STUDENT RECREATION CENTER QUARTER REPORT
SPRING 2012-13

PLEASE INDICATE TO WHAT LEVEL YOUR PROGRAM OR SERVICE AREA REACHED THE FOLLOWING 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.
  9 Student Organizations – 83 Hours
  - Philosophy/Religious Studies Club 3 hours
  - Campus Crusade Club 5 hours
  - Good Successful People Club 4 hours
  - African American Student Union 15 hours
  - Greek Council Organization 8 hours
  - Black Women on Campus 5 hours
  - Gamma Phi Beta Sorority 10 hours
  - Phi Sigma Sigma Sorority 21 hours
  - M.E.Ch.A. Club 12 hours
- Provide the recreational needs of students by renting SRC facilities to 5 or fewer campus departments or off-campus groups quarterly.
  3 Campus Departments – 136 Hours
  - PEAK 120 hours
  - Academic Advising & Resource Center 3 hours
  - Athletics Department 13 hours
- Provide a safe environment as evidenced by less than 10 injuries per quarter with UPD response needed no more than five times per quarter
  Injuries = 4  UPD Response = 0
- Provide a welcoming environment as evidenced by less than 5 incidents per quarter with UPD response needed no more than 3 times per quarter (Specifically identify the number of field-related incidents and the number of thefts).
  Incidents = 10  (4 Field Related – 1 Reported Theft)  UPD Response = 3

FITNESS & OPERATIONS
- 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.
  16 different Group X classes - average of 6 participants per class - 6 cancellations
- Partner with PEAK for additional group exercise classes that complement the SRC class schedule.
  Partnered with PEAK to offer 6 different classes that complemented the SRC class schedule
- Record at least 8,500 hours of usage on the cardiovascular equipment quarterly.
  7,991 hours
- Provide Personal Training and Fitness Advising to at least 100 different clients quarterly.
  62 different clients - the goal wasn’t met due to 2 Trainers leaving and 1 Advisor severely cutting back on hours to work other areas of the SRC
- Offer at least one wellness workshop per quarter with at least 40 attendees each.
  Partnered with Athletic Department staff for the Wellness Workshop - “Fitness Busters” - 114 attendees
- Offer ACE Personal Training Certification class with at least four students and with at least one passing the ACE exam.
  Due to the amount of information to cover, the ACE Certification Class is in the process of transitioning into a Winter & Spring quarter single group class. The students were becoming overwhelmed by the certification and their school work
- Repair weight/cardiovascular equipment so no piece of equipment is out-of-service for more than 15 days.
  One Expresso Bike out of service for longer than 15 days due to a service transition at IHF Holdings and parts coming from Califitness
- Ensure the SRC is maintained to look as first opened through timely reporting and response to repair issues as evidenced by an average of 30 work orders placed per quarter with less than five open.
  11 work orders opened - 9 remain open

MARKETING
• Average 4,500 visitors to the SRC web page quarterly.
  Total Website Visits: 4,434 - Pages Per Visit: 2.92 - Unique Visitors: 2,365 - Average Visit Duration: 1.24 seconds
  Total Amount of Pageviews: 12,941
  Keywords: csub rec center, src, rec center, student recreation center, csub src, recreation center, csub gym, rec, src csub
• Attract over 1,800 Facebook “Likes” annually.
  New Likes this Quarter: 33 - Total Likes 2012-2013 Year: 258 - Total Likes 5/21/2009 – 6/14/2013: 1,944
• Attract over 200 Twitter followers annually.
  Total Followers to Date: 108 - New Followers this Quarter: 13 - # of Tweets during Quarter: 49
  Key Hashtags: #csubsrc, #Fridays, #food, #motivationalmonday
• Record over 200 app downloads quarterly.
  N/A

