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ANNUAL REPORT

2019-2020

UREC

University Recreation

Division of Student Affairs
and Campus Climate

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MISSION, VISION, VALUES

Mission

UREC serves UW-Green Bay students and the campus community through outstanding sport and recreation facilities, inclusive programming, and leadership opportunities in pursuit of mental and physical well-being.

Vision Statement

Play Hard. Have Fun. Lead On.

Values

Development by providing students opportunities for growth through leadership and teamwork

Inclusivity by providing a safe and welcoming environment for all

Well-Being by promoting healthy lifestyles

Recruitment through community engagement, attractive facilities, and innovative programming

Integrity by committing to honesty, respect, and responsibility

Retention by fostering relationships and shared experiences in a fun environment

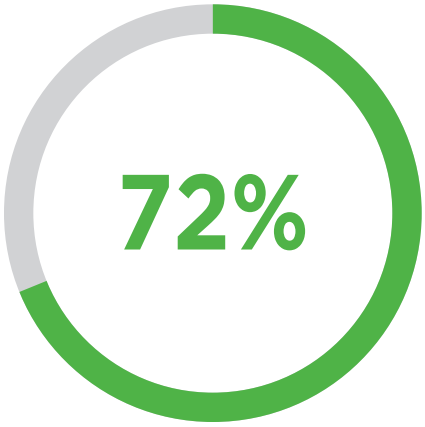
PROGRAM HIGHLIGHTS

BY THE NUMBERS

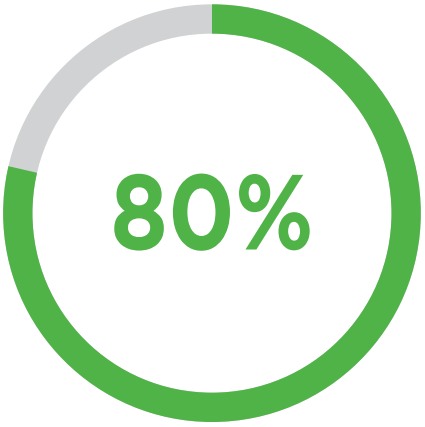
During the 2019-20 academic year there were **95,760** total visits to the Kress Events Center by students through the March 13th 4:30pm closure.

109,700

total visits to the Kress Events Center through the March 13th 4:30pm closure.



of all **unique student users** swiped in at the Kress Events Center front desk more than 5 times



of all senior survey **responses** gave University Recreation an A grade. The mean score was **3.8**. This tied with 2015 for our highest score ever and was our 11th consecutive year as highest ranked university service.

2,062 unique students utilized University Recreation programs, services, and facilities through the March 13th 4:30pm closure.

AQUATICS

Highlights

Partnered with Student Life for our annual Battleship Event during Homecoming week.

Sarah Lesniak, Swim Instructor, recognized as Student Affairs student of the week for her excellence in teaching.

Refunded 6 weeks of spring swim lessons due to COVID-19.

Originally $44,826 in Swim revenue vs. $34,272 last year (pre COVID-19 refund of $13,464).

2,198 Individual Swim Lessons

- **14** Swim Instructors

Fall 2019

- **1,419** Individual Swim Lessons
- **129** Fall Swim Lesson Participants

Spring 2020 (first 6 weeks)

- **779** Individual Swim Lessons
- **129** Spring Swim Lesson Participants

INTRAMURAL SPORTS

Highlights

Launched ESports

IM Lead Supervisor, Ben Tennies, was Student Affairs student of the week for his outstanding leadership and organization with the IM program.

Tyler Kunze and Rebecca Mendez participated in the WIRSA Extramural Basketball Tournament, both of whom did a great job with Kunze being awarded the tournament's top official.

Block 4 canceled due to COVID-19

894 Unique Participants (3 blocks)

- **34** Leagues Offered
- **2,592** Total Participants
- **351** Teams
- **952** Games Played
- **2,592** Total Participations

FITNESS

Highlights

This fall we had the grand re-opening of the group fitness studio after we finished a small remodel that included frosted windows and new paint.

