

University Recreation

Division of University Inclusivity
and Student Affairs



ANNUAL REPORT

2021-2022



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MISSION, VISION, AND 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

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

Kress Events Center

116,158

total visits to the Kress Events Center

Front Desk Statistics	Fall 2021	Spring 2022	Year Total (with breaks)
Total Visits	53,160	51,291	116,158
Student Visits	50,039	46,164	106,255
Unique Student Users	2,040	1,773	N/A
Faculty/Staff Visits	1,267	1,687	3,686
Unique Faculty/Staff Users	63	94	N/A
Community Member Visits	1,854	3,440	6,217



AQUATICS

Highlights

- The pool reopened on July 6th, 2021 after being shutdown in March 2020
- Learn-to-swim program returned in Fall 2021 after lessons were discontinued in March 2020
- Inaugural pool party was a success with 75 participants.

Pool Statistics	Fall 2021	Spring 2022	Year Total (with breaks)
Pool Usage	609	4406	5,276
Learn to Swim Participants	146	162	308
Learn to Swim Lessons	1,586	1,742	3,328



INTRAMURALS

Highlights

- First IM Golf Tournament hosted at Royal Scot (34 participants).
- Jeryn Daggs was selected to be a National Intramural Basketball Official at the national tournament in Wichita, Kansas.
- 8th Annual Softball Tournament held at King Park

Intramural Statistics	Fall 2021	Spring 2022	Year Total
Participation	1,603	1,379	2,982
Unique Users	690	611	912
Teams	291	249	540
Games Played	738	496	1,234



FITNESS CENTER

Highlights

- Increased participation by 83.7% from previous year.
- Moved athletic strength and conditioning back into the fitness center with a new layout.
- Upgraded and replaced 30 barbells.
- Reconfigured the functional training rig to create more open space.

Fitness Center Statistics	Fall 2021	Spring 2022	Year Total (with breaks)
Participation	21,387	23,303	46,681
Unique Users	N/A	1,336	N/A
Personal Training Sessions	100	36	146



GROUP FITNESS

Highlights

- Increased group fitness participation by 124.7% from previous year
- Successfully implemented “Try It Night” to promote group fitness at the start of each semester.
- Replaced 50 yoga mats.
- 6 students completed the 8-week group fitness instructor training. 5 start teaching Fall 2022.

Group Fitness Statistics	Fall 2021	Spring 2022	Year Total (with breaks)
Participation	1,387	1,901	3,330
Unique Users	NA	222	NA
Class Average	5.4	6.4	NA



OUTDOOR ADVENTURE

Highlights

- Scheduled 18 outdoor adventure trips, ran 11 (4 weather cancellations, 3 registration cancellations).
- Moved Outdoor Adventure Center into Shorewood Center.
- Expanded rental inventory with 15 bikes, 10 additional sea kayaks.
- Secured approval from DOA to purchase UREC vehicles.

