

## Campus Recreation - Annual Report

Student Affairs Division  
2007-2008

### Major Accomplishments/Retention Initiatives for 2007-2008

1. Many exciting programs and services were provided. Campus Recreation hosted a Barack Obama campaign rally, was a Bobcat G.O.L.D and Emerging Stars site, expanded the Junior Bobcats Golf Club, participated in the PowerAde Intramural Sports Championships, and lead a workshop on kayaking at NIRSA Annual Conference.
2. No saves were made nor were there any major injuries at Campus Recreation facilities. This is truly amazing considering the number of programs and facilities.
3. The Campus Recreation facilities and playing fields were maintained at a high level. Moved into new West Campus maintenance shed. The Golf Course worked with the Texas Rivers Institute in an effort to improve the condition of our golf course while protecting Spring Lake. A new high element activity was added at the challenge course.
4. The SRC Expansion project started, groundbreaking was held October 5, 2007. Projected completion of expansion is Fall 2008 and renovation is Spring 2009.
5. Four new full time staff members were hired increasing the diversity of the department.
6. Successfully recruited and hired three graduate research assistants from the following universities: Texas A&M, UCLA and Virginia Tech. The 3 graduates received positions in the field.
7. Approximately 250 students, reflecting the diversity of the student population, were employed. This staff continues to provide a high quality of customer service.
8. The Student Recreation Center provided 4990 hours of open recreation. Informal Recreation staff had a customer service rating of 93%.
9. Group Exercise received a 100% recommendation to a friend.
10. Campus Recreation provided a large number of programs and services in a fiscally responsible manner. Sport Club teams self supported 81% for FY08 of club expenses.
11. Participation in programs increased. Sport Clubs participants increased 18% and hosted 62 events on campus. Personal training sessions increased 59%. Eighty two percent (82%) of personal training clients purchased additional sessions. The Intramural Sports Basketball Champion was invited to a tournament that was scheduled as part of the NCAA Final Four. Three Intramural Sports leagues exceeded the 70+ teams.
12. The CR Technology Committee researched the purchase of a new software programs as we plan for the expansion of the Student Recreation Center. The new GATO website for the department was developed.

### Progress on 2005-2012 Administrative Support Plan (Strategic Plan)

**Goal I.** Enhance leadership, involvement and social responsibility of the students.

**Objective:** Participants will demonstrate social responsibility.

**Strategy:** Collaborate with the River Systems Institute to provide experiential learning opportunities as a component of the FY '08 common experience.

**Progress:** River cleanup days were conducted.

**Strategy:** Increase the involvement of sport club participants in community service.

**Progress:** 865 total hours 61% increase from FY07.

**Strategy:** Incorporate "Leave No Trace" training for adventure trip program staff.

**Progress:** LNT Principles have been incorporated in trainings and trips.

**Goal III.** Develop and improve the campus recreational facilities

**Objective:** Increase square footage of recreational space to address user needs and University growth.

**Strategy:** Expand and renovate the Student Recreation Center.

**Progress:** Construction started in summer 2007. Scheduled to open Fall 2008.

**Strategy:** Improve sport field conditions.

**Progress:** Cultural maintenance practices implemented.

**Objective:** Improve existing facilities.

**Strategy:** Add ADA compliant equipment to Student Recreation Center.

**Progress:** Two upper body ergometers have been purchased.

**Strategy:** Develop a plan to expand the GOAL Challenge Course by adding 10 low and 6 high elements.

**Progress:** A new high element has been added and variations of existing elements have been created.

**Strategy:** Develop a field house/barn to house the turf maintenance staff for fields.

**Progress:** The west campus maintenance facility was built.

**Goal IV.** Create outreach programs for targeted populations.

**Objective:** Increase leisure and recreational programs for the diverse student population.

**Strategy:** Increase golf tournaments 2 per year for 3 years.

**Progress:** The Night Golf event and the Collegiate Golf Alliance Pre-Qualifier were both added this year.

**Strategy:** Evaluate Informal Recreation staff on non-traditional sports equipment set-up and rule knowledge.

**Progress:** Informal Recreation staff was trained and tested on the set-up and rules of non-traditional sports equipment.

**Strategy:** Purchase additional non-traditional sports equipment and offer one such opportunity per semester.

**Progress:** Hosted a table tennis and a badminton tournament.

**Strategy:** Initiate a summer camp program.

**Progress:** Budget and initial program developed.

**Strategy:** Implement Aquatics Programming

**Progress:** Swim lessons program was developed.

**Objective:** Increase recruitment programs for prospective participants.

**Strategy:** Develop a marketing plan for facility memberships.

**Progress:** Faculty & Staff memberships were targeted through email and the Campus Recreation Website. Offered a "Free Friday" promotion for the summer. Payroll deduction for faculty/staff membership has been developed.

**Goal V.** Improve knowledge and professional development of Campus Recreation staff.

**Objective:** Improve the professional development of student staff.

**Strategy:** Create awareness for professional and career training opportunities for undergraduate student employees.

**Progress:** Reestablished ProRec an organization to encourage students to enter the field and be involved with NIRSA. Offered several learning

opportunities for student staff with Career Services. Presented information and benefits of NIRSA to student staff.

**Strategy:** Enhance student facility risk management knowledge and application.

**Progress:** Informal staff was trained on action procedures for several emergencies. Office of Risk Management presented training.

**Strategy:** Create advancement opportunities for sport club supervisors.

**Progress:** Added job specializations and responsibilities to the job description; 4 supervisors went to the NIRSA student lead on and 3 found graduate assistant positions.

**Objective:** Increase staff to manage growing programs and services.

**Strategy:** Hire an Assistant Director of Aquatics.

**Progress:** Assistant Director of Aquatics was hired January 2008.

**Strategy:** Hire a Technology Coordinator.

**Progress:** Proposal for software was developed.

**Strategy:** Add maintenance/mechanic staff member.

**Progress:** The Sport Field Supervisor position was separated from Athletics. Duties include building maintenance.

**Goal VI.** Improve management of fiscal resources.

**Objective:** Provide fiscal accountability for recreational programs and services.

**Strategy:** Develop funding to send Intramural Sports Champions to extramural events.

**Progress:** Funding for participants to attend extramural events was budgeted.

**Strategy:** Increase funding for the sport clubs club distribution by \$5,000 annually for four years.

**Progress:** \$5,000 increase available for FY09 budget allocations.

### **Assessments for 2007-2008**

1. All lifeguarding skills were assessed. Individual lifeguard evaluations indicated the lifeguards are very confident with their lifeguarding skills. Future in-services are planned to strengthen weaker skills.
2. Sport Club officers completed both the pre and post Leadership Skills Inventory. There was a 12% growth in overall ratings. New officer workshops will be added.
3. In the sport club team evaluation of the program 96% athletes were satisfied to extremely satisfied. The Texas State facilities were rated 23% higher than those of the competing schools. Additional trainings will be required for new officer to help with transition.
4. Group exercise participants were surveyed for overall satisfaction and ways to improve our program. Participants would like more yoga, relaxation/stretching, hip hop, and other dance based classes offered. Additional hours need to be offered. These classes and times will be offered in 2008.
5. A Golf Course rate comparison was made with 11 other 9-hole golf courses in the state. The Texas State rates for community users are lower than the average. A proposal was made to raise the rates.
6. The Intramural Sports program surveyed participants to assess their ability as a team captain and if participation enhanced their leadership skills. Participants indicated they had no expectation and could not properly make an assessment of their improved leadership skills. Departmental expectations and training for captains will be developed.

7. The Fall 2007 Campus Recreation Survey - A majority of participants, (79%), indicated an increase in physical activity, fitness and recreation resulting from Campus Recreation and 74% of participants indicated they were satisfied and very satisfied with the SRC.
8. The Membership Rates at Comparable Institutions results indicate that Texas State membership and guest pass rates are low compared to other in-state and national institutions of similar enrollment. We will increase the membership rates with the expansion.
9. The Adventure Trip Program survey showed 95% of the participants were greatly satisfied with the overall experience and 99% were satisfied with the trip leaders.

### **Educational Outreach/Presentations by Dept. Staff to Institutions and Communities for 2007-2008**

1. National Girls and Women's Sports Day (NGWSD) brought local community members to campus with lessons and speakers on the past, present, and future of women in Sports.
1. The graduate research assistants did a presentation entitled "Do What You Love, Love What You Do!" at the Region IV Student Lead-On located at Stephen F. Austin University. Audience reached were students from across the 7 state region.
2. Facility and expansion tours completed for staff of six other universities.
3. Wellness and healthy lifestyle presentations were made to resident halls, classes, University Seminar classes and other university groups throughout the year by many of the staff.
4. Lunch & Learn at LBJ Bookstore to discuss healthy holiday eating.
5. One hour Yoga Retreat for JCK Administrators was offered.
6. Junior Bobcat Golf Club provides instruction and small events for local youth.
7. Risk management and safety workshops presentation made to the Sport Club officers.
8. Transitional leadership presentation made to the Sport Club officers.

### **Any Diversity Initiatives for 2007-2008**

1. Campus Recreation was actively involved in programs such as Bobcat G.O.L.D. and Emerging stars.
2. The expansion includes several areas designed to positively impact target populations.
3. Diverse populations of participants were represented in marketing pieces.
4. Collaboration with Campus Activities to program Homecoming 3-on-3 Basketball and Powder Puff tournaments.
5. Implemented diverse Fitness & Wellness program and classes, such as Hip Hop, Salsa, Zumba, Breakdance and Muay Thai.
6. Badminton and Table Tennis tournaments were marketed towards international and non-traditional student groups.
7. Three of the four new staff hired are people of color.
8. Added recruitment for current and new clubs with minority's fairs and within the multicultural affairs functions.
9. Increased the promotion of diversity team functions to staff and club officers through TRACS and website.
10. Campus Recreation facilities are frequently the site for many diverse student events.

## **Major Objectives/Retention Initiatives for 2008-2009**

1. Open the Student Recreation Center expansion while minimizing the impact to students during the renovation.
2. Improve Campus Recreation facilities by adding irrigation to the Golf Course, renovating areas at U Camp, implementing organic practices for fields near Spring Lake and improving the appearance of the Aqua Sports Center.
3. Improve the marketing efforts for all programs and services provided by Campus Recreation. Acquire sponsor for the murals and scoreboards.
4. Increase participation in all program areas, especially with the addition of golf, aquatics and climbing to the SRC. Efforts will be devoted to meet the needs of targeted populations and faculty/staff.
5. Maintain a diverse student staff to support the entire student body. Improve the student staff to better serve the University community.
6. Implement software programs that will allow e-commerce and point of sale functions.

