**SRC Strategic Plan Benchmarks**

**Facilities**
- **Provide facility reservations to a minimum of 8 different student groups each quarter.**
  - 21 student organizations were scheduled throughout the year totaling 249 hours of reservations.
- **Provide facility rental to non-student campus groups and off-campus groups to generate at least $9,000 annually.**
  - 24 campus departments and off-campus groups rented SRC facilities generating approximately $17,000.
- **Provide a safe environment as evidenced by less than 10 injuries per quarter with UPD response needed no more than once a quarter.**
  - Total of 35 injuries for the year with Winter Quarter the most at 12. UPD responded a total of 5 times, 4 occurred in Winter.
- **Provide a welcoming environment as evidenced by less than 5 incidents per quarter with UPD response needed no more than once a quarter.**
  - 21 total incidents - Fall with 8 and Winter with 7 above the benchmark – UPD was not needed for these issues.

**Fitness**
- **Offer a varied group X program with a minimum of 6 different classes quarterly and an average of 12 participants per class session.**
  - Averaged 11 different classes per quarter – averaged 6 participants per class.
- **Partner with PEAK for additional group exercise classes that compliment the SRC class schedule.**
  - PEAK provided an average of 5 additional classes per week each quarter.
- **Record at least 6,500 hours of usage on the cardiovascular equipment quarterly.**
  - Totaled just under 23,000 hours of cardio equipment usage for the year.
- **Provide personal training and fitness advising to at least 100 different clients quarterly.**
  - Provided PT/FA service to 270 clients for the year.
- **Offer at least one wellness workshop per quarter with at least 30 attendees each.**
  - Fall – “Pills, Powders, & Potions = 37” Winter – “Maximizing Workouts” = 40” Spring – “Finish Strong!” = 39

**Marketing/Outreach**
- **Average 4,500 visitors to the SRC web page.**
  - Averaged 3,625 web visitors each quarter (missing Winter Quarter’s total).
- **Attract over 1,200 Facebook “Likes” annually.**
  - 1,614 “Likes”
- **Contribute to University Outreach efforts by providing SRC tours to at least 10 groups per quarter.**
  - Conducted an average of 33 facility tours each quarter to outreach-related groups.
- **Educate on the value of exercise and recreation on academic performance by providing presentation to at least 10 groups annually and by promoting through social media, advertisements, etc. quarterly.**
  - Presentations to 4 CSUB 101 classes reaching approximately 200 new students. Included “research facts” on annual SRC brochure, monthly fit tips, Faculty/Staff Announcement ads, and on Facebook.

**Member Services**
- **Average over 750 turnstile/headcounts per day Monday – Thursday and 200 per day Friday – Sunday.**
  - Monday – Thursday Average = 824  Friday – Sunday Average = 224
- **Provide service to a variety of campus constituents as evidenced by 4,000 or more distinct users each quarter.**
  - Averaged 3,500 distinct users each quarter.
- **Sell memberships to at least 100 different non-student members – with at least 15 alumni association memberships.**
  - Averaged 148 non-student memberships and 11 Alumni Association memberships each quarter.
- **Rent lockers to a minimum of 30 participants per quarter.**
  - Rented an average of 48 lockers per quarter.
**Rock**
- **Program Rock Activities to Attract an Average of 30 Individuals per Weekday.**
  - Averaged 17 climbers each weekday.
  - “Sky's the Limit” Competition = 10  
  - Bouldering Competition = 25 participants  
  - Speed Climbing Competition = 25 participants  
  - Slack lining – averaged 12 participants per session

**Sports**
- **Develop and Implement an Intramural Sports Annual Calendar of Activities to Offer a Varied Program of at Least One Different Team Sport per Quarter with a Minimum of 8 Teams.**
  - 39 teams & 396 participants competed in 6 different sports (65 female participants).
- **Provide at Least 3 Informal Sports per Quarter with a Minimum of 10 Participants per Sport.**
  - Participant counts not taken – Informal Sports format will change for 2012-13.
- **Develop a Sports Club Program Based on the CSU-Approved Model with at Least 4 Active Clubs.**
  - The structure for Sport Clubs is in place, however, despite outreach & education, no clubs have been formed.
- **Create Two Annual SRC Special Events Attended by a Minimum of 75 Individuals to Highlight the Programs, Services, and Facilities While Focusing on the “Fun” Aspect of Recreation.**
  - Fall – “Scary Rec Carnival” = 190 Participants  
  - Spring – “SRC Play Day” – 52 participants
- **Checkout at Least 3,200 Pieces of Informal Recreation Equipment Each Quarter.**
  - Totaled 9,000 pieces – averaged 2,721.

