



THE UNIVERSITY OF WISCONSIN-LA CROSSE

MOVE

2023-24

REC SPORTS ANNUAL REPORT



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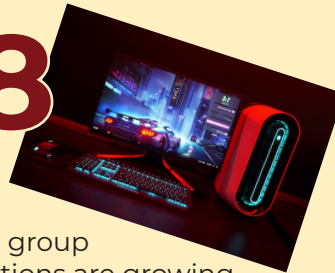
Participation in competitive sports programs have rebounded to near pre-COVID numbers



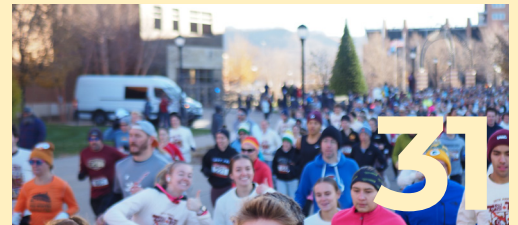
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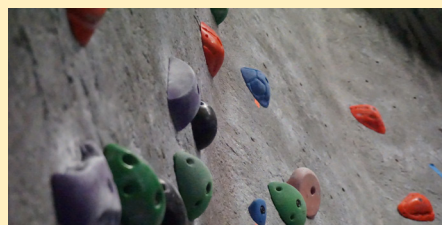
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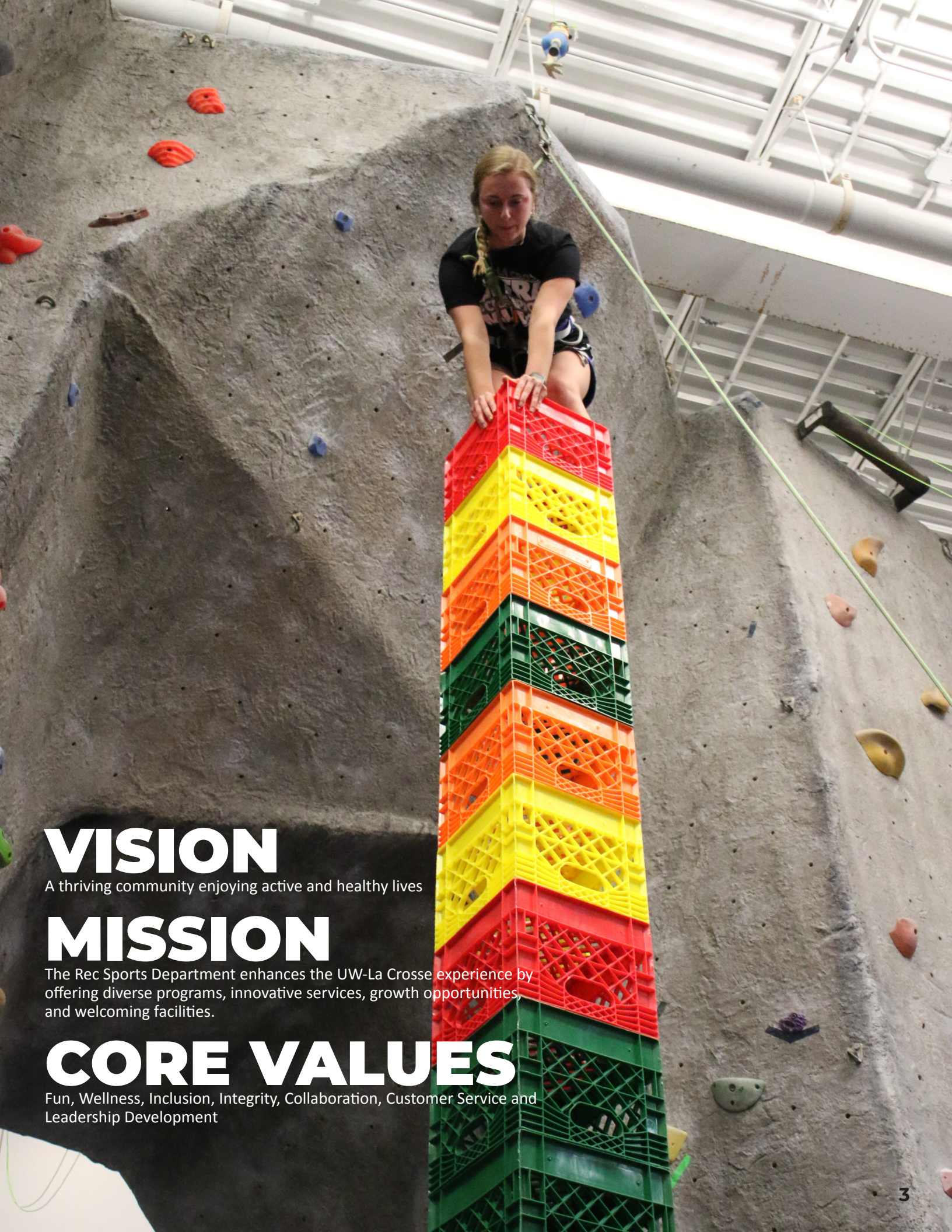
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VISION

A thriving community enjoying active and healthy lives

MISSION

The Rec Sports Department enhances the UW-La Crosse experience by offering diverse programs, innovative services, growth opportunities, and welcoming facilities.

CORE VALUES

Fun, Wellness, Inclusion, Integrity, Collaboration, Customer Service and Leadership Development





ORGANIZATIONAL CHART



JEFF KEENAN
Director
He/Him



NATHAN BARNHART
Associate Director
Programs
He/Him



NEIL OSTLUND
Associate Director
Operations
He/him



JACOB SCIAMMAS
Outdoor Recreation
Coordinator
He/Him



ALI HENGEL
Competitive Sports
Coordinator
She/Her



KYLIE LEWIS
Athletic Trainer
She/Her



NICK BERG
Fitness Coordinator
He/Him



CINDI SWANSON
Office Manager
She/Her



LEEANN DOBSON
Custodial Services Supervisor



JOHN SANDRY
Custodian Lead



JASON CLARK
Custodian



LORETTA RUEGG
Custodian



**KRISTOPHER
TEACHOUT**
Custodian



ROGER SEVERSON
Custodian

STAFFING CHANGES & ACCOLADES

- Jake Sciammas joined the Rec Sports team in August to serve as the inaugural Outdoor Recreation Coordinator.
- Loretta Ruegg joined the Rec Sports custodial team in August.
- Jeff Keenan, Ali Hengel and Kylie Lewis presented at the Wisconsin Intramural Recreational Sports Association (WIRSA) Conference in Madison, WI.
- Four staff members (Neil Ostlund, Nick Berg, Kylie Lewis & Ali Hengel) were out on maternity/paternity leave this year after welcoming new family members.
- Outdoor Recreation Coordinator Jake Sciammas and Climbing Wall Student Coordinator Aidan Kuhn completed the PCIA Outdoor Rock Climbing Single Pitch Instructor (SPI) Course.

2023-2024

GOALS

Goal 1: By June 1, 2024, Rec Sports will increase departmental sales by 10%.

