STUDENT RECREATION CENTER QUARTER REPORT
SPRING 2014

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.
  3 Student Organizations – 21 hours
  • AASU - Black Graduation 7 Hours - 600 expected guests
  • AASU - 2nd Annual Caribbean Night 6 Hours - 50 expected guests
  • Japan & Beyond - Japanese Matsuri 6 Hours - 100 expected guests
  • Greek Council - Greek Week Award Ceremony 2 Hours - 80 expected guests
• Support the recreational needs of students by renting SRC facilities to 5 or fewer campus departments or off-campus groups quarterly.
  6 Campus Departments – 185.5 Hours
  • PEAK Academic Classes 120 Hours
  • Spirit Squad 29.5 Hours – 8+ expected guests
  • Athletics - Basketball Practice 12.5 Hours - 12 expected guests
  • PEAK - Tony Horton P90x Seminar 9 Hours - 350 expected guests
  • University Advancement - Foundation Board Meeting 4.5 Hours - 35 expected guests
  • SS&E - Credential Reception 3.5 Hours - 100 expected guests
  • Spirit Squad - Dance Residency Camp 3.5 Hours - 8 expected guests
  • NSME 3 Hours - 147 expected guests.
One Off-Campus Non-Profit – 55 Hours
  • Volleyball Academy
• Provide a safe environment as evidenced by less than 10 injuries per quarter with UPD response needed no more than five times per quarter
  54 Injuries UPD Responded - 1
• 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).
  23 Incidents (2 Field-Related, 1 Theft) UPD Responded - 14

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.
  15 Different Classes Average 6 Participants 16 Class Cancellations
• Partner with PEAK for additional group exercise classes that compliment the SRC class schedule.
  PEAK offered 7 additional Group Exercise classes weekly
• Record at least 8,500 hours of usage on the cardiovascular equipment quarterly.
  5,577 Hours
• Provide Personal Training and Fitness Advising to at least 100 different clients quarterly.
  76 Different Clients. This was the maximum clientele due to PT/FA availability.
• Offer at least one wellness workshop per quarter with at least 40 attendees each.
  “The Magic Pill.” - 98 Attendees
• Offer ACE Personal Training Certification class with at least 4 students and with at least one passing the ACE exam. The ACE Personal Training class wasn’t offered this quarter due to an administrative issue. (The reason was ACE doesn’t allow participants to utilize borrowed material, and the interested parties didn’t have the money for the materials.)
• Repair weight/cardiovascular equipment so no piece of equipment is out-of-service for more than 15 days.
  There were no pieces of equipment out-of-service for longer than 15 days.
• 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 5 open.
  7 Work Orders - 2 Still Open

MARKETING
• Average 4,500 visitors to the SRC web page quarterly.
**Total Website Visits:** 5829  **Pages Per Visit:** 1.42  **Unique Visitors:** 2847  **Average Visit Duration:** 1:06 seconds

- Attract over 1,800 Facebook “Likes” annually.
  - **New Likes this Quarter:** 55  **Total Likes 2013-2014:** Year: 346  **Total Likes 5/21/2009 – 3/21/2014:** 2290
- Attract over 200 Twitter followers annually.
  - **Total Followers to Date:** 175  **New Followers this Quarter:** 31  **# of Tweets during Quarter:** 35
- 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.
  - 933 Monday – Thursday  
  - 289 Friday – Sunday
- Provide service to a variety of campus constituents as evidenced by 4,000 or more distinct users each quarter.
  - 3,502 Distinct Users
- Sell memberships to at least 170 different non-student members – with at least 20 Alumni Association memberships.
  - 215 Non-Student Members  
  - 47 Alumni Association Members
- Accommodate member needs by selling at least 500 student-sponsored guest passes and 20 member-sponsored guest passes quarterly.
  - 685 Student-Sponsored Guest Passes  
  - 96 Member-Sponsored Guest Passes
- Respond to participant issues as evidenced by 35 written comments & suggestions and 70 web-based comments & suggestions each quarter.
  - 11 Written Comments & Suggestions  
  - 0 Web-based Comments & Suggestions
- Rent lockers to a minimum of 50 participants per quarter.
  - 39 Total  
  - 19 Men’s Lockers  
  - 20 Women’s Lockers

