of the security camera system despite the shared nature of the space.

#### *HOW WILL FACILITY CONCERNS BE ADDRESSED?*

An on-going long-term plan needs to be developed to assess the highest priority and projects that are attainable. Plans will need to consider budget constraints and be created in conjunction with other departments who utilize the spaces mentioned above. Due to the complexity of most of these projects, concerns would need to be addressed with appropriate UNK administration before further steps could be taken. This department will be responsible for clearly and effectively communicating the concerns mentioned here to administration and the broader campus community.

#### **Programs and Services**

Prior to COVID-19, the Wellness Center over the past two to three years experienced a slight reduction in use. While the exact reason for this phenomenon cannot be pinpointed, several potential factors have been identified:

- The Kearney community has had multiple workout facilities open in the past few years. This likely has had an impact on Wellness Center usage. Having more competition of workout facilities in the community will naturally draw some students away from their campus gym. While the facility has plenty of space and equipment available a large chunk of the day, there are select hours this is not the case. The peak usage is from 6am-8am and 2pm-6pm. During these hours, available equipment is scarce, and the facility is extremely busy. Students with limited availability may not be able to work around these hours and may choose another gym for that reason.
- Outside of Wellness Center use, gym availability for open recreation use is limited at all hours at UNK. It was highlighted earlier in the report that the lack of gym space and the high number of groups requesting access make drop in recreation an unfortunate consequence. Students wanting to play pick-up basketball or volleyball have a small window each week to find court time. Not only is the time limited, but it is also inconsistent. This inability to communicate a clear gym schedule drastically hinders student interest in open recreation.
- While Campus Recreation has continued to grow its' fitness offerings to cater to a diverse student group, there are gyms in Kearney that offer services that differ from the ones provided here. Group fitness, personal training, CrossFit, aquatic based workouts, and gyms with more focus on Olympic style lifting are a few examples. In addition to that, utilization of "at home" workouts are growing nationally. Students with specific interests may be choosing another gym that specializes in one of these areas.
- Gym stigmas and intimidation are unfortunately a prevalent concern that are not new to the recreation space. The department has identified this as a priority to overcome and will likely be an ongoing point of discussion and goal to work towards.
- The college aged population is an interesting sample of recreation users. Unfortunately, many students may not feel that they have the time to make health and wellness a priority. This is a concern for the department, and unfortunately represents a factor that is extremely difficult to overcome. Data does show that today's college students are more

active, this activity can look like working multiple part time jobs or being extremely involved in student organizations. Therefore, Campus Recreation needs to be concerned with finding ways to make students feel that health and wellness should become a priority in their day-to-day activities.

A final growing concern is how Campus Recreation will continue to adapt to the increase in online classes. Campus Recreation thrives from a vibrant campus community and face-to-face interaction. This department must continue to prepare and plan to reach students that may choose a more online based program and may not live in Kearney. It is within the Campus Recreation mission to offer diverse programming to all students, including those not on campus. The COVID-19 pandemic has provided a glimpse of what that type of programming could look like and has opened doors that may not have been tried previously. Increased efforts with virtual fitness offerings and the growth of an esports community on campus are two ways that reach of this department has been improved over the past twelve months. Evaluation of these types of programs are ongoing as it is expected that online classes will continue to expand on a national scale.

#### *HOW WILL CAMPUS RECREATION ADDRESS THESE PROGRAM AND SERVICE CONCERNS?*

Although recent efforts have been made towards adding fitness programming, the department has not been able to meet the demand that the campus community has for this programming. A more comprehensive and consistent calendar of programs could potentially mitigate this concern. One reason this has not been accomplished is due to staffing limitations. Currently, there is no position in existence that is focused on designing and leading these advanced fitness programs. This programming requires an individual with knowledge, expertise, and sometimes certifications to effectively execute these programs.

Coupled with this, is the need to enhance the group fitness offerings. Facility availability, lack of qualified instructors and an inconsistent schedule of classes have hindered growth in the past. More deliberate effort is needed which includes establishing designated funding to support growing the class offerings. With a recent student fee increase in FY20 and a projected faculty/staff membership fee increase planned for FY22, it is likely that funding could be identified from these sources of revenue.

The addition of the new Member Services Coordinator will enhance the fitness and wellness programming offered. Until long-term staffing issues are resolved, collaboration with other departments to develop additional fitness offerings will continue to be essential. Some of these offerings could include personal training, wellness workshops, accountability programs, equipment orientations and nutrition education. Campus Recreation colleagues in Student Health and Counseling and the facility counterparts in Kinesiology and Sport Sciences (KSS) will continue to be key collaboration partners. In recent years, the relationship with KSS has been amicable but sustainable and long-term collaboration has remained unattainable. Campus Recreation and KSS operate in different divisions which inevitably means both departments have different goals. The divergence in goals and priorities has made collective progress difficult.

Finally, Campus Recreation would like to make health and wellness a priority on campus for faculty and staff. An employee health and wellness program is currently run by the KSS. Unfortunately, it is not a program that is highly known or utilized on campus and with more than

500 employees, Campus Recreation would like to step up and assist in meeting the needs of this specific portion of the campus population.

### **Operations**

One operational concern has been the consistently changing and complex assessment models used within the division. As a new department in Student Affairs, Campus Recreation had to learn various new concepts and divisional expectations surrounding assessment. Within the past year, a new model, the outside the classroom curriculum, has been implemented across the division. While these changes will be beneficial in the long-term, it has been a challenging process for this department to keep up with.

Additionally, due to the significant and rapid growth of the department since 2014, establishing a sustainable internal process concerning assessment, goal tracking, and benchmarking has been difficult. Campus Recreation recognizes the need for developing a framework for these processes.

Staffing has been and will continue to be a large operational concern. Due to Campus Recreation's large need and investment in student support staff, ensuring adequate resources and funding to keep up with this is always a concern. Popular off campus student jobs have begun to offer more competitive wages which effects recruitment efforts, and the potential national minimum wage increase could greatly impact this department. The funding of this department must be balanced and divided between staff pay and programming needs. Finding this balance is difficult because program excellence and adequate staffing levels to meet customer service needs are priorities for Campus Recreation. Maintaining an appropriate funding balance is important to meet these priorities and meet various safety and risk management standards.

### ***HOW WILL CAMPUS RECREATION ADDRESS THESE OPERATIONAL CONCERNS?***

Devoting more time and creating a consistent assessment model will assist Campus Recreation with tracking, obtaining, and using data appropriately. Gaining experience and a better understanding of the new "Be The Difference" curriculum will provide an assessment framework to be used in the long-term.

Internally, there are preliminary plans to develop a Campus Recreation advisory council. This council will bring together a variety of stakeholders to assist campus recreation in making budget decisions, provide feedback on programs and services, and advise campus recreation in future facility decisions.

### **C. ARE CHANGES ANTICIPATED IN THE DEPARTMENT'S STRATEGIC DIRECTION? IF SO, HOW DOES THE DEPARTMENT PLAN TO REPOSITION ITSELF?**

The mission of Campus Recreation will always be centered on serving the campus community by promoting an active and healthy lifestyle through the programs and services that are offered. With this as a guiding force, this department recognizes that the strategies used to reach the campus will continuously evolve to meet the ever-changing needs of the UNK community. In the coming years, Campus Recreation will be shifting to focus on a more holistic approach to wellness. This holistic approach has already occurred at a national level. At UNK the Student Health and Counseling department that Campus Recreation exists within is shifting their focus to

the eight dimensions of wellness. These dimensions encompass emotional, financial, environmental, intellectual, social, occupational, physical, and spiritual wellness. Currently, this department predominately focuses on the physical, social, and occupational wellness elements. In the coming years, it is a hope that programming will become cognizant and inclusive of all eight dimensions depending on the initiative.

Campus Recreation underwent major structural changes over the past ten years. Moving the department under student affairs although met with many challenges, has allowed this department to grow immensely. As growth continues, Campus Recreation wants to expand its collaboration opportunities with the other offices in Student Affairs. Some offices have already become key partners, however, expanding the reach of this office is an important endeavor given the vital nature that recreation serves for students.

Another key strategic move will be growing the Campus Recreation virtual and online offerings. The pandemic has accelerated this timeline, however, even absent a pandemic, the current population of students that are involved at UNK are heavy users of technology. Finding creative ways to provide campus recreation programming online will be vital to meet the content demands that the upcoming generations have. Potential avenues to explore include a virtual fitness class hub, more developed social media series, and other online initiatives.

Campus Recreation also recognizes the importance that this center has for the larger Kearney community. Although community offerings have been expanded, the Wellness Center can still be leveraged to increase the reach that the department has within the community. By becoming more community-centric, this could allow the department to function as a strong recruiting tool and increase general awareness about the services and programs offered. From a budget perspective, cost savings measures will continue to be a priority as the department navigates enrollment and funding uncertainty. At this time, it is unknown the long-term impact that the pandemic will have on enrollment and hence funding, however, this department will continue to be mindful and take the needed cost saving measures. To offset any potential funding concerns, Campus Recreation hopes to grow its sponsorship opportunities.