Progress Towards Goal

- At the time of writing, final department sales data for FY24 is not yet available. However, the below initiatives did lead to preliminary positive results in a few areas such as group fitness membership sales, climbing wall revenue and EZONE reservation revenue.
- Worked with University Communications to create and share control of Google Maps listings for the Recreational Eagle Center, Climbing Wall, EZONE and Outdoor Connection.
- Created a partnership with La Crosse Adventure Films to host an annual film festival on campus. The film festival was an opportunity to promote Outdoor Connection and the Climbing Wall to the community.
- Conducted tabling at various community events including the Spring Outdoor Gear Swap and Earth Day events.
- Increased communication with the La Crosse Outdoor Recreation Alliance (ORA).
- Tabling at the Student Affairs Spring Address to promote faculty/staff memberships, the Climbing Wall and Outdoor Connection rentals.
- Debuted a new REC faculty/staff member free week which can be used at any time.
- Offered a limited time REC faculty/staff membership discount.
- Surveyed faculty/staff on their REC membership needs.
- Proposed an income-based REC faculty/staff membership pricing model.

- Purchased a membership to the La Crosse Area Chamber of Commerce, which will list Rec Sports in the Explore La Crosse Guide.
- Ran Facebook and Instagram Ads for the EZONE.
- Increased communication with student organizations including the Ski & Snowboard Club, Cycling Club and the Climbing Club.
- Made flyers and coupons for Outdoor Connection, the EZONE and Climbing Wall available at Turkey Trot packet pick-up.
- Investigated an Intramural Sports membership fee model.
- Sold group fitness memberships via a short 30 second form, which billed student accounts.

Goal 2: By May 1, 2024, Rec Sports will create a plan to address overcrowding in the Recreational Eagle Center.

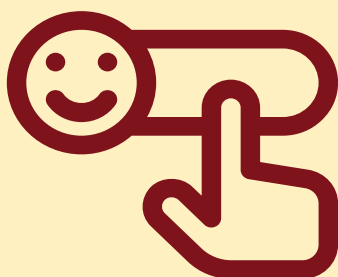
Progress Towards Goal

- The plan was created. It will go before the Student Association for review in the fall of 2024.

Goal 3: By December 30, 2023, Rec Sports, will investigate a change to the REC participant apparel policy to create a more welcoming space for all.

Progress Towards Goal

- The apparel policy was changed and went into effect in January of 2024. Tops, bottoms and shoes are now required to be worn.



ANNUAL SURVEY HIGHLIGHTS



90% of respondents somewhat or strongly agree that Rec Sports helps them **cope with stress.**



88% of respondents somewhat or strongly agree that their experience with Rec Sports **helps them feel like they belong** at UW-La Crosse.



72% of respondents somewhat or strongly agree that their experience with Rec Sports programs and facilities improves their **academic performance.**



87% of respondents somewhat or strongly agree that **Rec Sports staff provide good customer service.**



90% of respondents somewhat or strongly agree that Rec Sports programs and **facilities are welcoming and inclusive.**

- 71% of respondents somewhat or strongly agree that the REC is overcrowded. Down from 77% in 2022.
- 37% of respondents somewhat or strongly agree that the opportunities provided by Rec Sports contributed to their decision to attend UW-La Crosse.
- 47% of respondents somewhat or strongly agree that the opportunities provided by Rec Sports contribute to their decision to remain at UW-La Crosse through graduation.

INCLUSIVITY

Our equity, diversity and inclusion efforts are central to our mission. We strive to challenge and hold our department accountable to be leaders in diversity, equity and inclusion efforts on campus, accomplished through consistent staff education, collaboration with campus partners, and assessment of departmental programs and policies.

STUDENT INCLUSIVE NETWORKING COMMITTEE (SINC)

The Student Inclusivity Networking Committee (SINC) is comprised of student staff passionate about making Rec Sports a more welcoming and inclusive environment for everyone. The committee strives to further the department's commitment to Equity, Diversity and Inclusion through staff training and assisting with departmental annual initiatives. SINC welcomes all Rec Sports staff to join and values self-reflection, critical thinking, open discussion and building community.

FUTURE INITIATIVES

- Starting in Fall 2024, SINC members will receive dedicated facilitator training to enhance the delivery of EDI service area discussions.
- SINC will create a new service area discussion titled "Recreation Access for All", focusing on serving those with visible and invisible disabilities.

ACCOMPLISHMENTS / POINTS OF PRIDE

- Met as a professional staff team monthly to discuss EDI topics.
- SINC created and delivered two service area discussions titled "Moving Beyond the Binary of Sex and Gender" and in the spring "Racisms Effect on Access and Opportunity". The PRIDE Center and the Center for Transformative Justice were consulted to provided valuable feedback.
- Rec Sports changed its Participant Apparel Policy to create a more welcoming space for all.



EQUITY, DIVERSITY & INCLUSION STATEMENT

Everyone deserves a chance to play and belong. We recognize that significant disparities exist for historically marginalized people in every aspect of society, including within our facilities, programs, and services. This is why we are dedicated to creating a space that celebrates, supports, and affirms everyone from all backgrounds, abilities, and fitness levels. We are focused on eliminating barriers that prevent the full participation of historically excluded populations. We believe in treating everyone with respect and strive to provide recreational facilities, programs and services which are welcoming, accessible and equitable.



STUDENT EMPLOYMENT

Rec Sports is truly “for the students, by the students.” Our student staff members play significant roles in program development and success. They work with the thousands of users and participants on a daily basis. Without quality, dedicated and hardworking students, Rec Sports would not be able to meet and exceed the expectations of our active campus community.



I'm a better person

→ “I feel that my involvement in Rec Sports has made me a better person overall. Whether that be listening skills, leadership opportunities, or overall life lessons, I will walk away from Rec Sports knowing that it has helped me better myself and therefore better my future career.”

- Samantha Brown, Fitness Center Supervisor

Student development continues to be the primary focus of employment. It is the goal of the professional staff to provide students with transferable skills that will help them prepare for the next step in their academic or work careers. We consider the department a “learning laboratory” that intends to help students gain firsthand experience and working knowledge of critical skills that align with our core values of inclusion, integrity, collaboration, customer service, leadership development, wellness, and fun.

Making an impact

→ “My Rec Sports experience has left me full. I worked my last shift the day before graduation and I took a lap around the nearly empty building but could still feel the warmth of the people in it. We devote so much time to seeing what we can give to the REC, but when it was all said and done, I looked over the Fitness Center and basketball courts one last time to appreciate how much it gave back to me”.

- Joe Uchtyl, Fitness Center Supervisor & Personal Trainer



According to all exit surveys completed by students not returning next year, we are accomplishing our development goals as survey results confirm that employment with Rec Sports continues to be an opportunity to gain hands-on experience while enhancing skills and building lifetime relationships.

REC EMPLOYEE COMMUNITY ENHANCEMENT (RECET)

The Rec Employee Community Enhancement Team works to build a strong and connected Rec Sports staff to support staff belonging and satisfaction.

TAKE AWAYS

STUDENT STAFF EXIT SURVEYS

Percentage of respondents who agreed or strongly agreed that their employment had improved the following skills:

- Conflict Resolution – 88%
- Leadership – 88%
- Organizational Skills – 81%
- Self Confidence – 85%
- Time Management – 78%
- Verbal Communication – 81%
- Written Communication – 52%

STUDENT ADVISORY COUNCIL (SAC)

As a representative body of the entire Recreational Sports student team, the Student Advisory Council (SAC) provides recommendations and works with the professional staff team on Rec Sports related policies, procedures, and staff concerns.

ACCOMPLISHMENTS

- Re-envisioned departmental committee work. Each committee now has a detailed framework for committee structure, expectations, duties, and benefits.
- SAC created a policy to use the EZONE as a staff study area during non-open hours.
- RECET introduced a new monthly newsletter.
- Started an initiative where Student Coordinators were invited to a breakfast with the Director once per semester.
- Lucy Suek, Student Fitness Program Coordinator was named UWL Student Employee of the Year.