Implemented new class formats: FIT (functional interval training) and Quick Core.

Implemented online group fitness classes due to COVID-19.

3,541 Group Fitness Participants

Fall 2019

- **2,291** total participants
- **6.6** class average (up 47% from fall 2018)

Spring 2020 (first 6 weeks)

- **1,250** total participants
- **8.1** class average (up 108% from first 6 weeks in spring 2019)

Spring 2020 (virtual classes during COVID-19)

- **407** total live participants
- **11** class average

PERSONAL TRAINING

Highlights

Reimbursed 16 personal training sessions over three clients due to COVID-19.

151 Personal Training Sessions

- **18** Personal Training Clients
- **1** New Personal Trainer

OUTING CENTER

Highlights

Storage expansion in equipment room for winter sports and rock climbing equipment.

Obtained snowmobile and xc ski trail grooming sled for use in arboretum.

Rolled out information/resources webpage and youtube channel .

Generated online skills clinics due to COVID-19.

30+ Individual equipment rentals

- **2** new skills clinics
- **400+** items in rental inventory
- **20+** equipment sales

CLIMBING TOWER

Highlights

Rotated in 200+ new climbing holds.

Introduced new belay anchors and new top anchors.

Climbing Club started in January.

Climber tower closed due to COVID-19.

700+ Climbs

- **180** unique users
- **30** Belay Certified Climbers (350+ climbs)
- **350+** climbs by belayed certified climbers
- **30** New Climbing Routes Set

OUTDOOR ADVENTURES

Highlights

Ran second 10-day break trip (Southeast Adventure).

Scouted and programmed for 5 new trip locations.

Obtained covered trailer for landlocked trips.

Six trips canceled due to COVID-19.

39 Adventure trip participants

- **29** Unique adventure trip participants
- **8** Training student trip coordinators
- Traveled to **7** locations in **5** states
- **3** Wilderness first aid and **1** wilderness first responder trained student trip coordinators

UREC EVENTS

SPECIAL EVENTS

By The Numbers

An estimated **352** participants

Get REC'd

September 6, 2019 was our second annual Get REC'd event. The event targeted all students, especially first years, as part of GB Week. It allowed students to participate in a variety of programs and activities including rock climbing, fitness classes, archery tag, bingo, and more! In addition to UREC, the event was sponsored by Student Life and RHAA,

72 participants

12 teams

Sandblast

Annual co-rec sand volleyball tournament that includes a corn roast and yard games.

34 participants

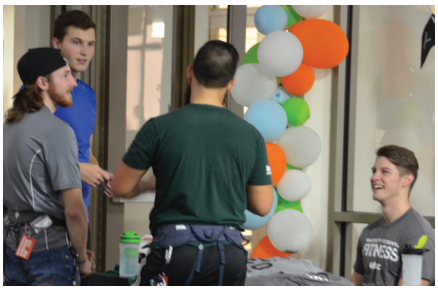
Glow Flow

Glow-in-the-dark yoga class offered both semesters. Canceled in the spring due to COVID-19.

80 participants

Find Your Fit

Event in the Fitness Center that included a fitness center tour and equipment demos.



SPECIAL EVENTS

By The Numbers

60 students completed a passport

104 participants (up 44%)

26 teams

62 participants

31 teams

Passport Program

This program was designed to accompany the homecoming theme: Around the World. It included a passport where students obtained stamps by participating in UREC activities.

