

University Recreation

A photograph of students in a gym class, with a woman in a purple shirt in the foreground and others in the background, all performing a similar exercise. The image is partially obscured by a green overlay containing text.

ANNUAL REPORT

2023-2024



TABLE OF CONTENTS

03	Mission, Vision, and Values
04	Program Highlights
05	Kress Events Center
06	Aquatics
07	Intramurals
08	Fitness Center
09	Group Fitness
10	Outdoor Adventure
12	Climbing Tower
13	UREC Events
16	Kress Events
17	Student Success
19	Assessment
21	Marketing

A vertical photograph of a forest trail. In the foreground, a hiker wearing a light-colored bucket hat and a purple long-sleeved shirt is seen from the back, carrying a large blue backpack with the brand name 'GREGORY' visible. They are walking on a dirt path that leads into a dense forest of tall, thin trees. Other hikers are visible further ahead on the trail. The lighting suggests it's daytime with sunlight filtering through the trees.

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

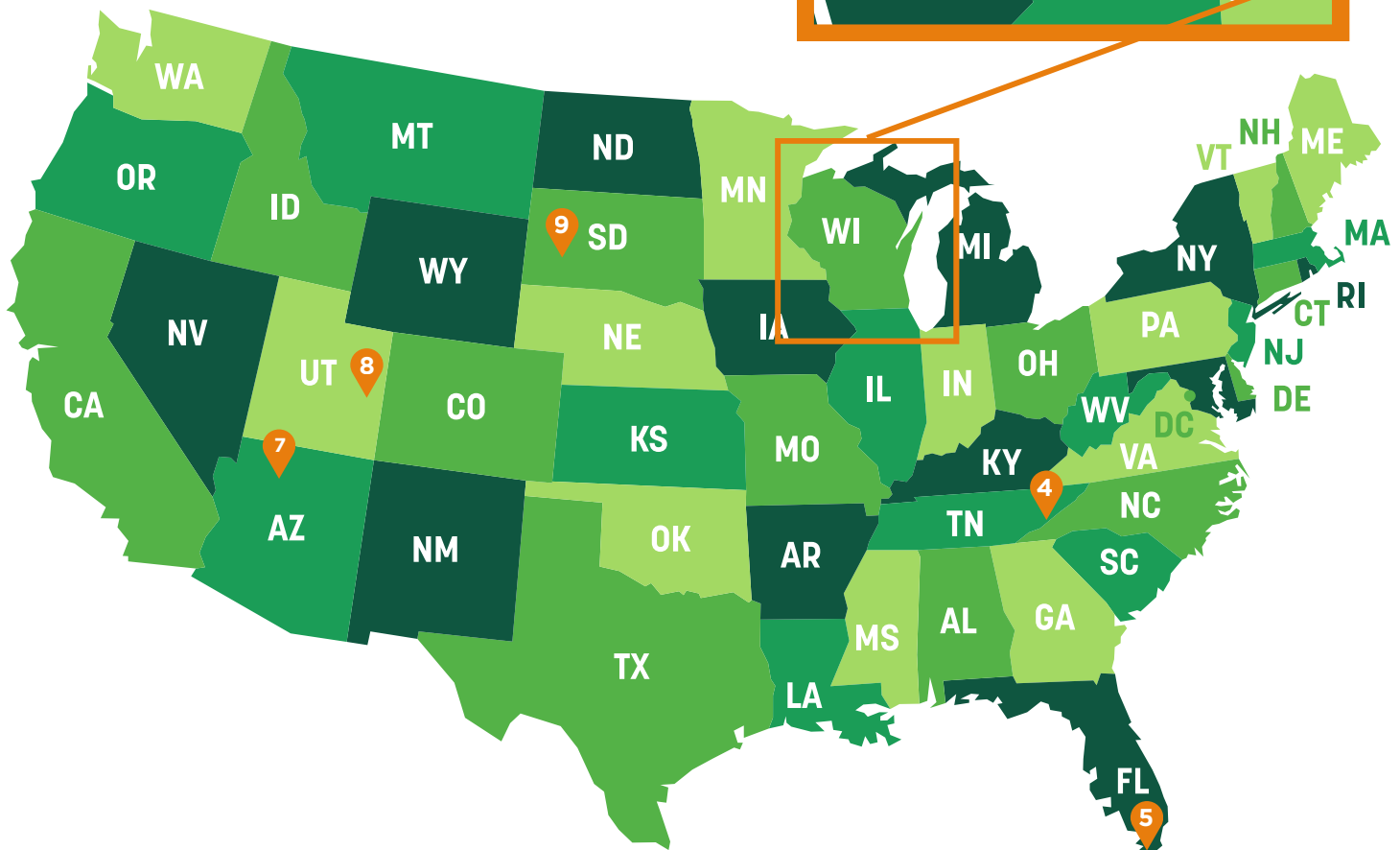
Outdoor Adventure Stats	Fall 2023	Spring 2024	Year Total (with breaks)
Registrations	35	48	89
Unique Participants	26	40	72
Local Event Registrations	98	64	162
Local Event Uniques	85	59	144