CHALLENGES

- RECET events are attracting the same limited group of attendees.

FUTURE INITIATIVES

- SAC and Pro Staff will collaborate to finalize a new student employment application review rubric.





FACILITIES / INFORMAL RECREATION

F The Recreational Eagle Center (REC) is a 133,200 square foot facility that houses a multitude of spaces such as a fitness center, climbing wall, four basketball courts, two multi-purpose courts, two fitness studios and much more. The majority of Recreational Sports programs take place within the REC, including informal recreation. Rec Sports provides students the opportunity to check out equipment

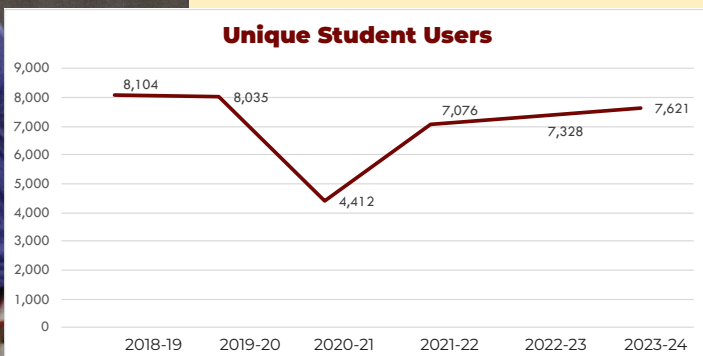
84%

of UWL Students visit our facilities or engage with our programs / services annually.

for a variety of activities to use outside of structured programming to help relieve the everyday stress of the classroom. The REC also hosts several events throughout the year in collaboration with other student groups and departments on campus to keep the facility thriving. In addition to the Recreational Eagle Center, the Rec Sports Department utilizes the Fieldhouse and Mitchell Hall for programming such as

Building community and friendships

→ “Rec Sports has been a building block for me as it has established many of my closest friendships through sports. It has given me a space to continue my self-improvement, connect with like-minded individuals, and grow in respect for others... It has positively impacted my mental health by giving me an outlet, and I often will join friends in a game of volleyball after an intense exam.” - **Ryan Lisota, Rec Sports Participant**



sport club practices/events, intramural sports and informal recreation. These facilities are shared with Athletics and Exercise Sports Science (ESS).

ACCOMPLISHMENTS

- Regular open rec hours were added to the Fieldhouse on Sunday evenings during the academic year.

- Developed reservation policies for the REC that included the use of Fusion Bookings to allow students to make self-reservations online and through the Rec Sports app. Facility room information was also added with the reservations, so users were aware of facility policies.
- Implemented a new ID/App Barcode policy. All users who violated the policy were informed of the consequences and so far, no one has been a repeat offender.

CHALLENGES

- With an increase in student staff members, there was difficulty finding common

times to schedule weekly and bi-weekly staff meetings.

- There were and are still continuous issues with the Fitness Center elevator.
- Issues continued this year with the punching bag in the REC. After repairing the system several times and looking at other options, it has been decided to remove the bag until another solution presents itself.

FUTURE INITIATIVES

- Further implement the use of the Fusion calendar and utilize the reservation function where students and departments can make reservations for any space through Fusion. This will also allow users to see what is scheduled in each space of the facility.
- Develop an emergency action plan with Housing/Residences Life to utilize the REC during after hour emergencies.
- Look into offering net sports (badminton, pickleball, etc.) in all spaces of the REC and not just the Multipurpose Room due to the high demand from campus users.

	18-19	19-20	20-21	21-22	22-23	23-24	% Change
Total Visits	323,629	262,439	109,463	280,558	322,108	344,571	7.0%
Total Student Visits	309,166	249,118	108,032	271,825	310,033	335,255	8.1%
Unique Users	8,416	8,362	4,457	7,677	8,127	8,704	7.1%
Unique Student Users	8,104	8,035	4,412	7,076	7,328	7,621	4.0%
% of Students that Swipe Into the REC (Academic Year)	83%	82%	46%	75%	78%	81.4%	4.4%
% of Students Users (Academic Year-All Programs & Swipes)					80%	83.9%	4.9%

INTRAMURAL SPORTS

As one of the most popular activities Rec Sports has to offer, the primary goal of intramural sports is to provide UWL students, faculty, and staff with the opportunity to participate in activities in a structured and enjoyable environment.

Intramural sports include individual, dual and team competition in a variety of events across men's, women's, co-rec (co-ed), and open leagues. Activities are varied, which creates an opportunity for all individuals to participate no matter their skill level or ability. Whether competitive or recreational in-nature, the program prides itself in being a great way for students to meet new people, develop and cultivate friendships, to continue to be involved in the sports they have grown to love, try new things, and to make life-long memories.

ACCOMPLISHMENTS

- Hosted the 2024 WIRSA State Basketball Tournament. Eighteen student officials

attended the officials' clinic and officiated the tournament. Fifteen teams from across the state participated.

- Pickleball was offered for the first time since 2018. It was offered during 3 quarters, and it filled each time!
- The program was able to retain more officials than has been typical over the past few years.

CHALLENGES

- Teams sign up for leagues they are overqualified for, leading to an unfair advantage and loss of fun for the recreational teams.
- The current rule on club member eligibility within

intramural sports restricts current and former club athletes from playing on the same intramural team. While these rules are put in place to ensure fairness, they have caused some contention among club practice players and individuals no longer participating with the club.

- Recruitment of soccer officials has been challenging and has led to a negative impact on the program.

FUTURE INITIATIVES

- Address league competitiveness to create fair opportunities for all participants.
- Find a better way to restrict/allow club practice players to participate in intramurals.



OFFICIATING

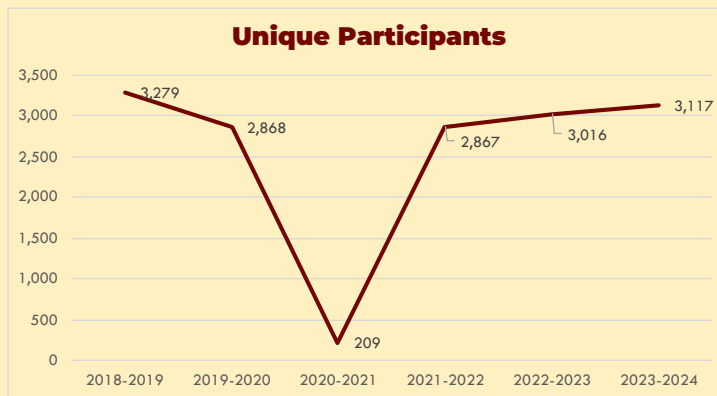




FACT

→ The Intramural Sports program had nearly twelve hundred teams sign up to play.

1,191
TEAMS



Creating a sense of belonging

→ “I love the community within Rec Sports and all the different friends I have met and will continue to meet through my years. The relationships I have gained with other students and pro staff is my favorite aspect of the job.”