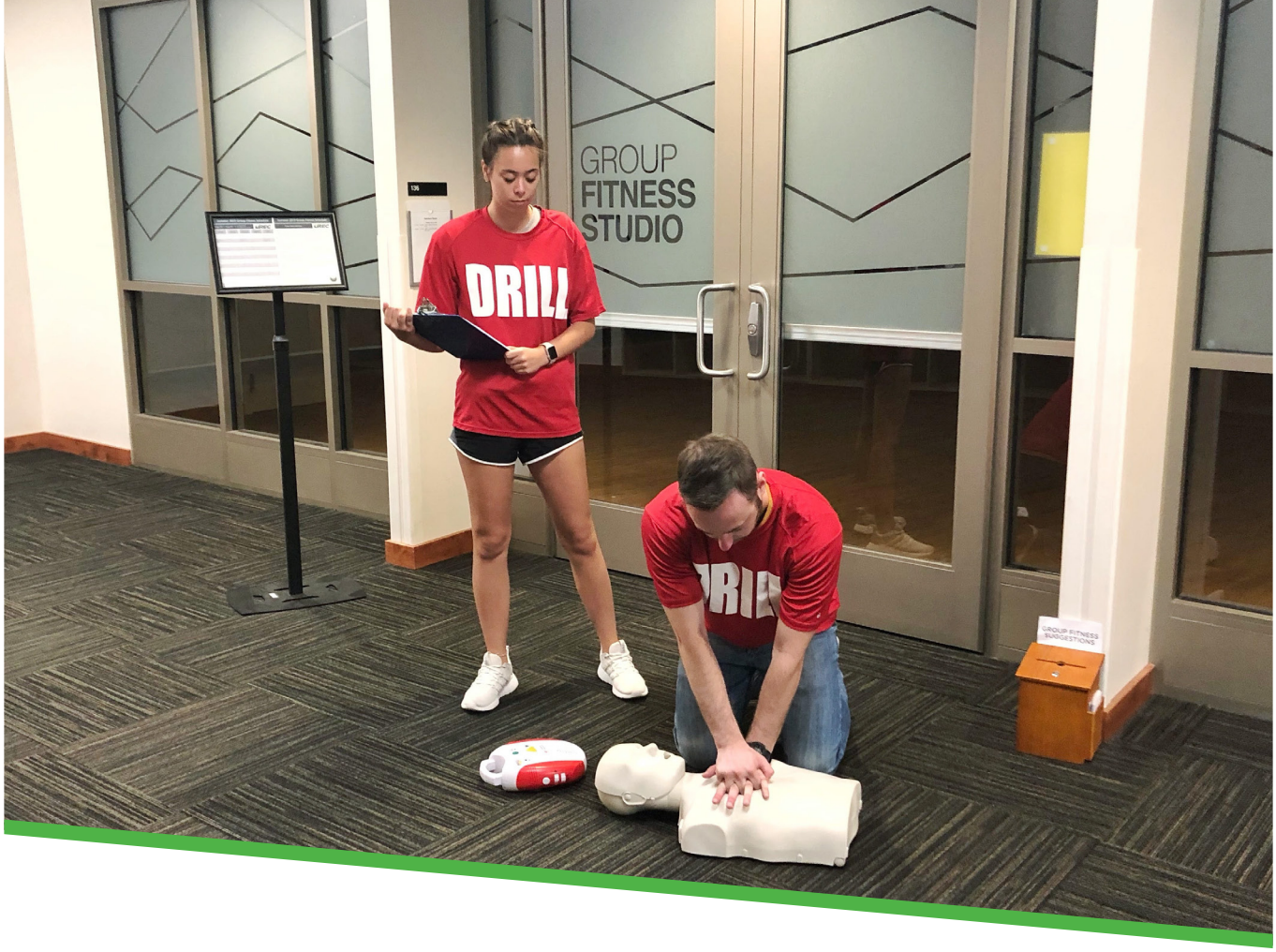
Pool Battleship

7th annual pool battleship as part of Homecoming and in partnership with Good Times Programming. Featured on the channel 5 news.

Cornhole Tournament

Second annual cornhole tournament opened up to all four campuses in the arena in partnership with the American Cornhole Association.

