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.
- 5 student organizations were scheduled throughout the year totaling 94.5 hours of reservations.
- (A decrease of 21 organization and 378.5 hours from 2012-13)
- Increased outreach needs to occur 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. Special Programs, which includes outreach, will move from Coordinator of Facilities to Coordinator of Member Services, Marketing & Special Programs. This may assist in providing more focused student-to-student education and promotion.

Support the recreational needs of students by renting SRC facilities to 5 or fewer campus departments or off-campus groups quarterly.
- 24 campus departments and two non-profit organizations rented facilities totaling 653.5 hours of reservations.
- (An increase of 10 non-student groups from 2012-13)
- Moving forward, the SRC staff will work with the SRC Advisory Committee and Campus Administrators to develop better guidelines and processes to focus SRC facilities (especially the gymnasium) on recreation and fitness uses. Cooperation and accommodation for PEAK classes and University-wide events will continue to be valued.

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 221 injuries during the year with UPD responding 7 times.
- (An increase of 197 reported injuries and a decrease of one UPD responses from 2012-13)
- These numbers reflect a change in approach for the SRC staff by completing an Injury Report for all issues requiring any level of care by the staff.

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 105 incidents including 19 that were SRC Field-related and 3 reported thefts. UPD responded to 32 incidents.
- (An increase of 83 reported incidents including an increase in field incidents by 14 and an increase from 6 to 32 in UPD response from 2012-13)
- The SRC student staff was trained to document all issues that were out of the ordinary. This coupled with the implementation of Fusion access system including photo ID resulted in a dramatic increase in identifying attempted unauthorized entry into the SRC. UPD and the Office of Student Rights & Responsibilities also formalized the process for students involved in misuse of ID cards which increased UPD response. Replacing the audible-only turnstiles with those with barrier arms would increase the SRC’s risk avoidance in limiting unauthorized individuals to enter.

FITNESS
Offer a Group X Program with a minimum of 8 different classes quarterly and an average of 10 participants per class session; with five or fewer class cancellations per quarter.
- Averaged 13 different Group X classes each quarter with an average attendance of 6 participants. Out of the approximately 140 classes scheduled each quarter, 13 classes were cancelled per quarter, primarily due to student instructor academic commitments.
The numbers associated with the Group X program have been fairly consistent since the SRC opened. The Group X program continues to provide service to participants and work opportunities for the student instructors. Since the instructors are students, it creates a fluid situation each quarter related to finding qualified students to lead classes that are in demand. The assignment of one Student Manager for Wellness, which includes Group X, may help in developing a consistent team of instructors.

Provide Personal Training and Fitness Advising to at least 100 different clients quarterly.
- PT/FA averaged 74 clients per quarter with a total of 250 for the year.
- 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. Both the Group X program and Personal Training service are offered to CSUB students at no additional cost. This is the only CSU that does not charge for these programs and one of very few that use student employees exclusively. At some point, these two programs will need to be evaluated for possible costs to be assigned in order to provide the best possible service moving forward.

Offer at least one Wellness Workshop per quarter with at least 40 attendees each.
- The three Wellness Workshops averaged 57 attendees for a total 171.
- The Coordinator for Fitness & Wellness and the Student Manager for Wellness will collaborate with the new PEAK Runner Wellness program and other departments to expand wellness education and assessment to the campus.

Marketing
Average 4,500 visitors to the SRC web page quarterly. Attract over 1,800 Facebook “Likes” and over 200 Twitter followers annually.
- The SRC website averaged 5,798 visits per quarter. The SRC Facebook “Likes” total is now 2,290. The SRC Twitter followers total is 175.
- Technology and social media continue to be the SRC’s most effective means of promoting programs and services.

Member Services
Average over 850 turnstile/headcounts per day Monday – Thursday and 250 per day Friday – Sunday.
- The daily average Monday – Thursday was 973 and the Friday – Sunday was 298.
- (An increase in daily averages of 27 for Monday – Thursday and 13 for Friday - Sunday from 2012-13)

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 3,749 individuals.
- (An increase of 7 from 2012-13)

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 212 per quarter with Alumni Association Memberships averaging 45.
- (A decrease of 7 non-student memberships and an increase of 30 Alumni Association Memberships from 2012-13)
- All membership numbers are more accurate due to the implementation of Fusion software. An increase in Alumni Association may be due to the soon-to-expire credits for students from 2005-09.