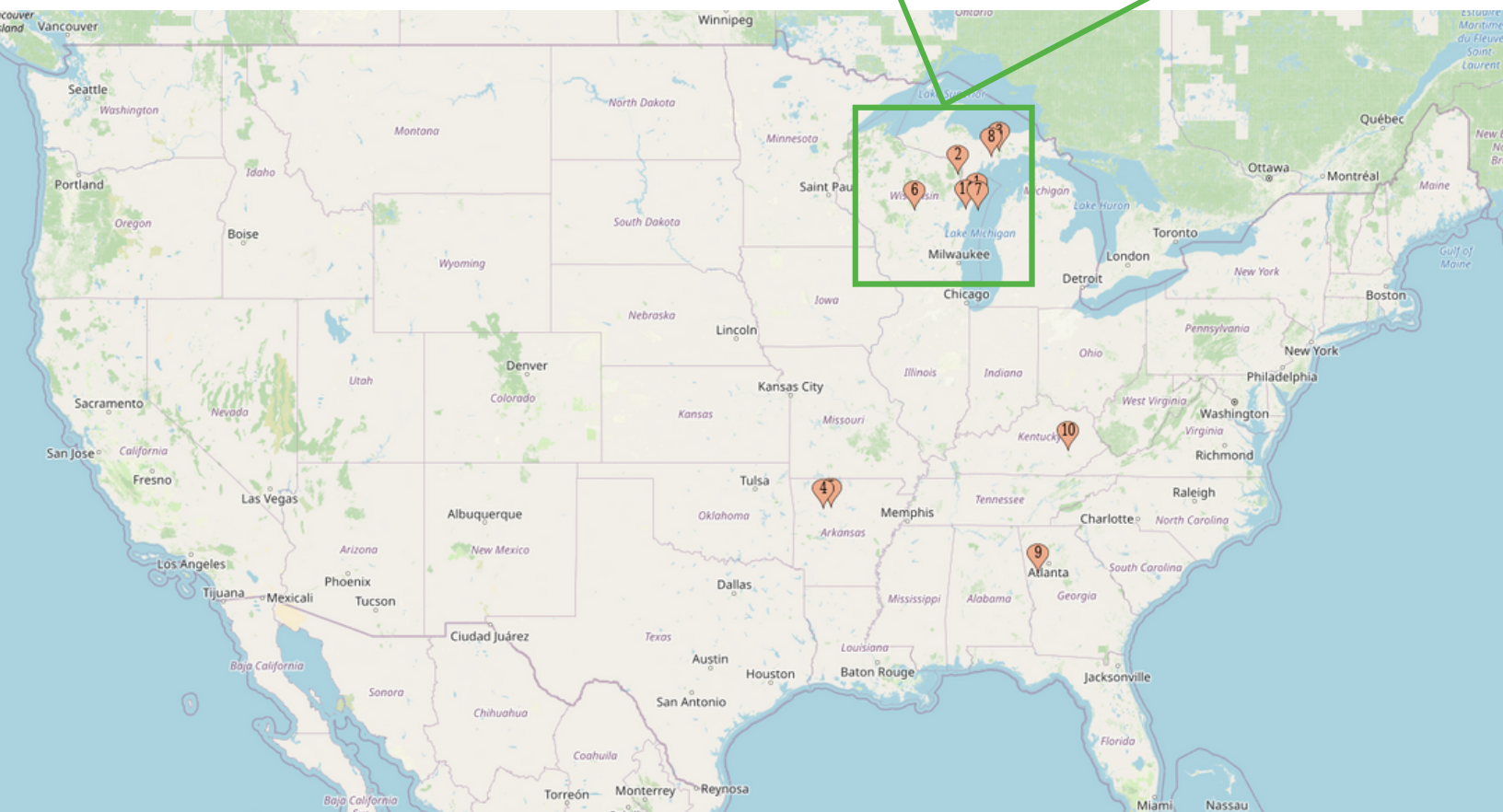
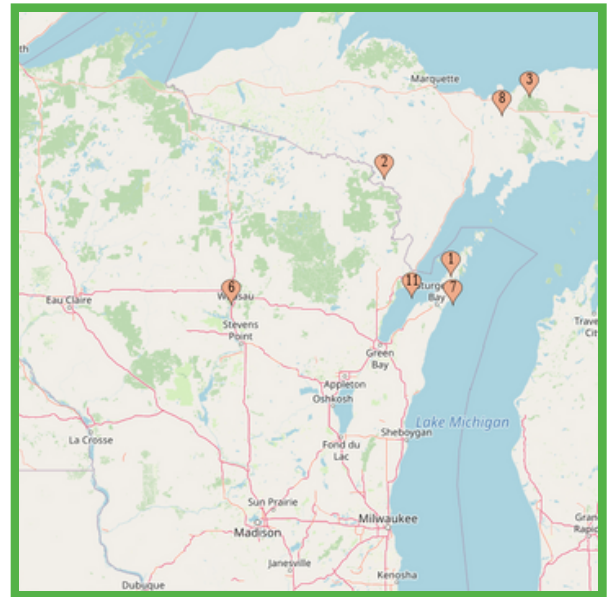
Outdoor Adventure Stats	Fall 2021	Spring 2022	Year Total (with breaks)
Adventure Trip Participants	42	72	132
Equipment Rentals	71	86	242