INITIATIVES



ERT

The UREC Emergency Response Team (ERT) is a group of 15 students with a common goal to educate fellow student employees on emergency situations.

Highlights

UREC continues to certify and re-certify all student employees in American Red Cross CPR/AED/-First Aid.

In the fall, we hosted our first October training month for the entire UREC student staff. This included a CPR refresher, first aid information, and building emergency training. It proved to be successful and we plan to use a similar model this upcoming year.

Leadership of newly named Montana Fallin as president provided much needed organization and follow through.

Red Shirt Drills were ahead of schedule before they were canceled due to COVID-19.

ONLINE PROGRAMMING
(During COVID-19)

COVID-19 changed University Recreation when the Kress Events Center was shut down on March 13th through the remaining of the semester.

Fitness

During the shutdown, some group fitness classes were taught online via Facebook Live and Zoom. All classes taught via Facebook Live (yoga and bodyweight strength) were saved and uploaded to the UREC website for students to take at their own convenience. Other at-home workouts were also posted to the UREC instagram.

Special Events:

Fitness-150: Online program that encouraged students to track their minutes of physical activity and aim for 150 minutes per week for 4 weeks.

120 students signed up
80 students completed the program

Candlelight Yoga: Hour-long yoga class hosted in the evening on Facebook Live.

12 live participants with **59** overall.

Intramurals

UREC launched ESports during the shutdown. It included 8 different video games leagues that students could play from the comfort of their own home.

90 participants

We also hosted a Sport Movie Madness on our instagram page where students voted for their favorite sports movies. The Sandlot was the champion.

Outdoor Adventure

While outdoor trips and rentals may have been canceled, UREC Outdoors was able to keep students engaged with several online resources. This included information on proper social distancing, a "Get Outside" social media series, various social media photo challenges, and a few "Ask an Expert" videos.

FACILITY ENHANCEMENTS

FACILITY PROJECTS

Outing Center

The new Outdoor Recreation Outing Center opened in October 2019. It features the following: Rental equipment storage and repair, lounge and education area, retail, new lighting, new door installed for outside access to outdoor storage. The office furniture, lounge furniture, and office doors were completed with re-purposed furnishings.

Group Fitness Studio

Group Fitness Studio update: Windows were covered with frosted geometric pattern to create privacy. The room was repainted with a similar geometric style and an inspirational quote. These improvements and designs were done by a UREC graphic student employee and have helped to increase group fitness participation.

Other UREC Highlights

- Purchase of FreeMotion Dual Cable Cross for cardio deck for fitness classes and personal training
- Purchase and upgrade of two Stairmaster Step Mills for the Cardio Deck.
- Purchased an electric Club Car for outdoor intramurals and facilities.
- Outdoor Recreation installed a double door for equipment access and rental.
- Installed a culvert and gravel walkway for easier student access to the Outdoor Student Rec Complex.