One area Campus Recreation will look to continue to make inroads is through its' Outdoor Adventure (OA) program. Three new coordinators over six years and an additional 12 months of limited programming due to COVID restrictions have slowed progress but the outlook of this program is promising. Activities such as paddling, outdoor climbing, backpacking, and cross-country skiing are among some of the newest endeavors being marketed. As a new year approaches, intentional programming will be made available and will offer all student demographics a chance to follow their desired adventure. The ability to run a myriad of outdoor adventures is intended to enhance the student experience and offers an avenue to teach students lifelong skills in specific recreational endeavors.

The outdoor adventure program is focused on fostering a culture of safety and adventure. As the culture of the program evolves, student experience will be at the heart of the advancement. This will be nurtured through careful selection of student leadership, positive reinforcement of safety expectations, and giving students the opportunity to become more involved with the inner workings of the program. In the future, student leadership programming within the outdoor adventure experience will become a core focus. The purpose of the outdoor adventure program is

to teach student leadership both at a participant and staff level. The leadership skills that can be developed through outdoor adventure will assist participants in their academic, personal, and professional lives.

**D. IS THE DEPARTMENT RESPONSIVE TO CHANGING NEEDS OF THE STUDENTS, COMMUNITY, AND STATE?**

The Campus Recreation department is dedicated to ongoing evaluation of the services provided in the department and implementing changes as needed to provide the highest quality service possible. The many creative and innovative changes in the past five years have shown this department's ability to evolve and change to the needs of the campus.

**E. IS THE CURRENT ORGANIZATIONAL STRUCTURE IDEAL FOR THE DEPARTMENT'S GOALS?**

Campus Recreation has only been a part of Student Affairs for a few years and still figuring out how to best work under this new division. Overall, this change has put the department in a favorable position for working alongside the rest of Student Affairs. Specifically, the alignment with Student Health and Counseling assists with promoting the department's goals that focus on health and wellness.

While the current organizational structure has worked, there has been ongoing considerations about altering it. Having such a large number of student employees and four graduate assistants compared to a small professional staff of just three comes with significant challenges. Constant hiring, training, and evaluating may be limiting the potential and growth of the department. There are factors in which having students in leadership positions and graduate assistants as supervisors does make sense in the department, but an evaluation of this structure will continue.

**F. IS THE DEPARTMENT PLANS REQUIRE ADDITIONAL AND/OR RE-DISTRIBUTED RESOURCES, HOW WILL THE RESOURCES BE OBTAINED AND REALLOCATION DECISIONS MADE?**

Campus Recreation recently received a fee increase effectively starting in FY20. An additional fee increase is not anticipated for at least five more years unless extreme circumstances arise. Some of the future plans, such as addressing facility concerns, will require significant resources. The department will carefully identify and provide priorities for these projects and communicate them to the Dean of Students Affairs and other UNK Administration. Campus Recreation will base future direction plans off the guidance provided from these offices and individuals. Committees may be formed, and feedback will be sought from the advisory council to help make well-informed decisions that should represent the best interest of the current and future stakeholders.

**G. IF CHANGES IN FACULTY/STAFF ARE PROJECTED, HOW WILL PROGRAM EFFECTIVENESS BE MAINTAINED OR ENHANCED?**

The department has undergone several staffing changes in the past six years. Each of the core professional staff positions have been replaced at least once and in some cases three times. While these circumstances created a significant challenge, Campus Recreation has not only maintained their services over this timeframe but have enhanced them.

Departmental needs and student demand for services are continually being re-evaluated. Due to pressure upon fiscal resources, some positions may remain vacant for a time or only partially filled with a part time person. The minimum goal would be to maintain services with little if any interruption. The challenge is, of course, to maintain quality without staff burnout.

#### **H. HOW WILL THE DEPARTMENT ADDRESS FUTURE ENROLLMENT TRENDS?**

UNK has seen a steady and consistent decline in enrollment dating back to 2012. Campus Recreation has positioned itself appropriately and adjusted operations over this time. Even with an enrollment decline, Campus Recreation has held its services steady and even seen growth in usage and programming in some areas. Additionally, the department has been able to avoid any significant permanent operational or personnel cuts over this time. Along with a thorough evaluation of the budget, cost saving measures were taken and revenue generating ideas were put into place to offset any lost funding due to the enrollment decline.

If enrollment continues to decrease, considerations will continue to be made about what programs and services can be sustained long-term. While reduction of staff would be a drastic change since the overhead is already small, it would have to be considered. Campus Recreation will continue do its best to ensure programs and services that are directly tied to the mission and goals could continue. A full evaluation of the programs and services would be done. Programs and services with lower popularity or that do not generate revenue, would likely be the first to be cut.

If enrollment increases, the demand for Campus Recreation services is likely to increase. Increased demand would mean serving more students, which would lead to needing more staff and more resources. Staffing may need to be increased. However, more funding would be available through student fees and program registration due to the increase in enrollment.

**CAMPUS RECREATION  
ACADEMIC PROGRAM REVIEW  
2020**

**CONCLUSION / EXECUTIVE SUMMARY**

## CONCLUSION / EXECUTIVE SUMMARY

While UNK's Campus Recreation program has had many successes over the past several years, the reality is that it is still a very young program. Foundational pieces have been established and there is a sense of momentum building towards bigger and better things.

Since the addition of the new building in 2014 and the logistical change to move under Student Affairs in 2016, Campus Recreation has seen significant growth, expanding existing programs and offering new services.

Considering the enrollment of UNK and the resources at Campus Recreations disposal, this department is able to provide extensive services that rival larger schools with more resources. This is made possible by a dedicated staff and an engaged campus that values recreation and a quality student experience.

Campus Recreation has navigated through many challenges (enrollment decline, reduction in funding, staff turnover, organizational structure change, COVID-19) in the past several years. This year especially has forced everyone, including this department, to be introspective and willing to critically examine efforts and priorities. Although at times rising up to meet the challenges mentioned above has been daunting, it has allowed Campus Recreation to grow in profound ways. Through sheer determination, teamwork, professionalism, and just plain hard work, this department's staff has been able to demonstrate it provides an essential component of UNK's success and growth. Undoubtable this department has emerged stronger and better.

The Campus Recreation program model focuses on student leadership and promoting involvement amongst all facets of campus recreation. This department will remain dedicated to offering intentional programming to the diverse student population. The programs and services offered are vital for teaching various aspects of physical wellness as well as providing support and programming that could assist with mental wellbeing. Maintaining programming standards will continue to be a fundamental effort.

Moving forward with the high standards that have been set for the program, programming will continue to utilize and leverage the numerous student and professional resources available. As the program continues to make a positive impact on the student body, the department must remain focused on the future to assure that efforts are following trends by offering what the new generations of students are needing.

Campus Recreation continues to show innovation and has created and implemented numerous programs, services and made operational adjustments in the process. These changes have been vital to both the day-to-day and future operations of Campus Recreation. It is apparent that Campus Recreation now needs to directly measure whether these efforts are effective and indeed make a difference for UNK students. The process of doing a departmental program review has made this department acutely aware that more data needs to be gathered to determine which services are most effective.

Educating college students about health and wellness and providing opportunities to enhance the student experience remains at the forefront of the Campus Recreation mission. Moving forward, this department looks forward to the growth and feedback that this process can provide.



**CAMPUS RECREATION  
ACADEMIC PROGRAM REVIEW  
2020**

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**CAMPUS RECREATION  
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2020**

**APPENDIX**

## APPENDIX 1

### UNK Campus Recreation - New Membership Proposals

We are wanting to increase connection opportunities with alumni, students and others by expanding Campus Recreation's current offerings with the following proposal.

#### **Recent Graduate (New Alumni)**

##### Current Practice

- Alumni do not have access to Campus Recreation facilities

##### Purpose

- To allow recent graduates to purchase a Wellness Center Membership for up to 1 year following their graduation
- Gives recent graduates a grace period to continue using the Wellness Center as they transition into their post-graduation plans

##### Proposed Procedure

- Memberships will be available for purchase at the Campus Rec office & online as well with new software (ability to track eligibility to this membership type)
- Proposed monthly memberships rates around \$20
- If there is a concern with over-crowding, this membership could be listed as non-peak hours only and they would have access to the facility from 6am-2pm Mon-Fri and all day Sat-Sun

##### Benefits

- ✓ Keeps recent grads engaged with campus
- ✓ Estimated 20-30 memberships would generate \$2,000-\$3,000 in revenue for 2018-19
- ✓ Implementation will work within current practices and software capabilities (no additional exp.)
- ✓

#### **Student Spouse/Domestic Partner**

##### Current Practice

- Spouse/domestic partners of students do not have access to Campus Recreation facilities

##### Purpose

- To allow a spouse/domestic partner of current UNK student to purchase a Wellness Center Membership
- Will make a Wellness Center Membership more attractive to non-traditional/off-campus students (some of this demographic have membership in student fee's but no not use it due to spouse not having access)

##### Proposed Procedure

- Memberships will be available for purchase at the Campus Rec office & online as well with new software. (ability to track eligibility to this membership type)
- Proposed monthly memberships rates around \$20
- If there is a concern with over-crowding, this membership could be listed as non-peak hours only and they would have access to the facility from 6am-2pm Mon-Fri and all day Sat-Sun.