MEMBER SERVICES
• Average over 850 turnstile/headcounts per day Monday – Thursday and 250 per day Friday – Sunday.
  939 Monday – Thursday 277 Friday – Sunday
• Provide service to a variety of campus constituents as evidenced by 4,000 or more distinct users each quarter.
  3,448 Distinct Users
• Sell memberships to at least 170 different non-student members – with at least 20 Alumni Association memberships.
  Non-Student Members = 236  Alumni Association Members = 15
• Accommodate member needs by selling at least 500 student-sponsored guest passes and 20 member-sponsored
guest passes quarterly.
  589 Student-Sponsored Guest passes  30 Member-Sponsored Guest passes
• Respond to participant issues as evidenced by 35 written comments & suggestions and 70 web-based comments &
suggestions each quarter.
  62 Written Comments & Suggestions/27 Web-based Comments & Suggestions
• Rent lockers to a minimum of 50 participants per quarter.
  38 total  27 Men’s  11 Women’s

ROCK & ROPES COURSE
• Schedule Rock activities to attract at least 75 different climbers each quarter.
  118 Different Climbers
• Create variety on the Rock by completing at least one full route change per quarter.
  5-8 new boulder problems - 5-10 new route problems on the tower - the boulder was completely stripped of all routes
  and redone during Spring Quarter
• Facilitate teambuilding/low ropes challenge course events for at least four groups per quarter.
  The intercollegiate volleyball team for a team building exercise at The Rock - teamed up and did a team speed
  climbing competition.  The ropes course construction is in the design phase.

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.
• Spring Play Day – highlighted sports and games from different countries – collaborative effort between International
  Student Office and the Intramural Sports Staff – 6 participants
• Contribute to University outreach efforts by facilitating and providing SRC tours to over 40 groups/individuals, athletic
  recruits, parents and visitors quarterly.
  721 Individuals toured the SRC:
  • CAMP  48 students
  • Future/Current Students  161 students & parents
  • Athletic Recruits  72 students, coaches & families
  • Outreach Department  310 Individuals
  • Faculty/Staff  15 Individuals
  • Alumni  22 Individuals
  • Community  93 Individuals
• 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.
  Ashlea Wilson - Parent Orientation on celebrate CSUB
  Dave Hart - CSUB 101 class of 30 students
• Create regular staff recognition events, socials, and traditions attended by at least 40 student staff per each SRC-wide
  event.
  Year End Staff Recognition – 32 attendees
• Provide American Red Cross certification classes for at least 10 student staff members quarterly.
  No classes offered
• 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).

**SRC-Sponsored**
- Wellness Workshop – Athletics
- Spring Play Day – International Student Office

**SRC-Supported**
- Student Health 101 Monthly Digital Publication - Counseling
- College Making it Happen - Cal-
- Freshman Orientation Student Applicant Reception - Outreach

**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.
  - Co-Rec Flag Football = 5 teams  
  - Softball = 8 teams  
  - Indoor Soccer = 7 teams  
  - 189 Total Participants  
  - Our forfeit rates are getting closer to our goal of 10% or less. Softball = 11%; Flag Football = 8%; Indoor Soccer = 12%; Overall 10.3% forfeit rate for all sports combined. This year teams did a good job at rescheduling their games through the process discussed at the captain’s meeting.
• 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.
  - 3 weekend tournaments - Ultimate Frisbee = 20 participants  
  - Tennis = 12 participants  
  - Dodgeball = 0 participants  
• Develop a Sports Club program based on the CSU-approved model with at least two active clubs.
  - The Sports Student Supervisor is developing a presenting to educate and encourage the formation of Sport Clubs among students starting in Fall
• Check-out at least 3,200 pieces of informal recreation equipment each quarter.
  - 3,030 pieces of equipment including sports equipment, DVD, and game consoles