## **Departmental Report**

Campus Recreation Annual Report 2007-2008  
Aquatics & Safety

### **Executive Summary**

#### Major Accomplishments and Retention Initiatives for 2007-2008

13. Two lifeguards were maintained at each informal swim for maximum coverage and safety of our participants.
14. There were no major injuries or saves made throughout the academic year at the facility.
15. The Aqua Sports Center received a fresh coat of paint in many areas, which increased the overall aesthetics of the facility.

#### Progress on 2005-2012 Strategic Plans

Strategy: Implement Aquatics Programming

Objective: Create outreach programs for targeted populations

Progress: Plans for swim lessons were included in the 2008-2009 budget request.

Strategy: Hire an Assistant Director of Aquatics

Objective: Increase staff to manage growing programs and services

Progress: Assistant Director of Aquatics and Safety was hired in January 2008.

#### Assessments in 2007-2008

10. All lifeguarding skills were assessed at spring 2008 staff orientation. As a result, the weaker skills were discovered, and future in-services were planned accordingly to strengthen those weaker skills.
11. Individual lifeguard evaluations were administered at the end of spring 2008. The results showed that the lifeguards are overall very confident with their lifeguarding skills. Many lifeguards were able to identify their weaknesses and begin to improve their quality of work as well as grow as a professional rescuer.

#### Presentations & Education Outreach in 2007-2008

1. None

#### Major Objectives/Retention Initiatives for 2008-2009

7. Continue to find ways to improve the appearance of the Aqua Sports Center. Major focus should go towards clearing the cobwebs in the sky lights.
8. Begin swim lesson program in spring 2009 and conduct free stroke clinics beginning in the fall of 2008.
9. Conduct evaluation of the aquatics needs and wants of Texas State students, staff and faculty.

#### Major Obstacles in 2008-2009

1. It was discovered that the pool leaks 2400 gallons a day. We are working on fixing the leak; however depending on the location of water loss, it could remain difficult to maintain water chemistry balance.
2. Securing high quality Water Safety Instructors for the swim lessons in addition to the increased planning in logistics.
3. Finding more quality lifeguards to help cover the additional pool hours that will be added on once the new pools open.

#### Major Trends in 2008-2009

1. There is obvious growth of aquatic facilities at Universities nationwide.
2. Most new pools being built utilize the UV disinfection system to help decrease the amount of Chlorine that is needed.
3. Some aquatic facilities are beginning to utilize regenerative filters. There is still some debate on whether the pros of these filters outweigh the cons.

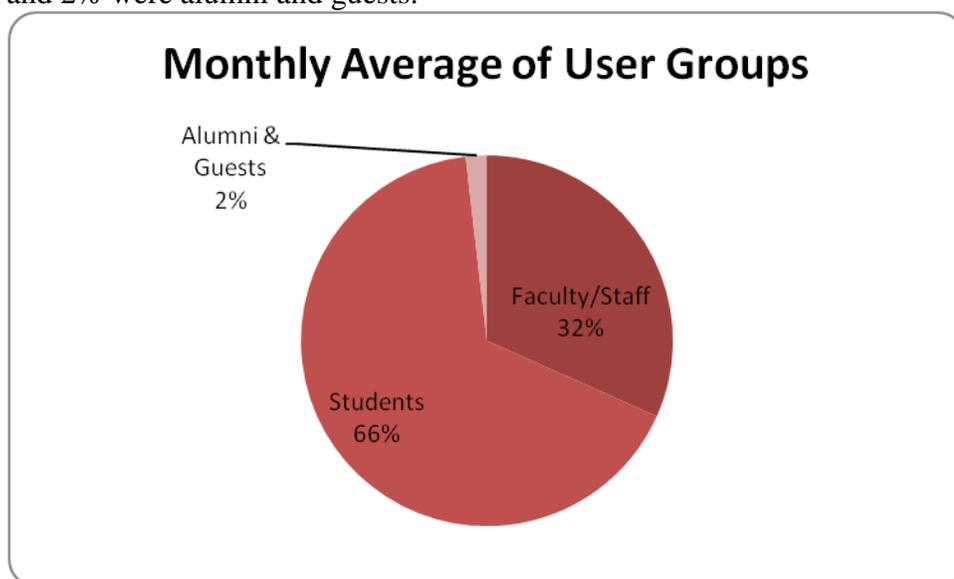
#### Any Diversity Initiatives for 2007-2008

1. None

## Departmental Information

### Accomplishments in 2007-2008

1. The facility was open for open swim for an approximate total of 884 hours for drop in use during the 2007-2008 school year.
2. PFW Classes were held in the ASC and guarded by the staff for a total of 550 hours in the 2007-2008 academic year.
3. Per month, approximately 66% of the users were students, 32% were faculty and staff, and 2% were alumni and guests.



4. Two lifeguards were maintained at each informal swim for maximum coverage and safety of our participants.
5. There were no major injuries that occurred in the facility throughout the academic year.
6. There were no saves made throughout the academic year at the facility.
7. The pool deck received a partial power wash. This was done voluntarily by the Water Polo Club team.
8. One wall at the Aqua Sports Center was given a fresh coat of paint which increased the aesthetics of the facility.
9. The lifeguard office was repainted, and a new floor installed. The old floor was hazardous due to loose tiles and the possible presence of asbestos.
10. An old painting of a Bobcat mascot was discovered behind a message board that was removed during the painting process.
11. During summer 2007, Aquatics and Safety provided lifeguards to user groups for over 300 hours at the Aqua Sports Center, Sewell Park and Rio Vista Park. This brought in over \$3700 in income.
12. An Assistant Director of Aquatics was hired in January 2008. The Assistant Director of Aquatics was able to focus greater on the lifeguards than the Assistant Director of Informal Recreation previously due to the attention needed at the SRC. As a result, the

lifeguards developed a higher level of rescue skill proficiency, customer service skills and problem solving abilities. This position also allowed for more attention to be given to the Aqua Sports Center's appearance and maintenance.

#### Progress on 2005-2012 Strategic Plans

Strategy: Implement Aquatics Programming.

Objective: Create outreach programs for targeted populations.

Progress: Plans for swim lessons were included in the 2008-2009 budget request.

Strategy: Hire an Assistant Director of Aquatics.

Objective: Increase staff to manage growing programs and services.

Progress: Assistant Director of Aquatics was hired in January 2008.

#### Assessments Completed in 2007-2008

12. All lifeguarding skills were assessed at spring 2008 staff orientation. As a result, the weaker skills were discovered, and future in-services were planned accordingly to strengthen those weaker skills.
13. Individual lifeguard evaluations were administered at the end of spring 2008. The results showed that the lifeguards are overall very confident with their lifeguarding skills. Many lifeguards were able to identify their weaknesses and begin to improve their quality of work as well as grow as a professional rescuer.

#### Presentations & Education Outreach in 2007-2008

1. None

#### Recognitions in 2007-2008

1. Kristen Langston was promoted to Head Lifeguard in spring 2008.
2. Kristen Langston was named the 2008 Employee of the Year award for Aquatics and Safety.
3. The following employees received a "Lifeguard of the Month" award:
  - a. January: Julian Sepulveda
  - b. February: Laura Thomas
4. Both Head Lifeguards received high GPA scores in spring 2008. Melissa Reyna graduated from Texas State with a degree in Exercise Science.

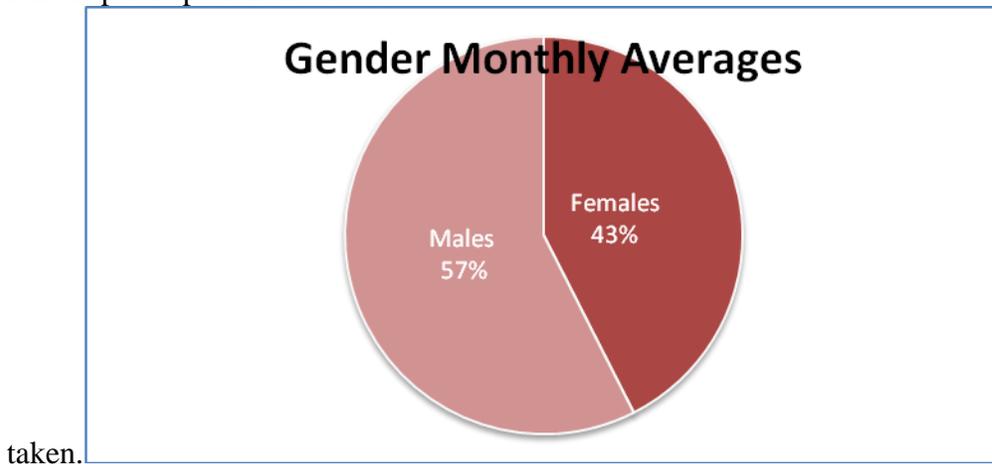
#### Disappointments in 2007-2008

1. Money was not obtained during the spring semester to help support the cleaning of the facility.

2. A leak was discovered that causes 2400 gallons of water a day loss.
3. After power washing the deck it was discovered that many stains are permanent.

### Objectives, Goals or Initiatives for 2008-2009

1. Continue to find ways to improve the appearance of the Aqua Sports Center in any way possible. Major focus should go towards getting rid of cobwebs in the sky lights.
2. Affix underwater lights to pool walls to ensure they stay in position.
3. Increase number of lifeguard evaluations given throughout the year.
4. Begin group swim lessons in Spring 2009.
5. Begin private swim lessons in Fall 2008.
6. Conduct free stroke clinics in Fall 2008 once the new aquatic facility opens.
7. Successfully transfer all of the American Red Cross classes underneath Aquatics and Safety and greatly increase participation.
8. Conduct an evaluation of the aquatics needs and wants of Texas State students, staff and faculty.
9. In addition to the needs and wants, some research should also be done on why some students, faculty and staff do not use the pools.
10. Build on and improve existing relationship with Academics.
11. Build a mutually beneficial relationship with the American Red Cross.
12. Continue to increase safety at the Aqua Sports Center and future aquatic facilities.
13. Currently male participation is 57% of the users and females only 43%. Initiative to increase female participation should be



taken.

### Trends for 2008-2009

1. There is obvious growth of aquatic facilities at universities nationwide.
2. Most new pools being built utilize the UV disinfection system to help decrease the amount of Chlorine that is needed.
3. Some aquatic facilities are beginning to utilize regenerative filters. There is still some debate on whether the pros of these filters outweigh the cons.

**Campus Recreation - Annual Report 2007-2008**  
**Business Office/Technology**

Executive Summary

Major Accomplishments/Retention Initiatives for 2007-2008

1. Countless hours have been dedicated in researching and justifying the purchase of a new software program to assist the department as we plan for phase II of the Student Recreation Center
2. The new GATO website for the department has been a large project for the Business Manger. Countless hours have been dedicated to training and overseeing the project.
- 3 The Business Office staff continues to meet deadlines for processing purchase documents and payroll. Countless hours are dedicated to the department by the Business Office staff in order to support the ongoing demands and growth of the department.
4. The Business Office staff continues to research and plan for new business processes such as purchasing and budget controls.

