

# University Recreation

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A photograph of a group of people in a gymnasium. In the foreground, a person's back is to the camera. In the center, a woman with long brown hair in a braid, wearing a maroon long-sleeved shirt, is stretching her arms. Behind her, a man in a grey shirt and a woman in a black top are also stretching. The gymnasium has a polished wooden floor and large windows in the background.

## ANNUAL REPORT

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2023-2024

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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.

## VISION

Promote well-being and belonging in the UW-Green Bay community.

Play Hard. Have Fun. Lead On.

## VALUES

Development by providing students opportunities for growth leadership and teamwork.

Well-Being by promoting healthy lifestyles.

Integrity by committing to honesty, respect, and responsibility.

Inclusivity by providing a safe and welcoming environment.

Recruitment through community engagement, dynamic facilities, and innovative programming.

Retention by fostering meaningful relationships and experiences in a fun environment.





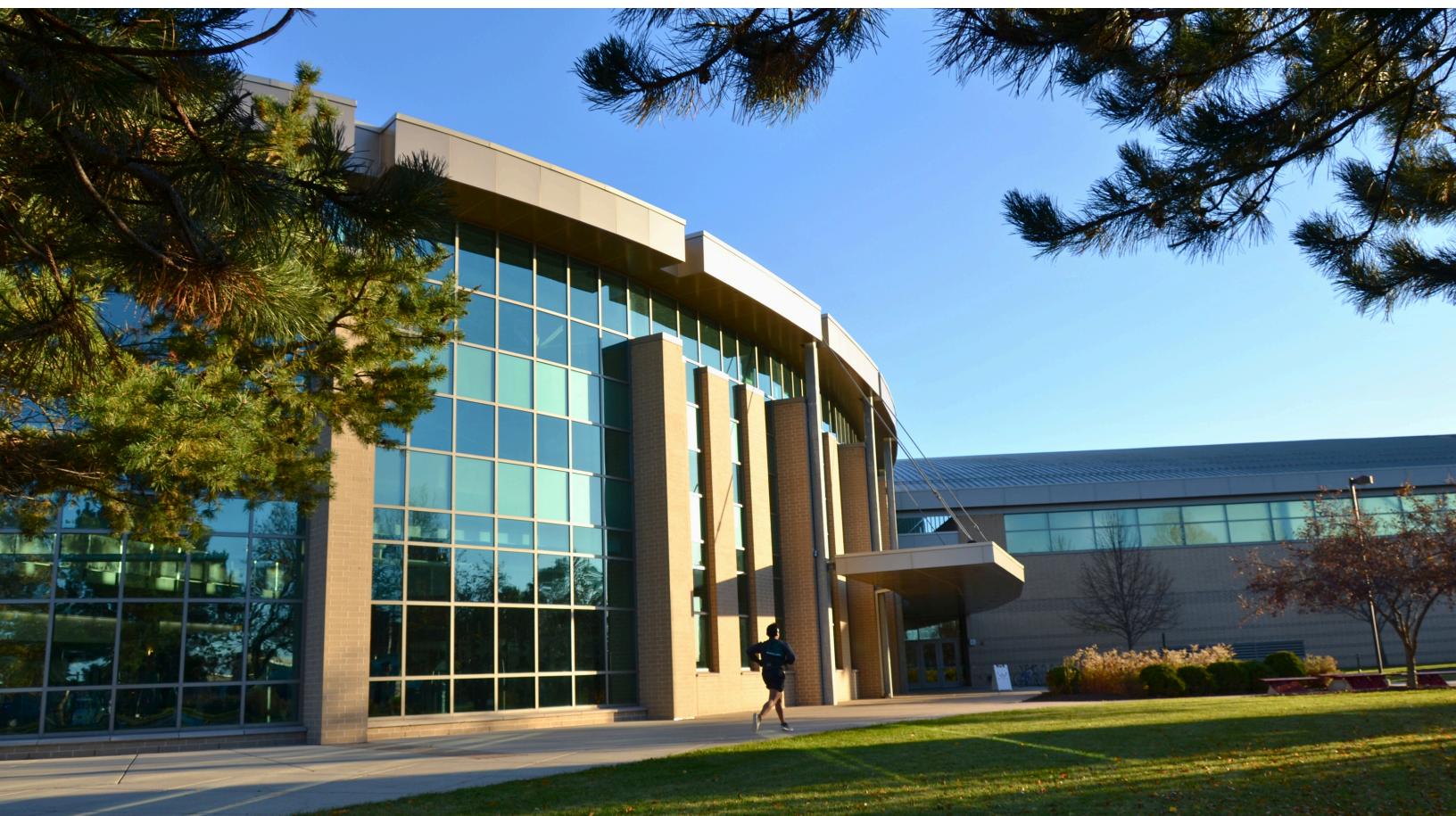
# PROGRAM HIGHLIGHTS

# Kress Events Center

**96,738**

total visits to the Kress Events Center

Front Desk Statistics	Fall 2023	Spring 2024	Year Total (with breaks)
Total Visits	51,186	45,552	96,738
Student Visits	46,044	39,332	85,376
Unique Student Users	2,066	1,802	3,868
Faculty/Staff Visits	1,459	1,734	3,193
Unique Faculty/Staff Users	83	91	174
Community Member Visits	2,523	3,145	5,668



# AQUATICS

## Highlights

- Hosted “Flick & Float”
  - UREC Pool Party
  - 75 participants

Pool Statistics	Fall 2023	Spring 2024	Year Total (with breaks)
Pool Usage	3,574	2,750	6,324
Learn to Swim Participants	115	125	240
Learn to Swim Lessons	1,265	1,375	2,640
Aqua Fitness Participants	149	106	302



# INTRAMURALS

## Highlights

- 10% increase in unique users from last year
- Racquetball and pickleball were added to the sport offerings
- Pickleball doubled in numbers second semester

Intramural Statistics	Fall 2023	Spring 2024	Year Total
Participations	5,701	4,792	10,493
Participants	1,523	1,132	2,655
Unique Users	615	469	761
Teams	267	182	449
Games Played	695	554	1,249