Rec Adventures
Schedule Rock activities to attract at least 75 different climbers each quarter.
- The Rock average 255 different climbers per quarter.
- (An increase of 88 from 2012-13)

Conduct 3 Rec Adventure trips/events each quarter with attendance of 8 or more for each
- The program was initiated in Winter Quarter with 5 trips followed by 2 trips in Spring Quarter with an average of 23 participants each.
- As both the Rec Adventures program and Sports program continue to provide service to ever-growing numbers of students, an additional full-time staff member will need to be hired to allow focus on each of these areas separately.

Special Programs
Create 2 annual Special Events to highlight various programs while focusing on the “fun” aspect of recreation; each attended by a minimum of 125 individuals.
• The 3rd Annual Scary Rec Carnival attracted approximately 329 individuals while the Spring 5th Year Anniversary had 26 participants.
  
  (A decrease of 191 for the Scary Rec Carnival and an increase of 20 for the Spring event from 2012-13)

• The Scary Rec Carnival will re-focus on highlighting the SRC programs and services based on fitness, health and sports while minimizing the “party” atmosphere. The intent is to attract new students to the SRC and promote continued use. For Fall 2013, 79 students came to the SRC for the first time for the Scary Rec Carnival. Of those, 13 (17%) returned 3 or more times during each quarter.

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

• 2,057 individuals toured the SRC either as part of orientation, athletic recruiting, departmental recruiting or as interested individuals.
  
  (An increase of 886 from 2012-13)

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.

• 10 presentations were made during the academic year; 7 of these were to CSUB 101 classes.
  
  (A decrease of 5 from 2012-13)

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

• 124 student staff members attended the All-Staff Workshops, Winter Recognition Event, and Year-End Staff Recognition.
  
  (A decrease of 14 from 2012-13)

Partner with other campus units by having at least 5 departments participate/collaborate in SRC-sponsored events each quarter.

• 5 campus units participated and collaborated in SRC-sponsored events during the academic year and the SRC staff supported and collaborated with 10 campus units on joint events.
  
  (A decrease of 1 in SCR-sponsored events and 4 in SRC-supported events from 2012-13)

• Increased outreach needs to occur especially in health, wellness, sports, fitness, etc. related events and programs.

Provide SRC student staff members with paid, on-campus personal development opportunities through attendance and submittal of reflection paper to Ashlea Wilson by at least 6 student employees per quarter.

• Unknown - results not submitted.
  
  This is a new approach to provide professional development to SRC student employees efficiently by using existing campus events and resources. Student staff members attend approved events and submit reflection papers, that once reviewed and approved, allow the employee to enter one hour’s time.

The Special Programs areas identified above will move to the new Coordinator of Member Services, Marketing & Special Programs to create a team approach to providing service to this area. Consultation, collaboration and cooperation starting with the Marketing Team and the Leadership Team will increase peer-to-peer engagement and increased success.

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 74 teams and 708 students in 8 different sports throughout the academic year with an overall forfeit rate just under 15%.
  
  (An increase of 23 teams and 203 participants from 2012-13)

Offer at least 2 tournament sports per quarter with a minimum of 6 teams participating in each sport. Offer at least 3 Informal Sports per quarter with a minimum of 10 participants per sport.

• The IM Sport program provided 15 tournament and “drop-in” style sports with 322 students participating.
  
  (An increase of 193 participants from 2012-13)

The Intramural Sports program continues to grow while still maintaining a spirit of fun and sportsmanship. Plans for a Greek or student club league and a Residence Hall league are moving forward.
STUDENT STAFF
Track GPA and graduation numbers for SRC student staff and compare with University totals
• Of 72 student staff members, 38 attained a cumulative GPA of 3.00 or higher and 34 were 2.99 or lower.
• 20 student staff members graduated during the year.
• (CSUB total not available for comparison)

Selection Processes
• The SRC received 257 applications for student employment resulting in 24 selection processes that interviewed 151 students and 69 new hires.

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

FACILITIES
• LED light retrofit completed
• Added 19 lights in free weight area
• Sand Volleyball Operating Agreement signed by SRC, Athletics, and VPSA.
• MOU signed for Sand Volleyball financial obligation from Athletics
• Sand Volleyball Courts opened for student use.
• Implemented RunnerFit Radio
• Tennis practice wall demolished.
• Utility upgrade to support commercial washer & dryer started.
• Lightning protection certification completed.
• Full-time staff established 2014-15 Facility Improvement Priorities.