**STUDENT STAFF – ALL PROGRAM AND SERVICE AREAS RESPOND**
• Participate in volunteer opportunities by having at least 20 staff members participate in a philanthropic event each quarter. (Please list staff name and events participated in during the quarter).
  - 16 Staff:  
    - Justin Finch - Subaru Elementary Soccer Camp  
    - Lauren Goodsi - California Veterans Assistance Foundation  
    - Abby Kielpinski - Tutor at Bakersfield Homeless Center  
    - Rojin Esmail - Teach Students about Osteoporosis  
    - Kevin Galanis - Teach Chemistry at Standard Elementary School  
    - Brad Roth, Tony Ralda, Melissa and Diana Melgar - Relay For Life  
    - Mariah Schultz - Campus Clean-up  
    - David Charleston - Stine Elementary School, track and field volunteer coach  
    - Marisol Escudero - Kern County Special Olympics as an office assistant and coach  
• Track GPA and graduation numbers for SRC student staff and compare with University totals (Provided by the Membership & Marketing Coordinator for entire SRC)
  - Over 3.50  
    - Cumulative 9  
    - Spring 17  
  - 3.00 – 3.49  
    - Cumulative 22  
    - Spring 15  
  - 2.50 – 2.99  
    - Cumulative 21  
    - Spring 13  
  - 2.00 – 2.49  
    - Cumulative 13  
    - Spring 11  
  - Under 2.00  
    - Cumulative 4  
    - Spring 13  
• Each staff area implements a minimum of two annual staff area-specific recognition events, socials, and traditions attended by at least 50% of that staff area. (Please list activity and percentage of staff attending).
• Member Services played “Apples to Apples” with 100% attendance

**PLEASE LIST ANY OTHER PERTINENT STATISTICS FOR YOUR PROGRAM OR SERVICE AREA**

**FACILITIES**
• 38 Tennis Court participations

**FITNESS**
• Group X participations – 84% female – 16% male
MARKETING

- Marketing contributed 3 Fit Tips, 4 promotional videos and 2 videos added to "Meet Your Trainers" series, 1 campaign ("Play to Win the Cotton") which included 3 IM posters and 1 “Green Machine” Team poster, 1 Graduation shirt order, 1 Word of the Quarter poster, 1 Newsletter, 1 Wellness Workshop Flyer, 1 Speed Climbing Competition Flyer, 3 Spring Play Day fliers, 21 MailChimp e-blasts to both staff and recreation center participants, 1 IM Tournament poster, 1 Rock-related event poster (Sky’s the Limit Month), 2 TED Student/Staff Workshops, 1 Whiskey Flats Hike poster, 2 informational flyers/posters (re-sale items menu and shower shoes advertisement), 3 Facebook Cover graphics, 1 Youtube banner for csubsrc channel, and 1 GroupX Schedule.

- Facebook virality has become rather steady, at an average of 6,000 to 7,000 users. The highest virality point was 8,225 users.

- IM Sports distribution included 34 posters, 554 flyers, 1 Mailchimp e-blast, 1 promotional video, and 11 triangle displays.

- GroupX Schedule distribution included 7 posters and 1 Mailchimp e-blast.

- Wellness Workshop distribution included 7 posters, 8 8.5”x11” flyers in display cases, 11 triangle displays, 1 promotional video, and 1 Mailchimp e-blast.

- Whiskey Flats Hike distribution included 7 posters, 8 8.5” x 11” flyers in display cases, 11 triangle displays, and 1 Mailchimp e-blast.

- Sky’s the Limit Month distribution included 7 posters, 11 triangle displays, and 1 Mailchimp e-blast.

- Spring Play Day distribution included 5 flag posters, 14 promotional posters, 8 8.5” x 11” flyers in display cases, 1 Mailchimp e-blast, 132 flyers, “chalkboard” bombing (where information about the event was left on whiteboards in empty classrooms for students to see), 1 promotional video, and outreach on the day of the event.

- Speed Climbing Competition distribution included 7 posters, 11 triangle displays, and 1 promotional video.

- The SRC reached 2,138 students through 21 different Mailchimp e-blasts (some students may not be unique or may be SRC student employees), 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. During this time, the SRC’s Mailchimp account gained 11 new subscribers, lost 14 unsubscribes, and suffered 1 abuse complaint.