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

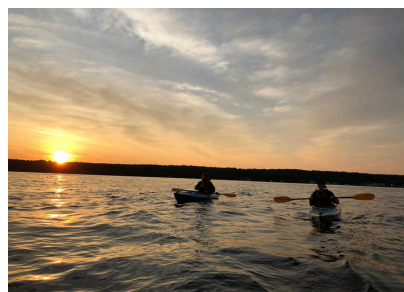
Students sample all of the group fitness classes offered that semester in 10-minute segments.



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

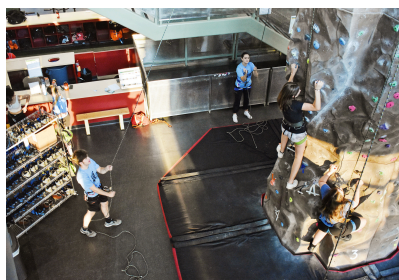
Annual basketball event with 3-point contest and 2 on 2 tournament.



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
Total Events	775





STUDENT SUCCESS

STUDENT EMPLOYMENT



163

students were employed by University Recreation.

14

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

6

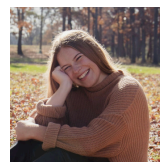
UREC staff received awards at “Staff REcognition”, an awards ceremony during Student Employee Appreciation week to recognize students in various categories.

Student Staff - UWGB Campus Awards

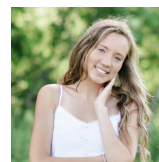
Chancellor Medallion Recipients



Makenna Bisch

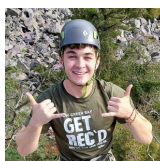


Carly Richards



Gabby Umentum

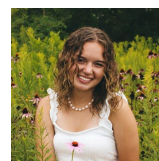
University Leadership Award Recipients



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."

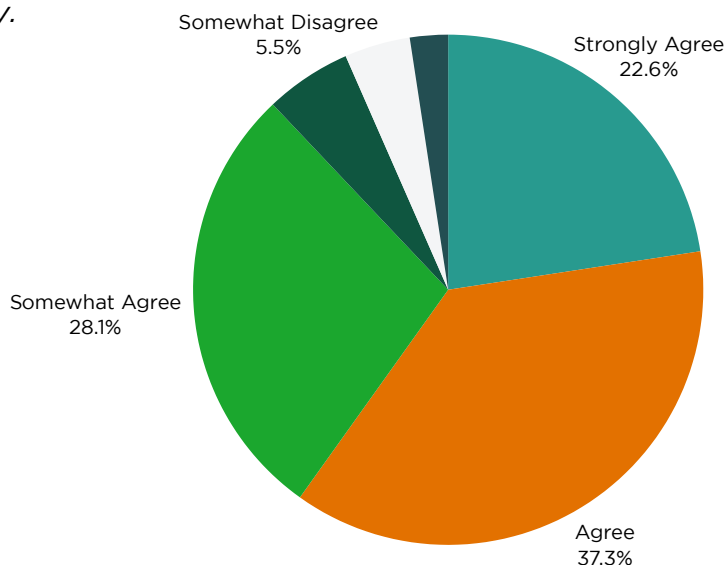
"Working in high pressure situations."

"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.

