THE LEVEL THAT SRC PROGRAM AND SERVICE AREAS REACHED THEIR BENCHMARKS

FACILITIES
Provide facility reservations to a minimum of 12 different student groups each quarter with a total usage of at least 75 hours quarterly.

- 20 student organizations were scheduled throughout the year totaling 473 hours of reservations.
- (A decrease of one organization and an increase of 224 hours from 2011-12)
- Education needs to continue to a wider scope of student organizations to inform them of the opportunities available in the SRC for their group to hold venue-appropriate events.

Support the recreational needs of students by renting SRC facilities to 5 or fewer campus departments or off-campus groups quarterly.

- 14 campus departments and two non-profit organizations rented facilities totaling 656 hours of reservations and approximately $11,000 revenue.
- (A decrease of 8 non-student groups and approximately $6,000 in revenue from 2011-12)
- The SRC staff made a conscious philosophical decision to place a higher priority on regular SRC student users rather than groups using the facility for non-recreational purposes. Accommodation is made for PEAK classes and University-wide events.

Provide a safe environment as evidenced by less than 10 injuries per quarter with UPD response needed no more than five times per quarter.

- There were a total of 24 injuries during the year with UPD responding eight times.
- (A decrease of 11 reported injuries and an increase of three UPD responses from 2011-12)
- The SRC Leadership Team is re-educating the student staff on the need to complete an Injury Report for all issues requiring any level of care by the staff. This documentation is needed to assess program and facility areas for potential risk and to provide support related to potential injury claims.

Provide a welcoming environment as evidenced by less than 5 incidents per quarter with UPD response needed no more than 3 times per quarter.

- There were a total off 22 incidents including five that were SRC Field-related and five reported thefts. UPD responded to six incidents.
- (An increase of one incident and an increase from zero to six in UPD response from 2011-12)
- The SRC Leadership Team is actively encouraging the student staff to be more diligent in completing incident reports for anything out of the ordinary and encouraging them to use UPD for support.

FITNESS
Offer a Group X Program with a minimum of eight different classes quarterly and an average of 10 participants per class session; with five or fewer class cancellations per quarter.

- Averaged 14 different Group X classes each quarter with an average attendance of seven participants. Out of the approximately 140 classes scheduled each quarter, seven classes were cancelled per quarter.
- (An increase of three classes on average and one additional participant from 2011-12)

Partner with PEAK for additional group exercise classes that compliment the SRC class schedule.

- PEAK provided an average of 6 additional activity classes weekly.
- (An increase from 2011-12 of one classes on average per quarter)
• The SRC Leadership Team is working with the PEAK department to find appropriate times for them to incorporate sport activity classes into the schedule.

Record at least 8,500 hours of usage on the cardiovascular equipment quarterly.
• Totaled 30,822 hours of cardiovascular equipment use for the year. An average of 7,956 quarterly.
• (An increase in total hours of 7,927 from 2011-12)

Provide Personal Training and Fitness Advising to at least 100 different clients quarterly.
• PT/FA averaged 74 clients per quarter with a total of 240 for the year.
• (A decrease of 30 clients from 2011-12)
• This area is occasionally understaffed due to the specialized training needed for these student positions. The Fitness staff continues to work with the PEAK department to recruit and prepare students to work in these areas.

Offer at least one wellness workshop per quarter with at least 40 attendees each.
• 240 students attended the three wellness workshops this year.
• (An increase of 124 from 2011-12)
• The Fitness staff continues to collaborate with various campus departments (PEAK, Athletics, Health Center, Dining Services, Nursing) to prepare and present these quarterly workshops.

Offer ACE Personal Training Certification class with at least four students and with at least one passing the ACE exam.
• Eleven students participated in the ACE class with only one student attempting to take the certification exam, unfortunately unsuccessfull.
• The Fitness staff is restructuring this class to better meet the needs of those participating.

MARKETING
Average 4,500 visitors to the SRC web page quarterly.
• The SRC website averaged 3,661 visits per quarter.
• (An increase of 36 per quarter from 2011-12)
• The Marketing staff is preparing for and looking forward to the revamped CSUB website to improve accurate information for all campus units.