FITNESS
• Purchased two new cardiovascular equipment pieces - StepMill
• One current and one former Student Staff Members passed the ACE Personal Training Certification. They had both taken the SRC-offered class in previous quarters

INFORMAL RECREATION
• 2013-14 recorded 174,571 participations – 115,647 males and 58,924 females – an increase of 16,420 from 2012-13
• The FitFloor/FitLoft recorded both the highest number of male and female participations – 64,992 males and 33,093 females
• The Gymnasium was second for males with 29,526
• The studio rooms were second for females with 11,140

MARKETING
• SRC logo modified. “CSUB” logo removed and added “CSUB DIVISION OF STUDENT AFFAIRS” above “SRC”
• Marketing hosted a table at two New Student Orientations
• Purchased Zoom H1 Handy Portable Digital Recorder (Video Production); Davis & Sanford MAGNUMXG Magnum Tripod with 3-way Fluid Pan Head (Video Production); CARL Industrial Paper Trimmer (Graphic Design); Canon EOS Rebel T3i with EF-S 18-55 mm f/3.5-5.6 IS lens (Video Production); Rode Lavalier Microphone (Video Production); and GoPro HD HERO2: Outdoor Edition (Video Production)
• Hosted a table for Week of Welcome resource fair and staff resource fair
• Began search for Digital Signage (Demos for Reach Digital Solutions and Fourwinds Interactive)
• New Website went live
• Transferred data from evernote to asana
• Researched REACH & Fourwinds, digital signage
• SRC 5th Year Anniversary was kicked off with “Be The Best You” Raffle
• SRC 5th Year Anniversary Banner was displayed in the Lobby above the turnstiles
• A committee was formed to evaluate the current song list for Runner Fit Radio. The Runner Fit Radio Committee submitted a list of song to Neptune for adjustments in music
• Completed a new video project “It’s My Rec”.
• Continue to develop content for the SRC Instagram as well as hashtags
• The marketing team members trained in managing the website and video development
MEMBER SERVICES
- Cabinet waived student fees for Summer 2013 - Processed 60 student refunds as a result of Cabinet waiving student summer fees
- Fusion Installed and Operational
- Transition from Pepsi to Coke
- Initiated conversation with ITS for implementation of electronic signatures
- Student Manager Justin Finch - hired full-time by Athletics
- Updated Guest Forms to accommodate receipts
- New Card Printer
- Updated Membership Form to reduce clutter and add “likeness” release for faculty/staff ID pictures
- Unauthorized Access: Worked with the Office of Student Rights & Responsibilities and UPD to develop a process to correctly deal with IDs that are used by someone other than the person the card belongs to
- Developed a way to check-out staff items using Fusion (Walkies, Keys, Staff Jackets)
- Streamlined the quarterly Fusion training for Facility Supervisors and MODs
- Trained Member Services Staff how to print SRC ID Cards
- Installed new MagStrip on the Turnstile
- Fixed the ‘Ring Down’ Phone issues at the front desk
- Implemented a special membership options for CSUB Facilities and Custodial staff members
- Purchased a protective cover for the turnstile relay
- GroupMe (a mobile app) has been used to communicate with the staff
- Working with InnoSoft to implement electronic signatures as part of the Fusion enrollment process to reduce our carbon footprint, and employee better business practices
- In the process of collaborating with InnoSoft and IT to implement LDAP verification for Fusion
- Successfully identified Vistar as a vendor to supply the SRC with re-sale items
- Working with InnoSoft to create an online portal to Fusion. The first project we will undertake is integrating IM Leagues and Fusion

Operations
- Facility Services adjusted SRC custodial schedule to eliminate graveyard shift and increase efficiency
- Rubber Flooring issues identified - solutions explored but issues not resolved
- Exploring additional/different laundry operations since current method is insufficient
- Converted from frozen ice to chemical ice packs
- Instituted requirement for student staff members to complete an Injury Report Form anytime care is given (ice pack, band-aid, etc.)
- Instituted requirement for student staff members to complete an Incident Report Form for any action outside the routine

RECREATION
- We have a company that is creating a design for the challenge course
- Student Trip Leaders provided excellent safety and service during the inaugural Rec Adventure trips
- Hope Pichette – recognized for a 3.5 GPA