**Student Staff**
- **How Many of Your Student Staff, Including Yourself, Participated in Volunteer Opportunities and/or Participated in This Quarter’s University-Sponsored Philanthropic Event?**
  - An average of 11 staff participated in a volunteer activity each quarter. Events included, Ronald McDonald House, Homeless Center, Leukemia & Lymphoma Society, Assistance League, Field of Dreams, Relay for Life, March of Dimes, National Alliance on Mental Illness.
- **What Area-Specific Staff Recognition Events, Socials, and Traditions Took Place This Quarter?**
  - Every student staff area except for Fitness & Operations held at least one recognition/social event during the year. Examples included bowling, softball game, fun run, dinner/lunch, and outdoor climbing trips.
- **Number of Student Staff Participating in the All-Staff Workday, and Winter & Year-End Staff Recognition Events?**
  - All-Staff = 50  
  - Winter = 41  
  - Year-End = 20
- **What On-Going In-Service Training for Injury Response, Safety Awareness, Risk Management, and Emergency Preparation Was Provided for Your Staff?**
  - A safety topic was discussed at every weekly staff meeting for each staff area. A wide variety of topics were presented. Specific training was also provided in CPR/AED/First Aid certification, fire extinguisher and AED usage, belay techniques and unexpected falls, and preparation of the draft Risk Management Manual.
- **What On-Going Staff Training in Professional Communication, Appreciating and Valuing Individuals, Fair and Equitable Conduct, and Appropriate Interpersonal Interactions Was Provided for Your Staff?**
  - The All-Staff Workday included guest speakers on the topics of leveraging your job responsibilities, valuing diversity, and providing positive customer service. Weekly staff area meetings also included topics such as time management, effective listening, conflict resolution, marketing tools, “21 Irrefutable Laws of Leadership”, and word-of-the-quarter.
- **Number of Student Staff with Cumulative GPA’s: (CSUB Average GPA = 2.98)**
  - Over 3.50 = 11
  - 3.00 – 3.49 = 26
  - 2.50 – 2.99 = 20
  - 2.00 – 2.49 = 10
  - Under 2.00 = 0
- **Number of Student Staff Graduates?**
  - 21 students who worked at least one quarter for the SRC this year graduated.
- **Number of Student Staff Interview Processes, Applications, Interviews, and Hires?**
  - 13 Interview Processes  
  - 155 Applications  
  - 88 Interviewed Candidates  
  - 35 Hires

**Additional Accomplishments & Highlights**

**Facilities**
- Purchased “Kit Fox” proof trash/recycling bins for SRC Field.
- Installed “bolt-on” backboard protective pads for the basketball courts.
- Re-lamped gym and rock areas – need long-term solution to rock area lighting.

**Fitness**
- Established ACE Personal Training certification course.
- Standardized Group X Instructor audition/interview process.
- Strengthened confidentiality and HIPPA process for Personal Trainers/Fitness Advisors.

**Marketing**
• Various promotional videos were produced and distributed via email and posted on Facebook.

**Member Services**
• Added Xbox & Wii gaming systems to equipment checkout.
• Researched and recommended membership software for the SRC.
• Increased cash register “float” from $100 to $200.

**Rock**
• Instituted a slack lining program to complement climbing and bouldering.
• First Bouldering competition was a success. We had about 25 participants at the event.
• No injuries on the rock this year.

**Sports**
• The sportsmanship of the softball teams and the spring fun day event were highlights of the quarter.
• No forfeits in Flag Football this year.
• No serious injuries recorded this year.

**SRC Advisory Committee**
• The SRCAC recommended and the President approved the following:
  • Revised SRC Policies
  • 2012-13 SRC Operating Budget
  • Low Ropes Course/Teambuilding Cost Structure

**Student Staff**
• Improved the lowest rated item on the student staff Job Satisfaction Survey – “I feel involved in decisions that affect the SRC staff and participants” to 71.9% form 58.7% from the previous year.
• Implemented mandated Live Scan background checks for required staff areas.

**Sustainability**
• Seed-The-Future Sustainability promotion resulted in 368 trees planted around the world by CSUB students, faculty and staff (75% of cards issued were registered).