Progress on 2005-2012 Strategic Plans

- Enhance leadership, involvement and social responsibility of the students.
- Increase collaborative student learning models and internships with academic departments
  1. Develop a proposal for Academic Computing Resource funding for 4 new Cyber Café computers  
This item has been revised to occur in FY09 as we move into Phase II of the Student Recreation Center.
- Improve the professional development of full-time staff.
  1. Develop business operations guidelines.  
This item is ongoing. Travel procedures have been developed and distributed to all staff. A meeting was held to discuss the new process. Staff understands and is following the new system with ease.
- Increase staff to manage growing programs and services.
  1. Hire a Technology Coordinator.  
This item is ongoing. Currently a proposal is being developed to identify to the Vice President the need for a comprehensive software program to assist the department in the expansion project. Approval must be grant from the VP for the software. If the software purchase is granted there will be a need to hire a technology coordinator.

### Assessments Completed in 2007-2008

1. No such assessments for the Business Operation have been determined.

### Presentations & Education Outreach in 2007-2008

1. No presentations have been given by the Business Manager.

### Recognitions in 2007-2008

1. There are no recognitions for the Business Office in 2007-2008.

### Major Objectives/Retention Initiatives for 2008-2009

1. Electronic communications throughout the department will need to be better developed with regards to setting each year's budget and the allocation of dollars to each program area.
2. Development of written procedures to assist staff as they maintain their program websites will need to be done by the end of the summer 09 semester.
3. It is imperative the software proposal for Active Network be developed and presented to the Vice President before we move into Phase II of the SRC

### Major Obstacles

1. Lack of funds for FY09 is going to be a major problem this next fiscal year.
2. If approval for the new software is not granted there will be major issues with regarding to point of sale and E-commerce when opening of the expansion of the SRC.
3. Until we hire a full time staff person devoted to the technology needs of the department, the Business Manager will continue to struggle to meet required deadlines and stay abreast of the day to day duties and tasks as assigned. Time management seems to be of the utmost importance and plays a major factor in not completing tasks in a timely fashion

### Major Trends

1. With the growing popularity of recreation and leisure service activities on the university campus, it is important to stay on the cutting edge and remain in the competitive market. It is evident students are demanding and expecting more and more every year. The traditional Campus Recreation offerings are a thing of the past. Pools, climbing walls, and the

amusement park environment is our future. We must be prepared for this change in order to meet the demands of our future students and the millennium students.

2. As technology continues to change, the department must be assured it will be given every opportunity to change with technology and be allowed to make software purchases as needed.

#### Any Diversity Initiatives for 2008-2009

1. Due to the nature of the Business Office and no need for programming, there are not diversity initiatives.

#### Departmental Information

#### Accomplishments in 2007-2008

1. Processed 61 NPO's for a total of 183 data entry transactions into the Quicken system.
2. Processed 167 travel applications for a total of 501 data entry transactions into the Quicken system.
3. Processed 433 Pcard requests for a total of 1,299 transactions data entry transactions into the Quicken system.
4. Processed and entered data to 19 expense accounts and 4 income generation accounts with over 850 different deposits made to the Cashiers Office for a total of \$683,231 dollars handled through the Business Office.
5. Created and distributed bi-monthly and quarterly reports to assist the Director and Assistant Directors with programming of income and expenditures.
6. Created and distributed monthly golf course reports to the Director of Campus Recreation, Assistant Director for the golf course and to the Vice President of Finance and Support Services.
7. Processed bi-monthly student payroll for approximately 265 student workers for a total of 6,890 time entries in SAP and totaling approximately \$400,000 in payroll expenditures.
8. Processed approximately 523 student appointment forms for new hires, re-hires, account number changes, and hourly wage changes.
9. Processed 339 club account payouts for an approximate total of \$60,291 and 678 data entry transactions into the Quicken system.

10. Processed over 119 petty cash requests for a total of 357 data entry transactions into the Quicken system.
11. Processed 121 purchases orders for a total of 484 data entry transactions into the Quicken system
12. It is estimated that a total of 620 IDT's were processed through the Business Office, consisting of gas expenses, bookstore purchases, duplicating, printing, copy cards, physical plant expenses, and various other internal expenses. This also totals to approximately 2,480 data entry transactions into the Quicken system.
13. It is estimated that the Business Office through out the FY07 fiscal year has processed well over 12,872 data entry transactions into the quicken system. This figure only accounts for entries pertaining to our quicken system and does not represent any entry into excel, Microsoft Access and FileMaker programs.
14. Maintained friendly and professional business communications with personnel in Travel, Purchasing, Budgeting, Accounting, Physical Plant, Career Services and Payroll..
15. Processing of expenditures through Pcards, Purchase Orders, Petty Cash, Contract Payment Vouchers, and NPO's continues to place demands on the Business Office staff. Such demands and deadlines continue to be met..
16. The Business Manager continues to strive to improve the fiscal year budget allocation process. Each year the process continues to improve and become easier not only for the staff but for the Advisory Council as well.
17. The opportunity for all Business Office staff to participate in the construction design and decision making process for the expansion of the Student Recreation Center was met with much gratitude and enthusiasm. I believe this has given the staff a sense of worth in knowing their thoughts and concerns for the new facility is a value to the department and to the Director of Campus Recreation.
18. Problems/concerns and issues with the departmental technology continues to be met.
19. The GATO website for the department has been a large project for the Business Manger. Countless hours have been dedicated to training and overseeing the project. The Business Manager continues to work with the Technology team as well as with the divisions IT staff in the implementation of the new Content Management System.
20. Much time and dedication has been given to determining the proper software to purchase for the expansion of the Student Recreation Center. After deliberation, it has been decided the department would like to purchase Active Network software. This software will assist with

Point of Sale, E-Commerce, Inventory, Facility Reservations, Intramural scheduling, and various business reports. A 12 page justifications proposal was submitted that outlines the needs of the department.

21. This is the second year the Business Managers has been given the opportunity to travel and participate in the National NIRSA conference.

22. Countless hours have been dedicated by the Business Office staff to research and review other universities policies and procedures with regards to their business practices and processes. A tour of UTSA was conducted in April that gave the Administrative Assistant staff the ability to see firsthand how other business offices conduct their business. Other universities reviewed were: SMU, UT Austin, Texas A&M, Baylor, A&M Commerce, Dallas Medical and UTA.

#### Progress on 2005-2012 Strategic Plans

- Enhance leadership, involvement and social responsibility of the students.
- Increase collaborative student learning models and internships with academic departments
  1. Develop Business Operations intern position.  
This item was scheduled for FY08 and is not completed
  2. Develop a proposal for Academic Computing Resource fund if for 4 new Cyber Café computers.  
This item was rescheduled to be completed FY09.
- Improve knowledge and professional development of Campus Recreation staff.
- Improve the professional development of student staff.
  1. Assess Business office student for data entry and counting of money for daily deposits.  
This item has been met and is ongoing. There were 11 data entry errors and 8 deposit errors this past year. Due to school demands and office policy for students to maintain a 2.0 or higher GPA, we have experienced several employee turnover of student staff. Better efforts are being made to insure student staff has a full understanding of data entry. Students are encouraged to slow down and take more time with process deposit.
- Improve the professional development of full-time staff.
  1. Develop business operations guidelines.  
This item is ongoing. Currently travel procedures are being developed and implemented. There has been a positive response with the new procedures.
- Increase staff to manage growing programs and services.
  1. Hire a Technology Coordinator.  
This item is ongoing. Currently a proposal is being developed to identify to the Vice President the need for a comprehensive software program to assist the department in the expansion project. Approval must be grant from the VP for the

software. If the software purchase is granted there will be a need to hire a technology coordinator.

2. Reclassify two Administrative Assistant II position to Accounting Clerk 11.  
This item is scheduled for completion in FY10.
3. Add Administrative Assistant II position to the business office.  
No progress has been made to this item due to timing of this position as well as funding.

- Improve management of fiscal resources.

1. Increase Campus Recreation Fee to accommodate the expected increase in fiscal responsibilities.  
This item will be completed in FY09.
2. Revise and improve Campus Recreation web pages.  
This item is ongoing. We have implemented the new content management website for the department and will begin creating procedures.
3. Purchase computer software for membership and program management.  
This item is ongoing. A 12 page justification proposal was given to the director in an effort to help upper management understand the departments needs.

#### Assessments Completed in 2007-2008

1. No such assessments for the Business Operation have been determined.

#### Presentations & Education Outreach in 2007-2008

1. No presentations have been given by the Business Manager.

#### Recognitions in 2007-2008

1. There are no recognitions for the Business Office in 2007-2008.

#### Disappointments in 2007-2008

1. There are continuous frustrations with regards to the Budget Office. Ways in which fee dollars are determined each fiscal year seems to not be consistent with Institutional Research Office. This causes confusion when trying to project funding for years out. When working with the Budget Office to try and grasp some sort of understanding of their methods and explanation is not clear. Often time's funds are pulled from the Campus Recreation accounts without prior knowledge or at least some sort of discussion between the Budget Office and the Business Manager. This continues to cause balancing problems and overall concern for proper accounting practices.

2. As the Business Office continues to grow, space seems to be a significant problem. With one central office housing two Administrative Assistants and one student worker, the flow of traffic and noise is often times overwhelming and extremely distracting. Other Campus

Recreation staff and patrons are constantly interrupting work being done by this group. Because of the tremendous amount of cash coming in and out of the Business Office, safety has also become a great concern. It is extremely important we continue to look at innovated and creative ways to alleviate this problem and create a safe environment for our staff.

3. The lack of space dedicated toward the storing of financial documents continues to grow. Retention of records/documents as required by the University must be kept in boxes within the Business Office and Business Manager's office. This is often times frustrating and an inconvenience to the staff and patrons who must utilize the safe.

4. As purchasing demands continue to be at an all time high, lack of time to assist with payroll, Staple orders and travel became extremely frustrating. It is important that all staff within the Business Office be diverse in all job duties within the office.

5. As technology within the Department continues to grow and demands continue to be at an all time high, it has been somewhat disappointing not being able to fund a full time technology staff person for the department. This is reoccurring problem that will only worsen as time goes by.

#### Objectives, Goals or Initiative for 2008-2009

1. Electronic communications throughout the department will need to be better developed with regards to setting each year's budget and the allocation of dollars to each program area.

2. As the Golf Course grows, new and more up to date software has become a necessity in the day-to-day operations with regards to cost of goods sold, inventory, and sales. A much more complex and technological cash register system will need to be purchased.

3. In order to meet the continuing demands of the club accounts, the need to review and create a better means of balancing to the monthly statements provided by the Cashiers Office will need to be conducted.