-**Ethan Campbell,**
Competitive Sports Student Coordinator

Choose the competition level

“Intramural Sports are super fun and a way to hang out with your friends while being active. They can be as competitive as you make them, so if you want to play for fun you can.” - **Meghan Fraser, Intramural Sports Participant**

	18-19	19-20	20-21	21-22	22-23	23-24	% Change
Unique Participants	3,279	2,868	209	2,867	3,016	3,117	3.3%
Participations	39,504	28,155	519	28,257	30,819	33,424	8.5%
Games/Contests	4,485	3,485	200	2,903	3,202	3,668	14.6%
Average Participations Per Participant	12.05	9.82	2.48	9.86	10.22	10.72	4.9%
# of Teams	1,300	1,240	222	983	1,073	1,191	11%

SPORT CLUBS

The UWL Sport Club Program is the largest student run organization at UWL with over 500 members participating in 24 sport clubs. The Sport Club Program is committed to developing, promoting, and providing leadership to activity and competitive oriented clubs.

S Most clubs are part of an external governing body that schedules regular and post-season competitions. Students are given hands-on experience with leadership, travel, budgets, marketing, promotions, and fundraising while participating in an activity they love. Club logistics, rosters, waivers, scheduling contests or practices, and representing the club on and off campus are the responsibilities of elected student officers of each club. The Rec Sports Competitive Sports Coordinator advises all sport clubs.

to spend money from each. Next year, communication about budgets with these clubs will be clearer.

FUTURE INITIATIVES

- Create an outline for how the Sport Club Executive Council operates. Such an outline does not currently exist.
- Obtain copies of all the club's bylaws to keep on file to aid in a smooth leadership transition.
- Cultivate opportunities for clubs to meet members from other clubs and foster community.

"I have met all of my closest buddies in this sport and it greatly improved my ability to socialize with college students post-covid."

- Anna Bowes, Women's Ultimate Club

ACCOMPLISHMENTS

- The Gymnastics Club was added to the sport club program.
- The Executive Council presented before SUFAC and was able to secure an increase of \$5,000 in funding for FY25.
- One Day for UWL was a huge success! 19 clubs participated and raised over \$26,000.
- Impact baseline tests were much more efficient this year as all sport club athletes could access them via one link in IMLeagues. Teams did not need to wait for them to be sent out by our staff.

CHALLENGES

- There was a disconnect with some clubs about the types of accounts they have and how



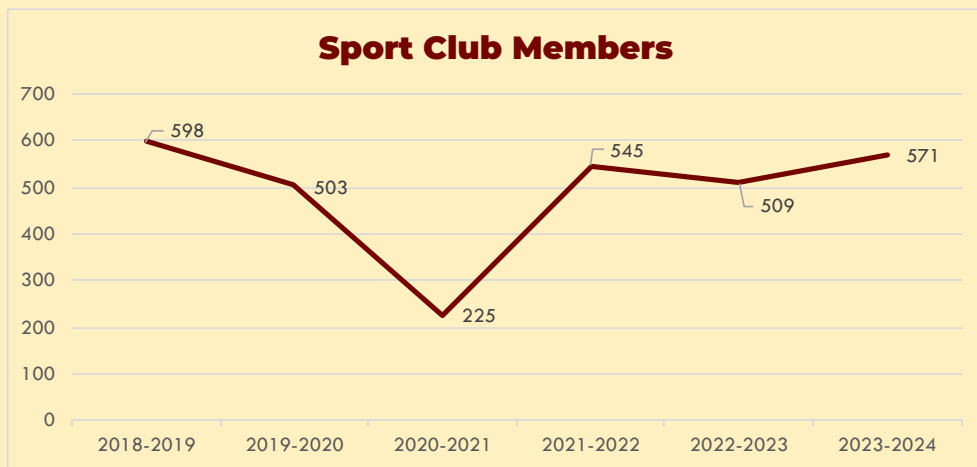


GAME CHANGER

→ “Since I have been in college, I have said that there have been three game changing decisions I have made and joining the Equestrian Team is one of them. My work with the team helps me balance out schoolwork and drives to practice and spending time with the horses is the perfect way for me to take a break from campus and be physically active. The team has given me so many friends and even roommates!”

**- Amanda Szotek,
Equestrian Club**

UWL Students keep their competitive juices flowing by participating on one of the 24 active clubs that are organized and run by students for students. They practice and compete in the state, region and even nationally.



	18-19	19-20	20-21	21-22	22-23	23-24	% Change
# of Clubs	24	20	22	23	23	24	4.3%
Club Members	598	503	225	545	509	571	12.2%
Home Events	50	40	0	36	37	55	48.6%
Away Competitions	109	92	0	99	121	124	2.5%
Miles Traveled	49,826	46,269	0	36,916	44,520	53,133	19.3%
Dues Collected	\$54,949	\$61,895	\$0	\$49,440	\$77,129	\$71,299	-7.6%
SUFAC Budget	\$30,855	\$30,855	\$30,855	\$30,855	\$30,855	\$40,000	29.6%



FITNESS CENTER

FC The Fitness Center is a 15,000 square foot facility that supports UWL by providing enjoyable opportunities to move one's body and build community in an environment in which everyone can pursue their unique goals. Within the space there are seven different zones totaling over 145 pieces of cardio and strength equipment.

ACCOMPLISHMENTS

- The Fitness Center along with the 2nd floor received additional fitness equipment in August 2023. The equipment was intentionally selected to accommodate high demand usage which was generated from student feedback.
- The Fitness Center offered a new program called Strength Redefined. Every other Tuesday night the space closes to regular use to provide a welcoming atmosphere where newcomers or

those apprehensive about exercising can start their fitness journey in a less crowded and intimidating environment accompanied by supportive Rec Staff who also provide free equipment orientations. Awareness of this new program picked up speed starting in the spring as Fall average registrations totaled 10 while spring was 30. Within 23-24 the program was offered the program 13 times with a total of 249 registrations and a peak of 40 single event registrations.

- The Fitness Center began a new partnership with UWL

graduate students conducting community health initiatives within their coursework. The initiative is called Team TEAL (Teaching & Encouraging Active Lifestyles) which is dedicated to fostering inclusivity, confidence and encouragement among current and future Rec users. In April weekly reflective marker board questions were posted in the Fitness Center and 2nd floor to build awareness and normalize challenges newcomers to fitness face.

Helping students thrive!

→ “Without the REC I never would have become the president of the UWL Barbell Club, I never would have competed in powerlifting, let alone make it to a national stage, but most importantly I never would have found the friends I hold dearest to me. The REC truly saved my life and allowed me to thrive here at UWL.” - **Samantha Brown, Fitness Center Supervisor**



CHALLENGES

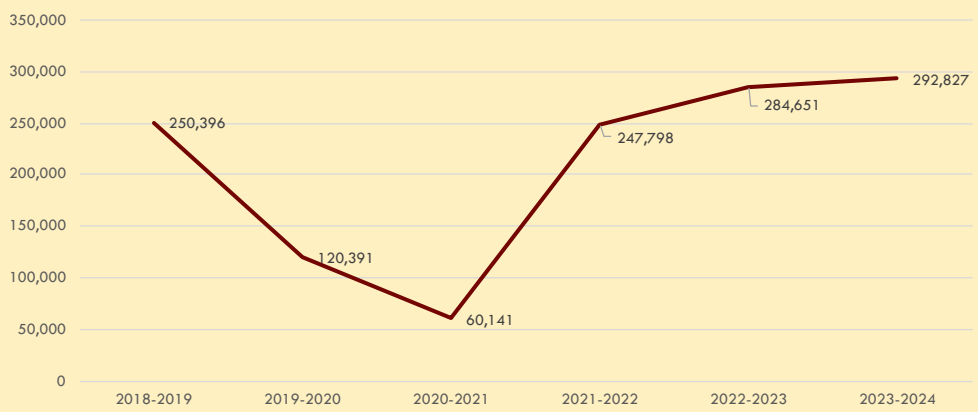
- The transition from Women & Non-Binary Night to Strength Redefined was difficult in 23-24 due to significantly lower participation. Fortunately, with increased promotion efforts awareness of its intended purpose increased along with participation numbers. Moving forward Strength Redefined will be carefully evaluated to ensure its purpose, value and marketing efforts are in alignment and strategic.
- The Fitness Center remains a popular and busy space throughout much of the day, causing some users to feel uncomfortable. Survey results from 2nd floor users and group fitness members support this observation, with 71% indicating a strong preference for the 2nd floor space due to its less crowded and more welcoming environment. The survey

also revealed that the most effective strategies for reducing gym-related anxiety, especially the fear of using equipment incorrectly or being judged, are to exercise with friends and to work out during less busy times.