MEMBER SERVICES

- The turnstile/headcount for the break week = 214
- Re-sale Items:
  - Locks - 60
  - Long Locks - 1
  - Waters - 486
  - Gatorade - 262
  - Energy Bars - 115
  - Trail Mixes - 133
  - Granola Bars - 74
  - Fruit Snacks - 118
  - Headphones - 46
  - Shampoo - 129
  - Conditioner - 18
  - Yoga Mats - 0
  - Shower Shoes - 3
  - SRC T-Shirts - 1

ROCK & ROPES COURSE (REC ADVENTURES)

- 94 participants tried the slackline in spring quarter
- 18 students participated in 2 hikes at Whisky Flat Trail in Kernville, California
- 25 climbers in annual speed climbing competition

SPECIAL PROGRAMS

NA

SPORTS

- 44 female participants in intramural sports – a new high total

STUDENT STAFF

- 7 Selection Processes – 58 Applicants – 32 Interviewed – 13 Hired

IN ADDITION TO THE NUMERIC INFORMATION ABOVE, PLEASE LIST ACCOMPLISHMENTS AND HIGHLIGHTS FOR THIS QUARTER RELATED TO PARTICIPANTS, PROGRAMS, SERVICES, STAFF, EQUIPMENT, FACILITIES, ETC.

FACILITIES

- Installed new bike racks
• Turnstile barrier put on hold

FITNESS & OPERATIONS
• Received approval from Human Resources for student operations staff to clean tennis courts
• Developed cleaning methods and schedule for tennis courts
• Worked with Facilities Management to adjust custodial staffing schedule

MARKETING
• 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 collected film on softball, flag football, Spring Play Day, and the SRC’s first outdoor hike at Whiskey Flats
• Marketing began the transition from its current website, to the university’s new website
• The downstairs 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

MEMBER SERVICES
• Staff Disciplinary Issues: 7
• Member Services successfully continued to use Facebook as an additional means of communicating with each other
• Continued to use the Asana task management software to more efficiently manage tasks within the member services area
• Go Live with Fusion Equipment Checkout
• Lauren Goodsi created step-by-step instructions for Fusion’s membership module, equipment checkout and point of sale
• Continued to train the Member Services and Facility Supervisor staffs on how to use Fusion
• Replace hardware for Fusion (card swipe)
• New resale item: yoga mats, shower shoes, and a different type of headphone
• Fine-tuned filing injury and incident reports with waivers to better prepare ourselves to track these documents

ROCK & ROPES COURSE
• Conducted first Rec Adventures activity - day hike at Whisky Flats Trail
• One student shared that his experience with the hike has helped his confidence in befriending and/or trusting other people.

SPECIAL PROGRAMS
NA

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 our forfeit numbers

STAFF
• Revised interview process appraisal form
• Ashlea Wilson “graduated” from the NIRSA School of Rec Sports Management - Level 1
• Mariah Schultz accepted full G.A. position at University of Central Missouri
• 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 Vanni Banducci (2 students attended), and the second was hosted by Ashlea Wilson (3 students, 1 full-time staff attended).

SRCAC
• 2013-14 Operating Hours and Budget Recommended and Approved by President

PARTICIPANT SATISFACTION SURVEY RESULTS

FITNESS
• 88% of respondents correctly answered the three questions quiz on the content of the Fitness Buster Wellness Workshop.
• 63% learned about the Wellness Workshop through a professor in their academic class.
• The most popular suggestions for future workshop topics included, nutrition/meal planning and workout examples.
• 29 of 31 respondents provided positive comments on the Wellness Workshop.
• Quote from an attendee “This was my first time and I’m glad I came, I learned a lot”.

SPORTS
• 66% of respondents agreed or strongly agreed that the IM Officials were accurate and fair.
• 81% of respondents agreed or strongly agreed that IM league information was well publicized on campus.
• 29 of 32 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”.