4. Time and effort will also be devoted to developing a more effective way of processing bi-monthly payroll expenses and balancing to the new payroll system.

5. The development of a new point of sale and cash handling we need to be conducted this year as we prepare to move into phase II of the SRC.

6. The development of purchasing and budget control processes will need to be conducted this year as we prepare for phase II of the SRC and purchase of new software.

#### Trends for 2008-2009

1. With the growing popularity of recreation and leisure service activities on the university campus, it is important to stay on the cutting edge and remain in the competitive market. It is evident students are demanding and expecting more and more every year. The traditional Campus Recreation offerings are a thing of the past. Pools, climbing walls, and the amusement park environment is our future. We must be prepared for this change in order to meet the demands of our future students

2. As technology continues to change, the department must be assured it will be given every opportunity to change with technology and be allowed to make software purchases as needed.

#### Campus Recreation Annual Report 2007-2008

#### Facilities

#### Executive Summary

#### Major Accomplishments/Retention Initiatives for 2007-2008

1. SRC Expansion project started, groundbreaking held October 5, 2007.
2. The basketball courts and racquetball courts were refinished during the winter holiday.
3. Second set of basketball backboards changed to newer, safer 42" high boards.

#### Progress on 2005-2012 Strategic Plans

1. Increase square footage of recreational space to address user needs and University growth.
  - a. Develop a field house/barn to house the turf maintenance staff for fields. Complete: The west campus maintenance facility was organized and completed during this year with access details and fire sprinkler system. (FY08)
  - b. Develop a plan for recreational opportunities to serve the Round Rock campus. Progress: No progress at this time due to facility priorities are being put ordered. (FY09)
  - a. Acquire land for a 4- field complex with support facility. Progress: No progress at this time while priorities are being put ordered. (FY12)
2. Improve existing facilities.
  - a. Build field support facility for Intramural Fields. Progress: No progress at this time due to no staff to oversee the project. (FY11)
3. Increase staff to manage growing programs and services.
  - a. Hire an Assistant Director – Aquatics. Complete: Julie Saldiva hired in January 2008. (FY07)
  - b. Add maintenance/mechanic staff member. Progress: The sport field Supervisor position was separated from Athletics and building maintenance work was moved under this line.. (FY10)

#### Assessments Completed in 2007-2008

No assessments completed in 2007-2008.

#### Presentations & Educational Outreach in 2007-2008

1. Facility and expansion tours completed for staff of six other universities.

#### Major Objectives/Retention Initiatives for 2008-2009

1. Ensure Campus Recreation representation at all construction management meetings.
2. Communicate effectively and regularly the impact of the SRC expansion to our users.
3. Smoothly open the SRC expansion side and minimize the impact to our users while the existing side is renovated.

#### Trends for 2008-2009

1. High class locker room facilities for college campus recreation centers. Many are constructing them with toiletry amenities provided, televisions and lounge spaces.
2. Minimize maintenance expenses as much as possible.
3. Regular preventative maintenance schedules.

#### Any Diversity Initiatives for 2007-2008

1. Diverse activity spaces constructed in project.

#### Departmental Information

##### Accomplishments in 2007-2008

1. SRC Expansion project started, groundbreaking held October 5, 2007.
2. The basketball courts and racquetball courts were refinished during the winter holiday.
3. Annual light inspection conducted.
4. Second set of basketball backboards changed to newer, safer 42" high boards.

##### Progress on 2005-2012 Strategic Plans

1. Increase square footage of recreational space to address user needs and University growth.

- b. Develop a field house/barn to house the turf maintenance staff for fields.  
Complete: The west campus maintenance facility was organized and completed during this year with access details and fire sprinkler system. (FY08)
  - b. Develop a plan for recreational opportunities to serve the Round Rock campus. Progress: No progress at this time due to facility priorities are being put ordered. (FY09)
  - b. Acquire land for a 4- field complex with support facility. Progress: No progress at this time while priorities are being put ordered. (FY12)
2. Improve existing facilities.
    - a. Build field support facility for Intramural Fields. Progress: No progress at this time due to no staff to oversee the project. (FY11)
  3. Increase staff to manage growing programs and services.
    - c. Hire an Assistant Director – Aquatics. Complete: Julie Saldiva hired in January 2008. (FY07)
    - d. Add maintenance/mechanic staff member. Progress: The sport field Supervisor position was separated from Athletics and building maintenance work was moved under this line.. (FY10)

#### Assessments Completed in 2007-2008

No assessments completed in 2007-2008.

#### Presentations & Educational Outreach in 2007-2008

1. Facility and expansion tours completed for staff of six other universities.

#### Recognitions in 2007-2008

1. Kristy Caldwell accepted into the Leadership San Marcos program. Her enrollment is deferred to next year due to unexpected early maternity leave.

#### Disappointments in 2007-2008

1. Custodial contracted service has struggled to maintain our level of expectation.
2. The portable boxing apparatus has damaged the wall because it moves around.
3. The construction project makes it difficult to access the facility and patrons track in a lot of dirt and dust.

#### Objectives, Goals or Initiatives for 2008-2009

1. Ensure Campus Recreation representation at all construction management meetings.

2. Communicate effectively and regularly the impact of the SRC expansion to our users.
3. Smoothly open the SRC expansion side and minimize the impact to our users while the existing side is renovated.
4. Prepare spaces in advance of expansion work to be completed.
5. Continue to refine the facility and equipment replacement plan.

#### Trends for 2008-2009

1. High class locker room facilities for college campus recreation centers. Many are constructing them with toiletry amenities provided, televisions and lounge spaces.
2. Minimize maintenance expenses as much as possible.
3. Regular preventative maintenance schedules.

#### Campus Recreation Annual Report – Fitness & Wellness 2007-2008

#### **Executive Summary**

##### Major Accomplishments and Retention Initiatives for 2007-2008

1. Successfully recruited and hired a second graduate assistant from Texas A&M University.
2. Personal training sessions increased 59% for fall and spring as compared to last year for a combined total of 1,291 sessions.
3. In the spring semester, 82% of personal training clients purchased additional sessions after completing the initial training package.
4. Developed a new in-house Group Fitness Instructor Training program and successfully recruited 6 additional instructors.
5. The Group Exercise participation evaluations given each semester received a 100% recommendation to a friend from current participants.

##### Progress on 2005-2012 Strategic Plans

**Strategy:** *Implement personal training class for weight room staff. (FY09)*

**Objective:** Improve the professional development of student staff.

**Progress:** Developed training class and plan to implement in August.

**Strategy:** *Develop a wellness incentive program for Campus Recreation Department staff. (FY08)*

**Objective:** Reduce participant stress levels.

**Progress:** No progress. We planned to participate in the Texas Round-Up, but were unable to do so due to weight room expansion involvement. We will implement this incentive program in FY09.

**Strategy:** *Introduce a beginner weight training class. (FY09)*

Objective: Reduce participant stress levels.

Progress: The layout for the beginner circuit has been developed for the new weight room and the purchasing of the new equipment is underway.

Strategy: *Offer massage therapy sessions. (FY10)*

Objective: Reduce participant stress levels.

Progress: Researched start-up costs and programs at other universities.

#### Assessments

1. Group Exercise Participant Survey: group exercise participants were surveyed for overall satisfaction and ways to improve our program.

##### *Findings:*

- 1) Participants would like more yoga, relaxation/stretching, hip hop, and other dance based classes offered.
- 2) Additional weekend classes and early evening times are preferred.
- 3) Participants would like classes to be offered past 8pm during the week.

##### *Improvements Made:*

- 1) We offered 2 additional pilates/yoga classes in the spring as well as a hip hop and zumba dance class.
- 2) We plan to add additional weekend classes starting in fall 2008.
- 3) We will also look to offer more classes past 8pm during the week.

#### Presentations & Education Outreach

1. Healthy Lifestyle presentations made to Retama, Arnold, and Sterry residence halls promoting ways to incorporate healthy choices on campus and in daily activities.
2. Nutrition & Wellness presentation made to Arnold residence hall discussing glycemic index, building muscle mass, and healthy eating.
3. Lunch & Learn at LBJ Bookstore discussing healthy holiday eating. Recipes were given to those who attended on healthy versions of favorite holiday recipes.
4. Yoga Retreat for JCK Administrators. One hour yoga class offered along with a handout covering 10 poses to relieve stress.
5. "Get Fit & Feel Great in 2008" presented to Student Affairs Support Staff. Fitness Assessments were conducted, smoothies and refreshments provided, and walking logs and pedometers were given out. A presentation was also given on how to make fitness fun, how to make recipes healthier, and how to correctly control portion sizes.

#### Major Objectives/Retention Initiatives for 2008-2009

1. Improve marketing efforts across campus to promote all Fitness & Wellness programs and services.
2. Continue efforts to increase faculty/staff participation in Fitness & Wellness programs.
3. Continue to increase the offerings of our personal training program through Outdoor/Adventure Boot Camps and group trainings.

## Major Trends

1. Yoga and other mind/body classes continue to rise in popularity and will further drive the need for more class offerings.
2. Outdoor/Adventure Boot Camps are also popping up across the country and we hope to provide these opportunities to our students as well.
3. Advanced technology in cardiovascular equipment continues to improve and participants expect to have their own personal television or audio capabilities on each piece of equipment.

## Any Diversity Initiatives for 2007-2008

1. Collaboration with University Bookstore to program a Lunch & Learn.
  - Healthy Holiday Eating (Nov 2007)
2. Implemented diverse Fitness & Wellness program and classes.
  - Hip Hop (Fall 2007 & Spring 2008)
  - Salsa (Fall 2007 & Spring 2008)
  - Zumba (Spring 2008)
  - Breakdance (Spring 2008)
  - Muay Thai (Spring 2008)

## **Departmental Information**

### Accomplishments in 2007-2008

1. Successfully recruited and hired a second graduate assistant from Texas A&M University.
2. Developed and offered staff trainings on Cardio BOSU, Total Body Toning, and Cycling formats. These trainings provided the fitness and wellness student staff with the opportunity to learn new techniques and increase their fitness knowledge.
3. The Group Exercise participation evaluations given each semester received a 100% recommendation to a friend from current participants.
4. Developed a new in-house Group Fitness Instructor Training program and successfully recruited 6 additional instructors.
5. Successfully made the transition to Harris Underground during the fall semester.
6. Recruited and hired a dynamic personal training staff that continues to stand out in Campus Recreation.
7. Personal training sessions increased 59% for fall and spring as compared to last year for a combined total of 1,291 sessions.
8. In the spring 2008 semester, 82% of personal training clients purchased additional sessions after completing the initial training package.

9. According to evaluations turned in by all personal training clients, the overall satisfaction with the personal training program and staff during the Fall and Spring semester was 100% satisfied or very satisfied.
10. Developed a more efficient personal training registration, client appointment, and tracking system.
11. Developed a new weight room staff training power point presentation.
12. Redesigned marketing materials to better promote the Fitness & Wellness program in a professional way.