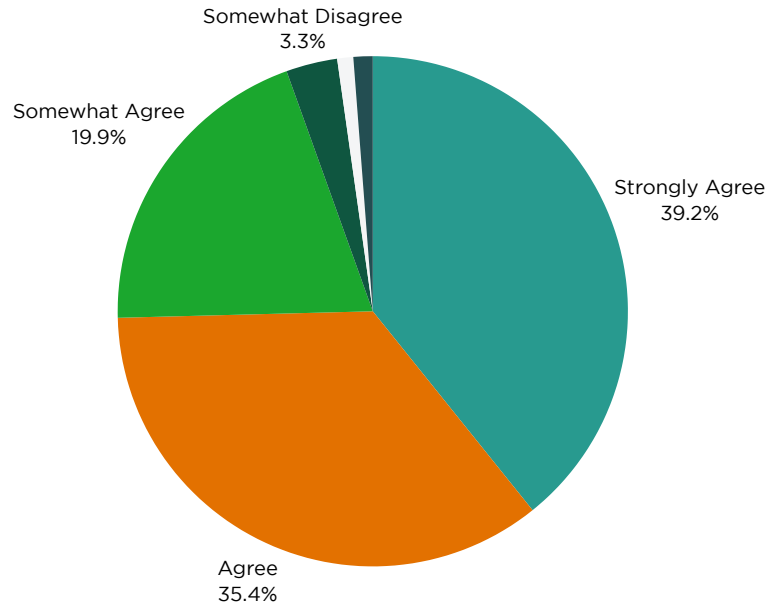
**88% Strongly -
Somewhat Agree**



ASSESSMENT

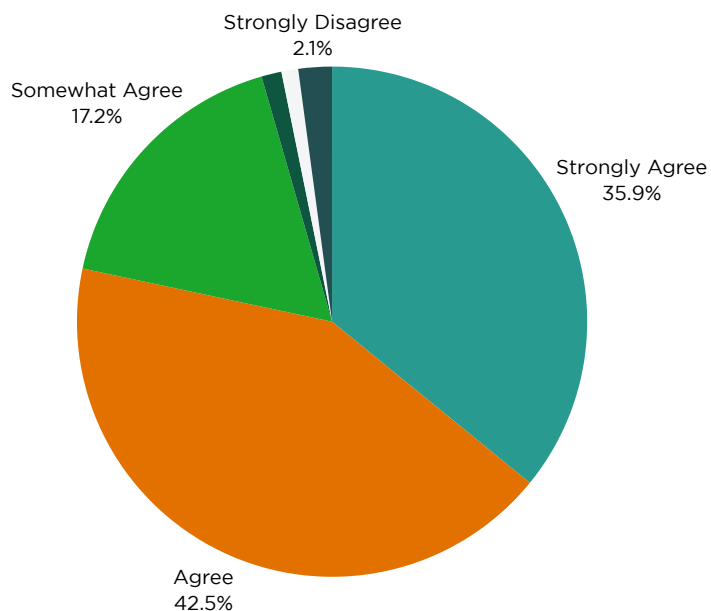
“Recreation helps me cope with stress.”
Measured through recreation survey.

**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

Metrics

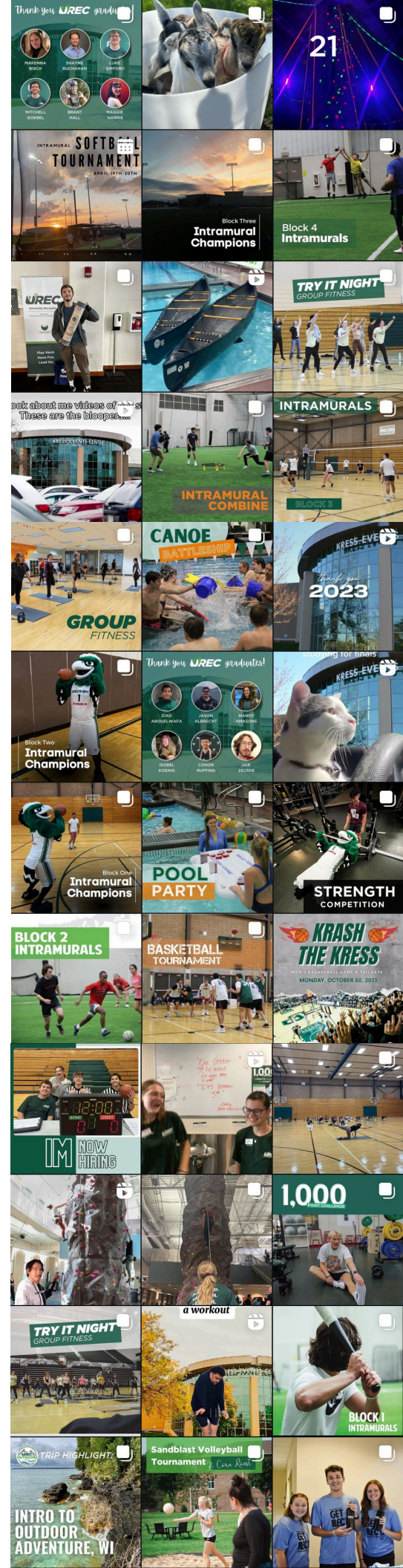


@urec_uwgb

- 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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UNIVERSITY of WISCONSIN
GREEN BAY