**REC ADVENTURES (ROCK, OUTINGS, TEAM BUILDING)**

- Schedule Rock activities to attract at least 75 different climbers each quarter.
  - 319 Different Climbers  
  - 136 of 821 Climbers were New to The Rock
- Create variety on the Rock by completing at least one full route change per quarter.
  - Added 1 Route on the Rock Every Week  
  - Added 10+ Boulder “Problems”
- Facilitate teambuilding/low ropes challenge course events for at least 4 groups per quarter.
  - NA
- Conduct 3 Rec Adventure trips/events each quarter with attendance of 8 or more for each.
  - 7 Stand Up Paddleboarding  
  - 23 River Rafting

**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.
  - “Be the Best You” – 5th Anniversary Promotional Event - 26
- Contribute to University outreach efforts by facilitating and providing SRC tours to over 40 groups/individuals, athletic recruits, parents and visitors quarterly.
  - 1425 Individuals
  - Prospective Students 80
  - Celebrate CSUB 177
  - Outreach/Department Tours 633
  - Athletic Recruits 118
  - Jr. High Schools 417
- 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.
  - 0
- Create regular staff recognition events, socials, and traditions attended by at least 40 student staff per each SRC-wide event.
  - Year End Staff Recognition event - 40
- 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.
  - Information not provided.
- Provide American Red Cross certification classes for at least 10 student staff members quarterly.
  - No Class Offered Spring Quarter
- 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 – PEAK
  - SRC Supported PEAK Celebrate CSUB 5K
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.
  - Softball: 11 teams – 178 Participants (89 Male – 89 Female) 26% forfeit rate
  - Indoor soccer: 7 teams – 46 Participants (42 Male – 4 Female) 6% forfeit rate
  - Co-Rec 4 v 4 Flag Football: 4 teams – 22 Participants (15 Male – 7 Female) 17% forfeit rate
- 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.
  - Weekend Tournaments
    - Dodgeball – 0; Tennis – 20 (14 singles, 6 doubles); Ultimate Frisbee – 0
  - Informal Sports:
    - Lunch Bunch Basketball – 13 per week; 7 weeks
    - Softball – 10 total; 3 weeks
    - Table Tennis/Tennis – 4 per week; 3 weeks
    - Sand Volleyball – 6 per week; 4 weeks
    - Indoor Soccer – 20 per week; 3 weeks
  - Sunday Resident Hall Tournaments
    - Kickball; Sand Volleyball; Basketball - Averaged 60 participants for all three events
- Develop a Sports Club program based on the CSU-approved model with at least 2 active clubs.
  - We are still working to officially establish a sports club, but have made an immense amount of progress with the Tennis club. We will continue to develop the club. We will work to get them running establishment by Winter 2014.
- Check-out at least 3,200 pieces of informal recreation equipment each quarter.
  - 3,209 Sports Equipment
  - 36 DVDs and Wii/Xbox Games

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).
  - Facilities – NA
  - Fitness – Melissa Melgar - Relay for Life
  - Marketing – NA
  - Member Services – NA
  - Operations - NA
  - Rec Adventures - Lauren Popaw - Community Service
  - Sports - NA
- 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).
  - Facilities – NA
  - Fitness - NA
  - Marketing – NA
  - Member Services – NA
  - Operations - NA
  - Rec Adventures – NA
  - Sports - NA
- Track GPA and graduation numbers for SRC student staff and compare with University totals (Provided by the Office Manager for entire SRC)

<table>
<thead>
<tr>
<th>Cumulative</th>
<th>Spring</th>
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<tbody>
<tr>
<td>Over 3.50</td>
<td>12</td>
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<tr>
<td>3.00 – 3.49</td>
<td>26</td>
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<tr>
<td>2.50 – 2.99</td>
<td>17</td>
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<td>2.00 – 2.49</td>
<td>14</td>
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<tr>
<td>Under 2.00</td>
<td>3</td>
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</tbody>
</table>

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

FACILITIES
- 121 Tennis Court Participations
- 303 Sand Volleyball Participations

FITNESS
- NA
MARKETING
• Mailchimp – Sent 24 Campaigns; “Spring 2014 Hiring” earned highest open rate with 26.3%; “Spring 2014 Hiring” earned highest click rate with 7.0%
• INSTAGRAM - 189 Followers Total; 61 posts; 971 Total Likes; 7.41% of followers are engaged

MEMBER SERVICES
Re-sale
54 Locks
3 Long Locks
498 Waters
202 Sports Drink
186 Energy Bars
76 Granola Bars
97 Trail Mixes
65 Fruit Snacks
28 Headphones
91 Shampoo
27 Conditioner
1 Yoga Mats
7 Shower Shoes
1 SRC T-Shirts
6 Staff Shirts
Suspended Members
21 suspended members due to unauthorized use of student ID card

OPERATIONS
NA

REC ADVENTURES
NA

SPECIAL PROGRAMS
NA

SPORTS
NA

STUDENT STAFF
• 5 Selection Processes – 89 Applicants – 49 Interviewed – 17 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
• Utility upgrade to support commercial washer & dryer started.
• Lightning protection certification completed.
• Sand Volleyball Courts opened for student use.
• Full-time staff established 2014-15 Facility Improvement Priorities.