#### Progress on 2005-2012 Strategic Plans

Strategy: *Implement personal training class for weight room staff. (FY09)*

Objective: Improve the professional development of student staff.

Progress: Developed training class and plan to implement in August.

Strategy: *Develop a wellness incentive program for Campus Recreation Department staff. (FY08)*

Objective: Reduce participant stress levels.

Progress: No progress. We planned to participate in the Texas Round-Up, but were unable to do so due to weight room expansion involvement. We will implement this incentive program in FY09.

Strategy: *Introduce a beginner weight training class. (FY09)*

Objective: Reduce participant stress levels.

Progress: The layout for the beginner circuit has been developed for the new weight room and the purchasing of the new equipment is underway.

Strategy: *Offer massage therapy sessions. (FY10)*

Objective: Reduce participant stress levels.

Progress: Researched start-up costs and programs at other universities.

#### Assessments Completed in 2007-2008

1. Group Exercise Participant Survey: group exercise participants were surveyed for overall satisfaction and ways to improve our program.

*Findings:*

- 1) Participants would like more yoga, relaxation/stretching, hip hop, and other dance based classes offered.
- 2) Additional weekend classes and early evening times are preferred.
- 3) Participants would like classes to be offered past 8pm during the week.

*Improvements Made:*

- 1) We offered 2 additional pilates/yoga classes in the Spring as well as a hip hop and zumba dance class.
- 2) We plan to add additional weekend classes starting in Fall 2008.
- 3) We will also look to offer more classes past 8pm during the week.

### Presentations & Education Outreach in 2007-2008

1. Healthy Lifestyle presentations made to Retama, Arnold, and Sterry residence halls promoting ways to incorporate healthy choices on campus and in daily activities.
2. Nutrition & Wellness presentation made to Arnold residence hall discussing glycemic index, building muscle mass, and healthy eating.
3. Lunch & Learn at LBJ Bookstore discussing healthy holiday eating. Recipes were given to those who attended on healthy versions of favorite holiday recipes.
4. Yoga Retreat for JCK Administrators. One hour yoga class offered along with a handout covering 10 poses to relieve stress.
5. "Get Fit & Feel Great in 2008" presented to Student Affairs Support Staff. Fitness Assessments were conducted, smoothies and refreshments provided, and walking logs and pedometers were given out. A presentation was also given on how to make fitness fun, how to make recipes healthier, and how to correctly control portion sizes.

### Recognitions in 2007-2008

1. Brittany Braman, Group Exercise Instructor, was chosen to be a presenter at the TexFit fitness conference.
2. Bud Boehnke, Personal Trainer, was also chosen to be a presenter at the TexFit fitness conference.

### Disappointments in 2007-2008

1. Inability to register and sell group exercise passes, personal training, nutritional counseling, recreational activity classes, and other services offered on-line.
2. Not able to offer more yoga and mind/body classes because we could not find certified instructors.
3. SRC Fit Tour computer database did not work for us in the spring semester and participation dropped due to the inability to easily log-in and record points.
4. Statistics and reporting from Summer 07 were not accurately kept and recorded due to transition of new Assistant Director.

### Objectives, Goals or Initiatives for 2008-2009

1. Improve marketing efforts across campus to promote all Fitness & Wellness programs and services.
2. Increase continuing education opportunities for our staff by hosting fitness presenters and workshops at our facility.
3. Continue efforts to increase faculty/staff participation in Fitness & Wellness programs.
4. Continue to develop and improve the Fitness & Wellness pages on the website. Provide more interactive and educational resources for our users.

5. Provide a smooth transition for new graduate assistant with our current and incoming employees.
6. Continue to increase the offerings of our personal training program through Outdoor/Adventure Boot Camps and group trainings.
7. Investigate more efficient and up-to-date personal training registration and record keeping software programs.
8. Investigate ways to increase participation in our water aerobic classes.
9. Investigate ways to promote and increase participation of nutritional counseling.
10. Develop and implement policies and procedures for the new weight room, cardiovascular areas, and new multipurpose rooms.

#### Trends for 2008-2009

1. Yoga and other mind/body classes continue to rise in popularity and will further drive the need for more class offerings.
2. Outdoor/Adventure Boot Camps are also popping up across the country and we hope to provide these opportunities to our students as well.
3. Advanced technology in cardiovascular equipment continues to improve and participants expect to have their own personal television or audio capabilities on each piece of equipment.

#### Campus Recreation Annual Report - Golf Course 2007-2008

##### Executive Summary

##### Major Accomplishments and Retention Initiatives for 2007-2008

1. Expanded our Junior Bobcats Golf Club with new instructors and 10 sets of junior golf clubs.
2. A new seed was used this fall in our efforts to over seed our putting greens. This Poa Trivialis provided better putting surfaces throughout the winter.
3. Met with the Texas Rivers Institute to begin working together in an effort to improve the condition of our golf course while protecting Spring Lake. Some chemicals have been approved by the Rivers Institute and we will attempt to find organic alternatives.

##### Progress on 2005-2012 Strategic Plans

Objective: Increase leisure and recreational programs for diverse student population.  
Strategy: Increase golf tournaments 2 per year for 3 years.  
Progress: The Night Golf event and the Collegiate Golf Alliance Pre-Qualifier were both added to the tournament schedule this year. These Night Golf events will be repeated biannually and the CGA pre-qualifier may or may not be repeated based on the host location.

## Assessments

### 1. 9-Hole Golf Course Rate Comparison

We conducted a survey that compared the rates of 11 other 9-hole golf courses in the state of Texas to our own. This survey compared green fees and cart fees.

#### Findings:

1. Our community weekday green fees are \$1.85 cents lower than the average.
2. Our community weekend green fees are \$3.90 lower than the average.
3. Our cart fees are \$3.10 lower than average

See attached chart for details.

## Presentations & Education Outreach

1. Our Junior Bobcat Golf Club provides instruction and small events for local kids interested in golf.
2. Every Friday morning our Senior Swing participants compete in a different game that challenges all skill levels, and encourages players to play and compete with anyone from the group.
3. We have joined with Sticks for Kids and acquired 10 sets of junior golf clubs to be provided for free to local kids who are interested in learning the game but do not yet have golf clubs

## Major Objectives/Retention Initiatives for 2008-2009

1. The greenside bunker on the 7<sup>th</sup> hole will be dug out, re-shaped, and replaced with new sand.
2. Complete the irrigation system on our 4<sup>th</sup> and 5<sup>th</sup> hole. \$5,000 was set aside for course improvements and we hope to use it for irrigation.
3. New instructors will train and take over the Junior Bobcat Golf Club. These instructors will be responsible for creating clinics and tournaments for the local junior golfers.

## Major Trends

1. "Going green" is a trend in businesses and golf courses across the country. Maintaining conditions using organic materials is important in an environmentally sensitive area.

2. Golfer's expectations increase as golf courses grow and develop new maintenance techniques. The conditions of the golf course are expected to exceed the conditions from the prior year.

#### Diversity Initiatives for 2007-2008

None

#### Departmental Information

##### Accomplishments in 2007-2008

1. Expanded our Junior Bobcats Golf Club with new instructors and 10 sets of junior golf clubs.
2. A new seed was used this fall in our efforts to over seed our putting greens. This Poa Trivialis provided better putting surfaces throughout the winter.
3. Met with the Texas Rivers Institute to begin working together in an effort to improve the condition of our golf course while protecting Spring Lake. Some chemicals have been approved by the Rivers Institute and we will attempt to find organic alternatives.
4. We initiated the first Halloween Night Golf event that showed great promise for similar events in the future.
5. Created a new maintenance plan with our outdoor golf staff that helps with accountability. This plan takes tasks from our maintenance staff and allows them to focus on the greens.
6. Created and maintained a buffer zone that will help protect Spring Lake.
7. The Texas State Golf Course was host to approximately 25,000 rounds.
8. Created a \$5,000 course improvement line in our FY09 budget that will allow us to make significant and visual improvements to the golf course.
9. Joined the Texas Golf Association and got the GHIN handicap system up and running so our customers can maintain a USGA handicap through our pro shop.

##### Progress on 2005-2012 Strategic Plans

Objective: Increase leisure and recreational programs for diverse student population.

Strategy: Increase golf tournaments 2 per year for 3 years.

Progress: The Night Golf event and the Collegiate Golf Alliance Pre-Qualifier were both added to the tournament schedule this year. These Night Golf event will be repeated biannually and the CGA pre-qualifier may be repeated based on the host location.

### Assessments Completed in 2007-2008

#### 1. 9-Hole Golf Course Rate Comparison

We conducted a survey that compared the rates of 11 other 9-hole golf courses in the state of Texas to our own. This survey compared green fees and cart fees.

#### Findings:

1. Our community weekday green fees are \$1.85 cents lower than the average.
2. Our community weekend green fees are \$3.90 lower than the average.
3. Our cart fees are \$3.10 lower than average

See attached chart for details.

### Presentations & Education Outreach in 2007-2008

1. Our Junior Bobcat Golf Club provides instruction and small events for local kids interested in golf.
2. Every Friday morning our Senior Swing participants compete in a different game that challenges all skill levels, and encourages players to play and compete with anyone from the group.

### Recognitions

1. Scott Henderson received the golf course staff employee of the year award.

### Disappointments in 2007-2008

1. Our Aerator has been broken down and has not been repaired in FY08.
2. The Texas State Golf Course was unable to increase the green fees although the costs of materials have increased significantly.
3. Our putting greens were not up to our expected standard this spring after fungus that killed a portion of our greens prior to our aeration.
4. Our 9<sup>th</sup> green was damaged during our aeration and we may need to re-sod the putting surface.

## Major Objectives/Retention Initiatives for 2008-2009

1. The greenside bunker on the 7<sup>th</sup> hole will be dug out, re-shaped, and replaced with new sand.
2. Complete the irrigation system on our 4<sup>th</sup> and 5<sup>th</sup> hole. \$5,000 was set aside for course improvements and we hope to use it for irrigation.
3. New instructors will train and take over the Junior Bobcat Golf Club. These instructors will be responsible for creating clinics and tournaments for the local junior golfers.
4. Increase the number of tournaments, and increase the number of players in the Night Golf event.
5. Increase the merchandise revenue by 5%.

## Trends for 2008-2009

1. “Going green” is a trend in businesses and golf courses across the country. Maintaining conditions using organic materials is important in an environmentally sensitive area.
2. Golfers expectations increase as golf courses grow and develop new maintenance techniques. The conditions of the golf course are expected to exceed the conditions from the prior year.