OUTDOOR ADVENTURE

Trip Locations

1. Peninsula State Park, WI
2. Carney Crag, MI
3. Pictured Rocks National Lakeshore, MI
4. Horseshoe Canyon Ranch, AR
5. Buffalo River Trail, AR
6. Granite Peak Ski Area, WI
7. Cave Point and Whitefish Dunes State Park, WI
8. Munising, MI
9. Appalachian Trail, GA
10. The Red River Gorge, KY
11. Peshtigo River, WI



CLIMBING TOWER

Highlights

- 20 students participated in the Mile High Challenge each semester. Students try to climb 1 mile on the tower within one week.
- 18-20 difficulty-graded routes set by student workers each semester

Climbing Tower Statistics	Fall 2021	Spring 2022	Year Total (with breaks)
Participants	405	443	938
Unique Users	62	77	N/A



EVENTS



UREC EVENTS



Get REC'd

336 participants

Kick-off event to promote UREC programs and give students an opportunity to try different activities.



Try it Night

135 participants (fall)

43 participants (spring)

Students sample all of the group fitness classes offered that semester in 10-minute segments.



Hammock Hangout

70 participants

Casual event where students could roast s'mores, try disc golf, slackline, and hangout on hammocks.



Boats on the Bay

50 participants

Students paddled with UREC Outdoors watercraft on the bay in front of Lambeau Cottage.



Sandblast

63 participants

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



1,000 Point Challenge

327 participants

Participants earn points for doing any type of physical activity. Option to participate virtually.

UREC EVENTS/PROGRAMS



Let's Glow

55 participants (fall)
85 participants (spring)
Glow-in-the-dark yoga and rock climbing.



Pool Party

75 participants
Late-night swim event filled with games, music, and floaties.



Basketball Tournament

57 participants
Annual basketball tournament held in the East/West gyms.



Canoe Battleship

83 participants (22 teams)
8th annual pool battleship where students complete to sink each other's boats.



Softball Tournament

107 participants
Softball tournament held at King Stadium on campus.



Bench/Squat Comp

44 participants
Annual bench/squat competition for students to test their strength in a friendly, safe environment.

KRESS EVENTS

Large Events

- Shawano Sundrop Tournament
- Solar Olympics
- Phuture Phoenix
- Back to School Store
- ISA Softball Tournament
- Green Bay Area Public Schools Graduations (Southwest, West and East)
- UWGB Commencement
- Campus Cookout
- Krash The Kress
- Horizon League Quarterfinals Women’s Basketball Game vs UW-Milwaukee
- WNIT Women’s Basketball Game vs University of Minnesota

Event Type	Fall 2021	Spring 2022	Year Total (with breaks)
Community Events/Rentals	3	16	41
Scheduled Classes	2	4	6
Campus Events	5	7	14
Student Org Reservations	93	122	218
Athletic Events	29	38	74
Phoenix Home Contests	36	23	62
Total Events	148	210	512



FACILITY ENHANCEMENTS



FACILITY HIGHLIGHTS



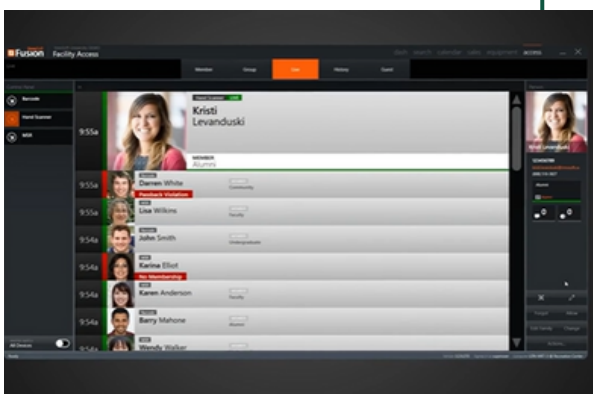
Shorewood Center

UREC's home for outdoor recreation moved to into the former Shorewood Golf Course Clubhouse, now known as the Shorewood Center for Outdoor Adventure Recreation and Student Engagement.



