STUDENT RECREATION CENTER QUARTER REPORT
WINTER 2013

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 groups – 242 hours
  • Campus Gamers Club (8 hours – Gym - 3 Courts)
  • California Nurse Student Association (5 hours - Solario de Fortaleza)
  • Black Young Stars (32 hours - Sierra Studio/Sequoia Studio)
  • Cheerleading and Spirit Squad (54 hours - Solario de Fortaleza)
  • CSUB Step Team (54 hours - Sierra Studio/SDF)
  • Dance Team (73.5 hours - Sierra Studio/Sequoia Studio)
  • Gamma Phi Beta Sorority (7.5 hours - Sequoia Studio)
  • Kappa Sigma Fraternity (2 hours - SRC Field)
  • Phi Sigma Sigma (6 hours - Solario de Fortaleza)
- Support the recreational needs of students by renting SRC facilities to 5 or fewer campus departments or off-campus groups quarterly.
  9 campus departments – 190.7 hours
  • Cal-Soap Department (4 hours – SDF/Sequoia/Sierra/Mojave Studios/Conference Room)
  • Outreach Department (3 hours - SDF, Conference Room/Gym - 3 Courts)
  • University Advancement (4 hours - Solario de Fortaleza)
  • College of Business & Economics (8 hours - SDF)
  • Office of the President (4 hours - SDF)
  • Student Union Department (1 hour - SDF)
  • Children’s Center Department (2.5 hours - Conference Room)
  • University Police Department (12 hours - Sequoia Studio)
  • PEAK (152.2 hours - Field/Gym/Sequoia/Mojave)
- Provide a safe environment as evidenced by less than 10 injuries per quarter with UPD response needed no more than five times per quarter
  12 injuries – 3 UPD responses
- 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).
  7 incidents including 2 reported thefts – 3 UPD responses

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.
  14 different Group X classes - an average of 7 participants per class - 9 cancellations due to instructor illness
- Partner with PEAK for additional group exercise classes that compliment the SRC class schedule.
  PEAK offered 7 different classes
- Record at least 8,500 hours of usage on the cardiovascular equipment quarterly.
  8,166 hours
- Provide Personal Training and Fitness Advising to at least 100 different clients quarterly.
  76 different clients
- Offer at least one wellness workshop per quarter with at least 40 attendees each.
  Partnered with PEAK for the Winter Wellness Workshop – “NEW-trition!” - record 116 attendees
- Offer ACE Personal Training Certification class with at least four students and with at least one passing the ACE exam.
  6 students - the class is being extended to two quarters due to the amount of information that needs to be covered.
- Repair weight/cardiovascular equipment so no piece of equipment is out-of-service for more than 15 days.
  Two pieces of equipment (Precor Treadmill & Dual Axis Cable) were down for more than 15 days due to shipping errors and a part being on back order.
• 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 – 9 remain open

MARKETING
• Average 4,500 visitors to the SRC web page quarterly.
  Unique Visitors: 3,403 - Total Website Visits: 5,278 - Pages Per Visit: 2.5 - - Average Visit Duration: 1.18 Seconds - Total Amount of Pageviews: 13,186
• Attract over 1,800 Facebook “Likes” annually.
• Attract over 200 Twitter followers annually.
  Total Followers to Date: 95 - New Followers this Quarter: 7 - # of Tweets during Quarter: 62 - Keywords: facebook, group, fb, intramural, #csubsrc, csu, src, Monday, new, posted - Key Hashtags: #csubsrc, #capture, #flag, #food
• 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.
  999 Monday – Thursday 309 Friday - Sunday
• Provide service to a variety of campus constituents as evidenced by 4,000 or more distinct users each quarter.
  3,860 distinct users
• Sell memberships to at least 170 different non-student members – with at least 20 Alumni Association memberships.
  228 non-student members  46 Alumni Association members
• Accommodate member needs by selling at least 500 student-sponsored guest passes and 20 member-sponsored guest passes quarterly.
  658 student-sponsored guest passes  17 member-sponsored guest passes
• Respond to participant issues as evidenced by 35 written comments & suggestions and 70 web-based comments & suggestions each quarter.
  23 written comments/11 web-based comments
• Rent lockers to a minimum of 50 participants per quarter.
  59 total    36 men’s    23 women’s

ROCK & ROPES COURSE
• Schedule Rock activities to attract at least 75 different climbers each quarter.
  183 different climbers - weekly belay clinics, an intro to climbing clinic, and a bouldering competition that all attracted new climbers.
• Create variety on the Rock by completing at least one full route change per quarter.
  One full route change on the boulder this quarter -The Rock staff will start changing routes every two months, staggering the changing of routes.
• Facilitate teambuilding/low ropes challenge course events for at least four groups per quarter.
  The target time frame to start and complete the low ropes course will be summer 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.
  Planning stages of International Sports Day for Spring Quarter
• Contribute to University outreach efforts by facilitating and providing SRC tours to over 40 groups/individuals, athletic recruits, parents and visitors quarterly.
  The SRC provided tours for the following groups this Fall 2012 Quarter:
    • CAMP Department (30 students)
    • Future/Current Students (115 different students & parents)
    • Athletic Recruits (21 students & coaches)
    • Outreach Department (111 people)
    • Faculty/Staff (10 people)
    • CSUB 101 (35 students)
• 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.
  College Making it Happen (Cal-Soap Department)
• Create regular staff recognition events, socials, and traditions attended by at least 40 student staff per each SRC-wide event.
  36 student staff attended the Winter Staff Recognition Event plus 5 Student Managers and 4 full-time staff
• Provide American Red Cross certification classes for at least 10 student staff members quarterly.
  Once class for 4 student staff members
• 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**
  • Week of Welcome (Student Affairs)
  • Runner Nights Carnival (Student Union & ASi)
  • Student Health 101 - Monthly Digital Publication (Counseling Department & Student Union)
  • Freshman Orientation Student Applicant Reception (Outreach Department).
  • RAD Program (UPD)