##### Benefits

- ✓ Creates a more inclusive environment for students that meet this criteria
- ✓ Estimated 10-20 memberships would generate \$1,500-\$2,000 in revenue for 2018-19
- ✓ Implementation will work within current practices and software capabilities (no additional exp.)

## **Guest Passes**

### Current Practice

- Only students, faculty, staff and affiliates currently have the ability to use Campus Recreation facilities

### Purpose

- To allow friends or extended family members of current members to purchase a guest pass that grants access to Campus Rec facilities

### Proposed Procedure

- Any active wellness center members may sponsor a guest for \$5
- Passes will be available for purchase at the Campus Rec office & online as well with new software

### Benefits

- ✓ Another way for guests (potential students) to visit UNK and get a feel for campus life
- ✓ Encourage current students to stay on campus during weekend, giving guests something to do
- ✓ Estimated 150-200 guests per year would generate \$750-\$1000 in revenue for 2018-19
- ✓ Implementation will work within current practices and software capabilities (no additional exp.)

### Guest Pass Guidelines

- All guests must be sponsored by an active member to be eligible for a guest pass
- Valid photo ID must be present at time of sale
- All guests must be 18 years old
- Both guests and sponsor must sign a liability waiver prior to use
- Guest pass privileges include wellness center, climbing wall and fieldhouse access
- Guest passes are valid for the day of purchase only
- Sponsoring members are responsible for guest behavior, damage and equipment
- Guests are not authorized to check out equipment for use in the facilities; however, the sponsor may check out equipment for their guest

### Additional Thoughts

- Could be worth exploring some type of extended guest pass (punch card) for summer months when the Rec facilities have less usage.

## APPENDIX 2

### Campus Recreation Sponsorship Proposal

#### Campus Recreation Benefits

- Expand visibility to students through marketing efforts
- Improve quality of current programs and ability to offer additional programming & equipment
- Increased presence on campus, reaching people who may otherwise be unaware of recreation
- Program participants receive free product samples and other promotional giveaways

#### Sponsor Opportunities

##### Promotional Recognition

- Printed recognition on posters and programs
  - Guidebook (digital download option for all students)
  - Brochure (2,000+ per year)
  - Postcards, Flyers, Posters (5,000+ per year)

##### Digital Advertising

- Ad rotation on a timer that will show on TV's throughout the facility in high traffic areas

##### Web Marketing

- Company name or logo with link featured on the campus recreation home page and sponsorship page, on the new campus recreational portal website and in monthly email newsletters
- Company name or logo with link featured on campus recreation social media pages

##### Experiential Marketing

- 1-2-hour session where sponsor may distribute marketing materials and information.

##### Event Sponsorship

- Sponsor one of our many events throughout the year
  - Party in the Park
  - Monthly Wellness Initiatives
  - 20+ One Day Intramural Tournaments

##### Apparel Sponsorship

- Logo placement on the back of campus rec t-shirts

##### Equipment Advertising

- Advertise your business on our cardio equipment

#### Sponsor's Measurable Impact

- Brand identification, Heightened visibility, On-site recognition, Event marketing

#### Departmental Statistics

##### Wellness Center

- Averages 500 daily visits on weekdays
- 3,000+ unique patrons & 100,000+ total visits per year
- Open 350 days/year and 4,500+ operating hours/year

##### Intramurals

- 1,500 unique participants & 10,000 participations each year
- 40+ leagues and events each year

##### Campus Recreation

- Nearly 34,000 views of campus recreation webpage
- Largest student employed department on campus

#### **Gold Package \$3,000**

Digital Advertising

Promotional Recognition

Web Marketing

Apparel

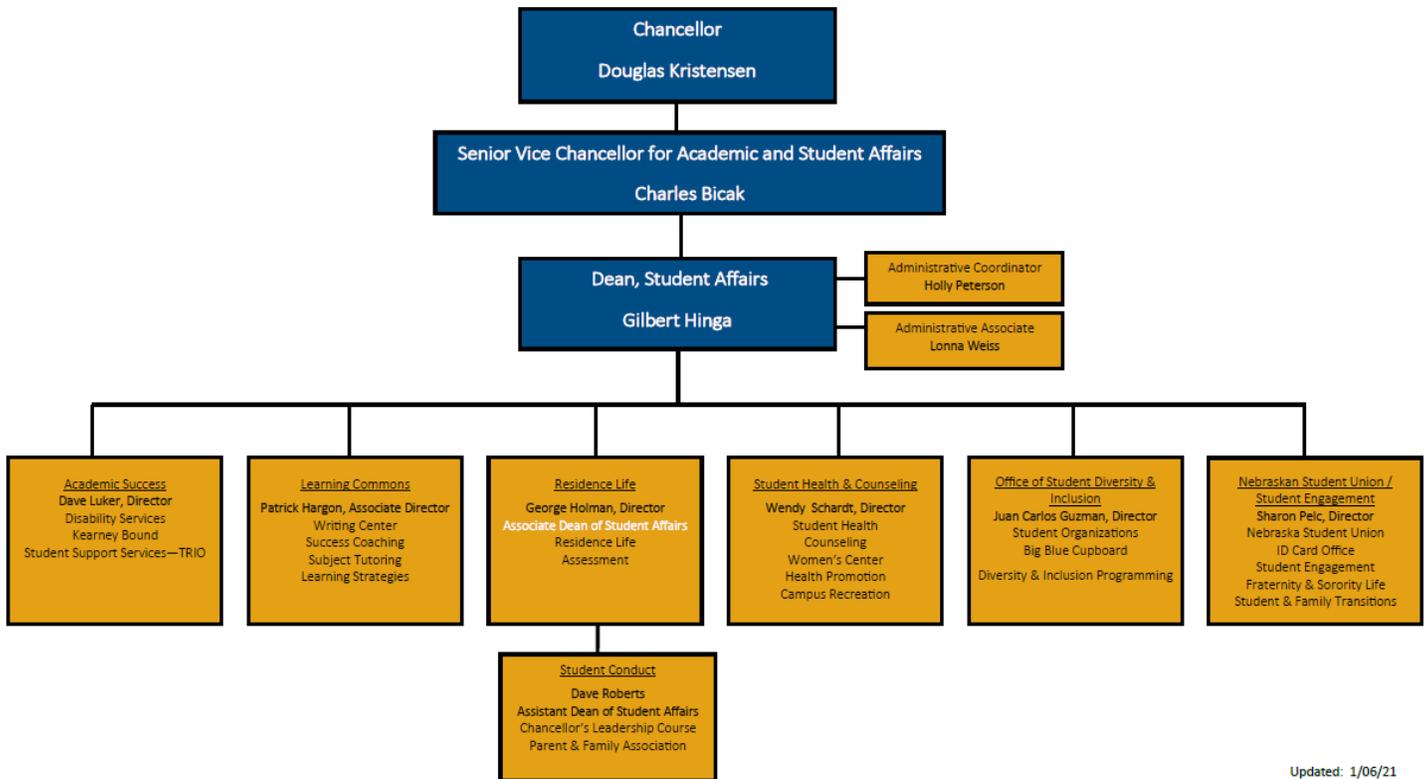
4 Event Sponsorships per year

2 Experiential Marketing Sessions per year

## APPENDIX 3

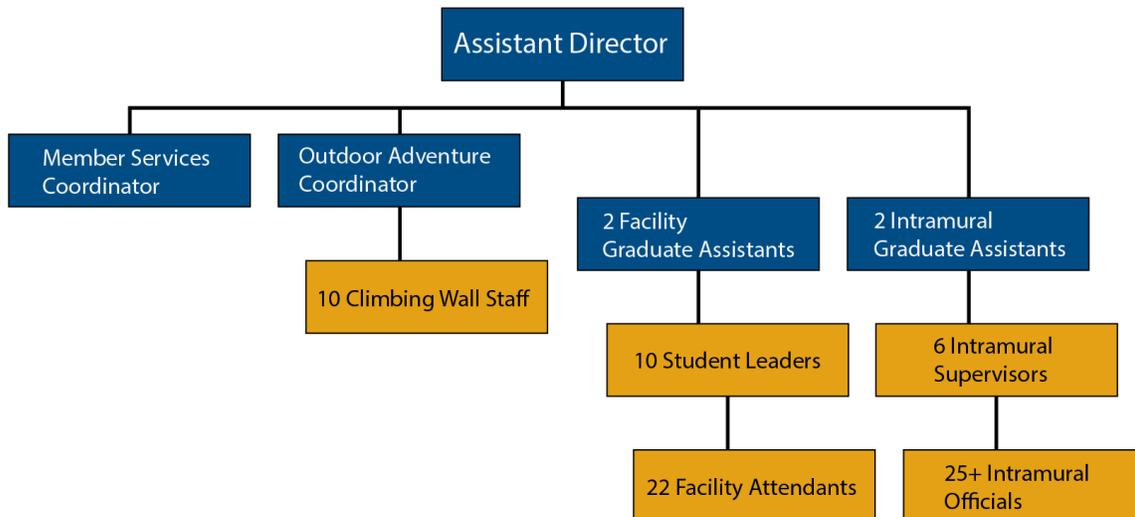


### Division of Student Affairs Student Affairs Leadership Team (SALT members)



Updated: 1/06/21

## Campus Recreation Organizational Chart



## APPENDIX 4

### UNK Wellness Center Membership Application



#### 1. MEMBERSHIP TYPE:

- |  |   |  |
|--|---|--|
| <input type="checkbox"/> UNK Faculty/Staff | <input type="checkbox"/> UNMC Faculty/Staff |  |
| <input type="checkbox"/> Affiliate         | <input type="checkbox"/> Retiree            |  |
| <input type="checkbox"/> Online Student    | <input type="checkbox"/> UNMC Student       | <input type="checkbox"/> Alumni<br>Grad Date: _____ (*must<br>be within the last 12 mo.) |