FUTURE INITIATIVES

- Promote the Team TEAL partnership during Rec Fest and beginning of the 24-25 school year to establish positive community values while encouraging and welcoming new members to fitness opportunities at Rec Sports.
- Increase the value and visibility of Strength Redefined during its second year with new educational opportunities and social media engagement.
- Continue Fitness Center monthly challenges which began in 23-24 and were successful at engaging various members in a fun and unique format.

Total Fitness Center Visits



	18-19	19-20	20-21	21-22	22-23	23-24	% Change
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Total visits	250,396	120,391	60,141	247,798	284,651	292,827	2.9%
Average user counts (Monday-Friday)				56	61	60	8.9%
Peak Average (Monday-Thursday)				86	97	100	12.8%
Average User Counts (Friday-Sunday)				35	41	41	0%
Highest Count	156	155	55	130	160	144	-10%



A second home

→ “The REC has become like a second home to me and I have gained a better connection with myself and my peers who also enjoy similar hobbies to me. I have grown in myself and I have found a better relationship w/ food, working out, etc. through college because of the facilities available to me.”

-Rec Sports Survey Participant

FITNESS PROGRAMS

FP Fitness programs play a critical role in the department's overall effort to provide opportunities for everyone to play and belong in a community that embraces active and healthy lives. Both group fitness and personal training aim to serve UWL with highly skilled, certified, and passionate student staff. Group fitness boasts a high value service that utilizes an unlimited membership for a flat fee where members can enjoy a wide variety of inclusive and motivating classes at convenient times. Personal training services provide a unique and specialized experience that helps members build the confidence and experience they desire in a private hands-on setting. Whether members want the customized experience of private training or energetic community that group fitness offers, members will always receive support, encouragement, education, and instruction for effective exercise.

ACCOMPLISHMENTS

- The group fitness program had an outstanding year of sales, notably an 18% increase in memberships sold and a 38% increase in revenue. These increases can be attributed to effective marketing and recent updates which include the option of an annual membership which saw a 103% increase this year as well as the new option to charge memberships to student billing with a quick QR code and 30 second form, which contributed to 103 memberships or 10% of total memberships.
- The group fitness program offered free monthly events to all students and was successful in its first year's effort to build community and promote engagement amongst students. There were six unique offerings for the year with a combined 167 participants.

CHALLENGES

- The personal training program up until this year has seen steady growth post covid and in 22-23 provided a program high 370 training sessions. Unfortunately, demand has dropped despite consistent marketing efforts and in 23-24 provided just 104 sessions.
- Group Fitness cycle classes are extremely popular and often fully booked. However, two issues hinder full utilization of all bikes: reservation no-shows, which limit access for other members, and ongoing bike repairs due to six years of heavy use.

FUTURE INITIATIVES

- Additional marketing and assessment efforts will be conducted to raise personal training awareness and perceived value amongst students and faculty ensuring the 23-24 downward trends were an outlier rather than an overall market trend.
- The Group Fitness program will adopt a new and improved onboarding process for student instructors which will encompass higher visibility of the criteria online, a formal application process, competitive in-person interviews as well as position openings based on future team needs.
- All new spin bikes will be acquired for fall 2024 classes in accordance with the fitness equipment replacement plan which will optimize student experience and participation. Additionally, cycle reservation no shows will be reduced through a new tracking and member accountability process, further maximizing class participation.



GROUP FITNESS STATISTICS

	18-19	19-20	20-21	21-22	22-23	23-24	% Change
Memberships Sold	818	1,106	716	1,019	956	1,131	18.3%
Revenue	\$33,534	\$41,828	\$22,781	\$34,220	\$40,145	\$55,585	38.5%
Total Participation	9,957	10,106	8,394	13,504	14,272	14,487	1.5%
Unique Users					1617	1262	-22%

PERSONAL TRAINING STATISTICS

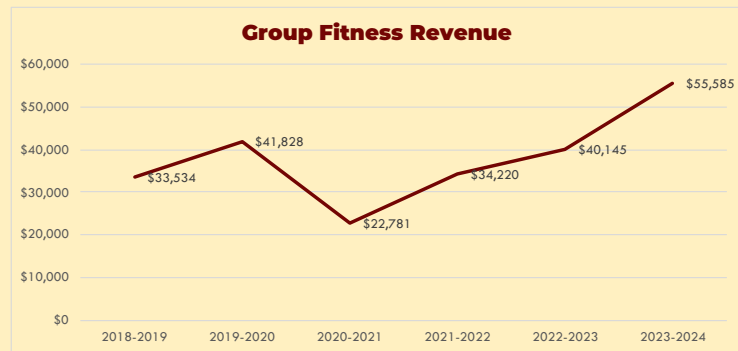
	18-19	19-20	20-21	21-22	22-23	23-24	% Change
Packages Sold	9	30	22	20	29	10	-65.5%
Training Sessions	146	424	160	206	370	104	-71.9%
Revenue	\$1,504	\$3,984	\$2,539	\$2,800	\$4,625	\$1,860	59.8%

FACT

→ The Group Fitness Program sold a record number of memberships, an 18% change from last year.

1,131

GROUP FITNESS MEMBERSHIPS



A holistic impact

→ “Rec Sports has had a huge impact on my college experience-- I have met so many amazing people, learned a lot about maintaining a healthy lifestyle. Through classes with Aaron, I have improved not only physically, but mentally and emotionally as well.”