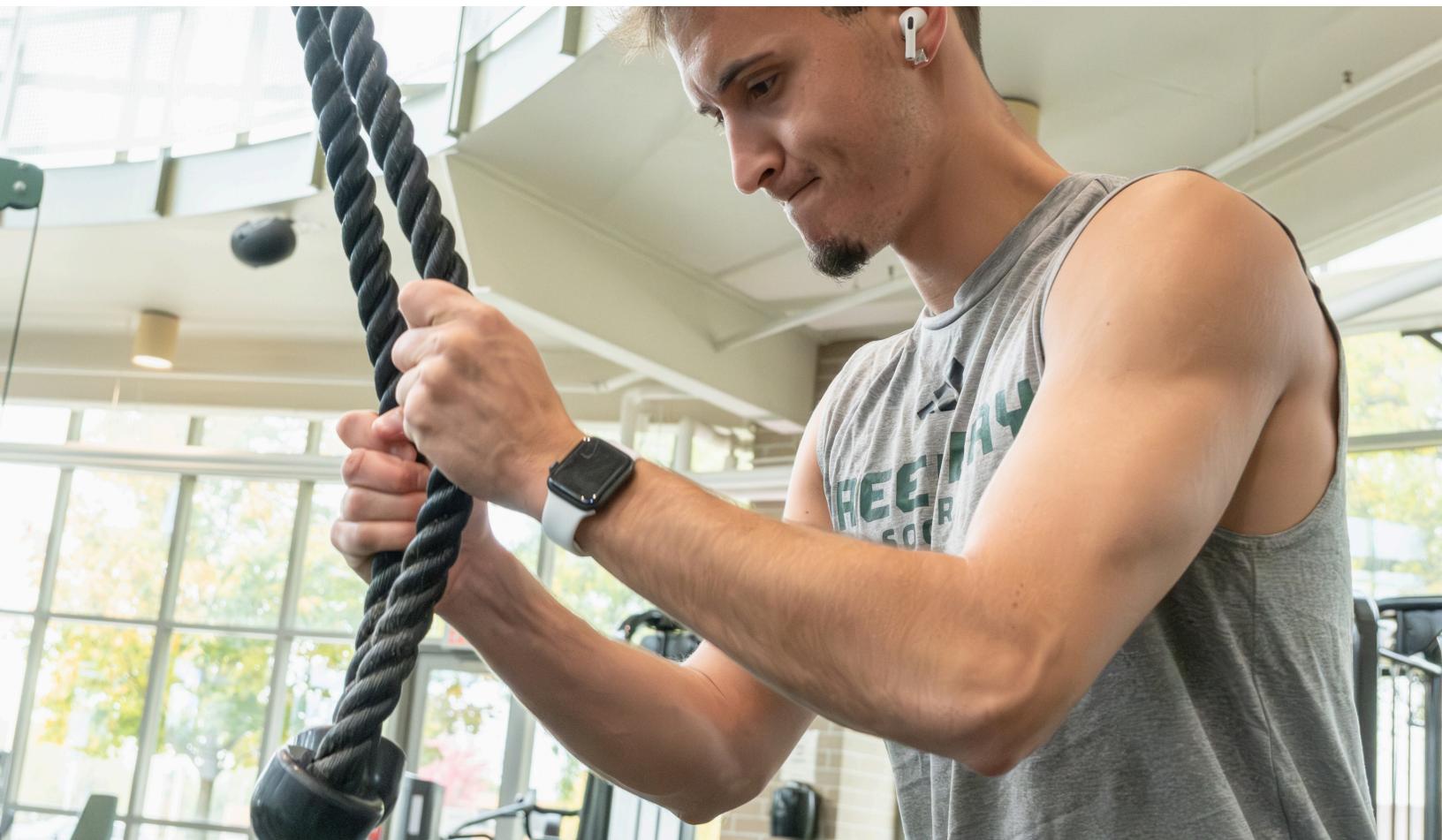


# FITNESS CENTER

## Highlights

- The fitness center saw a significant 35% increase in unique users.
- Received approval and completed final design of fitness center remodel
  - Total Project Cost: \$300,000+
  - To include: upgraded lighting, Dynamic brand racks and dumbbells, Precor brand selectorized line of equipment

Fitness Center Statistics	Fall 2023	Spring 2024	Year Total (with breaks)
Participation	26,829	26,034	63,307
Unique Users	1,618	1,527	4,989
Personal Training Sessions	N/A	N/A	N/A



# GROUP FITNESS

## Highlights

- We introduced three exciting new classes this year: Pilates, Butts & Guts, and Arms & Abs.
- Pilates quickly emerged as our most popular offering, boasting the highest overall attendance at 598 participants.

Group Fitness Statistics	Fall 2023	Spring 2024	Year Total (with breaks)
Participation	1,845	1,032	2,950
Unique Users	330	193	544
Class Average	5.6	5.3	4.5



# OUTDOOR ADVENTURE

## Highlights

- Additions to Trip and Rental equipment inventory
- Sea kayak spray skirts (14)
- Received and began using second UREC vehicle
- Started programs on Shorewood Park property to kayak, canoe, hike, and bike
- Designed and began installation of 18-hole disc golf course at Shorewood Park