#### 2. MEMBERSHIP INFORMATION:

_____	_____	_____
Name	Date of birth	NU ID #
_____		_____
Phone	Email	

#### 3. FAMILY MEMBERS (only applicable to certain memberships):

			<b>Needs ID?</b>
_____	_____	_____	<input type="checkbox"/>
Name	Relationship	Date of birth	
_____	_____	_____	<input type="checkbox"/>
Name	Relationship	Date of birth	

#### 4. MEMBERSHIP PERIOD:

##### Faculty, Staff, Affiliate, Retiree

- \$15: One Month
- \$45: One Semester
- \$90: One Year
- \*Payroll Deduction (\$10 per month, additional form on back required)

##### Student

- \$15: One Month
- \$63: One Semester

##### Alumni

- \$20: One Month

Membership Start Date: \_\_\_\_\_

#### 5. ELIGIBILITY

- Spouses, partners, dependents are eligible to be added to your membership upon request.
- Anyone over 18 on the membership will need to get a UNK ID for access.
- Must be 18 or older to use the Wellness Center equipment. Under 18 are allowed at the Climbing Wall and Cushing Gyms.
- Alumni members are only eligible for the first 12 months following their graduation date.

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

**\*THIS PORTION ONLY NEEDS TO BE FILLED OUT IF YOU ARE UTILIZING PAYROLL DEDUCTION**

## UNK Wellness Center Membership

### Authorization for Payroll Deduction

UNK Employee Name (last) \_\_\_\_\_ (first) \_\_\_\_\_ (mi) \_\_\_\_\_

NUID# \_\_\_\_\_ Personnel# \_\_\_\_\_ Email address \_\_\_\_\_

UNK Department Name \_\_\_\_\_ Office Phone# \_\_\_\_\_

Part A  I am a monthly paid employee.

I am a biweekly paid employee.

#### Payroll Deduction Membership Fees

- **\$120 yearly fee**
  - Employees paid monthly will be charged \$10 each pay period
  - Employees paid biweekly will be charged \$5 each pay period
- **Membership will be active for exactly 1 year following purchase**
  - Example: If you purchase a membership on November 1<sup>st</sup>, your membership will expire on October 31<sup>st</sup> the following year.

#### Part B

I authorize the deduction, from my paycheck, of the amount listed in part A to cover the cost of my UNK Wellness Center membership. I understand that the amount of this deduction will not decrease my taxable income. This will cover the cost of my Wellness Center membership and my immediate family (\*spouse and dependent children under the age of 26).

I understand that if I am a monthly employee, I will have the deduction split equally between twelve (12) pay checks and if I am a biweekly paid employee, I will have the deduction split between twenty-four (24) pay checks. I understand that once the deduction is taken, a refund will not be issued in any event.

The time of receipt of this authorization by the Payroll Office will determine the first paycheck on which the deduction will occur.

I understand that I will abide by the rules of the UNK Wellness Center.

**\*If spouse and immediate family are not an employee or student of UNK, a Cushing Use Facility pass will need to be issued. Dependent children under the age of 19 will not be issued a Cushing Use Facility pass.**

\_\_\_\_\_  
Employee Signature and Date

\_\_\_\_\_  
Wellness Center Asst. Director Signature and Date

#### Office Use Only:

Payment: In-Person   Online   Payment Type:   Cash   Check   Card   Payroll Ded.

Total Due: \_\_\_\_\_ Transaction # \_\_\_\_\_

Date Completed: \_\_\_\_\_ Staff Initial: \_\_\_\_\_ In Fusion?

## APPENDIX 5

<b>UNK Outdoor Gear Rental Price List</b>				
Item	Description	Day	Weekend	Week
Canoe (Avaliable 9/15/2020)	Canoe, Paddles, PFD's, Car Top Carrier	\$10	\$25	NA
Inflatable Paddleboard	Board, Touring Fin, Paddle, Pump, PFD	\$10	\$25	NA
Hammock	Eno Double Nest With Straps	\$3	\$6	\$10
20 Degree Sleeping Bag	Peregrine (Includes Sleeping Pad)	\$3	\$7	\$13
0 Degree Sleeping Bag	Big Agnes (Includes Sleeping Pad)	\$4	\$8	\$15
Sleeping Pad	Thermarest Z Lite Sol	\$1	\$3	\$6
2-Person Tent	Peregrine Backpacking Tent	\$5	\$12	\$16
4-Person Tent	Peregrine Backpacking Tent	\$7	\$14	\$18
Backpacking Backpack	Osprey Escalante 75L Pack	\$7	\$13	\$20
1 Burner Stove	MSR Wind Pro II (No Fuel Included)	\$4	\$7	\$13
JetBoil Flash	Stove Pot Combo For Boiling Water (No Fuel Included)	\$4	\$7	\$13
2 Burner Stove	Coleman Car Camping Stove (No Fuel Included)	\$5	\$10	\$15
Backpacking Pot Kit	MSR Alpine Cook Set Frypan, 2 Pots, 1 Pot Grip	\$3	\$6	\$10

*All weekend rentals Checked out Friday Returned Monday. No Partial Weekend Rentals.*

## Important Rental Information

Reservations: Equipment may be reserved in advance by emailing the outdoor adventure office at stoutj@unk.edu.

Payments: We accept cash, check, and card payments.

University pricing Covers: Current registered students, current faculty, or staff members.

Returns: All equipment should be properly maintained and returned on the due date. Late, cleaning, damage, and lost equipment fees will with be enforced. Return all equipment to the UNK Outdoor Adventure office, Cush 120.

## Appendix 6

### Andrew Winscot

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#### **Education:**

**Midland University**, Bachelor of Arts

Major: Health & Human Performance, Emphasis in Fitness and Sports Management

Minors: Business, Coaching Endorsement

Honors & Involvement: Dean's List & Men's Basketball Team

#### **Professional Experience**

##### **University of Nebraska Kearney, Student Affairs**

Assistant Director of Campus Recreation, June 2017-Present

- Provide overall supervision, leadership, planning and evaluation to all Campus Recreation program areas
- Hire, train, supervise and evaluate 2 professional staff members, 4 graduate assistants and over 75 student staff
- Provide strategic leadership and vision for the departments' customer service model
- Responsible for long-term facility and budget planning
- Develop and maintain relationships with academic and athletic departments
- Provide leadership with assessment projects related to participant and student employee experience with a focus on university learning outcomes and program development
- Partner with other campus programs assisting in the coordination of campus-wide programming needs
- Serve as primary representative for Campus Recreation towards campus community and Kearney community
- Ensure that program specific risk management best practices are being utilized

##### **City of Kearney, Recreation Department**

Recreation Coordinator, August 2015-June 2017

- Assist with the development, promotion, planning, implementation of sport and recreation programs for the community
- Administer the hiring, training and mentoring of over 100 seasonal employees
- Build and sustain ongoing relationships with participants and community liaisons to help increase participation, opportunity and awareness
- Maintain proper paperwork and reports pertaining to budget, programs, participants, and staff
- Ensure all policies, procedures and rules are properly adhered to by patrons and staff

##### **YMCA of the Prairie, Holdrege, NE**

Sports Director, November 2012-June 2015

- Increased our youth sports participation from 250 to over 1,000 annually
- Additional titles and responsibilities held within position; Tournament Director, Head Groundskeeper, Concessions Manager, Special Events Coordinator
- Present program statistics and financial results to YMCA of the Prairie branch board annually
- Responsible for securing sponsorships for all sports programs
- Developed budgetary tracking method for entire branches managers to utilize
- Successfully expanded youth sports programs to serve over 15 area communities
- Coordinated and hosted UNL Baseball and Softball Academy's, FCA basketball camps and Kearney Soccer Club Coaches Clinics

Youth and Adult Program Manager, August 2011-November 2012

- Responsible for the direct oversight of Youth Programs, Youth and Adult Sports, After-School Program and Summer Camps
- Administers the development, implementation and budgetary analysis of over 30 programs
- Build and maintain relations and coordinate with area Public Schools, local community businesses and other patrons

##### **Holdrege High School, Holdrege, NE**

Assistant Boys Basketball Coach, November 2013-August 2015

- Assist Head Coach with daily practice planning and implementation, preparation for competition by game planning through video breakdown and other opponent assessment