Projects

- Demoed bar
- Abatement of flooring
- Installed new vinyl planking & walk off carpet
- Painted the indoor center
- Surplused indoor contents, landscaping equipment, and 30 golf carts
- Earth Day cleanup with over 40 volunteers
- IT Upgrades: ID door reader, cameras, and TV.

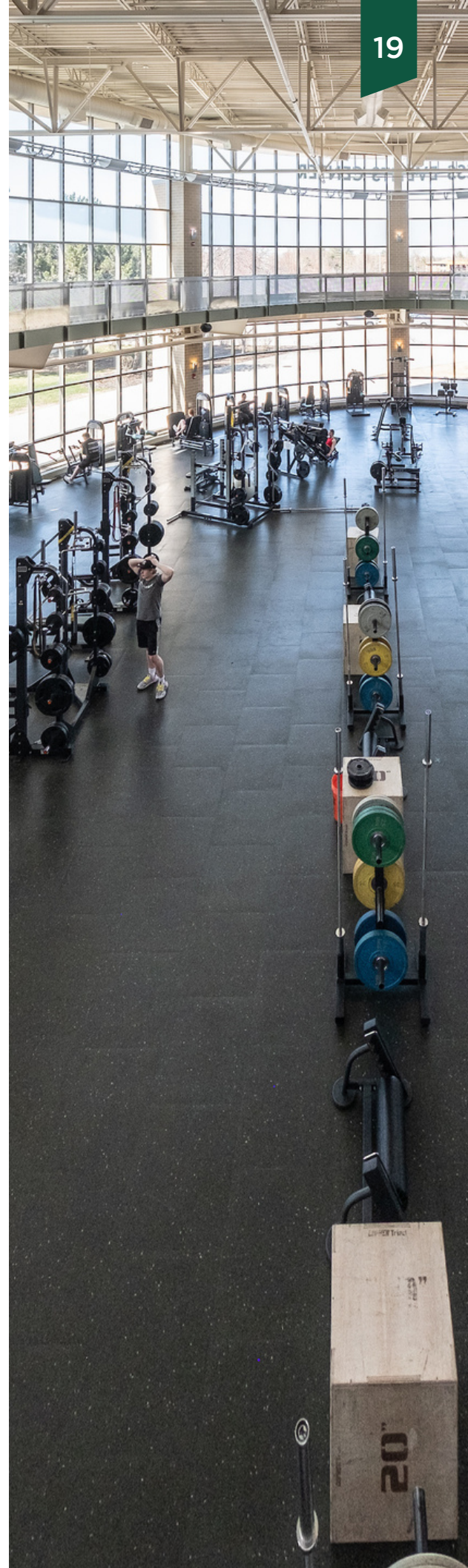


Fusion

UREC implemented Fusion, a rec management software to streamline our daily operations. Fusion makes it easy to manage members, facility access, sales, rental equipment, and more.

OTHER PROJECTS

- Developed plans to upgrade 2-year campus fitness centers.
- Moved Athletics weight facility from special events room back to the fitness center.
- Moved and reconfigured the functional training rig in the fitness center.
- Installed 52 smart rails in the lower bowl bleachers of the Event Center.
- Annual Bleacher inspection.
- Installed 2 new Ice Machines.
- Ordered a new dryer.
- Ordered a dedicated riding floor scrubber to manage wood floors.
- Created pool renovation committee.
- Ordered keyed mulleins for Event Center and Bennett gym.
- Bleacher, batting cage, turf netting, and basketball hoop inspections and repairs.
- Coordinated snow removal at the softball field for women's softball.
- Softball turf repairs and replacement.
- Gmax tested Aldo Santaga stadium, King Park, and the indoor turf facility to develop a grooming plan.
- Painted both visiting team rooms in the event center.
- Facilitated bleachers and porta johns for women's softball season.
- Moved intramurals and club sports into space previously occupied by Outdoor Adventure.





