STUDENT RECREATION CENTER QUARTER REPORT
SUMMER 2013-14

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.
  - I Student Organization – 7.5 Hours (Cheer & Dance Team)
- Support the recreational needs of students by renting SRC facilities to 5 or fewer campus departments or off-campus groups quarterly.
  - 9 Non-Student Groups – 57 Hours
    - University Outreach: 14
    - CAMP: 13
    - Enrollment Management: 9
    - Athletics: 6
    - Teacher Quality Program: 5
    - Chevron REVS up: 4
    - Summer Bridge: 3
    - Graduate Student Center: 2
    - HEP: 1
- Provide a safe environment as evidenced by less than 10 injuries per quarter with UPD response needed no more than five times per quarter
  - I Injury - 0 UPD Response
- 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).
  - 12 Incidents (4 Field-Related, 2 Thefts) – 2 UPD Response

**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.
  - 6 Different GroupX classes were offered – average of 4 participants per class – 2 cancellations – 117 classes provided
- Partner with PEAK for additional group exercise classes that compliment the SRC class schedule.
  - NA
- Record at least 8,500 hours of usage on the cardiovascular equipment quarterly.
  - 3342 Hours
- Provide Personal Training and Fitness Advising to at least 100 different clients quarterly.
  - 28 Different Clients
- Offer at least one wellness workshop per quarter with at least 40 attendees each.
  - NA.
- Offer ACE Personal Training Certification class with at least four students and with at least one passing the ACE exam.
  - One students from the Spring class passed the certification test this Summer. The ACE Training will now be offered as an 18 week class Winter through Spring quarter.
- Repair weight/cardiovascular equipment so no piece of equipment is out-of-service for more than 15 days.
  - Two Schwinn Spin bikes down for two months and one LifeFitness recumbent bike down for 6 weeks due to parts issues from the manufacturer.
- 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.
  - 18 Work Orders were requested and 3 are still opened.

**MARKETING**
- Average 4,500 visitors to the SRC web page quarterly.
  - Total Website Visits: 4,292 - Pages Per Visit: 3.01 - Unique Visitors: 2,967 - Average Visit Duration: 1.35 seconds
  - Total Amount of Pageviews: 12,923
Keywords: csub rec center, csub jobs, csub rec center summer hours, csub src, csub rec center hours, src hours, punishers, mission rec center, personal training equipment, cal state Bakersfield jobs

• Attract over 1,800 Facebook “Likes” annually.
• Attract over 200 Twitter followers annually.
  Total Followers to Date: 113 - New Followers this Quarter: 5 - # of Tweets during Quarter: 25
  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.
  Monday – Thursday = 403   Friday – Sunday = 122
• Provide service to a variety of campus constituents as evidenced by 4,000 or more distinct users each quarter.
  1,379 Distinct Users
• Sell memberships to at least 170 different non-student members – with at least 20 Alumni Association memberships.
  191 Non-Student Members   20 Alumni Association Members
• Accommodate member needs by selling at least 500 student-sponsored guest passes and 20 member-sponsored guest passes quarterly.
  292 Student-Sponsored Guest Passes   20 Member-Sponsored Guest Passes
• Respond to participant issues as evidenced by 35 written comments & suggestions and 70 web-based comments & suggestions each quarter.
  16 Written Comments & Suggestions   9 Web-based Comments & Suggestions
• Rent lockers to a minimum of 50 participants per quarter.
  6 Total   3 Men’s Lockers   1 Women’s Lockers

ROCK & ROPES COURSE
• Schedule Rock activities to attract at least 75 different climbers each quarter.
  N/A
• Create variety on the Rock by completing at least one full route change per quarter.
  The Rock staff stripped the boulder completely and started new routes for the upcoming school year.
• Facilitate teambuilding/low ropes challenge course events for at least four groups per quarter.
  N/A

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.
  N/A
• Contribute to University outreach efforts by facilitating and providing SRC tours to over 40 groups/individuals, athletic recruits, parents and visitors quarterly.
  Statistical information not recorded – tours for incoming freshman and families during the three freshman orientation events and the three parent association events.
• 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.
  N/A
• Create regular staff recognition events, socials, and traditions attended by at least 40 student staff per each SRC-wide event.
  N/A
• Provide American Red Cross certification classes for at least 10 student staff members quarterly.
  One CPR class - 4 student SRC employees
• 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 Supported - 2
  • Outreach - Freshman Orientation
  • Cal SOAP - Parent Orientation

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.
  N/A
• 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.
  N/A
• Develop a Sports Club program based on the CSU-approved model with at least two active clubs.
N/A
• Check-out at least 3,200 pieces of informal recreation equipment each quarter.
  1446 Total  1239 - Sports Equipment  207 – Exercise DVD & Video 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).
  2 Student staff members and full-time staff:
    J.Burnett – Bike & Build
    J.Burnett – Habitat for Humanity
    J.Finch – Little Runners Academy
    J.Finch – Bakersfield Homeless Shelter
    Full-Time Staff – Campus Clean Up
• 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).
  Marketing had a staff recognition dinner and staff recognition lunch with 100% attendance at both events

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

MARKETING
• Ordered 800 promo towels, 300 tennis ball stress balls, and 300 volleyball stress balls
• Facebook organic virality was at an average of 1,098 users.
• Group X Schedule distribution included 1 poster and (5) 8.5x11” fliers,
• The SRC reached 1,1816 subscribers through 5 different Mailchimp e-blasts (some users may not be unique or may be SRC student employee).

MEMBER SERVICES
• Break Weeks = 303 daily average participations
• Re-sale
  4  Locks
  0  Long Locks
  42  Waters
  1  Sports Drink
  26  Energy Bars
  20  Trail Mixes
  9  Granola Bars
  38  Fruit Snacks
  15  Headphones
  16  Shampoo
  1  Conditioner
  0  Yoga Mats
  4  Shower Shoes
  2  SRC T-Shirts

STUDENT STAFF
• The SRC received 56 applications for student employment in six selection processes that interviewed 33 students and 18 new hires.

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
• LED light retrofit completed

FITNESS
• Integrated Modern Ballet as a new Group X class for Fall
• Purchased two new cardiovascular equipment pieces - StepMill

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 Lavaliere Microphone (Video Production); and GoPro HD HERO2: Outdoor Edition (Video Production)

**Member Services**
- Staff Disciplinary Issues: 4
- Created new procedure for equipment damage report
- New resale items: Greek Yogurt Bars, PowerAde, Dasani
- 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

**Operations**
- Facility Services adjusted SRC custodial schedule to eliminate graveyard shift and increase efficiency
- Rubber Flooring issues identified - solutions explored but issues not resolved

**Rock**
- The Rock completely re-routed the boulder and cleaned most of the holds on the rock.

**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.

**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