##### **Nike Fieldhouse, College World Series Event, Omaha, NE**

Brand Ambassador, June 2011 and June 2012

- Part of an elite team of professionals chosen to represent Nike and provide consumers with a premium brand experience
- Helped Nike Team with daily operations, retail area, and customer service

#### **City of Bellevue, Recreation Department, Bellevue, NE**

Recreation Assistant, May 2011-August 2011

- Assist in the implementation and supervision for youth baseball and softball
- Coordinate with staff to ensure program runs properly
- Serve as chief umpire, solely responsible of individual site
- Provide knowledge of program and customer service to all participants and guests

#### **University of Nebraska-Omaha, Campus Recreation**

Control Desk/Building Manager, January 2011-May 2011

- Worked part-time hours while attending school
- Promoted to Building Manager after two months
- Ensured proper check-in was maintained and paperwork was done appropriately

#### **Scheels All Sports, Inc., Omaha, NE**

Footwear Support Associate, August 2010-January 2011

- Provide excellent customer service by being friendly and courteous to all customers
- Efficiently handle incoming merchandise to assure correct inventory
- Retrieve freight and restock merchandise in a timely and proficient manner

#### **Southwest and Armbrust YMCA, Omaha, NE**

Wellness Center Attendant, August 2010-July 2011

- Develop member relations through greeting and interaction with members
- Participate as a team member in performing duties necessary to clean and maintain facility
- Schedule and run equipment orientations
- Assisting members with basic operation of fitness equipment

Sports Site Supervisor, August 2010--May 2011

- Directly carries out leadership responsibilities to effectively oversee, guide and evaluate youth sports workers and volunteers in accordance with the Association's policies, purpose and goals
- Listens to concerns, resolves problems and corrects inappropriate behavior
- Properly prepares activity/playing areas to ensure safety for all participants

#### **Fremont Family YMCA, Fremont, NE**

Youth and Adult Sports Intern, January-May 2010

- Assisted day to day operations, league activities and YMCA events
- Found volunteers and trained them to help run specific events
- Supervised, coached and officiated numerous sports

#### **Midland University, Fremont, NE**

Resident Advisor (RA), 2008-2009

- Live and work in a residence hall with undergraduate students
- Assist students with problems and help uphold campus policies
- Crisis management, judgement & decision making and intrapersonal skills were vital components of this position
- Intramural Assistant, 2008-2010
- Assist with the planning, supervision and evaluation of campus intramural activities

#### **University of Nebraska Kearney Campus Involvement & Recognition:**

- Leadership UNK, Class of 2019-20
- Student Travel Policy Committee, Fall 2019-Present
- Student Retention Council, Fall 2019- Present
- Residence Hall Coordinator for Apartments & Conference Services Search Committee, October 2019-Present
- Student Affairs Assessment Committee, 2018-Present
- Wellness Promotion & Prevention Search Chair, April 2019
- Student Success Committee, 2018-19
- Student Affairs Retreat Committee, 2018-19
- Outstanding New Professional Award, Division of Student Affairs, 2018

## Justin Stout

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### Education

<b>University of Northern Iowa, College of Education, Cedar Falls, Iowa</b>	<b>August</b>
<b>2011-May 2016</b>	
<b>BA</b> – Leisure Youth & Human Services, Non-Profit Management & Outdoor Recreation	<b>May</b>
2014	
<b>MA</b> – Leisure Youth & Human Services, Outdoor Recreation/ Campus Admin	
December 2021	

### Certifications

Wilderness First Responder – NOLS | ACA Level 2 River Canoeing – American Canoe Association | First Aid CPR, AED Trainer – Red Cross | Climbing Wall Instructor – Professional Climbing Instructors Association | Certified Non-Profit Professional – Nonprofit Leadership Alliance | Mandatory Reporter – TekNow Training Solutions | Class A Commercial Drivers License – Iowa DMV | Blood Borne Pathogens – OSHA | Level 1 Challenge Course Practitioner – Association for Challenge Course & Technology 2014-2017 | Waterfront Lifeguard – Red Cross 2009-2016 | Lifeguard Instructor – Red Cross 2012-2015

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### Experiential Employment and Volunteer Initiatives

**Outdoor Adventure Coordinator, University of Nebraska at Kearney** **September 2019-Present**

Duties Include

- Risk management in relation to trips, climbing wall, and one day events
- Managing and maintaining a 250+ piece outdoor adventure gear rental program
- Social media management and marketing including Facebook, Instagram, & YouTube
- Working with student staff to create climbing and outdoor adventure skill clinics
- Advancing the outdoor adventure trips program

**Truck Driver, Peterson Express Trucking**

**March 2019-September 2019**

Duties Include

- Transporting grain and fertilizer from location to location across Mid-West states
- Maintaining accurate driving logs and completing paperwork in a timely manor
- Delivering products on schedule and looking ahead to mitigate time conflicts

**Manager/Head Buyer, Sole Sport Outdoors**

**March 2018-March 2019**

Duties Include

- Conducting staff training on paddling, climbing, backpacking, and general hiking gear
- Compiling a \$250,000 budget for the following years wholesale purchase
- Primary buyer for all merchandise brought into the store
- Handling all financial aspects concerning accounts receivable/payable
- Working as a brand steward for all brands carried
- Fostering relationships with current and future business partners

**Outdoor Gear Sales Associate/Training Manager, CrawDaddy Outdoors**

**April 2015-March 2018**

Duties Include

- Holding a working knowledge of outdoor gear
- Educating customers of outdoor gear and clothing
- Working as an assistant buyer
- Running staff training for other staff
- Assisting with ACA kayak/canoe instruction

**UNI Outdoors Graduate Assistant, University of Northern Iowa**

**August 2014-September 2016**

Duties Include

- Participating in professional staff meetings and functions
- Supervising outdoor coordinator team of 30+ college students
- Managing all equipment purchases for outdoor trips program and climbing gym
- Training UNI Outdoors's coordinators in outdoor skills
- Marketing and advancement of outdoor trip and rental program
- Organizing the Rock Revolution climbing competition
- Leading canoeing, backpacking, climbing, caving, and multisport adventures
- Teaching and organizing kayak roll and climbing belay clinics
- Assessing safety standards to assure they comply with industry standards

**UNI Outdoors Intern, University of Northern Iowa**

**January 2014-August 2014**

Duties Included

- Developing innovative adventure trip marketing plans
- Managing and scheduling for 30+ climbing wall staff
- Leading and formulating outdoor skills clinics for University of Northern Iowa students
- Leading outdoor adventure excursions for University of Northern Iowa students
- Outdoor gear repair and maintenance

**UNI Outdoors Rock Wall Staff and Trip Coordinator**

**August 2012-December 2014**

Duties Included

- Acting as a belay instructor at an indoor collegiate rock climbing wall
- Assessing safety of situations as they arise
- Belaying new climbers with little to no experience
- Leading outdoor adventure excursions for University of Northern Iowa students

**Ropes Course Trainer, YMCA Camp of Greater Des Moines**

**Summer 2013-2017**

Duties Included

- Attaining a Level 1 Association of Challenge Course Technology certification yearly
- Training a group of 20-25 challenge course facilitators yearly in low and high ropes
- Building relationships through teamwork driven activities

**Program Coordinator, YMCA Camp of Greater Des Moines**

**Summer 2013**

Duties Included

- Conducting staff training for 57 college age staff members
- Leading programming initiatives for 200+ participants in teambuilding, games, etc.
- Managing and mentoring 57 college age staff members through daily meetings
- Creating schedules and cabin assignments for 200+ participants

**Circle Leader, YMCA Camp of Greater Des Moines**

**Summer 2012**

Duties Included

- Collaborating with leadership team on summer camp matters
- Assuming responsibility for scheduling 200+ kids for morning activities
- Creating a system for efficiently scheduling morning activities using excel
- Managing 35 staff members on a weekly basis

**Associate Visitor, American Camp Association**

**December 2012-May 2015**

Duties Include

- Interpreting standards through accreditation visits
- Handling a comprehensive knowledge of standards
- Educating camping professionals of standards
- Assuring risk profiles are up to American Camp Association standards

**Ropes Director, YMCA Camp of Greater Des Moines**

**Summer 2011**

Duties Included

- Assuring safety of all participants
- Checking equipment prior to use
- Managing 30 summer camp staff
- Building bouldering traverse wall

**Summer Camp Leader, YMCA Camp of Greater Des Moines**

**Summer 2008- Summer 2010**

Duties Included

- Supervising 10-14 children in a weekly overnight summer camp setting
- Providing transformational activities to campers age 9-17
- Assuring the safety of campers through the weeks

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**Professional Development**

- AORE Conference – Association for Outdoor Recreation and Education October 2020
- MWSRA Winter Retail Trade Show – Midwest Winter Sports Reps Association January 2019
- ORA Summer Retail Trade Show – Outdoor Reps Association June 2018
- MWSRA Winter Retail Trade Show – Midwest Winter Sports Reps Association January 2017
- AORE Conference – Association for Outdoor Recreation and Education November 2016
- AORE Conference – Association for Outdoor Recreation and Education November 2015
- Arkansas Regional Adventure Programing Conference – University of Arkansas April 2015
- AORE Conference – Association for Outdoor Recreation and Education November 2014
- Arkansas Regional Adventure Programing Conference – Lyon College April 2014
- Alliance Management Leadership Institute Conference – Nonprofit Leadership Alliance January 2013
- Visitor Training – American Camping Association November 2012
- Standards Course – American Camping Association November 2012
- Student Camp Leadership Academy – American Camping Association November 2011