- **Chloe Hansel, Group Fitness Participant**

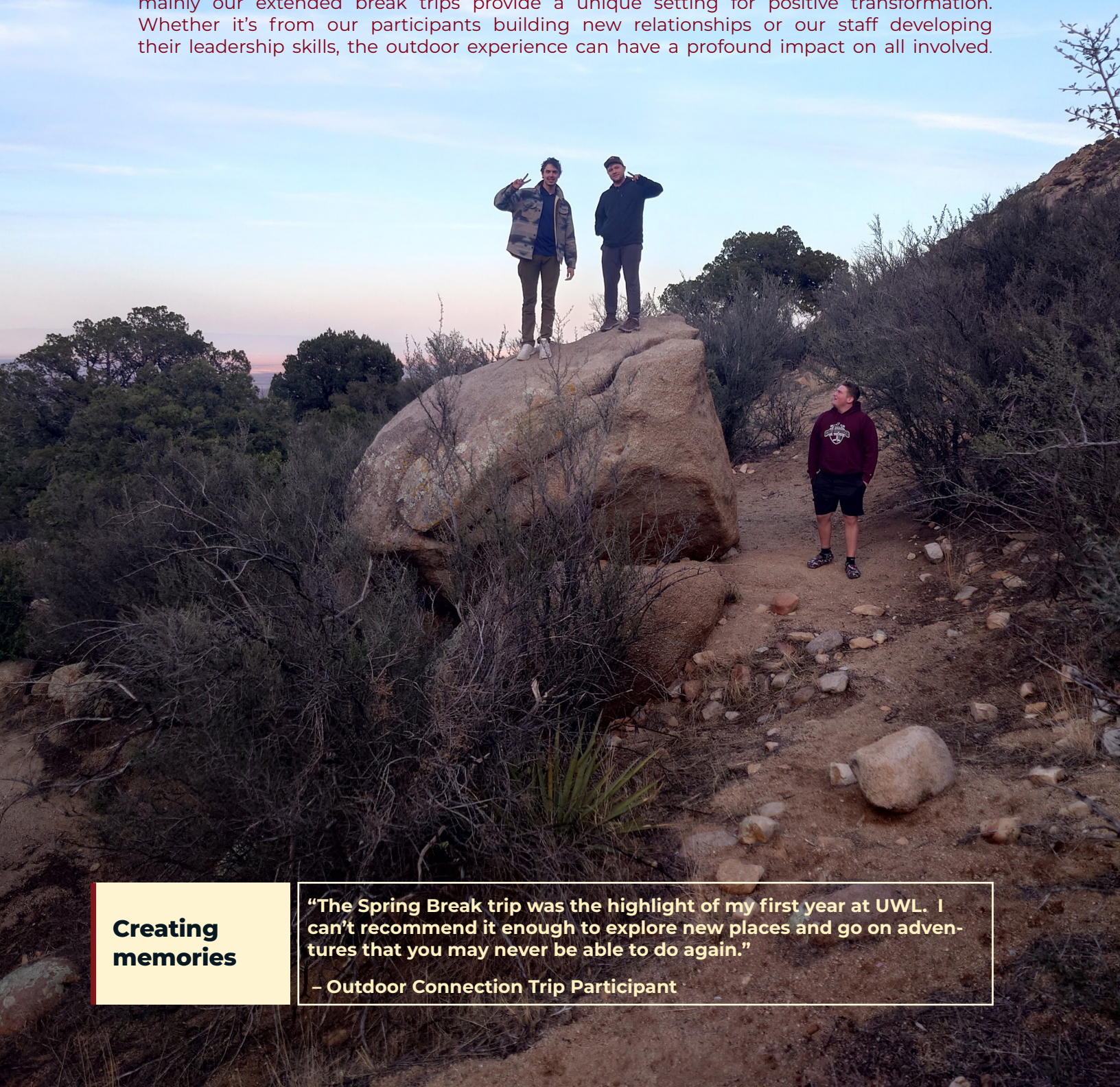
Building confidence

→ “Personal training has effectively made me more comfortable working out and helped me become healthier and more confident, but it has also given me a lot of new positive opportunities. My improved physical activity has helped during stressful academic or personal times, and I have been able to maintain physical and mental health because of the consistency and support”

- **Ryan Rogalsky, Personal Training Client**

OUTDOOR CONNECTION

The Outdoor Connection provides quality outdoor gear rental, resource information, trips, and an on-campus residence community for the UW-La Crosse Community. The Outdoor Connection is where UWL students come to “unplug”. The outdoors and mainly our extended break trips provide a unique setting for positive transformation. Whether it’s from our participants building new relationships or our staff developing their leadership skills, the outdoor experience can have a profound impact on all involved.



Creating memories

“The Spring Break trip was the highlight of my first year at UWL. I can’t recommend it enough to explore new places and go on adventures that you may never be able to do again.”

– Outdoor Connection Trip Participant

ACCOMPLISHMENTS

- Improved organization, updated condition, and completed significant repairs to current inventory of rental equipment
- Developed new partnerships with Ski and Snowboard, Biking, and multicultural student organizations to offer customized trip programs with the goal of growing the offerings in 2024-2025 and beyond.
- Provided several new trip offerings including ice fishing, trout fishing, meteor shower/star gazing, and caving.
- Sponsored an Adventure Film Festival on Campus, in partnership with Campus Activities Board, with over 200 attendees on campus in the Student Union Theater and a showing in the community at the Rivoli Theater in downtown La Crosse with over 350 attendees.

CHALLENGES

- The weather has the most significant impact on our rental center and trips program's success. Over the past year, bad weather forced us to cancel more trips than in the past. Notably, winter had virtually no snow, which negatively impacted our snow sport rentals and trips – some of our most popular offerings. Spring and fall storms

negatively impacted our biking and paddle sports rentals and trips. Cancelling trips and not renting items reduces word-of-mouth promotion and social buzz about our services.

- First Flight attendees have been a source of interested student staff and participants. Given the cancellation of this program, we anticipate greater challenge in attracting staff and participants for future years.
- Recruiting qualified bike mechanics or students with any simple bike repair/maintenance experience was a significant issue this year. Our single bike mechanic had limited availability and graduated, same as last year, so retention is also a concern to address.

FUTURE INITIATIVES

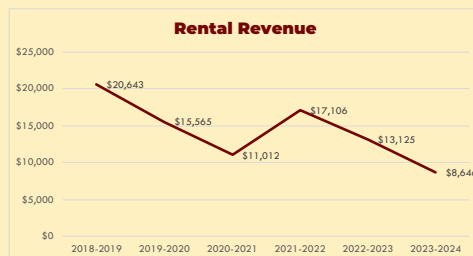
- Create a new initiative in partnership with the Green Fund to reverse the trend of reduced bicycle use for transportation and recreation. Develop more effective training for bike mechanics as well as a better bike maintenance and repair system for green bikes and the rental bike fleet. With additional education, promotion, and creative initiatives we hope to reverse the trend of reduced bicycle use by campus.

- Offering outdoor rock-climbing trips locally ourselves without traveling further away and hiring a more costly guide service.
- Begin equipment replacement program to address highest priority equipment that is out of service and beyond repair.

Fun in the outdoors

→ "I knew the Ozark Odyssey Staff Expedition would be fun, but I had no idea it would be that much fun!"

-Chloe Hansel, Outdoor Connection Trip Leader



OUTDOOR CONNECTION STATISTICS

	18-19	19-20	20-21	21-22	22-23	23-24	% Change
Outing Participation	411	285	14	200	151	299	98%
Outings	81	59	3	48	42	38	-9.5%
Rental Revenue	\$20,643	\$15,565	\$11,012	\$17,106	\$13,125	\$8,646	-34.1%

CLIMBING WALL

C The climbing wall simulates a variety of rock formations and utilizes hundreds of moveable hand and foot holds to provide participants with a fun mental and physical challenge. Attendees often work together in a belay team to climb routes to the top or discuss techniques to complete challenging moves of a boulder problem. The climbing wall is a very communal space where it is natural for people to meet for the first time and also build lasting relationships while developing interest in a lifelong activity.

ACCOMPLISHMENTS

- Completed the design and bid process for our new, modern, and expanded climbing facility in partnership with Exercise and Sports Science Department.
- Saw a 6.25% increase in visits and 5% increase in unique visits compared with 2022-23.
- Revenue increased 75.25% compared to 2022-23 due to greater community member participation and special program reservations.