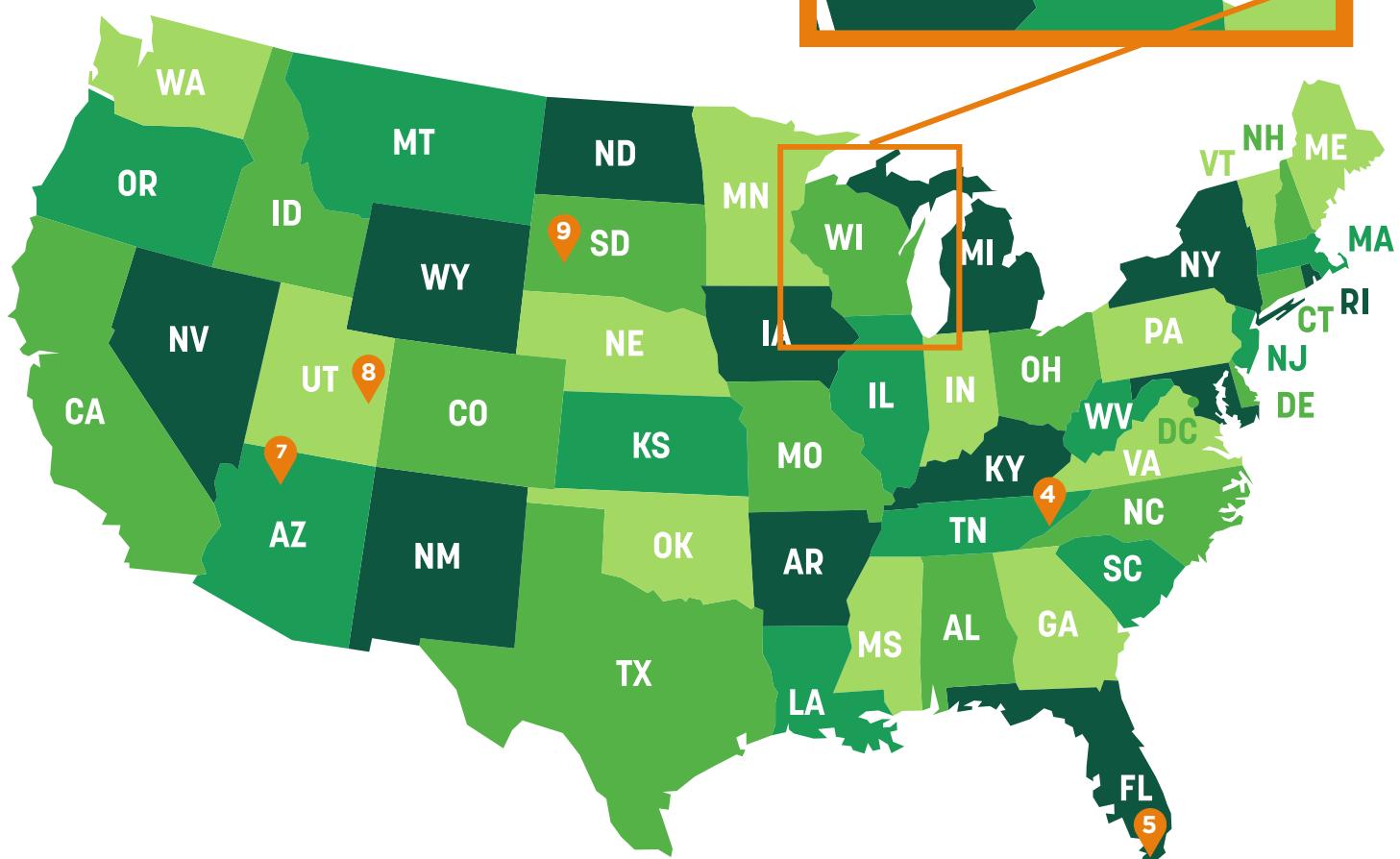
Outdoor Adventure Stats	Fall 2023	Spring 2024	Year Total (with breaks)
Registrations	35	48	89
Unique Participants	26	40	72
Local Event Registrations	98	64	162
Local Event Uniques	85	59	144



# OUTDOOR ADVENTURE

## Trip Locations

1. Caving Maquoketa Caves – Maquoketa State Park, IA
2. Backpack Lake Superior – Munising, MI
3. Rock Climb Devil's Lake – Devil's Lake State Park, WI
4. Fall Break – Great Smoky Mountains Natl. Park, TN
5. Explore Everglades – Everglades Natl. Park, FL
6. Ski and Snowboard Pine Mtn. - Norway, MI
7. Spring Break: Grand Canyon Natl. Park, AZ
8. Spring Break: Arches Natl. Park, UT
9. Spring Break: Badlands National Park, SD
10. White Water Raft Peshtigo River – Silver Cliff, WI
11. Paddle Oconto River – Oconto, WI
12. Rock Climb Carney Crag – Iron Mountain, MI