**Affiliations/Memberships**

- Professional Climbing Instructors Association December 2015-Present
- Association of Outdoor Recreation and Education (AORE) September 2014-Present
- American Red Cross May 2012-Present
- Non-Profit Leadership Alliance August 2011-Present
- American Canoe Association May 2016-Present

## Marisa Dixon

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### EDUCATION

**Master of Science in Health and Human Performance**, May 2019

Major: **Sports Administration**

Fort Hays State University, Hays, KS

**Bachelor of Science in Health and Human Performance**, May 2017

Major: **Sports Management**

Minor: **Leadership Studies**

Fort Hays State University, Hays, KS

### INSTRUCTION EXPERIENCE

- **Water Aerobics Instructor**, FHSU, Hays, KS, August 2018-May 2018

Coordinator: Greg Kandt

- **Personal Wellness Teaching Assistant**, Undergraduate Class (On Campus and Online), FHSU, Hays, KS, August 2017-March 2019

Course Instructor: Brittney Jacobs

- **Beginning Swimming Teaching Assistant**, Undergraduate Class (On Campus), FHSU, Hays, KS, August 2017-March 2019

Course Instructor: Brittney Jacobs

- **Aerobic Fitness Instructor**, Russell Assisted Living Center Class, Russell, KS, October 2016-May 2017

Coordinator: Mike Blanke

### CERTIFICATIONS

- **Certified Pool and Spa Operator**, National Swimming Pool Foundation
- **Lifeguarding Instructor Certification**, American Red Cross
- **Water Safety Instructor Certification**, American Red Cross
- **BLS and First Aid Instructor Certification**, ASHI
- **Lifeguarding Certification**, American Red Cross
- **CPR/First Aid/AED Certification**, American Red Cross

### RELATED EXPERIENCE

**Member Services Coordinator**, March 2021-Present

Campus Recreation, University of Nebraska at Kearney, Kearney, NE

- Provide leadership and direction towards the planning and execution of Campus Recreation programs and initiatives
- Assist with the hiring, training and development of student employees
- Develop and execute an on-going customer service training program
- Oversee daily operations including but not limited to: monitor facility access and equipment usage, on-site assistance to patrons and student staff, assist coordination of facility scheduling for events and programs
- Assist with Campus Recreation administrative office operations
- Provide customer service to Campus Recreation members, this includes students, faculty, staff, alumni and the greater Kearney community

- Provide administrative/clerical support and assists the Assistant Director in the effective and efficient operation of Campus Recreation programs and facilities

**Aquatics Director, March 2019-March 2021**

Columbus Family YMCA, Columbus, NE

- Oversaw the daily operations and maintenance of the Columbus Family YMCA aquatics facility
- Maintained records of pool maintenance
- Recruited, trained, supervised, and evaluated lifeguarding staff
- Conducted regular staff meetings and in-service trainings
- Created and facilitated swim lessons programs throughout the year
- Maintained records for swim lessons programs and other aquatic programs
- Evaluated and updated pool policies and procedures, including the Emergency Action Plan
- Inspected and ensured safety of all pool equipment and purchase new equipment
- Directed and supervised aquatic program activities that meet YMCA objectives
- Developed and maintained positive relationships with members, program participants, and volunteers
- Assisted other program directors with total administration of the Columbus Family YMCA
- Assisted with budget preparation and other reports

**Graduate Teaching Assistant, August 2017-March 2019**

Intramural and Recreational Sports Department, Fort Hays State University, Hays, KS

- Trained, supervised, and evaluated student workers in officiating team sports
- Created work schedules for over 60+ workers for officiating and lifeguarding
- Created and implemented a scholarship program to be offered through the FHSU Intramural Department
- Assisted in the training and implementation of a Risk Management Plan
- Scheduled student workers for officiating in the community for junior high, high school, and community recreation sporting events
- Managed events and event results as an administrator on IMLeagues
- Managed social media accounts (Facebook, Instagram, Twitter)
- Managed and maintained equipment and indoor/outdoor facilities
- Assisted in program evaluation and development/revision of rules, policies, and procedures
- Aided in coordinating special events and perform other duties as assigned
- Co-taught undergraduate courses (Personal Wellness and Beginning Swimming)

**Water Safety Instructor/Lifeguard, May 2017-March 2019**

Intramural and Recreational Sports Department, Fort Hays State University, Hays, KS

- Created and implemented swimming lessons for participants of all ages
- Oversaw and enforced pool safety during open swim hours
- Ensured cleanliness, safety, and upkeep of swimming pool

**Fitness Center Manager Intern, October 2016-May 2017**

Russell Recreation Commission, Russell, KS

- Created and directed aerobic fitness classes for assisted living care residents
- Managed fitness center and its upkeep during daytime hours
- Helped and gave tips to individuals in fitness center for different workout techniques

**Intramural/Community Sports Official, August 2014-May 2017**

Intramural and Recreational Sports Department, Fort Hays State University, Hays, KS

- Supervised Sunday/Tuesday events for FHSU Intramurals
- Officiated games throughout the different sports seasons of the year
- Coordinated with other officials and athletic directors for exact dates/times
- Responsible for keeping sporting events under control and keeping players safe
- Served on interview committees for an assistant director position and also intern positions

**Hays Recreation Commission Intern, May 2016-August 2016**

Hays Recreation Commission, Hays, KS

- Coordinated children's events and fitness classes
  - Created and supervised day camps for children during the summer, which included "fun days" and field trips
  - Helped with the creation and instruction of fitness and craft classes for children and adults
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**Amanda Dabney**

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## **Education**

### **James Madison University, Harrisonburg, VA**

2017-2019

*MA in Communication and Advocacy- Health*

GPA: 3.96

**Presentations:** “Risk information exchange during pregnancy: Exploring women’s perceptions of risk communication with providers during pregnancy” (2019)

### **Liberty University, Lynchburg, VA**

2014-2017

*BS in Accounting*

GPA: 3.87

**Honors:** Dean’s List, Summa Cum Laude Distinction, CEDA National Debate Scholar

**Activities:** Member of nationally ranked college policy debate team

## **Professional Experience**

### **Wellness Promotion and Prevention Coordinator**

#### **Kearney, NE**

*University of Nebraska at Kearney*

*June*

2019- Present

- Develop and facilitate educational workshops that cultivate positive wellness behaviors within the student population
- Manage social media accounts and content creation across the student health department
- Create goals and priorities in line with the American College Health Association (ACHA) data
- Chair the university’s Substance Use Task Force that brings together stakeholders across the community to collaboratively address student wellness
- Provide Mental Health First Aid training to students, faculty, and staff
- Maintain proper grant reporting requirements and grant management functions
- Assess barriers to student wellness and develop creative programming to address those barriers
- Train and supervise two student employees

### **Patient Experiences Intern**

#### **Harrisonburg, VA**

*Sentara Rockingham Memorial Hospital*

*August*

2018- May 2019

- Performed non-clinical rounding with patients to ensure exceptional customer service

- Assisted in the retrieval, analysis, and formatting of HCAHP (Hospital Consumer Assessment of Healthcare Providers and Systems) data for various parties
- Aided in facilitating conversation among various internal groups that addressed overcoming communication barriers to improve patient quality of care

### **Communications Graduate Assistant/ Instructor**

#### **Harrisonburg, VA**

*James Madison University*

*August*

*2017- May 2019*

- Taught introductory level group and individual communication courses
- Developed assignments, rubrics, and visually pleasing lecture presentations
- Delivered engaging and informative content-based lectures
- Provided feedback and guidance to students to foster student development

### **Policy Debate Assistant Coach**

#### **Harrisonburg, VA**

*James Madison University*

*August*

*2017- May 2019*

- Evaluated and judged over 80 policy debates
- Taught new debaters the fundamentals of debate and argumentation
- Assisted in research and strategy development

## **Leadership**

### **Advisory Board Member**

**October**

**2019-Present**

*Nebraska Collegiate Prevention Alliance*

- Serve as a point of contact for a statewide coalition that brings together prevention professionals
- Create four publications a year that convey important educational material, policy updates, and other important news that is distributed statewide
- Assist leadership in decision making processes

### **Peer Health Education Student Organization Advisor**

**August**

**2019- Present**

*University of Nebraska at Kearney*

- Develop training materials to cultivate communication skills within peer health educators in order to facilitate educational workshops on wellness topics
- Assist students in creating programs that address student wellness
- Oversee the technical functioning of a student ran wellness blog
- Recipient of the Student Organization Advisor of the Year Award for 2019-2020