**Alignment with Student Affairs Strategic Plan Goals & Objectives**

1. **In what ways does your program or service area increase students’ personal growth in the following areas: wellness, fitness, interpersonal skills, leadership, and personal identity?**

**Facilities**
Staff members attended the Finishing Strong Wellness Workshop and participated in the Spring Fling special event.
Professional development was primarily addressed through weekly leadership discussion centered on *The 21 Irrefutable Laws of Leadership* by John C. Maxwell. Students were also allocated specific duties throughout the year to help establish personal growth.

**Fitness**
The Fitness and Wellness Student Manager demonstrated growth in the areas of interpersonal skills, leadership, and personal identity. The majority of the work for the Operations Assistant Staff, and the Group Exercise and Wellness Workshop programs was delegated to the Student Manager and was successfully accomplished. There was also growth from our Personal Trainers/Fitness Advisors in their interpersonal skills through observing them in their one-on-one sessions with clients. The majority of our participants who trained with our Trainers/Advisors experienced enhanced fitness levels, (weight loss/inches lost, increased strength & flexibility, etc.) and an improved personal identity through receiving positive feedback regarding their Pre and Post Assessments. Participants’ personal growth in the area of Fitness and Wellness were addressed in the three Wellness Workshops.

**Marketing**
Fitness and Wellness were promoted to the campus community by marketing the wellness workshop on a quarterly basis, publishing monthly fit tips, and publishing weekly faculty ads. With the advertisements that the Marketing team puts out there is a strong association for the students to connect to the SRC. The Marketing team attained interpersonal skills by collaborating with other staff areas on marketing their programs. This also builds leadership and personal identity skills by taking ownership of projects and creating fliers and posters that reflect their creativity.

**Member Services**
Interpersonal skills: The front desk staff is the first point of contact for the SRC. This requires the staff members to be flexible and utilize their communication skills. They greet participants as they come into the building and help resolve issues and answer questions as they arise. The staff encounters a wide spectrum of personalities and is able to adapt to the participants needs. On a daily basis they deal with participants who ask questions, are frustrated, and at times, irate. Leadership: The staff develops their leadership skills by making decisions that affect participants on a daily basis. Each staff member also has the opportunity to run the weekly staff meetings.

**Rock**
Climbing at The Rock and slack lining reaches the fitness and wellness component by keeping the individual physically active. Interpersonal and personal identity is achieved through setting goals and meeting those goals and/or realizing the progress the student has made simply by completing routes and puzzles that they could not achieve on their first attempt.

**Sports**
Individuals get an opportunity to work on personal fitness while developing interpersonal skills related to sports. Participation in sports will help with endurance training as well as strength training due to the physical activity involved with participation. Interpersonal skills developed by participants can include any aspect of a sport such as batting, catching, setting, and spiking. The team setting of sports gives the participant a chance to fill roles of leadership within the team and game atmosphere. By participating in intramural sports individuals also learn that the skills that they possess help them to establish a role on the team such as leader or support player.

**SRC Advisory Committee**
Participation on the SRCAC creates opportunities for students to develop their leadership and interpersonal skills.

**Student Managers**
The 5 Student Managers serve as para-professionals and are part of the SRC Leadership Team. They receive ongoing training on both theoretical and practical aspects of leadership, staff supervision, staff morale and discipline, communication, accountability, and management styles. They provide the day-to-day peer supervision of the 65+ other student staff members as well as respond to participant issues.

2. HOW DOES YOUR PROGRAM OR SERVICE AREA INFORM AND EDUCATE STUDENTS ON ANY OF THE FOLLOWING FACTORS: HEALTHY LIVING HABITS, WELLNESS STRATEGIES, PROPER TECHNIQUES, RISK AWARENESS, SAFETY CERTIFICATION, KNOWLEDGE OF RULES, SKILL ACQUISITION, AND APPLYING THEORY TO PRACTICE?

**Facilities**
The Facility Supervisor staff is responsible for educating and enforcing all SRC policies and guidelines including all issues related to safety with each participant as needed.

**Fitness**
Three Wellness Workshops offered students an opportunity to learn about various subjects, such as the benefits of time management, the negative impact that supplements/steroids can have, and skills students can utilize to avoid the end of year “burn out.” Personal Training/Fitness Advisor clients were educated on the value of exercise and the proper form for each of the various weight and cardiovascular exercises.