Attract over 1,800 Facebook “Likes” annually.
• The SRC Facebook “Likes” total is now 1,944.
• (An increase of 330 from 2011-12)

Attract over 200 Twitter followers annually.
• The SRC Twitter followers total is 108.
• (First year of incorporating Twitter into SRC Marketing)

MEMBER SERVICES
Average over 850 turnstile/headcounts per day Monday – Thursday and 250 per day Friday – Sunday.
• The daily average Monday – Thursday was 946 and the Friday – Sunday was 285.
• (An increase in daily averages of 122 for Monday – Thursday and 61 for Friday - Sunday from 2011-12)

Provide service to a variety of campus constituents as evidenced by 4,000 or more distinct users each quarter.
• The number of distinct users each quarter averaged 3,742 individuals.
• (An increase of 247 from 2011-12)

Sell memberships to at least 170 different non-student members – with at least 20 Alumni Association memberships.
• The number of non-student memberships sold averaged 219 per quarter with Alumni Association Memberships averaging 15.
• (An increase of 71 non-student memberships and 4 Alumni Association Memberships from 2011-12)

Accommodate member needs by selling at least 500 student-sponsored guest passes and 20 member-sponsored guest passes quarterly.
• Member Services staff sold a total of 1,851 Student-Sponsored Guest passes and 67 Member-Sponsored Guest passes during the academic year.
• (An increase of 204 Student-Sponsored Guest passes and 3 Member-Sponsored Guest passes from 2011-12)
ROCK & ROPES COURSE (REC ADVENTURES)
Schedule Rock activities to attract at least 75 different climbers each quarter.

- The Rock average 167 different climbers per quarter.
- (This was the first year collecting this information)

Facilitate teambuilding/low ropes challenge course events for at least four groups per quarter.
- Preparing the staff through certification and exploring the design and construction of the course itself has taken much longer than expected. Revised target date for operation is Fall 2013.

SPECIAL PROGRAMS
Create two annual Special Events to highlight various programs while focusing on the “fun” aspect of recreation; each attended by a minimum of 125 individuals.

- The 2nd Annual Scary Rec Carnival attracted approximately 520 individuals while the Spring Play Day had six participants.
- (An increase of 330 for the Scary Rec Carnival and a decrease of 46 for the Spring Play Day from 2011-12)
- The challenge for the SRC Leadership Team for the Scary Rec Carnival is two-fold, keep expenses appropriate for a one-day event and maintain the fitness, health, sports focus within the “carnival” atmosphere. Additional energy and resources need to be directed to the annual Spring Play Day as well.

Contribute to University outreach efforts by facilitating and providing SRC tours to over 40 groups/individuals, athletic recruits, parents and visitors quarterly.

- 1,171 individuals toured the SRC either as part of orientation, athletic recruiting, departmental recruiting or as interested individuals.
- (In previous years the number of people touring was not recorded)

Make at least 5 presentations quarterly to student groups, orientation groups, and other campus entities promoting the SRC and the value of exercise both physically and mentally.

- Seventeen presentations were made during the academic year; thirteen of these were to CSUB 101 classes.
- The SRC Leadership Team will make a focused effort to increase this outreach to include more student clubs and organizations in addition to CSUB 101 classes.

Create regular staff recognition events, socials, and traditions attended by at least 40 student staff per each SRC-wide-event.

- 138 student staff members attended the All-Staff Workshop, Winter Recognition Event, and Year-End Staff Recognition.
- (An increase of 27 from 2011-12)

Provide American Red Cross certification classes for at least 10 student staff members quarterly.

- Fifty-two student staff members were certified in Fall, four in Winter and no class was offered in Spring.

Partner with other campus units by having at least 5 departments participate/collaborate in SRC-sponsored events each quarter. (Please list SRC event and campus units that participated/collaborated).

- Six campus units participated and collaborated in SRC-sponsored events during the academic year and the SRC staff supported and collaborated with 14 campus units on joint events.
- The second year with a full-time staff member identified to manage and lead the SRC Special Program area will increase these collaborative efforts and events.

SPORTS
Develop and implement an Intramural Sports calendar offering at least one league sport per quarter with a minimum of 8 teams and a forfeit rate of 10% or less.

- The IM Sports program served 51 teams and 505 students in seven different sports throughout the academic year. The only quarter when the forfeit rate was greater than 10.3% was Fall.
- (An increase of 12 teams and 109 participants from 2011-12)
- The new Intramural Sports service desk in the SRC lobby contributed to increased knowledge about IM Sports and how to get involved.

Offer at least two tournament sports per quarter with a minimum of 6 teams participating in each sport. Offer at least 3 Informal Sports (Challenge Zone Sports) per quarter with a minimum of 10 participants per sport.

- The IM Sport program provided 7 tournament style sports with 129 students participating.
• The “Challenge Zone" format was not successful causing the staff to adjust and offer tournament sports.

**Develop a Sports Club program based on the CSU-approved model with at least two active clubs.**
• Repeated efforts to educate and encourage students to start a sport club, there has yet to be any formed. The Sports Student Supervisor is developing another presentation for students starting in Fall.