# CLIMBING TOWER

## Highlights

- Two full route resets for 36 scheduled climbing routes, bonus competition routes for 3 more
- 61 belay certified climbers, 11 more than previous year
- High participation in climbing club and regular club trips to odyssey climbing and fitness
- Ran inaugural climbing competition with 24 registered competitors

Climbing Tower Statistics	Fall 2023	Spring 2024	Year Total (with breaks)
Participations	753	554	1,307
Unique Users	147	108	255



# EVENTS



# UREC EVENTS



## Get REC'd

### 293 participants

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



## Try it Night - GF

### 36 participants

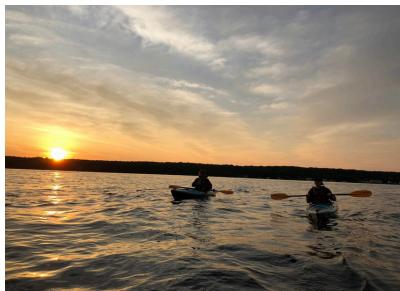
Students sample all of the group fitness classes offered that semester in 10-minute segments.



## Sandblast

### 39 participants

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



## Sunset Paddles

### 41 participants

Participants register to drive up the bay shore and paddle through the sunset.



## Let's Glow

### 56 participants

Glow-in-the-dark yoga, rock climbing, and Dance Cardio.



## 1,000 Point Challenge

### 271 participants

Participants earned points for doing any type of exercise activity. Option to participate virtually.

# UREC EVENTS/PROGRAMS



## Tower of Power

### 24 participants

UREC Outdoors' annual rock climbing competition.



## XC Ski Nights

### 18 participants

Cross country ski event on the Shorewood Park trails guided by UREC Outdoors staff.



## Basketball Tourny

### 96 participants

Annual basketball event with 3-point contest and 2 on 2 tournament.



## Canoe Battleship

### 57 participants (19 teams)

9th annual pool battleship where students complete to sink each other's boats.



## Mile High Challenge

### 24 participants

Students had 5 days to attempt climbing 1 mile (189 climbs) on the tower.



## Luminary Nights

### 28 participants

Students could snowshoe, ski, or hike sections of the Shorewood Park trail, lit by luminaries.

# KRESS EVENTS

## Large Events

- Phuture Phoenix
- Back to School Store
- UWGB Commencement
- Campus Cookout
- Krash The Kress
- Phoenix Phlashes
- Shawano Sundrop Tournament
- Fraternity and Sorority Life Bid Night
- Horizon League Quarterfinal Men's and Women's Basketball Games
- Green Bay Blizzard Training Camp
- First Robotics Tech Challenge
- Destination Imagination
- Phoenix 5k
- Green Bay High School Graduations (Preble, West, NEW School of Innovation)
- Green Bay Sluggers Baseball
- Green Bay Glory Soccer Games and Scrimmages
- Wisconsin United Loons

Event Type	Total
Community Events/Rentals	208
Scheduled Classes	5
Campus Events	23
Student Org Reservations	107
Athletic Events	329
Phoenix Home Contests	82
<b>Total Events</b>	<b>775</b>





# STUDENT SUCCESS

# STUDENT EMPLOYMENT



**163**

students were employed by University Recreation.

**14**

UREC students received bi-weekly “UREC MVP” staff recognition

**6**

UREC staff received awards at “Staff RECognition”, an awards ceremony during Student Employee Appreciation week to recognize students in various categories.

## Student Staff - UWGB Campus Awards

### Chancellor Medallion Recipients



Makenna Bisch



Carly Richards



Gabby Umentum

### University Leadership Award Recipients



Brant Hall



Cody Lewis



Miranda Vincent



Isobel Koenig



Emily Heinemann

## Student Professional Development

### Wilderness First Responder Certification

- Emily Winter
- Brook Rait

## UREC Student Staff Awards

- Employee of the Year - Carter Goke
- Supervisor of the Year - Brittany Weber
- Most Growth - Kia Abel
- Dedication Award - Molly Grabarec
- Rookie of the Year - Greta Engels
- Service Award - Maggie Harris

# 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.*

“I think some important things I have learned while working here is how to efficiently collaborate and communicate with my co-workers, supervisors, and peers. I have learned how to help be a teammate but also a leader.”