**Marketing**
The Marketing staff uses publications via print, Facebook, website, and email to communicate with the students. These mediums allow educational information regarding the above categories to reach students.

**Member Services**
Member Services constantly educates the participants on the rules and policies of the Student Recreation Center. They are the initial contact that participants have with our staff and are able to answer questions regarding membership, guest passes, group X schedules, Wellness Workshops and other information relevant to the SRC and campus.

**Rock**
The Rock staff educates participants on risk awareness before the participant climbs. As the participants climb, proper techniques and skill acquisition are encouraged.

**Sports**
Officials and supervisors inform and educate participants on rules which help to expand their knowledge. We educate the participants through captain’s meetings, the intramural handbook, and discussions before and after games. While the staff does not directly educate on proper technique and skill acquisition, individuals learn these skills through participation.

**Student Staff**
CPR/First Aid/AED certification classes were offered every quarter for the staff. ACE Personal Training certification courses were offered during the Winter and Spring terms.

3. IN WHAT WAYS DID YOUR PROGRAM OR SERVICE AREA PROMOTE TEAMWORK, SPORTSMANSHIP, FAIR PLAY, ACCEPTABLE GROUP BEHAVIOR, PERSONAL RESPONSIBILITY, ACCOUNTABILITY, AND PROFESSIONAL ETIQUETTE TO STUDENT STAFF AND PARTICIPANTS?

**Fitness**
Accountability and personal responsibility were fostered through our Personal Trainers and Fitness Advisors by encouraging clients to show up for their appointments on time and prepared to work out, and also exercising at least two other days per week without the Trainer/Advisor. Acceptable group behavior was achieved in our Group Exercise classes through participants following the directions of our Instructors.

**Marketing**
While working on projects, the marketing team makes sure they are on task by following-up with other staff areas and meeting deadlines. Communication plays a large part in keeping the team on track and making sure projects are completed on time.

**Rock**
We hosted two climbing events that in itself through competing with fellow classmates and supporting their friends promoted all of the areas above.

**Sports**
The Intramural Sports program is dedicated to promoting teamwork, sportsmanship, fair play, and acceptable group behavior. To have a successful team in any sport the participants have to learn how to work together as a team. We promote teamwork by encouraging students to sign up and participate on a team. Sportsmanship and fair play are strongly encouraged through our sportsmanship rating system as well as discussions before and after games. Acceptable group behavior is strongly correlated with
sportsmanship and fair play is also encouraged in the same manner. Student staff members are responsible for regulating participants on their sportsmanship and group behavior. Through game control the officials help to set a friendly and inviting atmosphere that strongly encourages sportsmanship. Staff members are responsible for learning and knowing the rules of the game, as well as the mechanics of proper officiating. They are accountable for arriving to work on time and dressed in proper work attire, entering their hours worked into payroll each month, and facilitating an informal sport. The staff learned through work experience proper work etiquette and customer service.

**STUDENT STAFF**

All student staff members are expected to ensure that appropriate behavior is exhibited at all times by users of the SRC. This involves issues related to group behavior, personal responsibility and accountability. The staff members themselves must maintain a professional attitude and communicate respectfully in all their interactions.

4. **HOW DID YOU SEEK INPUT FROM YOUR STAFF AND PARTICIPANTS IN THE DEVELOPMENT OF POLICIES AND PROCEDURES?**

**PARTICIPANTS**

The SRC actively encourages input from participants through both Comment and Suggestion Forms and web-based response. During the past year 176 forms were submitted and 328 web-based comments received. An SRC staff member responds to all comments when contact information is provided. The staff also engages in personal conversation with participants to solicit feedback based on one-on-one personal interaction.

**STUDENT STAFF**

Feedback, comments, constructive criticism, and potential improvements are solicited regularly from each staff member at their weekly meetings, during the annual performance evaluation and in informal conversations. This includes program or service area specific issues and global SRC-wide concerns. An example of the latter is the SRC policies which were reviewed by each staff area. Each student was able to give their input on the wording of the policy and review if the policy was still needed. The SRC Advisory Board used the input from the staff and approved the recommended changes.

5. **IN WHAT WAYS DID YOUR PROGRAM OR SERVICE AREA MAXIMIZE RECYCLING EFFORTS AND FOCUS ON SUSTAINABILITY IN ALL OPERATING FUNCTIONS?**

**ALL**

All areas try to minimize the need for hard copies and all paper is recycled in the work areas. Recycle containers are available throughout the facility and their use is encouraged by all participants. The SRC participated in the second annual Recycle Mania.