Other Facility Highlights

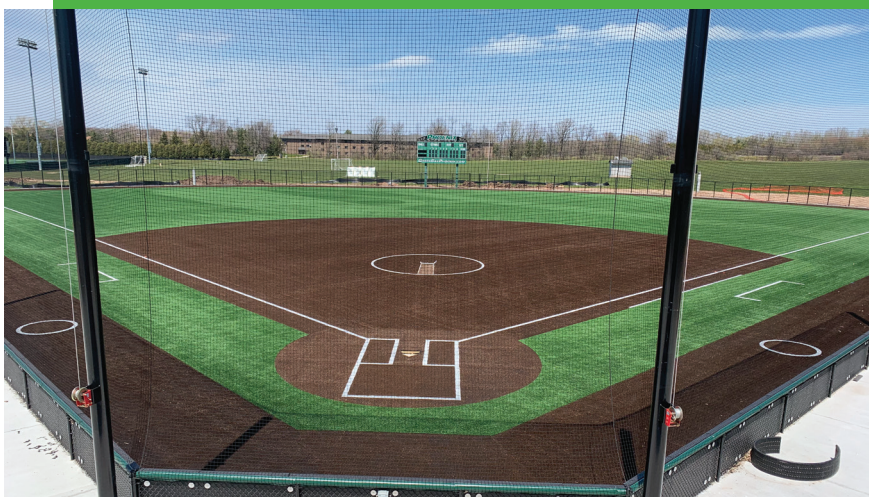
- Fifteen card readers installed, adding to the existing nine readers. This has improved the security of the Kress and greatly reduced the amount of keys needed by staff.
- Installed custom padding in the Turf Gym.
- Pool state project in planning stages for update in 2021 upgrades include: Paint and partial tile of the tank, tile deck, paint walls, lighting upgrade.
- Inspection, preventive maintenance, and repair of the following: Event Center seating, installation of springs on portable baskets, inspection of 18 basketball goals, East & West gym curtain dividers, repaired boundary netting and batting cage in turf gym
- Replaced 10 tall round tables in the Special Events room with 10 Mitylite tables and cart.
- Installed six additional security cameras for a total of 21 cameras.

Re-key Project

A major project that re-keyed the entire facility to control the amount keys issued and improve building security for staff and students. This project reduced the amount of keys issued by creating sub master zones. This project was coordinated with the installation of 15 card readers.

Softball Stadium

Phase Two of the Softball Stadium the project started in late summer of 2019. The project experienced numerous weather delays and was rescheduled for the spring of 2020. The facility will open for the fall of 2020. The project includes artificial turf playing surface, netted and padded backstop, press box, double batting cage, double pitching area, new dugouts furnished with new benches, and helmet and bat storage.



STUDENT SUCCESS

STUDENT EMPLOYMENT TRAINING & AWARDS

155

students were employed by University Recreation in 2019-20

Students employed by University Recreation develop leadership skills, build a sense of community, and enhance their professional development through practical and relevant applications that prepare them for the future.

UREC opened the door to new student positions including photographer and financial assistant.

To replace our student staff picnic (due to COVID-19), we posted a student staff slideshow to the UREC instagram page to show appreciation to all of our student employees.

Student Awards

Student Employee of the Year Nominees
Kyle Loose (left)
Jenna Bares (below)