## Campus Recreation Annual Report – Intramural Sports 2007-2008

### Executive Summary

#### Major Accomplishments Retention Initiatives

1. Two (2) of the three (3) team leagues experienced growth to the 70+ team mark;
  - a. 5 vs. 5 Soccer Shootout league recorded 73 teams.
  - b. Volleyball league recorded 70 teams.
  - c. 9 vs. 9 Soccer league recorded 65 teams.
2. Chosen to participate in a NIRSA Sponsorship and Endorsement program provided by PowerAde, CBS College Sports Network (CSTV), and Champion.
  - a. Intramural Sports Basketball Champion was invited to participate in a basketball invitational tournament that was scheduled in conjunction with NCAA Final Four festivities.

- b. Participants were given an opportunity to sample free product distribution and other items during scheduled events with Intramural Sports. Products are listed below:
1. 10 oz. bottles and powder based drinks
  2. PowerAde t-shirts
  3. PowerAde workout towels
  4. Join an interactive online community at <http://www.cstv.com/powerade/txstate>

#### Progress on 2005-2012 Strategic Plans

Strategy: Administer pre-test and post-test on leadership questions to captains of each Intramural Sports.

Objective: *Enhance leadership skills of Campus Recreation participants.*

Progress: *Not completed* – Students had no outlined expectations and could not properly assess ability as team captain with the different levels of expectations and how it demonstrated enhanced leadership skills.

Strategy: Conduct a written pre and post-skills test and hands on observation for Intramural Sports officials.

Objective: *Improve the professional development of student staff.*

Progress: *No progress* – Did not complete in time to test officials for all major team sports.

Strategy: Collaborate with academic departments to provide a practicum setting to highlight Intramural Sports events.

Objective: *Increase collaborative student learning models and internships with academic departments.*

Progress: *No progress* – Planning will occur during Summer '08.

Strategy: Assess repeat intramural participants and their reasons for participating.

Objective: *Improve students' feeling of belonging to the campus community.*

Progress: *No progress* – Planning will occur during Summer '08.

Strategy: Host an extramural flag football event.

Objective: *Improve students' feeling of belonging to the campus community.*

Progress: *No progress* – Evaluating field space and availability along with the cost necessary to repair damage to fields that will occur in hosting an extramural event.

Strategy: Host an extramural basketball event.

Objective: *Improve students' feeling of belonging to the campus community.*

Progress: *No progress* – Proposed plan is to host event after completion of expansion to

current facility.

Strategy: Explore alumni intramural sports offerings.

Objective: *Increase recruitment programs for prospective participants.*

Progress: *No progress* – Proposed plan is to implement in conjunction with the completion of expansion to current facility.

Strategy: Offer one introductory workshop per semester for the five major intramural sports offerings.

Objective: *Increase leisure and recreational programs for diverse student population.*

Progress: *No progress* – Planning will occur during Summer '08 to implement first workshop during Fall '08.

Strategy: Introduce new intramural sports every other year.

Objective: *Increase leisure and recreational programs for diverse student population.*

Progress: *No Progress* – Planning will occur during Summer '08 to add new sports to the Intramural Sports Calendar. The sports that will be added to the calendar will be dependent upon completion of expansion during Fall '08.

Strategy: Develop funding to send Intramural Sports Champions to extramural events.

Objective: *Provide fiscal accountability for recreational programs and services.*

Progress: *Completed* – Funding for participants to attend extramural events was granted for FY '09 fiscal year.

#### Assessments

9. The Intramural Sports program surveyed participants to assess their ability as a team captain and if it enhanced their leadership skills.

**Summary of Findings:** students had no outlined expectations and could not properly assess ability as team captain with the different levels of expectations and how it demonstrated enhanced leadership skills.

**Recommendations/Action Plan:** we plan to provide students with detailed outline of departmental expectations as team captain. We also will provide training or informational session to assist with informing how important the role as team captain has and how it enhances leadership skills.

#### Presentations & Education Outreach

1. National Girls and Women's Sports Day (NGWSD) – Gymnastics & Basketball  
Ashley McInnis and Trevon Walker (Texas State University) February, 2008
2. "Do What You Love, Love What You Do!" – Presentation  
Ashley McInnis and Matt Clair (Region IV Student Lead-On - SFA) February, 2008

### Major Objectives/Retention Initiatives

1. Implement introductory workshops for our league sports to potentially assist participants with expectations of team captain responsibilities.
10. Utilize resources to improve our efforts for the Intramural Sports incentive program for our sports officials.

### Major Trends

1. Implementation of childhood games at the college/university level (i.e., Kickball, Wiffleball, and Dodgeball).
2. Implementation of computer and video game tournaments and leagues at the college/university level (i.e., Fantasy Football, Fantasy Basketball, Madden Tournaments, etc.)

### Diversity Initiatives

1. Collaboration with Campus Activities to program Homecoming Powder Puff Tournament (October 2007, Clair / McInnis / Walker)  
Completed – 21 teams participated / Championship held at Bobcat Stadium
2. Collaboration with Campus Activities to program Homecoming 3-on-3 Basketball Tournament (October 2007, Clair / McInnis / Walker)  
Completed – 13 teams participated / Championship held at Strahan Coliseum

### Departmental Information

#### Accomplishments in 2007-2008

1. Two (2) of the three (3) team leagues experienced growth to the 70+ team mark;
  - c. 5 vs. 5 Soccer Shootout league recorded 73 teams.
  - d. Volleyball league recorded 70 teams.
  - e. 9 vs. 9 Soccer league recorded 65 teams.
2. Chosen to participate in a NIRSA Sponsorship and Endorsement program provided by PowerAde, CBS College Sports Network (CSTV), and Champion.
  - a. Intramural Sports Basketball Champion was invited to participate in a basketball invitational tournament that was scheduled in conjunction with NCAA Final Four festivities.

- b. Participants were given an opportunity to sample free product distribution and other items during scheduled events with Intramural Sports. Products are listed below:
1. 10 oz. bottles and powder based drinks
  2. PowerAde t-shirts
  3. PowerAde workout towels
  4. Join an interactive online community at <http://www.cstv.com/powerade/txstate>

#### Progress on 2005-2012 Strategic Plans

Strategy: Administer pre-test and post-test on leadership questions to captains of each Intramural Sport.

Objective: *Enhance leadership skills of Campus Recreation participants.*

Progress: *Not completed* – Students had no outlined expectations and could not properly assess ability as team captain with the different levels of expectations and how it demonstrated enhanced leadership skills.

Strategy: Conduct a written pre and post-skills test and hands on observation for Intramural Sports officials.

Objective: *Improve the professional development of student staff.*

Progress: *No progress* – Did not complete in time to test officials for all major team sports.

Strategy: Collaborate with academic departments to provide a practicum setting to highlight Intramural Sports events.

Objective: *Increase collaborative student learning models and internships with academic departments.*

Progress: *No progress* – Planning will occur during Summer '08.

Strategy: Assess repeat intramural participants and their reasons for participating.

Objective: *Improve students' feeling of belonging to the campus community.*

Progress: *No progress* – Planning will occur during Summer '08.

Strategy: Host an extramural flag football event.

Objective: *Improve students' feeling of belonging to the campus community.*

Progress: *No progress* – Evaluating field space and availability along with the cost necessary to repair damage to fields that will occur in hosting an extramural event.

Strategy: Host an extramural basketball event.

Objective: *Improve students' feeling of belonging to the campus community.*

Progress: *No progress* – Proposed plan is to host event after completion of expansion to current facility.

Strategy: Explore alumni intramural sports offerings.

Objective: *Increase recruitment programs for prospective participants.*

Progress: *No progress* – Proposed plan is to implement in conjunction with the completion of expansion to current facility.

Strategy: Offer one introductory workshop per semester for the five major intramural sports offerings.

Objective: *Increase leisure and recreational programs for diverse student population.*

Progress: *No progress* – Planning will occur during Summer '08 to implement first workshop during Fall '08.

Strategy: Introduce new intramural sports every other year.

Objective: *Increase leisure and recreational programs for diverse student population.*

Progress: *No Progress* – Planning will occur during Summer '08 to add new sports to the Intramural Sports Calendar. The sports that will be added to the calendar will be dependent upon completion of expansion during Fall '08.

Strategy: Develop funding to send Intramural Sports Champions to extramural events.

Objective: *Provide fiscal accountability for recreational programs and services.*

Progress: *Completed* – Funding for participants to attend extramural events was granted for FY '09 fiscal year.

#### Assessments

1. The Intramural Sports program surveyed participants to assess their ability as a team captain and if it enhanced their leadership skills.

**Summary of Findings:** students had no outlined expectations and could not properly assess ability as team captain with the different levels of expectations and how it demonstrated enhanced leadership skills.

**Recommendations/Action Plan:** we plan to provide students with detailed outline of departmental expectations as team captain. We also will provide training or informational session to assist with informing how important the role as team captain has and how it enhances leadership skills.

#### Presentations & Education Outreach

1. National Girls and Women's Sports Day (NGWSD) – Gymnastics & Basketball  
Ashley McInnis and Trevon Walker (Texas State University) February, 2007
2. "Do What You Love, Love What You Do!" - Presentation

Ashley McInnis and Matt Clair (Region IV Student Lead-On - SFA)  
February, 2008

### Recognitions

1. Scott Lindsay was Supervisor of the Year.
2. Ashley McInnis, Jessica Cutler, Robert Pullen, Kim Gibbs, Morgan Simonson, James Matherne, Marlene Silva, Megan Cowman, Joe "JC" Bernal, is graduating.
3. Robert Pullen and Will Blevins were chosen to officiate the PowerAde Invitational Tournament that was a part of the NCAA Final Four festivities.

### Disappointments

1. Did not meet expectations with programming for Individual/Dual tournaments.
2. There were no teams that signed up for our Bowling League.

### Objectives, Goals or Initiatives

1. Implement introductory workshops for our league sports to potentially assist participants with expectations of team captain responsibilities.
1. Utilize resources to improve our efforts for the Intramural Sports incentive program for our sports officials.

### Trends

1. Implementation of childhood games at the college/university level (i.e., Kickball, Wiffleball, and Dodgeball).
2. Implementation of computer and video game tournaments and leagues at the college/university level (i.e., Fantasy Football, Fantasy Basketball, Madden Tournaments, etc.)

## **Informal Recreation 2007-2008**

### **Executive Summary**

#### Major Accomplishments/Retention Initiatives for 2007-2008

1. The Informal Recreation program was able to provide 110 hours per week at the Student Recreation Center during the fall and spring semesters (Aug 07-May 08) and 78 hours per week during the summer session months (Jun 08- Aug 08). For the year we provided 4990 hours of open recreation at the Student Recreation Center.
2. We were once again successful in collaborating with the Admissions Office on the Bobcat G.O.L.D program for potential incoming freshman. We provided one program in

the fall semester for over 100 students, which featured a variety of activities for the participants such as basketball, volleyball, table tennis and dodgeball.