**MEMBER SERVICES**

Member Services tries to make sure its forms have information printed on both the front and the back to help reduce the amount of paper used. The closing cash register procedures were changed to minimize the number of reports printed. The new method has reduced the amount of receipt paper used. We are looking into software that can save these reports. If it works the way we hope, there may not be a need to print the closing reports which would save even more paper. Member Services staff manually control lighting in selected areas to ensure that the lights are turned off when sufficient daylight is present.

**SEED-THE-FUTURE Sustainability Promotion**

When a student redeemed a card online, a tree was planted in a country of their choice. The card contained plant seeds which allowed students to plant the card in the ground to grow a tree. Once a card was registered, students also received a t-shirt that offered the following encouragement, “Improve Yourself, Improve Your World”.

6. **IN WHAT WAYS DID YOUR PROGRAM OR SERVICE AREA MEET THE NEEDS OF PARTICIPANTS WITH A WIDE-RANGE OF PHYSICAL ABILITY AND FITNESS INTEREST?**

**FACILITIES**

During set up for rental and reservation events all ADA compliance requirements were followed in consultation with the Office of Risk Management and the Office of Services for Student with Disabilities to ensure appropriate service was provided.

**FITNESS**

Group X Instructors monitored the exercise intensity levels of all participants during classes. They also modified the movements depending on the level of fitness of each participant. Participants were able to receive individualized exercise programs from our Personal Trainers and Fitness Advisors. Our Zumba Instructor had a paraplegic participant attend many of her classes.

**ROCK**

The Rock is an all-inclusive facility. The staff accommodates to belay and assist climbers of all body types, sizes, and abilities.

**SPORTS**

Sports are offered in either league or tournament format. The league play is intended for individuals who are more committed to participating in organized sports. The tournament play offers an opportunity to participate without a lengthy time commitment. Informal sport programs are designed to get individuals involved with SRC sports that may have a wide range of ability, interest, and availability. A variety of sports and times are provided in which individuals can play without registering.

7. **HOW DID YOUR PROGRAM OR SERVICE AREA PARTNER WITH OTHER STUDENT AFFAIRS DEPARTMENTS, ACADEMIC UNITS, OR UNIVERSITY ADVANCEMENT ON COOPERATIVE ENDEAVORS?**

**FACILITIES**
The Facilities staff worked collaboratively with over 12 campus departments to ensure that their rental events in the SRC would be safe and successful. The SRC also provides two bulletin boards dedicated to promoting the events and services of other campus departments.

**Fitness**
Collaborated with the PEAK Department to provide 18 additional classes to our Group X schedules throughout the year. The Fitness Student Manager worked with the Athletic Department staff to offer the “Maximizing Workouts” Wellness Workshop. Used University Staff for the All-Staff Workday and the Spring 2012 “Finish Strong” Wellness Workshop. Student Affairs adopted the “Finish Strong” theme to implement Dr. Wallace’s finals week program. Aramark donated refreshments for the Fall 2011 Wellness Workshop.

**Rock**
Rock staff facilitated teambuilding opportunities for the intercollegiate volleyball team and in cooperation with CECE, the Boys & Girls Club of Bakersfield to experience climbing and bouldering.

**Sports**
The Sports staff partnered with the PEAK Department in order to form an intramural class that was worth one academic unit. The staff also communicated regularly with Residence Life staff to promote and assist in their residents playing Intramural Sports.

8. **How did you or your student staff members contribute to orientation sessions, facilitate SRC tours, and make presentations to educate potential and new students, and their parents, of SRC programs, services, and facilities?**

**All**
At the beginning of each quarter Intramural Sports and Marketing Team staff set-up tables at campus events to promote our upcoming events and pass out promotional items and information to students. The Marketing Team produced and distributed promotional videos to highlight SRC programs and services. Member Services participate in welcoming and distributing information to tours and potential students who tour the SRC. The facility supervisors provided both formal and informal tours of the SRC. The Facility Supervisor staff also led tours and filled in for several Q & A sessions at freshman orientation. The Facility Supervisor staff also presented for the Presidents Community Advisory Council about everything that the SRC has to offer participants. The facilities staff also presented to CSUB 101 classes during the spring quarter.

