

**Department of Campus Recreation
2010 – 2011 Annual Report
Executive Summary**

Major Accomplishments

- 1) FAU Recreation & Fitness Center recognized nationally for its facility design and construction.
 - In April 2011, the Recreation & Fitness Center was recognized as a National Intramural Recreational Sports Association (NIRSA) Outstanding Facility of Merit Award winner. This annual award is presented by NIRSA for creative, innovative designs of new, renovated, or expanded collegiate recreational facilities. Each winner is considered a standard or model by which other collegiate recreational facilities should be measured, and from which others can benefit. Judges evaluate each facility for its architectural design, functionality, and how well it meets its intended purpose.
 - During the fall 2010, the facility was selected as Building of America award winner. The award honors the country's most innovative, unique and challenging projects — projects that are particularly noteworthy and/or that give back to their respective communities.
- 2) Implement several new quality programs and services designed to meet the needs of students that include massage therapy, instructional programs, free self defense classes, Rec Pro Shop, Intramural Sports Rec Sports Championship Series, Reset Sundays @ the Pool, Camp Owls Outdoor Adventure Trips, and Get Rec'd/Owl Challenge New Student Orientation program.
- 3) Installed new biometric fingerprint scanner option at the Recreation & Fitness Center to provide students and members with another safe and convenient method to access the facility.
- 4) TRX Suspension Training bars were added to the group fitness studio March 2011. TRX Suspension Training is a new trend in group fitness and personal training using personal bodyweight.
- 5) 13,032 unique FAU students and rec members utilized the Recreation & Fitness Center from July 1, 2010 – June 30, 2011. This is an increase of 16.8%* from the 11,158 visitors from July 1, 2009 – June 30, 2010 last year.
- 6) The total number of Recreation & Fitness Center visitors for 2010 – 2011 was 344,476 compared to 256,103 last year. This represents a 34.5% increase.
- 7) Department collected \$132,846 in revenues from non-student memberships, guest passes, locker rentals and facility rentals which represents a 31% increase from last year's \$101,381.
- 8) 4,864 students participated in the Group Fitness program which represents a 160% increase from last year; participation hours increased to 18,646 which represents a 33% increase from previous year; 2,384 total classes offered which represents a 86% increase from last year.
- 9) 2,047 Intramural Sports unique participants for the year which represents a 4% increase from previous year; 12,086 Intramural Sports participation hours which represents a 12% increase from previous year

- 10) Personal Training program generated \$17,908 which represents 750 personal training sessions.
- 11) 2010 Homecoming 5K Fun Run had more than 400 runners participate in the kickoff to Homecoming Week.
- 12) Eric Hawkes, Director of Campus Recreation received the NIRSA Regional Award of Merit in April 2011. This award is provided as a means of recognizing the outstanding contributions of individual members, made on either a regional or statewide basis, within NIRSA. The award is intended to acknowledge exceptional performance or dedication, to encourage creativity and innovation, and to establish a standard of excellence in professional achievement.

2011 - 2012 Goals

- 1) Begin Outdoor Adventure Program and successfully transition Challenge Course to Department of Campus Recreation from Today & Beyond Wellness
- 2) Investigate strategies to reduce the use of paper in program areas and facilities – including Intramural Sports, Club Sports, facility operations, etc.
- 3) Enhance programming efforts to include the use of technology to reach students virtually
- 4) Enhance marketing efforts to include the use of videos, social media, texting, QR codes, etc.
- 5) Create an intentional learning environment
- 6) Identify outcomes to drive program planning and assessment
- 7) Identify and implement membership marketing initiatives targeting potential alumni and Faculty/Staff members; coordinate with other department program areas for promotional packages
- 8) Enhance fitness initiatives that include new programming (i.e. Biggest Loser) and resources that include informational videos and fitness workshops
- 9) Develop and publish Department of Campus Recreation five year strategic plan
- 10) Host nationally accredited certification courses for staff and FAU community
- 11) Investigate partnerships with academic departments – Exercise Science & Health Promotion, Educational Leadership, Freshmen Academic Advising, Graphic Design, etc.
- 12) Investigate ability to update university strategic plan related to outdoor recreation facilities
- 13) Develop outdoor fields enhancement plan
- 14) Develop formal graduate assistant experience program