- Facilitate monthly staff meetings for encouraging professional development and problem solving skills
- Plan student engagement activities for the campus community
- Manage all social media pages and virtual wellness initiatives
- Co-manage Group Fitness programs and studio equipment
- Teach group fitness classes for students and faculty with classes of 10+ in Dance, Core, HITT, and Flow
- Instructor of PE 110 Fitness Concepts of Interval Training
- Develop and inform students of course objectives, expectations, attendance policy, COVID policy, and grading system
- Guide student activities throughout class to encourage self-confidence and increased learning

**Hamlyn Williams - Dallas, TX**  
**2018 – June 2019**

**Sep**

*Recruiter for Legal and Compliance*

- Establish relationships with Legal Teams and Human Resources at Fortune 500 companies in Dallas
- Source candidates from the company database and gave referral for clients potential hire
- Consult with both candidates and clients on best approaches in the application and hiring process
- Create job listings and requirements
- Conduct pre-screening interviews, and all communications between client and interviewee

**Equinox - Highland Park TX**  
**2018 – Sep 2018**

**May**

*Personal Trainer, Tier 2*

- Develop a client list through rapport with members and walk-ins
- Facilitate exercise assessments, health screenings, and goal orientation
- Program exercises based on assessment results, health, client interest, and goals
- Attend daily Equinox education sessions, weekly development meeting, monthly team meetings
- Maintain gym floor by organizing all weights, handing out towels, and interacting with members

**Stephen F. Austin State University, Freshman Jack Camp - Nacogdoches, TX**  
**2016 – June 2018**

**June**

*Director and Counselor*

- Develop interactive skill games for over 500 new incoming SFA freshman
- Supervise students and counselors by irregular cabin check-in and lunch attendance
- Managed daily schedules of student activities, group programs, lunch, and free time
- Organized & Maintained confidential student documents
- Create equipment inventory and manage equipment usage

**Stephen F. Austin State University Recreation Center - Nacogdoches, TX**  
**2017- May 2018**

**Oct**

*Personal Trainer*

- Administer exercise assessments and determine risk factors
- Prescribe individualized exercise programs & complementary basic nutrition plans
- Record & Maintain electronic fitness progression files & charts
- Conduct monthly Wellness Wednesday Program for any patrons to track their progress

**Stephen F. Austin State University Recreation Center – Nacogdoches, TX  
2016 – May 2018**

**June**

*Group Fitness Instructor*

- Taught 30+ patrons 4-6 times a week
- Develop workout programs in formats of Boot Camp, Zumba, BOSU, Cycling, and Core Power
- Monitor proper technique and form to educate and protect patrons from injury
- Create a consistently welcoming and fun environment for fitness and education

**Professional Development**

**ACSM-Clinical Exercise Physiology Association: (June 2020-Current)**

**VP of Alliance Club(Health, Wellness,& Dance): Stephen F. Austin State University– (Sep 2015- May 2018)**

- Planned and directed a 5K run each semester for nearly 70 student and local community residents
- Schedule team meetings every other week, guest speakers once a month, and fundraisers once a semester
- Performed over 100 service hours with the community recreation center, animal shelter, and goodwill

**American College of Sports Medicine: - (Feb 2018)**

- Texas American College of Sports Medicine Quiz Bowl participation 2018

**NIRSA Annual Convention – (March 2017) Washington D.C.**

**Daniel Chandler**

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**Education**

- 
- University of Nebraska at Kearney – Kearney, NE Aug. 2019 – Present  
Master of Arts in Physical Education and Sport Administration
- James Madison University – Harrisonburg, VA Jan. 2017 – May 2019  
Bachelor of Science in Sport and Recreation Management

**Work Experience**

- 
- UNK, Graduate Assistant for Intramural Sports – Kearney, NE** Aug. 2019 – Present
- Supervise Intramural staff; include recruiting, hiring, training, scheduling and evaluating
  - Develop and conduct student staff trainings and monthly meetings
  - Oversee and manage the equipment inventory
  - Develop important communication tools for staff as well as participants to ensure that information pertaining to leagues, rules, and other information is disseminated accurately
  - Uphold risk management standards that include obtaining appropriate certifications, updating documentation and instructing safety courses and trainings
- IAABO Certified Basketball Official** Sep. 2016 - Present
- Virginia High School League
  - Nebraska State Activities Association
- JMU UREC, Site Manager – Harrisonburg, VA** Aug. 2017 – May 2019
- Set up and oversee various Intramural Sports contests
  - Regularly evaluate myself as well as officials while on shift on job performance
  - Provide a friendly, customer service oriented environment
  - Train and develop officials in various sports
- JMU WBB, Internship – Harrisonburg, VA** Sep. 2018 – Mar. 2019
- Assist with the coordination of schedules for recruiting trips
  - Film the practices and games
  - Maintained a productive, clean and effective work environment
  - Ensure the court is properly maintained
- Adventure Links, Instructor – Clifton, VA** Jun. – Aug. 2018
- Responsible for 12-15 children along with my co-instructor

- Travel to various sites and facilitate outdoor activities in a safe and fun environment
- Mediate conflicts between campers

**JMU UREC**, Intramural Sports Official – Harrisonburg, VA Jan. – May 2017

- Work with partners on the court to provide a safe and enjoyable experience for the players
- Responsible to manage intramural contests
- Resolve on site disputes between participants

### **Community Service**

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- JMU Sport and Leisure Association of Madison Jan. 2019 – May 2019
- Student Officials Association Sep. 2018 – Apr. 2019
- Kids Night Out Jan. 2018 – Jan. 2019
- Virginia State Club Basketball Tournament Mar. 2018
- Nightmare at UREC Sep. – Oct. 2017
- Youth Basketball Coach Dec. 2013 – Feb. 2017

### **Certifications**

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- CPR / First Aid / AED
  - Wilderness First Aid
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**Kailey Paul**

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## Education

**THE UNIVERSITY OF NEBRASKA, KEARNEY, NE  
MAY 2021**

**AUGUST 2020-**

Master of Science in Education

- Higher Education-Student Affairs

**THE UNIVERSITY OF NORTH CAROLINA, CHARLOTTE, NC  
2020**

**MAY**

*Bachelor of Arts in Communications Studies*

- Concentration- Mass Media
- Minor -Film studies and Video Production

**SOUTHEASTERN COMMUNITY COLLEGE, WHITEVILLE, NC  
MAY 2018**

- *Associate of Arts*
- GPA 3.5/4.0.
- Honors graduate, Scholar Athlete award, Pitcher of the Year for the Lady Rams, All Region First Team Pitcher

## Professional Experience

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**THE UNIVERSITY OF NEBRASKA-KEARNEY, KEARNEY, NE  
CAMPUS RECREATION**

- ***Graduate Assistant for Intramural Sports*** ***August 2020-Present***
  - Coordinated a variety of sports and one day events such as 6v6 Volleyball, 4v4 Sand Volleyball, Slowpitch Softball, Broomball, and Dodgeball.
  - Collaborated with other Graduate Assistances on engaging activities for participants.
  - Created training material for student employees.
  - Hired and trained student official's for designated sports.
  - Scheduled student official's through the programming system WhentoWork.
  - Implemented COVID-19 protocol, regulations and modifications.
  - Utilized programming systems such as IMLeagues and Fusion.
  - Enforced rules and policies of a variety of sports.
  - Marketed upcoming events and leagues for the program.
  - Promoted a healthy lifestyle though department wellness challenges.

**THE UNIVERSITY OF NORTH CAROLINA -CHARLOTTE, CHARLOTTE, NC  
UNIVERSITY RECREATION**

***Intramural Sports Official***

***August 2018-May 2019***

- Officiated 6v6 Soccer, 7v7 & 4v4 Flag Football, 5v5 Basketball, Softball, 6v6 & 4v4 Volleyball of intramural sports league games and tournaments
- Assisted with the preparation, teardown and inspections of game sites
- Located team captains, signed in players, check eligibility of team members on IMLEAGUES
- Ran pregame captains' meetings prior to each game to highlight important rules, regulations, modifications and answer any questions participants may have
- Attended all mandatory sport trainings and staff meetings to develop knowledge of the rules, positioning and mechanics of each sport

***Promoted to University Intramural Sport Supervisor***  
***2019- May 2020***

***May***

- Supervise the nightly operations of all Intramural Sports leagues and tournaments with 2 other Intramural Supervisors
- Assist supervision of 30 student officials
- Attend all mandatory sport trainings and supervisor meetings
- Assist with creating all training materials for all sports with Assistant Director and Coordinator
- Work closely with other supervisors and officials each night to ensure all policies and procedures are being enforced
- Coordinate preparation, teardown and inspection of all game sites
- Delegate tasks and create crews for Officials with Intramural Supervisors
- Report results and scores of intramural games onto IMLEAGUES
- Complete various types of paperwork on CONNECT2 Software
- Assist Officials to call all intramural games with complete honesty and integrity
- Assist pregame captains' meeting with officials prior to each game to highlight important rules, regulations, modifications and any questions that may arise.
- Develop knowledge of the rules, positioning and mechanics for each sport
- Act as a customer service representative for all participants and spectators
- Assist NRFC Field Supervisor with laundry and working washer and dryer
- Assist the NRFC Field Supervisor with to enforce all Northeast Recreational Field Complex (NRFC) parking, rules and regulations
- Complete availability on UREC Humanity/Shift planning Software
- Provide a safe environment for participants to complete and officials to work

**Field Assistant at Northeast Recreational Field Complex (NRFC) May 2019- May 2020**

- Assisted with preparation, tear-down and inspection of NRFC.
- Greeted all patrons as they entered the facility and provided quality customer service.
- Answered phone calls and provided basic University Recreation information to patrons.
- Utilized access system to verify eligibility of facility use prior to patron entrance.
- Screened potential guest for eligibility as per guest pass policies.
- Provided equipment check out services to patrons while inspecting returned equipment for damage.