CHALLENGES

- We experienced various times when attendees were turned away or had to wait to enter because of meeting capacity – especially the start of each semester.
- We lack enough quality climbing hold route sets and wall volumes to provide a variety of interesting climbs for different challenge levels.
- Changing routes frequently is essential to keep the climbing interesting and keeps our regular climbers engaged and challenged. It is difficult to recruit, train, and

retain qualified route setters, which affects our ability to create climbing conditions accessible to beginners to advanced climbers.

FUTURE INITIATIVES

- Move into the new wall and improve systems for check-in and management of climbing wall attendees.
- Host a PCIA Climbing Wall Route Setter Education Course.
- Execute an exciting grand opening for the new climbing wall for campus and the community.





Excited for the future.

“When I first came to UWL I was most looking forward to utilizing the climbing wall. It was my go-to place when I needed some peace of mind, spending time with friends, or taking a break from studying. I’m sad to see the old wall go, but I am so excited for all the opportunities the new wall offers.”

-Macie Reed, Climbing Wall Participant

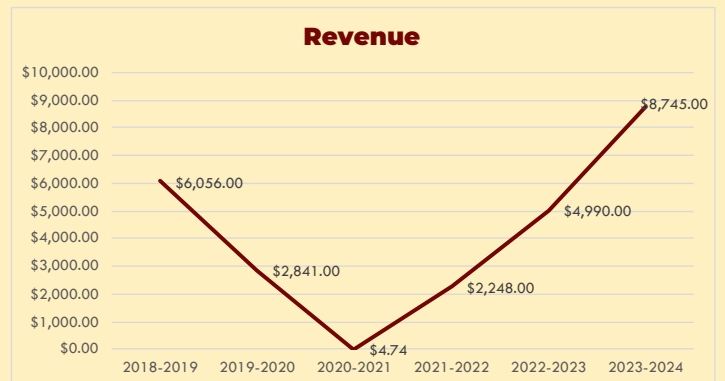
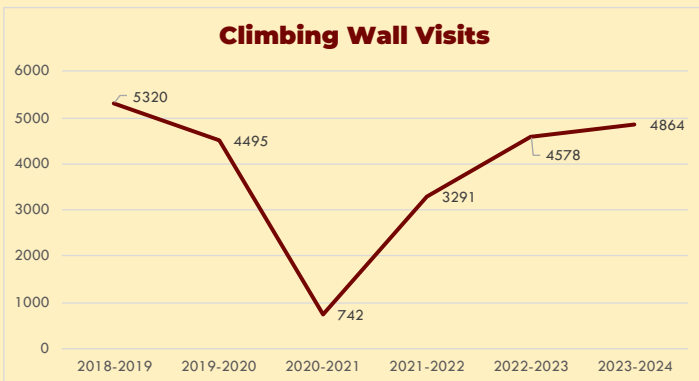
CLIMBING WALL STATISTICS

	18-19	19-20	20-21	21-22	22-23	23-24	% Change
Visits	5,320	4,495	742	3,291	4,578	4,864	6.25%
Unique Users	837	816	264	710	809	850	5.07%
Rental Revenue	\$6,056	\$2,841	\$4.74	\$2,248	\$4,990	\$8,745	75.25%

Leadership development

➔ “I have really appreciated the opportunity to develop my leadership skills, gain valuable experience leading peers, and working with other professionals in the field of recreation”

- Aidan Kuhn, Climbing Wall Student Coordinator



EZONE ESPORTS AND GAMING

E The EZONE is a welcoming community space for gamers of all abilities who like to participate in recreational and competitive gaming. The space includes 24 high-end gaming PCs, console gaming, virtual reality devices, a streaming room and a viewing area. The space is available for drop-in use and offers leagues and tournaments.



"I love the EZONE because throughout the years I've been here it's been a place where I can unwind. Whether I'm overwhelmed, angry or annoyed, or anxious, I go to the EZONE, play games and let myself calm down. I also enjoy it, because I go with friends many times, and it has given me another opportunity to connect with them more. Even if you don't know anything about the games, or don't have an account you can still play them, which is how I started out, by using the Rec Sports accounts on games."

-Mai-Linh Morgan, EZONE Participant

ACCOMPLISHMENTS

- Revenue from reservations increased 154%. As the EZONE hosts more birthdays, the word is slowly getting around the community.
- UWL joined the Wisconsin Collegiate Esports Alliance. This group gathers once per month to share ideas and discuss challenges. It also hosts a collegiate league within the state.

CHALLENGES

- While facility use remains high, EZONE programming continues to struggle. Even with making all registration free, getting students to register for leagues and tournaments has been difficult. Registration remains low and home events did not have enough participation to run.
- EZONE use by the public remains low. Memberships and day passes have garnered just



24 Alienware PCs

\$1,163 in revenue. Summer use of the space is very minimal. During the summer of 2023, the EZONE had a total of 217 visits and 41 unique users over the course of 3+ months.

- The UWL Esports & Gaming Club has not engaged with us. They have not returned multiple emails which included requests to collaborate.

FUTURE INITIATIVES

- Further increase marketing efforts. Options include an Apple Maps listing, providing flyers to UWL Athletics camp participants, advertisements, coupons, tabling at community events and increased print marketing distribution.

	21-22	22-23	23-24	% Change
Total visits	3,454	8197	8,557	4.4%
Unique Users	685	1005	923	-8.2%
Day Pass Revenue	0	\$528	\$768	45.5%
Membership Revenue	0	\$25	\$395	1,480%
Reservation Revenue	0	\$676	\$1,714	153.6%

Providing opportunities for growth

“My time at Rec Sports has helped me grow immensely. I have met lifelong friends that I will continue to grow with for years after we all move away. I started as a shy individual who barely had the confidence to introduce himself to others, to a leader and friend to many here. My time at Rec Sports has shaped my college experience into something I could never have imagined, and will continue to have a positive effect on me for the rest of my life.”

-Tyler Lappe, EZONE Student Coordinator



INSTRUCTIONAL PROGRAMS

I Rec Sports offers annual instructional programs to campus and the surrounding community. The two programs continuously offered through the department are American Red Cross certification classes for Adult/Pediatric First Aid, CPR & AED and Self-Defense classes offered through a partnership with the UWL Police Department.

ACCOMPLISHMENTS

- There was a full schedule of CPR classes for the fall and spring semester, despite several instructors on extended leave.

CHALLENGES

- The self-defense program went through a couple transitions this past year with new instructors during the fall and spring semesters. Scheduling the course for each semester was not as smooth due to a waiting period for new instructors. Marketing and promotions were not able to be put out as early and that led to a substantial decrease in participation.

FUTURE INITIATIVES

- There is the potential to offer CPR classes for whole departments (ex: Child Center) so there is no need to keep track of individual registrations for departments. There will also be a set registration cost of \$50 per participant for each department requiring certifications.

“It was a great way to meet new people, and make some friends. I learned how to better myself physically in a defense scenario. I learned how to throw proper punches, knee strikes, and even shin kicks. I loved the adrenaline scenario at the end that allowed you to show the culmination of all of your learned abilities, and what you can improve upon.” **-Self Defense Participant**

SELF DEFENSE STATISTICS

	18-19	19-20	20-21	21-22	22-23	23-24	% Change
Participants	43	17	0	43	50	21	-58%
Revenue	\$517	\$204	0	\$519	\$600	\$252	-58%

RED CROSS CERTIFICATIONS

	18-19	19-20	20-21	21-22	22-23	23-24	% Change
Participants	76	70	70	77	195	153	-22%
Revenue	\$4,384	\$4,020	\$4,225	\$4,452	\$9,716	\$8,204	-15.4%

MARKETING AND EVENTS

E The Special Events Program and Engagement Team provides a diverse range of engaging activities that aim to foster a sense of community and highlight the wide array of programs and services available. Our team organizes unique events, creates compelling content, and reaches out to different communities to encourage participation. These special events offer students the chance to explore new experiences with no or minimal financial burden. By doing so, we aim to attract a diverse population that may not usually utilize the REC or departmental programs.