**Check-out at least 3,200 pieces of informal recreation equipment each quarter.**
• A total of 11,085 pieces of Informal Recreation equipment including sports equipment, DVD, and game consoles were checked out during the year. For the academic terms this averaged 3,095 pieces.
• (An increase of 2,082 total and 374 pieces of equipment per quarter from 2011-12)

**STUDENT STAFF**
**Participate in volunteer opportunities by having at least 20 staff members participate in a philanthropic event each quarter.**
• Forty-four student and full-time staff members volunteered and participated in philanthropic events during the year.
• (An increase of 11 from 2011-12)

**Track GPA and graduation numbers for SRC student staff and compare with University totals**
• Of 69 student staff members, 31 attained a cumulative GPA of 3.00 or higher and 38 were 2.99 or lower.
• Twenty-five student staff members graduated during the year.
• (In 2011-12, 37 staff members were 3.00 or higher and 30 were 2.99 or lower. The number of graduates was 21)

**ADDITIONAL STATISTICS FOR PROGRAM AND SERVICE AREAS**

**MARKETING**
• The Marketing Team created and distributed 11 promotional videos, created approximately 85 promotional and informational products and distributed over 1,100 promotional items during the year.
• Facebook virality has become steady, averaging 6,000 to 7,000 users. The highest virality point was 8,225 users.
• The SRC reached 2,138 students through 21 different Mailchimp e-blasts (some students may not be unique), of which 5,715 e-blasts were sent to inboxes. 95.5% of all Mailchimp e-blasts had at least a 20% open rate, which is considered standard and good for the SRC’s industry. 31.8% had over a 50% open rate.
• YouTube had 3,702 views and 2,723 minutes watched for the entire 2013-14 year.

**MEMBER SERVICES**
• The turnstile/headcount daily average for the December Holiday Break, Spring Break and Summer Break was 267 participants.

**SPECIAL PROGRAMS**
• The expenses for Scary Rec Carnival totaled approximately $7,500 or $14.45 per participant.

**STUDENT STAFF**
• The SRC received 214 applications for student employment resulting in 19 selection processes that interviewed 134 students and 45 new hires.

**ACCOMPLISHMENTS AND HIGHLIGHTS RELATED TO PARTICIPANTS, PROGRAMS, SERVICES, STAFF, EQUIPMENT, FACILITIES, ETC.**

**FACILITIES**
• Installed new bike racks.
• Installed skateboard dock.
• Installed three “Distress Buttons”.
• The first full quarter of SRC promotion and supervision of the Tennis Courts resulted in 38 participations.
• Retrofit of Gymnasium light controls to allow each court to have ½ the lights on completed.
• With the departure of Maui Wowi – created an IM Sports service area in the lobby area.
• Agreement with Athletics to construct lighted sand volleyball courts established.
• Price quotes provided for conversion to LED lamps.
• Facilities Management department provided room occupancy limits for all SRC rooms.
MARKETING
- Implemented a screen downstairs to show current videos on a loop.
- Created a mailing system via MailChimp to track open rates and e-mail circulation and simplify the emailing process.
- Marketing hosted a table/booth at Celebrate CSUB, where they handed out promotional materials and asked people to sign up for their Mailchimp list.
- Marketing began the transition from its current website, to the university’s new website.
- The lobby computer screen was left on a loop of all promotional videos for the majority of open-time during the quarter. During certain events, specific promotional videos were highlighted.
- On YouTube, ”Scary Rec Carnival 2012 “Promo 1” was the top SRC video of the 2013-14 year, with 498 views, 4 likes, and 205 minutes watched.

MEMBER SERVICES
- Member Services successfully continued to use Facebook as an additional means of communicating with each other.
- Used the Asana task management software to more efficiently manage tasks within the member services area.
- On-site Training for Fusion membership software held.
- Set-up hardware for Fusion and inputted data into the software.
- New resale item: yoga mats, shower shoes, personal size shampoo/shower gel and conditioner, and long locks to accommodate the new skateboard rack.
- Fine-tuned filing injury and incident reports with waivers to better prepare ourselves to track these documents.
- Purchased new security monitor.
- 12 cans of food donated instead of paying guest fee during November and December.

OPERATIONS
- Purchased new indoor trash and recycling containers.
- Purchased new directional mats for entry/exit turnstiles.
- Received approval from Human Resources for student operations staff to clean tennis courts and cleaning methods and schedule developed.
- Worked with Facilities Management to adjust custodial staffing schedule.