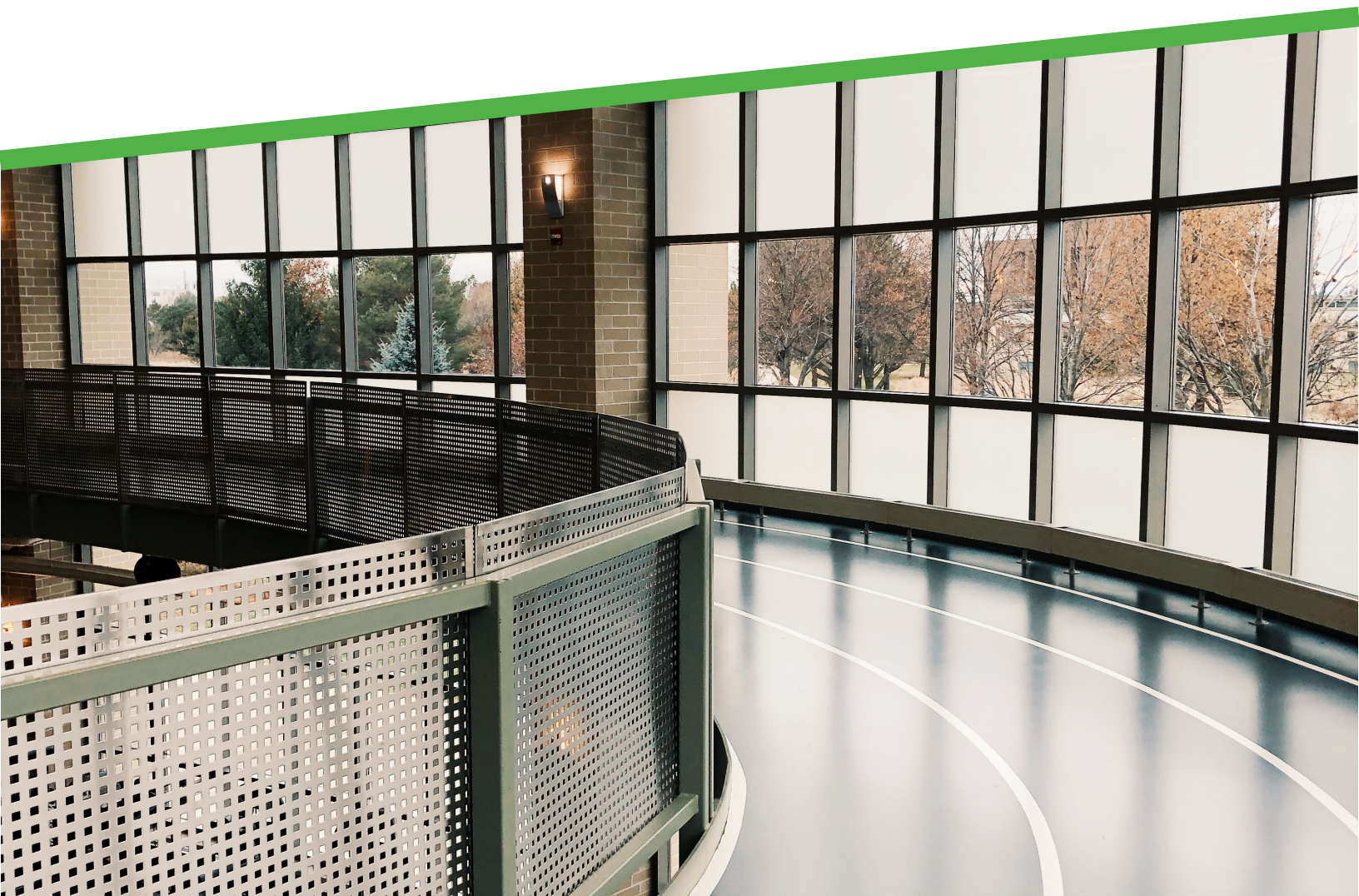
Chancellor's Leadership Medallion
Jenna Bares (below)

University Leadership Awards
Jared Novitzke

WIRSA Basketball Extramural Awarded Top Official
Tyler Kunze (below)

UREC MVP
University Recreation awarded **16** students MVP awards throughout the year

ADMINISTRATION & EVENTS



BUDGET

Membership Revenue

Revenue

$66,324.28

Event Revenue

Revenue

$75,572

Expenses $23,437

Net Revenue $52,135

COVID-19

Estimated lost membership revenue

$30,558.70

Estimated total revenue/expenses lost

$88,800

Estimated student wages saved

$90,000

EVENTS

Type of Event	Total Number
Rentals	74
Scheduled Classes	113
Campus Events	59
Student Org Reservations	217
Athletic Events	165
Athletic Home Contests	54
Total Events	**682**

Large Events

- Brown County Back to School Store (left)
- Krash the Kress (above)
- Council of Trustees Dinner
- Shawano Sun Drop Holiday Tournament
- Sophomore Visit Day

Canceled Events (Due to COVID-19)

- Destination Imagination
- Commencement
- Solar Olympics
- Green Bay High School Graduations
- De Pere High School Graduation
- Lambeau Leap Gymnastics

FACILITY RENTALS

Campus Groups

- Greek Life
- Cofrin School of Business
- Admissions
- Club Volleyball
- Hip Hop Team
- Dance Team
- Athletics
- Ballroom Dance
- Human Biology
- University Police
- ROTC
- Phuture Phoenix
- University Facilities
- Weidner Center Stage Door Series
- RA
- IAC Governance Committee