ACCOMPLISHMENTS

- Achieved a 26% increase in Turkey Trot participation, with a total of 888 individuals registering for the 28th Annual Turkey Trot 5K. This is the second year in a row that we have seen over 25% participation growth. This growth has also helped increase fundraising.
- Launched a new social media entertainment series for Intramural Sports called Hard Knocks which generated over 42,000 video views and reached over 20,000 people on Instagram.
- Initiated new marketing liaison program to improve communication and enhance the promotional services offered to the department's program coordinators.

CHALLENGES

- Implementing a new staff organizational structure for the events and marketing team didn't work out as anticipated. We adjusted course during winter break and combined the events and marketing staff into one unit.
- Our department's increasing promotional needs require a more organized approach. We have been using the free version of Monday.com, but as our workload grows, so do its limitations. It is becoming harder to manage effectively. We need to invest in better tools to meet our expanding demands.

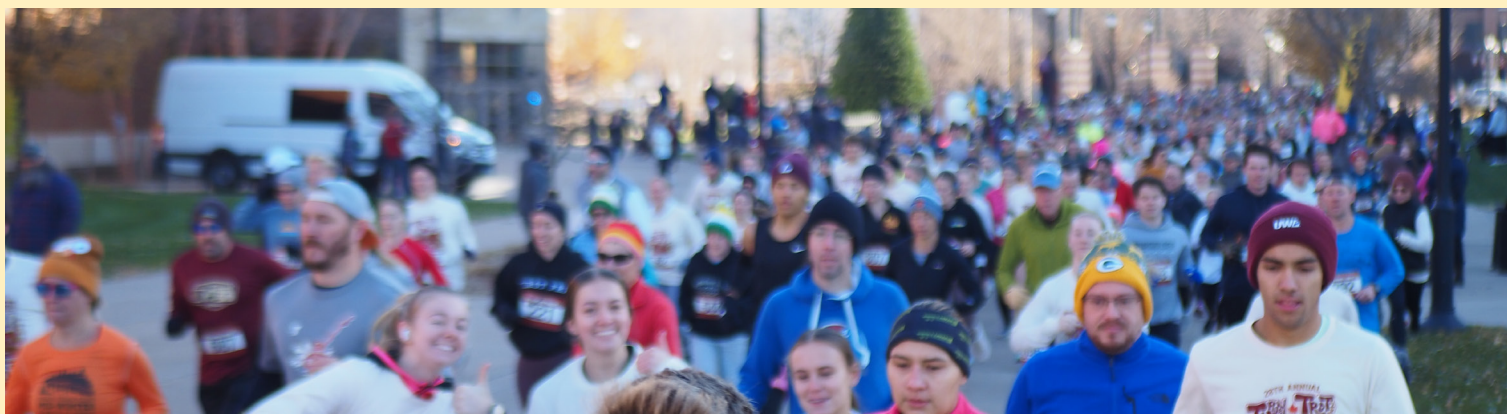
FUTURE INITIATIVES

- Retool our social media efforts to gain maximum exposure and engagement.

"My role at Rec Sports has been paramount in helping my time and workload management skills. Having worked Marketing & Events alongside a class schedule and now doing it without taking classes, shocked me at how much work I could juggle. It was actually quite nice to focus fully on Rec Sports and attempt to tackle some larger goals. It makes me more adaptable even when I have a full schedule."

– **Peter Kopperud,**
Marketing & Events Staff

	18-19	19-20	20-21	21-22	22-23	23-24	% Change
Moonlight Mile	197	149	0	400	500	525	6%
REC Fest	1,359	1,224	32	1,300	1,790	1,519	-21%
RECTober Fest	157	218	10	200	160	108	-26%
Turkey Trot	726	866	0	569	741	888	26%
Battleship	66	0	28	80	70	41	-36%
Night on the Slopes	86	211	159	183	223	105	-64%
Other Events	860	399	389	406	234	489	63%
Total Participation	3,451	3,067	618	3,138	3,718	3,675	-1%



ATHLETIC TRAINING SERVICES

AT Following collegiate recreation best practices, athletic training services are available to the 500+ athletes that comprise the 20+ sport club team rosters. Services include injury prevention, evaluation and treatment, post-injury rehabilitation, emergency care, concussion evaluation and management, and assistance with referrals to outside care. On-site athletic training coverage is also provided for the vast majority of home sport club competitions and certain departmental events.

ACCOMPLISHMENTS

- Implemented more robust concussion education training for sport club risk management officers using the National Federation of State High School Associations' online Concussion in Sports course.
- Partnered with UW-Madison to give a presentation titled "Mitigating Risk with Athletic Training in Campus Recreation" at the Wisconsin Intramural-Recreational Sports Association (WIRSA) conference in October.
- With generous assistance from four athletic trainers from the ESS department, continued to provide athletic training services via weekly open clinic hours, as well as coverage for all home sport club competitions, while the department's sole athletic trainer was out on maternity leave for most of the spring semester.

CHALLENGES

- Open, walk-in athletic training clinic hours offered in new Fieldhouse not well-attended/ utilized by sport club athletes in both fall and spring semesters.

- With the transition from a full-time to a part-time physical therapist at the Student Health Center, athletes reported significantly increased wait times for initial evaluation appointments.

FUTURE INITIATIVES

- Explore different times of day to offer open athletic training clinic hours in new Fieldhouse to increase athlete utilization in order to improve service efficiency and expand access to/availability of services for athletes.
- Serve as potential preceptor and clinical site for students in the UWL Athletic Training Program
- Collaborate with Athletics athletic trainers and team physicians, as well as physicians at Student Health Center, to create new concussion return-to-play protocol that reflects most up-to-date literature and best practices.

	21-22	22-23	23-24	% change
Athletes Cared For	103	296	267	-10%
Injuries*	126	157	143	-9%
Patient Encounters	502	1,007	605	-40%
AT Coverage Hours	175	174	178	2%
Baseline IMPACT Tests Administered	372	198	493	149%

*Only new musculoskeletal injuries and concussions were accounted for here. Wounds/ blisters and "injuries" where no evaluation was performed but taping and/or ice only was provided were not counted in this category. Those cases were included in the number of athletes cared for and patient encounters, however.



AQUATICS

Rec Sports works in collaboration with the Athletics Department and the Exercise and Sport Science Department for shared use of the pool, located in Mitchell Hall. The program has scheduled lap swim hours daily throughout the academic year.

ACCOMPLISHMENTS

- An alternative lifeguard in-service option was developed during the spring semester for any staff that happen to miss a scheduled in-service date. The alternative option includes a swimming component and skills review.
- An accessibility plan was developed and implemented during the spring semester. Our website was been updated with information on accessible entrance routes and with information on the pool lift.

- Total pool visits increased by 25% from last year. Student visits increased by 33%.

CHALLENGES

- Users with disabilities were challenged to access the pool. This led to the development of an accessibility plan to allow everyone easy access to swim.

FUTURE INITIATIVES

- Continue to develop additional options for alternative in-services.
- Research different pool offerings that would allow for more activities than just lap swim.