**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.
  • Basketball had 8 teams sign up. A total of 81 people participated, 79 males and 2 females. Out of 26 games played there was 1 forfeit which is a rate of 3.8% - well below the aimed rate.
  • Soccer had 9 teams sign up. A total of 102 people participated, 87 males and 15 females. Out of 24 games played there were 4 forfeits which is a rate of 16%.
• 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.
  • Ping Pong informal tournament had 4 participants with one winner gaining a championship shirt.
  • Badminton informal tournament had 18 participants with two winners gaining championship shirts.
  • Informal sports were set up on a weekly basis with a fixed schedule.
  • The staff members on desk duty were responsible for the setup, recruiting and monitoring of the sports.
  • The sports offered were outdoor soccer, ultimate Frisbee, badminton, and volleyball.
• Develop a Sports Club program based on the CSU-approved model with at least two active clubs.
  • NA
• Check-out at least 3,200 pieces of informal recreation equipment each quarter.
  3,221

**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).
  • Bakersfield Art Museum (Jacob Brown)
  • Houchin blood Bank (Ashlea Wilson)
  • Rock-a-thon (Melissa Melgar)
  • Wind Wolves Wildlife Preserve (Casi Cortez)
  • Hospital volunteer (Terrence McGill)
  • Campus Clean Up (full-time staff)
  • CA Living History Day – Kern County Museum (Lauren Goodsi)
• 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).
  • No staff area events held during Winter Quarter
• Track GPA and graduation numbers for SRC student staff and compare with University totals (Provided by the Membership & Marketing Coordinator for entire SRC)
  
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<td>Over 3.50</td>
<td>8</td>
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<tr>
<td>3.00 – 3.49</td>
<td>20</td>
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<td>27</td>
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<td>12</td>
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<tr>
<td>Under 2.00</td>
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  3 Graduates - Terrence McGill, Illiana Meza, Ariba Khizer

Please list any other pertinent statistics for your program or service area

**FITNESS**
• Hired one new Group X student instructor for Zumba, Stefany Gonzalez.

**MARKETING**
• Marketing contributed 3 Fit Tips, 5 promotional videos and 1 video series ("Meet Your Trainers"), 6 Faculty Ads, 1 campaign ("Get Social"), a staff jacket, a 2012-13 promotional shirt, a 2013 IM Championship shirt, 2 Word of the Quarter posters, successful distribution for multiple programming areas (including IM Sports, the Rock, Fitness &
Wellness), 2 IM League posters, 1 IM Tournament poster, 1 Bouldering Competition flyer, 1 Wellness Workshop flyer, 1 Facebook Campaign flyer/QR code business card, 2 informational posters (Skateboard Dock and Tennis Courts Hours), and 2 Group X schedules.

- Website visits by unique visitors have increased 53.95%.
- IM Sports distribution included 1,145 flyers and 25 posters.
- Wellness Workshop distribution included approx. 100 flyers, 2 posters, and 10 8.5x11 mini posters.
- The Rock’s Bouldering Competition distribution included approx. 7 posters and 10 8.5x11 mini posters.

**MEMBER SERVICES**
- The turnstile/headcount for the break week – 261

**ROCK & ROPES COURSE**
- The Boulder competition brought in 45 participants

**SPORTS**
- The IM sports program had 21 women participants in the winter 2013 intramural program.
- There was a total of 9 soccer teams for the first successful outdoor soccer league

**STUDENT STAFF**
- 2 interview processes – 36 applicants – 25 students interviewed – 4 hired

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**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**
- SRCAC recommended and President approves revised rental & reservation policies
- Agreement with Athletics to construct lighted sand volleyball courts established
- Price quotes provided for conversion to LED lamps

**MARKETING**
- Facebook virality has increased exponentially, having reached up to 8,330 users. A schedule of regular Facebook posts have been implemented and scheduled via HootSuite.
- We also implemented a screen downstairs to show current videos on a loop. For example, the “Meet Your Trainers” series ran during Personal Trainer sign-ups and the “How to Sign-Up for Intramural Sports” informational ran during IM League sign-ups.
- We have also officially set up a mailing system via MailChimp to track open rates and e-mail circulation. It will also simplify Christine’s emailing process.

**MEMBER SERVICES**
- Training for Fusion membership software held
- 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.
- Fusion representative came to campus for a week and trained Justin Finch, Natalie Kobliska, Lauren Goodsi and Christine Frye.
- Began training the member services and facility supervisor staffs on how to use Fusion.
- Set-up hardware for Fusion and inputted data into the software.
- New resale item: long locks to accommodate the new skateboard rack.
- Change tax from 7.25% to 7.5%
- File injury and incident reports with waivers to better prepare ourselves if legal action is taken against the SRC.
- Initiated turnstile door search with Alvarado. The turnstile door is a barrier that will stop participants from entering the facility without the correct credentials.
- Successfully hired and trained 3 new staff members- Christopher Jacobson, Phoebe Apostol and Schaelaur Smith.

**ROCK & ROPES COURSE**
- Participant belay verification process implemented
- Risk Manager approved process for first adventure recreation trip - hike - Whiskey Flat Trail
- Received go-ahead from Pat Jacobs on low ropes course location

**STAFF**
- 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
- Student Manager on Duty job description developed
- 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.