ROCK & ROPES COURSE
- Implemented the process to verify participant belay eligibility.
- Offered the first climbing clinic.
- K.Bland obtained ACCT Certification.
- Received go-ahead from Pat Jacobs on low ropes course location.
- Conducted first Rec Adventures activity – two separate day hike at Whisky Flats Trail with 18 total student participants.
- One student shared that his experience with the hike has helped his confidence in befriending and trusting other people.

SPORTS
- Intramural Sports had the first successful co-recreational league with 6 teams competing in 4 on 4 flag football.
- The intramural participants really engaged in the rescheduling process and that lowered forfeit numbers.
- Opened dialogue with International Student Office to create sport opportunities.
- IM Sports service desk opened and provided service to students throughout the quarter.

STAFF
- Integrated “student assistant” into support staffing for full-time staff members.
- Upgraded staff uniforms to “dri-fit” style with choice of polo, short or long sleeve T-shirt.
- Revised Student Employee Handbook and created staff quiz.
- Conducted a successful, interactive leadership team workday.
- Successfully transitioned full time staff into revised assignment areas.
- Four full time staff renewed Defensive Driving Certification – 1 still need to renew.
- Held third annual All-Staff Workshop with the emphasis on safety awareness, preparedness and response.
- Installed student staff name board to replace individual name tags.
- A. Wilson, C. Frye and 3 student staff attended the NASPA Western Regional Careers in Student Affairs Day.
- C. Frye attended the NIRSA National Marketing Institute.
- 4 full-time staff & 3 student managers attended NIRSA/ASPA National Conference.
- Student Manager for Fitness, M. Schultz accepted G.A - Fitness at U. of Central Missouri.
• Job performance process conducted for 60 student staff.
• Student staff job satisfaction survey administered.
• Held productive full-time staff 2013-14 planning workday.
• Added injury and incident reports to weekly staff area meeting topics to increase safety awareness.
• Added SRC and Campus Events to our weekly staff area meeting topics.
• Revised interview process appraisal form.
• A. Wilson "graduated" from the NIRSA School of Rec Sports Management - Level 1.
• Hired full-time Office Manager.
• Hired new Student Manager Team including Manager on Duty positions.
• Marketing launched TED workshops, where student employees and staff were able to share knowledge with each other and cross staff areas. The first was hosted by V. Banducci (2 students attended), and the second was hosted by A. Wilson (3 students, 1 full-time staff attended).
• All student and full-time staff attended "Active Shooter" training.

SRCAC
• All but one of the SRC Advisory Committee voting positions was filled.
• New student Chair elected.
• SRCAC recommended and President approved the revised rental & reservation policies.
• 2013-14 Operating Hours and Budget Recommended and Approved by President.

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<tr>
<th>PARTICIPANT SATISFACTION SURVEY RESULTS</th>
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<tr>
<td>FITNESS – Three surveys administered – The Fitness Buster Wellness Workshop, The NEW-trition Wellness Workshop and the Fall PT/FA Clients</td>
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<tr>
<td>• 88% of respondents correctly answered the three questions quiz on the content of the Fitness Buster Wellness Workshop.</td>
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<tr>
<td>• 93% of respondents correctly answered the three questions quiz on the content of the NEW-trition Wellness Workshop.</td>
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<td>• 54% of the respondents for both Wellness Workshops learned about the event through a professor in their academic class.</td>
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<td>• The most popular suggestions for future workshop topics included, nutrition/meal planning, exercise/workout examples and supplements.</td>
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<td>• 48 of 50 respondents provided positive comments on the Wellness Workshop.</td>
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<td>• Quote from a Wellness Workshop attendee “This was my first time and I’m glad I came, I learned a lot”.</td>
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<td>• Twelve of 22 PT/FA clients surveyed after Fall indicated the one change they would make to the program would be to allow training to take place twice-a-week.</td>
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SPECIAL PROGRAMS – One survey administered – Scary Rec Carnival |
• The results of the Scary Rec Carnival Participant Satisfaction Survey indicated 85% of respondents rated the event as “Excellent” or “Very Good”. |
• The top things respondents liked best about the event were the haunted house, the music, the games and dodgeball. |

SPORTS - Two surveys administered – Winter and Spring Intramural Sports Leagues |
• 51% of respondents agreed or strongly agreed that the IM Officials were accurate and fair. |
• 73% of respondents agreed or strongly agreed that IM league information was well publicized on campus. |
• 48 of 52 respondents provided positive comments on the IM Sports league. |
• Quote from an attendee “I loved the positive atmosphere and unity it brought college students. I enjoyed my first year of college because of Intramural Sports”.