Community Groups

- Service League of Green Bay
- Arthritis Association
- Mishicot High School
- Bay Port High School
- Black Hawk School District
- FC Wisconsin
- United Hurricanes
- Green Bay Eastside Baseball
- De Pere Select Soccer
- Wrightstown High School
- Clear Lake School District
- Green Bay School District
- Greater Green Bay Chamber
- Shawano Basketball Club
- Green Bay Rugby Club
- Preble Soccer

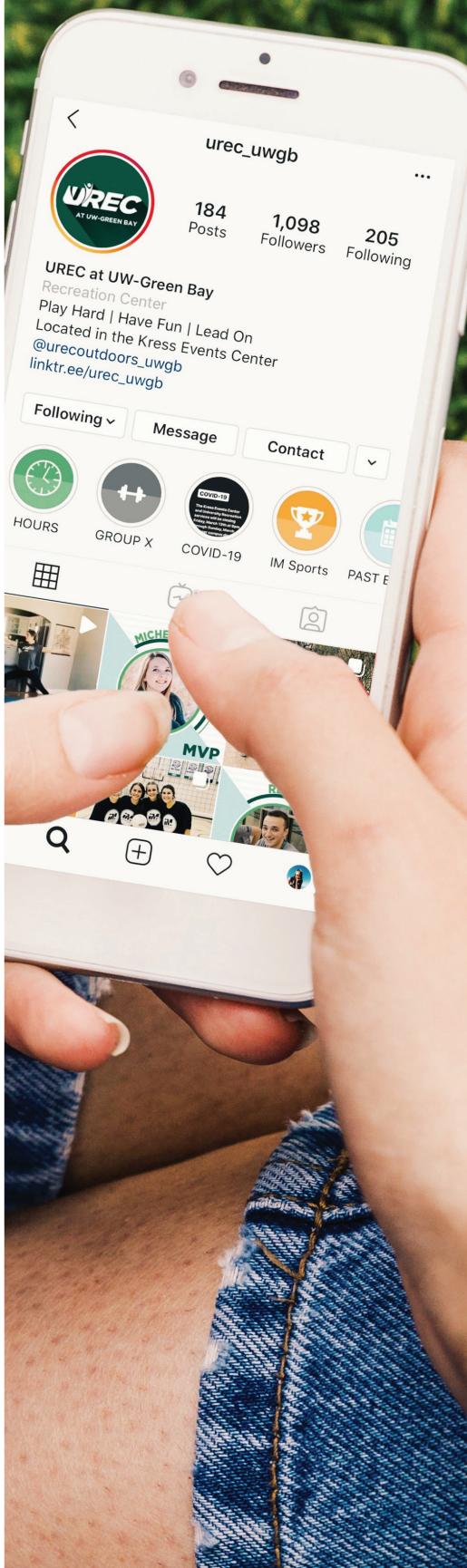
PLAY HARD
HAVE FUN
LEAD ON

MARKETING

We continued to build the UREC brand through print and online marketing this year and saw great success in being recognized by our new department name rather than "The Kress."

Highlights

- Throughout the year we had **75** instagram posts and **493** stories.
- Created a 12 page UREC booklet for each semester that included all UREC programming.
- Created a UREC app in partnership with IMLeagues.
- Updated our website to be more user friendly and aesthetically pleasing.
- Created online resources while students were off campus due to COVID-19.



Metrics

There were a net of **374** instagram followers for the main page and **129** followers for the UREC Outdoors page. Highest engagement on a post was **320** people with a reach of **1,448**.

There were a net of **214** facebook followers for the main page and **71** followers for the UREC Outdoors page.

UREC

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University Recreation
Kress Events Center
2358 Leon Bond Dr, Green Bay, WI 54311

Front Desk: (920) 465-2449
Email: urec@uwgb.edu

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