STUDENT SUCCESS

STUDENT EMPLOYMENT



151

students were employed by University Recreation.

UREC awarded 14 student employees "UREC MVP" awards throughout the year.

UREC hosted a UREC Awards ceremony during Student Employee Appreciation week to recognize students in various categories.

Student Staff Awards

Chancellor Medallion Recipients



Talia Boyea

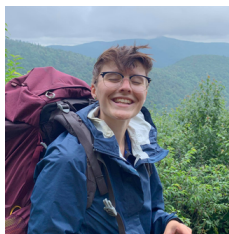


Hannah Prissel



Olivia Pasch

University Leadership Award Recipients



Sarah Bock



Jack Ludwig



Cassidy Ruchti

WIRSA and NIRSA Awards



Jeryn Daggs was awarded Top Championship Official at the WIRSA (Wisconsin Intramural Recreational Sports Association) Basketball Tournament. He was then selected to be a National Intramural Basketball Official at the national tournament in Wichita, Kansas.

ASSESSMENT

What is the UREC student-employee learning in their position that is helping them with their academics as a UW-Green Bay student.

Measured utilizing the student-evaluation self-survey and the follow-up Iowa GROW® conversation the professional staff member has with the student employee as part of UREC's student-employee evaluation process. A few examples are below.

"At work I have been learning ways to work with others, be time efficient, and manage conflicts when they arise."

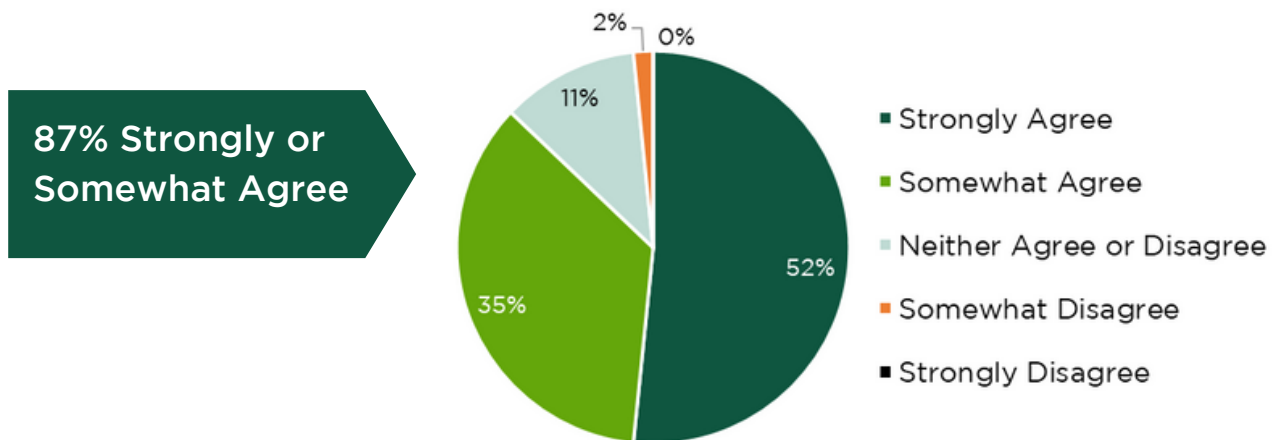
"Seeing how easy it is to talk with my co-workers and get to know them is really helping me do the same in my classes with my classmates. Things like group projects or discussions are easier because I am used to working in a team in the fitness center."

"I have learned how to time manage better while working at the Kress. I also have gained more confidence and communication skills as well, which I think might help me in school in the future!"

"I have learned how to better manage, create, and build spreadsheets by working with our lost and found sheet, shift exchange sheet, cash sheet, and inventory spread sheet. This information will be useful in school and my future profession."

Students participating in University Recreation activities report an increased sense of belonging/association to UW-Green Bay.