3. The Campus Recreation survey indicated that the Informal Recreation staff had a rating of 93% of users being satisfied with the customer service they received at the Student Recreation Center.

#### Progress on 2006-2012 Strategic Plans

1. Reduce participant stress levels.
  - a. Assess Student Recreation Center faculty and staff members for reduction in stress levels. Progress: No progress due to new Assistant Director. (FY09)
2. Improve existing facilities.
  - a. Add ADA compliant equipment to Student Recreation Center. Progress: Two upper body ergometers have been purchased and will be incorporated with the completion of the expansion. (FY09)
3. Increase leisure and recreational programs for diverse student populations.
  - a. Evaluate Informal Recreation staff on non-traditional sports equipment set-up and rule knowledge. Progress: Completed. Informal Recreation staff was trained and tested on the set-up and rules of non-traditional sports equipment, such as badminton and table tennis. (FY08)
  - b. Purchase additional non-traditional sports equipment and offer one such opportunity per semester. Progress: Implemented/Ongoing. Informal Recreation hosted a table tennis tournament during the fall semester and a badminton tournament during the spring semester. (FY08)
  - c. Develop a marketing plan for facility memberships. Progress: Implemented/Ongoing. Faculty & Staff members are being targeted through email and the Campus Recreation Website. Informal is planning to offer a Free Friday promotion throughout the summer. As well as a promotional plan to offer payroll deduction for faculty/staff members who purchase a membership. (FY08)
4. Increase recruitment programs for prospective participants.
  - a. Develop SRC memberships for faculty and staff as part of the benefit package with the SRC expansion opening. Progress: Implemented/Ongoing. Director of Campus Recreation has been in discussions with the Department of Human Resources. (FY08)
  - b. Develop a Student Recreation Center new member program. Progress: Implemented/Ongoing. (FY08)
5. Improve the professional development of student staff.
  - a. Create awareness for professional and career training opportunities for undergraduate student employees. Progress: Implemented/Ongoing. Set up several learning opportunities for student staff with Career Services. Presented information and benefits of NIRSA to student staff during meetings. (FY08)
  - b. Enhance student facility risk management knowledge and application. Progress: Implemented/Ongoing. Informal staff was trained on action procedures for several emergencies. Also had Office of Risk Management present fire safety and blood borne pathogen procedures during staff training. (FY08)

- c. Create an incentive program for the informal recreation program. Progress: Completed. Recipient of Employee of the Month is treated to lunch with Assistant Director and Graduate Assistant. (FY08)
  - d. Design informal recreation student planning responsibilities. Progress: Completed. Informal Building Managers are each responsible for certain areas, including; marketing, snack bar, front desk, customer service, memberships, and inventory. (FY09)
  - e. Assess former informal recreation staff's reflection of their Campus Recreation experience. Progress: None. (FY10)
6. Increase staff to manage growing programs and services.
- a. Add student staff for the Student Recreation Center expansion. Progress: Implemented/Ongoing. Prospective student workers are being recruited through several student organizations. Students are being encouraged to apply for the fall semester of 2008. (FY09)

#### Assessments

1. Fall 2007 Campus Recreation Survey
  - a. Open recreation at the SRC (34%) is respondents' most utilized program or service.
  - b. A majority of participants, (79%), indicated an increase in physical activity, fitness and recreation resulting from Open Recreation at the SRC.
  - c. 30 % of participants indicate that they are very satisfied with the Student Recreation Center and 44% are satisfied.
  - d. As a result of this information the program will look into ways in which it can increase the customer satisfaction.
2. Fall 2007 Membership Rates at Comparable Institutions
  - a. The results indicate that Texas State University's membership and guest pass rates are fairly low compared to many other in-state and national institutions of similar enrollment.
  - b. The results of the benchmarking indicated a need to increase the fees and membership rates to our facilities at Texas State University. In the Fall semester, student fees will increase to \$94.00/semester. Beginning January 1<sup>st</sup>, Faculty/ Staff and alumni memberships will increase to \$94.00/semester, and Dependents will be \$230.00/semester. Guest pass fees will increase from \$3.00 to \$6.00.

#### Presentations & Education Outreach

1. Asha Mata co-presented on "Do What You Love, Love What You Do" at the NIRSA Region IV Student Lead-On in February 2006.
2. Asha Mata presented to US Seminar on three occasions detailing Campus Recreation and all the programs offered and how a new student can become involved in the activities.
3. Ryan McAfee talked with a senior level recreation class about all the different areas of campus recreation and how a person can become involved in the field to start a career.
4. Ryan McAfee worked with two PFW classes on what the Student Recreation Center has to offer, during the beginning of the fall and spring semester.
5. Asha Mata received her Certified Pool Operator (CPO) license in March 2008.

### Major Objectives/Retention Initiatives for 2007-2008

1. Continue working toward a diverse informal staff that is a reflection of our student users.
2. Continue working with Payroll Services and Human Resources in order to provide the option of payroll deduction to our faculty and staff patrons.
3. Work with Jeb Thomas on instituting the new database system which will provide a simpler alternative to the current facility access, memberships, and equipment checkout processes.

### Major Trends

1. Campus Recreation centers continue to impact student decisions to attend certain universities.
2. Providing more adaptive recreational activities and services.
3. Campus Recreation providing more opportunities for youth and families to be involved and active through instructional camps and clinics.

### Diversity Initiatives for 2007-2008

1. Badminton and Table Tennis tournaments were marketed towards international and non-traditional student groups.
2. Informal Recreation staff was trained on the equipment set-up for non-traditional sports.
3. Informal Recreation staff was encouraged to attend numerous events during Diversity Month of March. 11 students attended events and discussed what they learned to other staff members at the monthly meeting.

### **Departmental Information**

#### Accomplishments in 2007-2008

1. The Informal Recreation program was able to provide 110 hours per week at the Student Recreation Center during the fall and spring semesters (Aug 07-May 08) and 78 hours per week during the summer session months (Jun 08- Aug 08). For the year we provided 4990 hours of open recreation at the Student Recreation Center.
2. We were once again successful in collaborating with the Admissions Office on the Bobcat G.O.L.D program for potential incoming freshman. We provided one program in the fall semester for over 100 students, which featured a variety of activities for the participants such as basketball, volleyball, table tennis and dodgeball.
3. The Campus Recreation survey indicated that the Informal Recreation staff had a rating of 93% of users being satisfied with the customer service they received at the Student Recreation Center.

4. A total of 294,149 participants swiped into the facility. This was a decrease from past years. This number does not include guests or members without a student or faculty/staff ID.
5. Of the participants using the facility, 67% were White (Non-Hispanic), 22% were Hispanic, 6.3% were Black, 2.3% were Asian/Pacific Islander, 1.4% were International students, and 0.6% were American Indian/Alaskan. The spring 2008 enrollment numbers were as follows: 68.3% White (Non-Hispanic), 22.4% Hispanic, 5.2% Black, 2% Asian/Pacific Islander, 0.9% International.
6. Of the participants using the facility 60.03% was male and 39.97% were female. This is a slight change from last year where 55.6% were male and 44.4% were female.
7. The informal recreation program collected \$25,242.00 in revenue through guest fees for entrance into the facility. This was an 18% increase from last year's \$20,752.00.
8. The program saw a total generation of \$6,868.15 from equipment and locker rentals in 2007-2008. This amount was comparable to the past year's equipment and locker rental revenue.
9. During the time period of May 2007 – April 2008 87 one year memberships, 3 two semester memberships, 198 semester memberships, 112 full summer sessions, and 304 single summer session memberships were purchased. For a total of 704 memberships purchased during this time.
10. The entire staff was trained in American Red Cross CPR, First Aid, AED, Blood Borne Pathogen and Genie Lift operation.
11. The student staff continues to respond to all medical situations in the facility. There were a total of 48 accidents reported from April 2007-May 2008. Each participant received a follow up call from a staff member to check on the status of their injury.
12. Merit raises were allotted for Summer 2007, Fall 2007 and Spring 2008 semesters.
13. Ryan McAfee, Assistant Director of Informal Recreation, filled in for several of the responsibilities of the Associate Director who was out on leave from October-January. The extra duties included supervising the fields and the Aqua Sports Center.
14. Attendant and Manager of the Month continued to be awarded throughout the year. Attendants voted for managers and managers voted for attendants on who they believed have gone above and beyond the responsibilities of being a facility attendant or manager.
15. Staff trainings were held before the beginning of both the fall and spring semesters totaling five days. Finally, all staff members employed for the fall semester attended the Department's Kickoff training in the fall.

16. Managers were provided with an area of responsibility which helped enhance their leadership skills. The various areas included payroll, marketing, customer service/front desk, inventory, scheduling, and memberships.
17. In order to increase the participation of new faculty and staff of Texas State University, each person received a free two week pass to the facility at new employee orientation.
18. The SRC user satisfaction survey also showed that open recreation at the SRC (34%) is respondents' most utilized program or service.
19. The basketball and racquetball court floors were refinished during the winter holiday break.
20. The informal program provided two tournaments for non-traditional sports. The table tennis tournament had 12 participants and the badminton tournament had 8 participants.
21. The informal and fitness/wellness programs experienced a positive change in their relationships with one another. Each team understands one another's programs, policies and procedures and is eager to provide assistance when necessary.
22. The informal program saw the promotion of 5 attendants to the manager position throughout the course of the year.
23. A total of 21 Informal Recreation staff members participated in the Community Service Project, Bobcat Build.
24. PAWS Alert was successfully utilized by the informal recreation program professional staff with two student staff members being referred.

#### Progress on 2006-2012 Strategic Plans

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2. Improve existing facilities.
  - a. Add ADA compliant equipment to Student Recreation Center. Progress: Two upper body ergometers have been purchased and will be incorporated with the completion of the expansion. (FY09)
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    - a. Add student staff for the Student Recreation Center expansion. Progress: Implemented/Ongoing. Prospective student workers are being recruited through several student organizations. Students are being encouraged to apply for the fall semester of 2008. (FY09)

#### Assessments Completed in 2007-2008

1. Fall 2007 Campus Recreation Survey
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  - b. A majority of participants, (79%), indicated an increase in physical activity, fitness and recreation resulting from Open Recreation at the SRC.

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    - b. The results of the benchmarking indicated a need to increase the fees and membership rates to our facilities at Texas State University. In the Fall semester, student fees will increase to \$94.00/semester. Beginning January 1<sup>st</sup>, Faculty/ Staff and alumni memberships will increase to \$94.00/semester, and Dependents will be \$230.00/semester. Guest pass fees will increase from \$3.00 to \$6.00.