Sports
- The Sports Staff had a very good flag football training session that lasted over 2 weeks. They all left the sessions with more confidence and skill to officiate the flag football games better this year
- Our staff participation was really excellent overall
- We had 2 different leagues for the first time in basketball (Competitive and Recreational.) Every student appreciated playing with others that had the same skill level

Staff
- Student Manager Orientation included meetings with SA Division directors
- 2 full-time and 3 student staff members supported NIRSA Region VI Student Lead-On Conference & Golf Fundraiser
- SRC Director attended the CSU Directors Workday at CSUN
- 3 Students and 2 full-time staff attended the NIRSA So-Cal Scramble Fund Raiser and Student Lead-On Conference
- One full-time staff attended the CSU Director’s Conference
- One student and one full-time staff attended the Western Regional Careers in Student Affairs Day
- One full-time staff served on the 2014 Western Regional Conference Planning Committee and attended the NASPA Western Regional Conference
- One full-time staff attended the NIRSA Region VI Conference
- One full-time staff served on the All-Tournament Committee for the NIRSA Flag Football Regional
• Brandon Singleton was chosen as a Flag Football Official for the NIRSA Regional Tournament at UCLA
• Instituted personal development series for student staff members to attend identified campus events, write a reflection paper and receive one hour of paid time. Will continue and expand in the future
• Administered Student Staff Job Satisfaction Survey
• Administered Student Staff Demographic Survey
• Conducted Student Staff Job Performance Evaluations
• Hired Lauren Goodsi as Interim Membership & Marketing Coordinator
• Brandon Singleton selected as a Basketball Official for the NIRSA Regional Tournament at CSUN
• One full-time staff member attended the NASPA conference
• One full-time staff member attended the WROC conference
• 3 full-time staff members attended the NIRSA National Conference
• Developed new student staff area – Pro Shop – to provide laundry service and equipment inventory control

SRCAC
• All but one Student at Large committee positions are filled.
• Sand Volleyball Rental Rates recommended and approved by the President.
• Reviewed and recommended the 2014-15 SRC Operating Budget – Approved by the President.

PARTICIPANT SATISFACTION SURVEY RESULTS

FACILITY RESERVATION/RENTAL GROUP SURVEY RESULTS
NA

FITNESS - SURVEYS ADMINISTERED FOR 2 WELLNESS WORKSHOPS
• 76% of the respondents correctly identified that protein and carbohydrates are macronutrients.
• 100% knew that the glycemic index is the result of how quickly ingested food turns into blood sugar.
• At least 90% of respondents answered all 5 questions correctly related to the “Re-New Your Resolutions” Workshop content.
• Better acoustics were identified as one thing that could have made the workshop better.
• Print media was preferred almost 3-to-1 over email or other types of media for event information.

SPECIAL PROGRAMS – 1 survey administered – Scary Rec Carnival
• 57 surveys were completed - 17% of attendees submitted surveys.
• 75.5% of respondents rated the event “Excellent” of “Very Good”.
• The Haunted House and the food were rated as the top two responses for “What did you like about this year's Scary Rec Carnival?”.
• The top areas that respondents identified that could be improved for next year were, more games, activities and contests, a better and scarier haunted house and more advertising.

SPORTS - 3 surveys administered – Fall, Winter and Spring Intramural Sports Leagues
• 68% of respondents agreed or strongly agreed that the IM Officials were accurate and fair with the officiating.
• 75% of respondents agreed or strongly agreed that IM Sports information was well publicized on campus.
• Comments from participants included:
  • “Great experience, had fun and enjoyed being social”.
  • “Spectacular! Staff is great and easy-going, keep it up!”.
  • “Games were on time and well officiated. Good games and I enjoyed it”.
  • “It was excellent in every way. Definitely helped relieve stress associated with school. Thank you.”

REC ADVENTURES SURVEY RESULTS
• The participant response from the 2 horseback, 2 zip line outings, paddleboarding and river rafting was overwhelmingly positive.
• Participants want more trips and the ability for more students to go on the trips as the only real improvement noted.
• Participant quotes:
  • “Awesome! Best experience at CSUB yet!”
  • “Great, both leaders were informative, organized and safety conscious.”
  • “Overcame my fear of heights and met new people.”
  • “I need to do more spontaneous adventures like this more often!”
  • “I learned to be calm I certain situations. Overall an amazing experience with horses.”