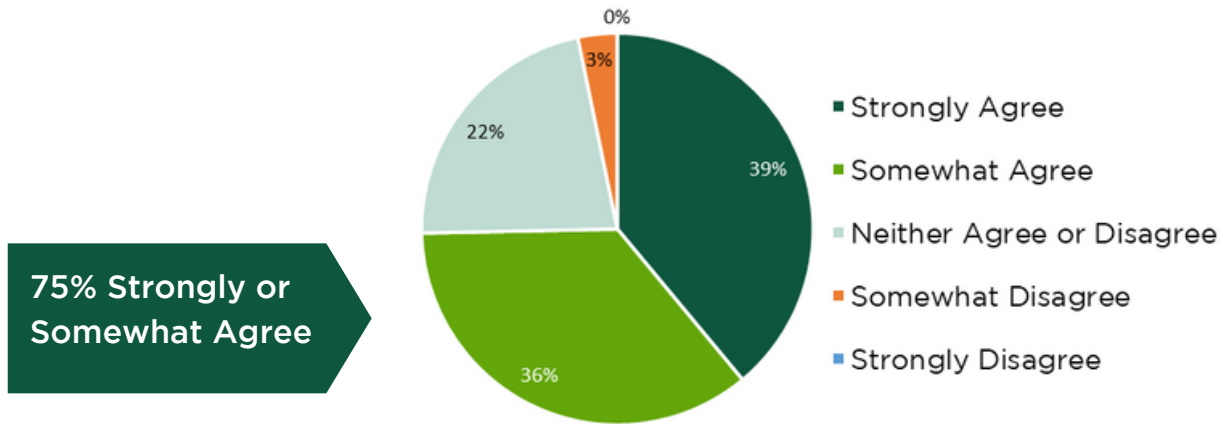
Measured through participant surveys.



ASSESSMENT

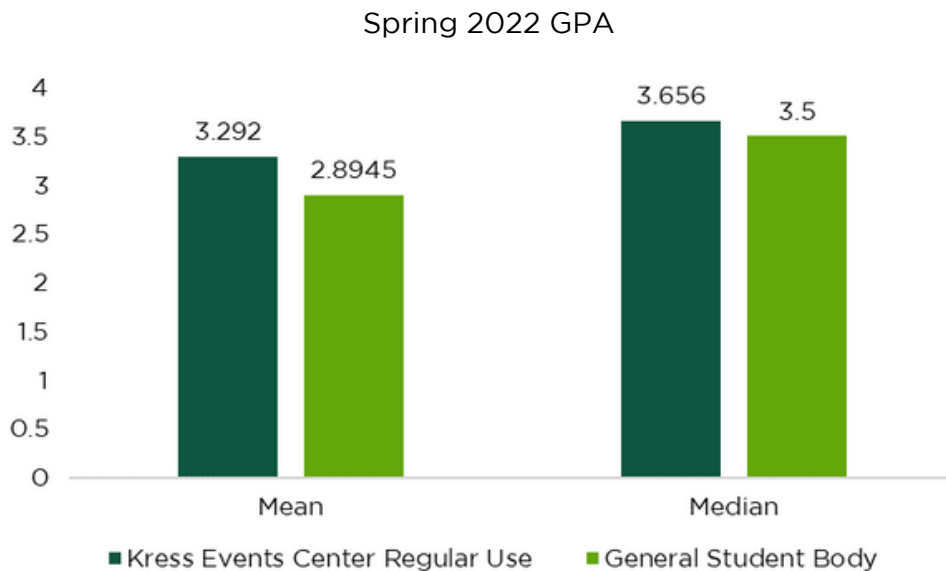
After participating in UREC programming, students are better able to manage their levels of stress and feel more-ready to engage and succeed in campus and academic life.

Measured through participant surveys.



UW-Green Bay students who utilize the Kress Events Center regularly will experience an increased academic performance.