“I am constantly learning about sustainability and leave no trace, which will further develop my knowledge in environmental science. I am able to apply what I learn to my future career and the classes I am taking right now. I have learned so much through experiences on trips that I feel that I can apply to school, as well as my life in general.”

“SO MANY leadership skills, confidence in public speaking, as well as time management.”

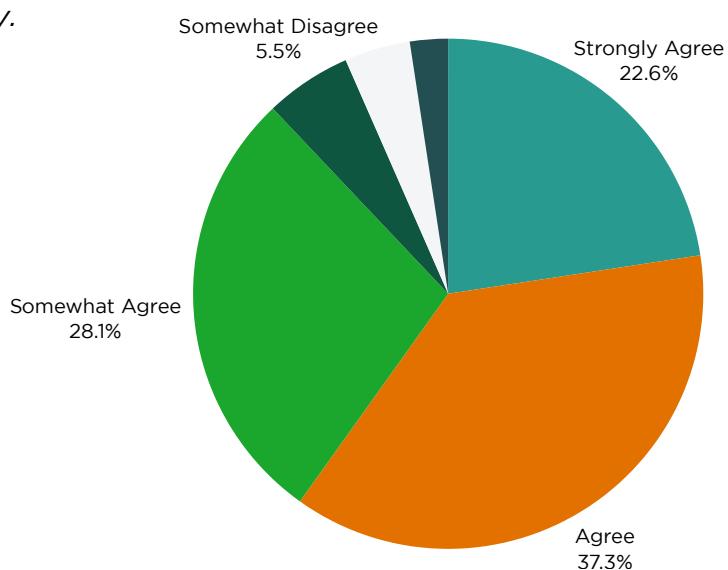
“Working in high pressure situations.”

“I have worked on my skills with children. Before being a swim instructor I never worked with a wide variety of kids and it has helped me know that I like to work with kids and that I could implement that into my career.”

“My experience with Recreation helps me feel like I belong at UW-Green Bay.”

*Measured through recreation survey.*

**88% Strongly - Somewhat Agree**

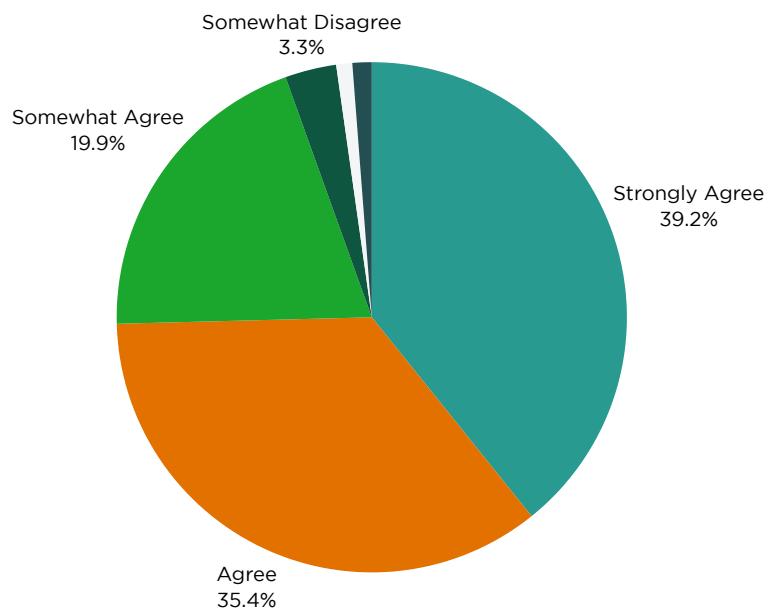


# ASSESSMENT

"Recreation helps me cope with stress."