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<tr>
<th>2011-12 Priority Objectives, Strategies, Timelines, and Benchmarks</th>
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**Dave Hart**

Please indicate progress on this strategy, timeline, and benchmark

**Objective 1.2 Stimulate intellectual development**

SRC Strategic Action – Inform and educate students on healthy living habits, wellness strategies, proper techniques, risk awareness, safety certification, knowledge of rules, skill acquisition, and applying theory to practice in a fitness, sports, and wellness environment.

**Strategy**
- Develop and implement an ACE Personal Training Certification Course.

**Timeline**

**Benchmark**
- At least 6 students in each course session with a minimum of 4 passing the course each session.

**Progress**
- Five students completed the course, unfortunately they did not have the financial resources needed to take the certification exam at this time.

**Kareem Bland, Collin Ellis**

Please indicate progress on this strategy, timeline, and benchmark

**Objective 2.1 Create a variety of programs, services, and traditions that connect students and community members to campus.**

SRC Strategic Action – Provide a comprehensive calendar of programs and services to meet participant needs.

**Strategy**
- Create two annual SRC Special Events to highlight the programs, services, and facilities of the SRC while focusing on the “fun” aspects of recreation.

**Timeline**
- Develop and implement one special event for the fall quarter and one for the spring quarter.

**Benchmark**
- Attendance by at least 75 individuals with a “positive” satisfaction rating by at least 80% of respondents on the post-event survey.

**Progress**
- Fall Quarter Scary Rec Carnival attended by 190 participants.
• Spring Quarter SRC Play Day attended by 52 participants.
• Post-event satisfaction surveys to be implemented next year.

KAREEM BLAND, COLLIN ELLIS
Please indicate progress on this strategy, timeline, and benchmark

Objective 2.2 Increase Awareness of, Access To, and Quality of Services Provided by Student Affairs.
SRC Strategic Action – Provide a safe environment by requiring all staff members be current in ARC or AHA CPR/AED/First Aid certification and providing on-going in-service training for injury response, safety awareness, risk management, and emergency preparation.

Strategy
• Develop a SRC “Red Alert” Team of student staff members.

Timeline
• Team in place Summer 2011, staff education plan reviewed & approved by Director in Summer 2011. In-service trainings take place each academic quarter of 2011-12.

Benchmark
• At least one mock emergency drill will be conducted during the academic term with a successful student staff response as determined by the Red Alert Team evaluators. Additional in-service trainings to include hands-on refresher courses, safety tips, risk awareness quizzes, etc.

Progress
• Risk management manual first draft and edit complete.
• Working with Risk Management staff to offer an OSHA training that is conducive to the SRC.

ASHLEA WILSON, VINCENT ORFANO
Please indicate progress on this strategy, timeline, and benchmark

Objective 2.4 Collaborate with Campus and Community Stakeholders on Programs and Services.
SRC Strategic Action – Continue to explore every opportunity to partner with other Student Affairs departments, academic units, and University Advancement on cooperative endeavors.

Strategy
• Collaborate with University Police, Student Union, Housing, and others with student assistants who work after business hours to create a model for student assistants to become authorized building marshalls.

Timeline
• Develop training and implement by Spring 2012.

Benchmark
• At least five units on campus will participate in this training and create a model to easily train new student staff for this role year-to-year.

Progress
Due to Chief Williamson and other potential partners in this collaboration being unavailable, the strategy is on hold indefinitely.

MARK HARRIMAN, ASHLEY SIZEMORE
Please indicate progress on this strategy, timeline, and benchmark

Objective 3.2 Educate the Campus Community about How Participation in Student Affairs Programs and Services Enhances Academic Success.
SRC Strategic Action – Use all methods of education, publicity, promotion, and marketing to inform the campus of the value of the SRC.

Strategy
• Share the value of exercise and co-curricular activities on academic performance.

Timeline
• Research scientific literature to support the benefits of exercise on academic success during the summer and include (in marketing language) on printed material, outreach presentations, advertisements, and social media.

Benchmark
• Include the research “facts” at least twice a quarter on social media, one advertisement a quarter, and ten outreach presentations annually.

Progress
• Fall: annual SRC brochure, once on social media, and at least one known outreach presentation.
• Winter: One in Faculty/Staff Announcement Ad.
• Spring: Monthly Fit Tip (printed on A-Frame, Facebook, website, and email); Faculty Ad (email); Promoting Wellness Workshop (email, Facebook, print).