FITNESS
NA

MARKETING
• 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 held 4 Meetings. We have submitted the excel list of song to Neptune for adjustments in music.
• Completed a new video project “It’s My Rec”.
• GoPro was used 2 Times; Ordered a chest strap for the GoPro
• Continue to develop content for the SRC Instagram as well as hashtags
• The marketing team have all been trained in managing the website and video development

Goals for Summer:
• Order graduation shirts
• Order staff uniforms
• Create a 2014-2015 SRC General Promotion T-Shirt and Order
• Create a Rec Adventures Spotlight Video
• Work with the Student Manager for Wellness to Create Monthly Fit Tips for the year
• Schedule marketing team hours so that all team members are in the office at the same time 3 hours per week
• Continue the “Be the Best You” campaign in the Fall Quarter
• Begin Brainstorm for Scary Rec Carnival

MEMBER SERVICES
• Staff Disciplinary Issues: 8
• Revised the Payroll Deduction List and process
• Faculty & Staff are Payroll Deduction Members no longer have expiration dates in Fusion
• Unauthorized Access: Continue to work with the Office of Student Rights & Responsibilities and UPD to refine the process to correctly deal with IDs that are used by someone other than the person the card belongs to.
• Member Services Update Binder has served as a resource for the staff and has kept them updated in between weekly meetings.
• 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.
• Attached “Number of First Time Entries” for the Fall 2013 Scary Rec Carnival Event. We tracked 79 students that came into the SRC for the first time for the Scary Rec Carnival Event over the Fall 2013, Winter 2014 and Spring 2014 quarters.
  Fall 2013
  • 53% of (42 of the 79) students came in at least once more during the Fall Quarter
  • 23% of (18 of the 79) students came in 3+ times during the Fall Quarter
  Winter 2014
  • 51% of (41 of the 79) students did not return to the SRC during the Winter Quarter
  • 11% of (9 of the 79) students came in at least once during the Winter Quarter
  • 37% of (29 of the 79) students came in 3+ times during the Winter Quarter
  Spring 2014
  • 35% of (28 of the 79) students did not return to the SRC during the Spring Quarter
  • 22% of (17 of the 79) students came in at least once during the Spring Quarter
  • 43% of (34 of the 79) students came in 3+ times during the Spring Quarter
Over the three quarters the 79 students collectively entered the facility 791 times.
  74% of students have returned to the SRC since the Scary Rec Carnival Event at least once over the past 3 quarters

OPERATIONS
NA

Rec Adventures
• Hope Pichette – recognized for a 3.5 GPA

Special Programs
NA

Sports
NA

Staff
• Developed new student staff area – Pro Shop – to provide laundry service and equipment inventory control.

SRCAC
• Reviewed and recommended the 2014-15 SRC Operating Budget – Approved by the President.

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<tr>
<th>PARTICIPANT SATISFACTION SURVEY RESULTS</th>
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<tr>
<td>FACILITY RESERVATION/RENTAL GROUP SURVEY RESULTS</td>
</tr>
<tr>
<td>NA</td>
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<tr>
<td>INTRAMURAL SPORTS SURVEY RESULTS</td>
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<td>75% of respondents agreed or strongly agreed that IM Sports information was well publicized on campus.</td>
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<td>73% of respondents agreed or strongly agreed that IM Officials were accurate and fair with the officiating.</td>
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<td>Comments from participants included:</td>
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<td>• “Great experience, had fun and enjoyed being social”.</td>
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<td>• “Spectacular! Staff is great and easy-going, keep it up!”.</td>
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<tr>
<td>Rec Adventures Survey Results</td>
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<td>Paddleboarding and River Rafting trips – participants enjoyed themselves and learned new skills as well as met new people and became more involved in campus activities.</td>
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<td>Suggestions included more activities, longer time engaged with the activity, take more students and include picnic lunch.</td>
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<td>Ideas for future trips included more water sports, camping and paintball.</td>
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<td>WELLNESS WORKSHOP SURVEY RESULTS</td>
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<td>NA</td>
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