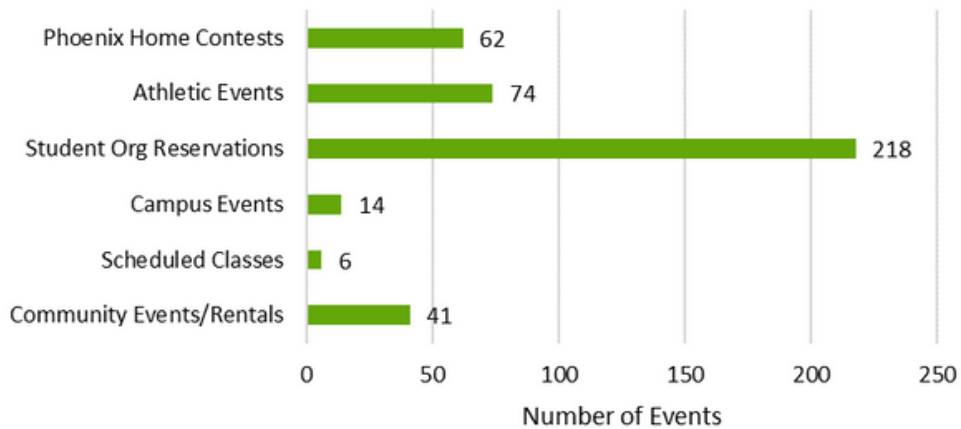
Measured using a sample of participants that utilized the Kress Events Center regularly throughout the academic year and taking their composite GPA in comparison to the general student body.



ASSESSMENT

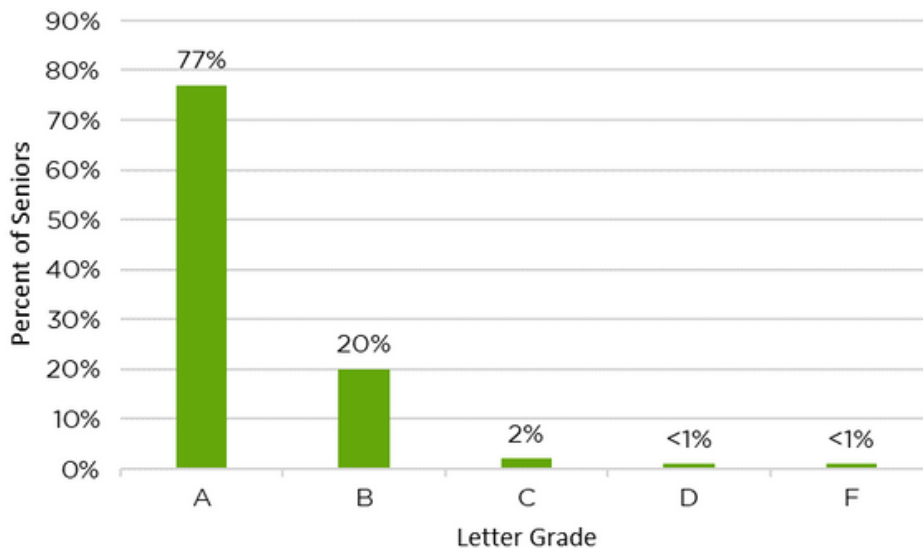
UREC will coordinate, facilitate and host GB Phoenix Athletics, campus and community events that demonstrate community engagement for the university.

Measured by event statistics by category as well as through documenting major event activities hosted throughout the calendar year.



Campus Senior Survey

- Graduating seniors give each campus service a letter grade
- UREC tied for 1st out of 21 campuses services provided



MARKETING & WEB

Highlights

- Started new media assistant student position to help manage UREC social media channels.
- Launched a new UREC app with our Fusion Software.
- Added a UREC Portal through Fusion for online registration and payment.
- Implemented "schedule/flyer drops" to promote UREC programs and events in the Union.
- Built a UREC brand in Canva.
- Had a student photographer present at each UREC special event.

Metrics



@urec_uwgb

- Followers: 1,504 (net of 329)
- Reach: 9,825 (number of unique accounts that saw any of our posts or stories at least once)
- Profile visits: 7,855

@urecoutdoors_uwgb

- Followers: 668 (net of 223)
- Reach 1436
- Profile visits 2073





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GREEN BAY