**Field Supervisor at Northeast Recreational Field Complex (NRFC) Summer 2019-May 2020**

- *Supervised the Field Assistant at NRFC.*
- *Assisted with preparation, tear-down and inspection of NRFC.*
- *Answered phone calls and be able to provide basic University Recreation information to patrons.*
- *Utilized access system to verify eligibility of facility use prior to patron entrance.*
- *Screened potential guest for eligibility as per guest pass policies.*
- *Provided equipment check out services to patrons while inspecting returned equipment for damage.*
- *Provided exceptional customer service to all patrons.*
- *Maintained through knowledge of all Department of University Recreation programs, policies and procedures.*
- *Assisted with facility set-ups and takedowns for programs and special events.*
- *Responsible for laundry and working the washer and dryer.*

**Sport Club Field Monitor at Hayes Field Complex (Fields 11,12,13) Summer 2019**

- *Worked independently and in a team setting to complete daily tasks.*
- *Opened and closed facility and submitted daily reports.*
- *Enforced parking regulations at designated field spaces.*
- *Enforced all Hayes complex rules and regulations.*
- *Helped camps with set-ups and teardowns of events.*

- *Act as a customer service representative for all participants and spectators.*

## Work Experience

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### **SPECTRUM CENTER, CHARLOTTE, NC**

**AUGUST 2018 – PRESENT**

- Guest Service Representative
  - Assisted guests with questions, ensured proper gate entry, and validated ticket seating to execute an excellent guest experience in the arena.
  - Communicated issues with guest inside the facility to guarantee memories that marvel.

## Campus Involvement

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### **STUDENT GOVERNMENT PRESIDENT, WHITEVILLE, NC**

**JULY 2017 – MAY 2018**

- Collaborated as the student body leader on campus.
- Chaired as the student liaison on college Board of Trustees meetings.
- Facilitated student engagement activities such as SGA meetings, created student IDs, and provided campus tours for incoming students.

### **AMBASSADOR, WHITEVILLE, NC**

**AUGUST 2017- MAY 2018**

- Represented Southeastern Community College at campus functions and community events off campus.
- Coordinated foundation functions: fundraising, concert ticket sales, event usher, RSVP (Retire & Senior Volunteer Program) socials: greeter, server. Student recruitment and miscellaneous activities as needed.

## Leadership and Volunteer

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***Columbus County Parks and Rec softball camp counselor:*** Educated youth participants on basic softball skills to further their education about the sport and to provide a fun environment to learn in.

***Columbus County Parks and Rec assistant soccer coach:*** Contributed to the development of soccer skills to ensure an exciting and educational environment to play in.

## APPENDIX 7

### Justification for Fee Increase:

The Department of Campus Recreation is requesting an increase in fee to ensure fiscal needs all of which point toward student safety. Campus Recreation must be properly staffed *and* the Wellness Center must have safe and functional equipment that withstands the wear and tear of patron traffic from year to year. This includes cardio equipment, proper free weight accessories and suitable, up-to-date climbing wall gear. Equipment and staffing are vital components that contribute to the success of Campus Recreation's mission.

Campus Recreation is seeking a fee increase for two purposes:

1) To ensure adequate student staffing for The Wellness center.

Although Campus Recreation has a small number of professional staff, the number of students employed by Campus Recreation exceeds any other department on campus. Considering the dynamic programming calendar that Campus Recreation provides, ensuring that facilities and events are properly staffed is a top priority in sustaining quality services. The Wellness Center is open approximately 100 hours per week, 7 days a week and has open hours on holidays to accommodate students that remain on campus. In total the Wellness Center is open 350 days and over 4,500+ hours a year. While we are excited about the popularity and use of the Wellness Center, the amount of traffic and equipment attrition must be taken into consideration as we project expenses. An increase in fee would ensure that we have adequate staffing every year. The increase would take into consideration the possibility of an increase in minimum wage, an increase/decrease in enrollment and or the possibility of an increase in student health premiums.

2) To ensure proper equipment replacement.

In order to determine future expenses and needs, the Assistant Director created an equipment replacement schedule following much research and market analysis. His analysis took into consideration all the mitigating factors that go in to replacing equipment. The expected cost to replace equipment is \$10,000-\$40,000 per year depending on the Wellness Center needs, with an average cost of \$30,000 a year. The life expectancy on the wellness equipment varies anywhere from 4-10 years per piece. Included in this request is a yearly cost \$1500 for a "preventative maintenance program." A preventative maintenance program is an agreement with a fitness equipment company to have regular occurring maintenance on fitness equipment. The goal is to reduce downtime and minimize equipment breakdowns.

The yearly anticipated replacement estimate does not include annual maintenance, repairs and other equipment related operating costs that we already encounter. We currently have already budgeted \$15,000 a year for repairs and maintenance.

## APPENDIX 8

### ONE TIME SPENDING PRIORITIES – PROPOSAL

#### 1. Permanent Padding- Climbing Wall

Currently we use three 6x4ft pads to protect the climbers from ground falls when bouldering. The size of the pads do not provide much room for error both in width and length. Similarly, if we always have the pad directly below the climber, the climber only has 3ft of padding on either side of them.

Both UNL and UNO have permanent pads, likewise every gym I have ever visited that allows bouldering also has permanent pads. In regards to safety, this is a high priority and should have been installed when the wall was built.

##### Benefits

- Adding permanent padding is bringing the climbing wall more in-line with industry standards.
- Having dedicated pads that are contoured to the climbing wall will greatly reduce the risk of injuries.

##### Cost

Depending on company and materials used we can expect a cost close to **\$20,000**. This would include mapping the wall for a good fit, the materials, and installation. Depending on the company, we can expect 3-5 years of warranty. Since we do not receive as much traffic as many commercial gyms and larger universities, I would not be surprised if we could stretch this from 5-7 years before needing a refresh. When needing a refresh, the cost should be less since we already have the wall mapped and potentially we would only need new foam, or a new cover.

#### 2. Basketball Hoops- Cushing Fieldhouse

Current hoops are outdated and well overdue for replacement. Their location on campus is in a high traffic area that is not only utilized by our students but is seen by tens of thousands of visitors each year. Enhancement of those hoops will make the Fieldhouse much more appealing. Recreation space has proven to be important to students when they choose a school and showing we invest in that will make a positive impact moving forward.

##### Benefits

- Better quality hoops for student use
- Looks more inviting to our students and potential students on tours.

##### Cost

Approximately **\$25,000-\$35,000**. Cost will vary based on freight and install options.

#### 3. Additional Equipment – Outdoor Adventures

Currently, Outdoor Adventures lacks even the minimum amount of equipment needed for trips. We are frequently borrowing personal equipment from Faculty/Staff and even students associated with the program just to get us by. Not just for a convenience factor but we can also greatly reduce risk by purchasing our own equipment.

- **Cooking sets-** Cooking meals for large groups becomes difficult since we do not have the right gear. This is something that we can put together and provide to participants on trips.

- **Climbing gear-** One area of risk that we can greatly reduce is by purchasing our own climbing gear specific for OA.
- **Gear rental program-** With our new software Fusion and some additional equipment, we can start managing this gear properly and expand our rental opportunities.
- **Water based equipment-** OA does not currently offer much in this area. This is arguably one of the best natural resources in central Nebraska as it relates to Outdoor Adventures.

#### Benefits

- Having a dedicated equipment will make our trips run smoother.
- Reducing the risk is a priority, and OA getting its own equipment is essential to that. While we can inspect gear, knowing the history of the equipment, is important in managing and reducing risk and liability.
- Acquiring more gear, will allow for students to go to places they otherwise wouldn't be able to due to lack of gear.

#### Cost

##### **Cooking set & other OA trip supplies-** \$2,500

- This will include storage for the gear, and allow us to purchase high quality, robust equipment.

##### **Climbing gear-** \$2,500

- Ropes, quickdraws, and belay devices.

##### **Kayaks and canoes-** \$5,000.

- If we want to transport them, we will either need a trailer or we can supply mounts that people can also rent.

#### **4. Larger Lockers- Wellness Center**

The lockers we have now are small and cannot fit backpacks in them. Since bags and other large items cannot fit in the lockers, those items end up cluttering the entryway. Students are then forced to leave those items out in the open where they are more susceptible to theft. The combination of adding larger lockers and leaving some of the smaller lockers will still leave us with enough storage for all patrons to use.

#### Benefits

- Larger lockers will prevent clutter in and around the wellness center thus creating a more inviting and clean space.
- Will provide safer storage for patrons that have larger items.

#### Cost

\$10,000-\$12,000