*Measured through recreation survey.*

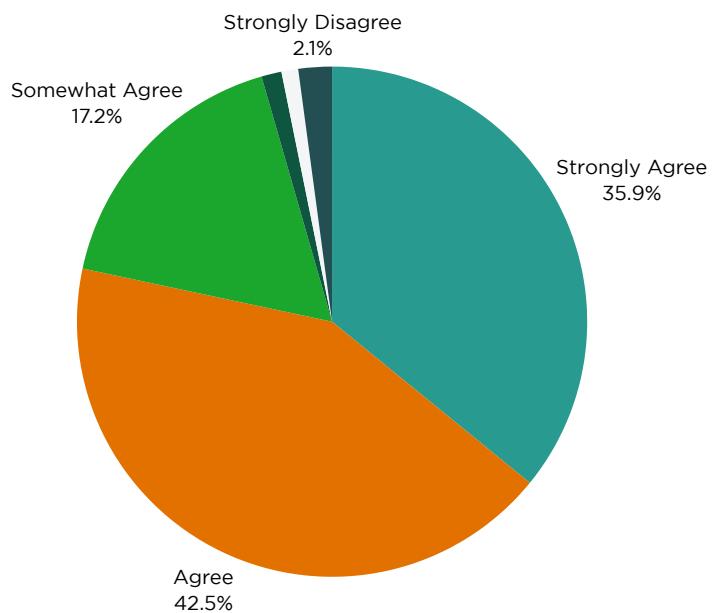
**95% Strongly - Somewhat Agree**



"I feel great when participating in Recreation programs and/or using facilities."

*Measured through recreation survey.*

**96% Strongly - Somewhat Agree**



# MARKETING & WEB

## Highlights

- Started a UREC tiktok page with 25 posts so far

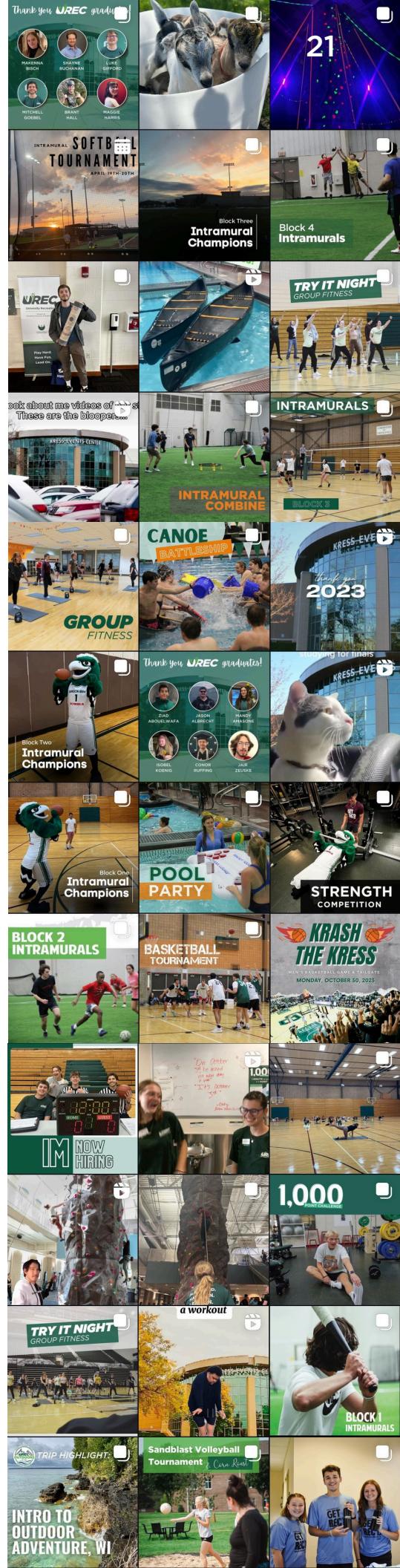


**@urec\_uwgb**

- Followers: 1,924 (net of 230)
- Reach: 6.5K
- Profile visits: 8.7K
- Content Interactions: 2.7K

**@urecoutdoors\_uwgb**

- Followers: 1,166 (net of 106)
- Reach: 1,201
- Profile visits: 5,703





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