#### Presentations & Education Outreach in 2007-2008

1. Asha Mata co-presented on "Do What You Love, Love What You Do" at the NIRSA Region IV Student Lead-On in February 2006.
2. Asha Mata presented to US Seminar on three occasions detailing Campus Recreation and all the programs offered and how a new student can become involved in the activities.
3. Ryan McAfee talked with a senior level recreation class about all the different areas of campus recreation and how a person can become involved in the field to start a career.
4. Ryan McAfee worked with two PFW classes on what the Student Recreation Center has to offer, during the beginning of the fall and spring semester.
5. Asha Mata received her Certified Pool Operator (CPO) license in March 2008.

#### Special Recognitions in 2007-2008

1. Max Mello, building manager, received a graduate assistantship with the University of Tennessee.
2. Max Mello was nominated for the NIRSA William Wasson award for outstanding service and leadership.
3. Robert Nelson, facility attendant, received a graduate assistantship with Texas Christian University.
4. Travis Reynolds was recognized as the Informal Recreation Employee of the Year.
5. Katie Welsh was recognized as the Facility Manager of the Year.
6. Bobby Beynaerts was recognized as the Facility Attendant of the Year.

#### Major Disappointments for 2007-2008

1. The amount of revenue for memberships for May 2007- April 2008 was \$37,482. This was a 12.5% decrease from the projected amount of \$42,756.50.
2. The parking and construction around the facility continues to be one of our top complaints and one of the major reasons that memberships sales are suffering. We will continue to work with parking services on this problem until the new Speck garage is complete.

3. Over the summer, students IDs are not permitted to be activated for facility access if the individual is not enrolled in a summer session. Verification of student status on the card reader is impossible at this time so the SRC is open to individuals who discover this loophole.
4. The transition between management at MBM, the contracted custodial company, proved challenging in that many details were not addressed such as the custodial staff not working the contracted number of hours.
5. It is a continuous struggle utilizing the membership database to sell and track memberships. The goal is to make the database follow the concept of the “shopping cart” and reduce the number of people in the membership process.

#### Objectives, Goals or Initiatives in 2008-2009

1. Continue working toward a diverse informal staff that is a reflection of our student users.
2. Work with Jonathan Janis, Travis Reynolds, and Bobby Beynaerts on exposing them to the NIRSA community because they have showed interest in pursuing graduate school and exploring the various opportunities for their futures.
3. Continue working with Payroll Services and Human Resources in order to provide the option of payroll deduction to our faculty and staff patrons.
4. Work with Jeb Thomas on instituting the new database system which will provide a simpler alternative to the current facility access, memberships, and equipment checkout processes.
5. The Informal Program will examine opportunities in which it can increase customer satisfaction and user participation in 2008-2009. A major focus will be to upgrade the website and include membership, payroll deduction, and reservation forms online.

#### Trends for 2008-2009

1. Campus Recreation centers continue to impact student decisions to attend certain universities.
2. Providing more adaptive recreational activities and services.
3. Blogging on Campus Recreation websites as a form of communicating the latest events and happenings within the departments.
4. Campus Recreation providing more opportunities for youth and families to be involved and active through instructional camps and clinics.

### Campus Recreation Annual Report 2007-2008 Marketing

#### **Executive Summary**

#### Major Accomplishments/Retention Initiatives for 2007-2008

1. The SRC Expansion Groundbreaking Ceremony was held October 5, 2007.
2. Fifty-two promotion tables were conducted throughout the summer 2007, fall 2007 and spring 2008 semesters. This capitalizes on the preferred method of word-of-mouth promotional efforts.
3. Marketing provided 49 forms of advertising and promotion through t-shirts, printed promotional materials, newspaper ads and program brochures.

#### Progress on 2005-2012 Strategic Plans

1. Increase recruitment programs for prospective participants.
  - a. Implement two new marketing strategies per semester. Progress: Graphic design competitions were held for two projects this year; a display was designed to update the students on the SRC Expansion project; facebook ads placed; staff was toured around the campus recreation facilities during training to better educate them on our facilities and blown up fliers were placed on sandwich boards.
  - b. Develop alumni relationships through providing two alumni events per year. Progress: Alumni were invited to the SRC Groundbreaking ceremony in fall 2007.
  - c. Develop sports competition and campus visit for middle school children. Progress: No progress at this time. (2010)

#### Assessments Completed in 2007-2008

1. An online survey was created and distributed among the Campus Recreation list serve. Forty out of two hundred responded. This survey was also linked from our website so it is unclear as to how many students that were not on our list serve responded. A \$25 gift card drawing was offered for completed submitted surveys.
2. Three on-campus focus groups were conducted during the Spring semester. The groups targeted were the University Seminar classes that were comprised of New Students and Transfer students. Feedback about Campus Recreation was gathered about the individual programs, the marketing of the department and their assessment on the Activity Guides and how effective they are.
3. The Bi-Annual Campus Recreation survey was conducted in spring 2008. There were a total of 544 respondents. University Bookstore gift cards were raffled for random students who responded.

#### Presentations & Education Outreach in 2007-2008

1. Title: University Seminar  
Audience: 20 New students enrolled in the course  
Place: SRC
2. Title: University Seminar  
Audience: New Students and Transfer Students enrolled in the class  
Place: Flowers Hall

3. Title: Region IV Student Lead-On  
Audience: Potential students pursuing a graduate assistant position and other students and professionals attending the conference.  
Place: Stephen F. Austin University – Nacogdoches, Texas
4. Title: Residence Life Presentation  
Audience: Resident Hall advisors and directors.  
Place: LBJ Student Center
5. Title: Sterry Hall DeStress Fest  
Audience: Current Students  
Place: Sterry Hall courtyard
4. Title: Personal Training Presentation  
Audience: Residents of San Marcos Hall  
Place: San Marcos Hall

#### Objectives, Goals or Retention Initiatives for 2008-2009

1. Plan and execute all promotional materials at least three weeks in advance to be ready for advertising.
2. Provide two new promotional avenues per semester.
3. Maintain a diverse student staff to support the entire student body.
4. Continue to build work-day sessions for staff so that it can be more productive and valuable for their job.
5. Build and maintain an updated photo library of all program activities and events through Adobe Bridge.
6. Evaluate the current department website and re-organize it for efficiency.
7. Acquire three sponsors for three of the nine scoreboards in the SRC and three sponsors for the lobby murals.
8. Track amount of labor and money invested in promoting each event and/or element in each program.
9. Conduct separate meetings with the promotional assistants to focus on faster turnaround on bulletin and sandwich board updates.
10. Continue student development opportunities for marketing student staff.

#### Trends for 2008-2009

1. Through on-campus focus groups it has been assessed that University e-mail like junk mail and these announcements have been getting deleted without being read. This hurts the efforts to try to reach the audience via-email.
2. Facebook ads were a success the spring 2008 semester and is effective to reach a larger audience.

#### Diversity Initiatives for 2007-2008

1. Maintain a diverse student staff to support the entire student body.

2. A staff committee was developed to oversee art and signage in the construction project. Ensuring diversity in photos and art is one of their goals.

### **Departmental Information - Marketing**

#### Major Accomplishments & Retention Initiatives for 2007-2008

1. Fifty-two promotion tables were conducted throughout the summer 2007, fall 2007 and spring 2008 semesters.
  - a. Eleven promotional tables in each fall and spring semester ran for three hours and were strategically located in the quad, outside mall, inside mall and bus loop.
  - b. Twenty New Student Orientations (NSO) were conducted in summer 2007 at the SRC where we informed and showed the students and their parents about Campus Recreation. Twenty-one NSO sessions are scheduled for summer 2008.
  - c. Marketing promoted at the Stress Fair in fall 2007 and the DeStress Fest at Sterry Hall in spring 2008.
  - d. Campus Recreation staffed a promotional table for Bobcat Days that occurred two times in the fall semester and two times in the spring semester. The prospective students were briefed about our services and benefits.
  - e. Campus Recreation was present at the two Senior Send Off and two Bookstore Blowout events conducted by University Bookstore in the fall and spring semester that focused on the continuing services catered to Alumni.
2. Marketing provided 49 forms of advertising and promotion through t-shirts, printed promotional materials, newspaper ads and program brochures.
  - a. Eight t-shirts were designed for the Adventure Trip Program, Intramural Sports Champion, Intramural Sports All-University Champion, Homecoming 5-K Run/Walk, Rec Jam 2007, Bench Press Competition, Men's Rugby State Competition and the New Student Orientation (NSO).
  - b. Seven special events were promoted through printed materials. They were the Homecoming 5-K Run/Walk; One-Club Golf Tournament; Family Weekend Golf Tournament; Student Recreation Center Groundbreaking Ceremony, Recreation Activity Classes – spring 2008 (RAC); the Bobcat Cup and Campus Rec Day for the fall and spring semesters.
  - c. Twenty-nine ads were designed and placed in the University Star. Fourteen were quarter page ads which were co-sponsored by University Bookstore with whom we have retained good relationships. Fifteen advertisements were half page ads that focused on Campus Rec Day, semester schedules, employee appreciation and finals.
  - d. Facebook ads were used to promote four special events; Bobcat Cup, One Club Tournament, Wilderness First Responder, Bench Press Competition and RAC.
  - e. The 2<sup>nd</sup> Annual Bobcat Cup was also promoted in three dining halls through large scale banners.
3. The SRC Expansion Groundbreaking Ceremony was held October 5, 2007.
4. A new computer was purchased that helps the productivity for the department.

5. Many sandwich boards were in need of repair from the previous year. Sixteen of the 22 residence halls had a sandwich board that promoted Campus Recreation in fall 2007. Two plastic A-Frame boards were purchased to replace broken ones. Sandwich board promotions were up for 4-5 weeks and were changed out three times each fall and spring semester.
6. Through the Student Publications account we were able to save \$6,676.50 on our Spring and Summer 2008 Activity Guide. A projected \$4,500 should be saved with the Fall 2008 Activity Guide.
7. University Bookstore continues to be the major sponsor and contributed \$3,200.00 for their advertisements on the back cover of each Activity Guide issue.
8. Marketing provides services for the programs that help support the efforts of retention.
9. A diverse student staff was maintained through out the semesters to appeal to the entire student body.
10. Marketing held two Campus Rec Day events on August 30 and January 16 in the fall and spring semester. Each day was celebrated by offering free food, raffles and games to patrons. We handed out post-it pads, lotions, pencils and Frisbees. The entire Campus Recreation professional, student staff and programs helped make both successful. The University Bookstore wheel was popular when used in the spring event.
11. There are 14 Campus Recreation bulletin boards located in the SRC, ASC and Jowers with one that features Student Affairs information. These boards were changed out once a month, four times a semester, with the last change out focusing on summer 2008 information.
12. Four of the bulletin boards had a template that was created by one of the graphic designers.
13. The Campus Recreation department one page flyer was redesigned.
14. Information was sent through the TUN Announcement Request Management System. Thirteen advertisements were conducted through fall 2007. Eight advertisements were submitted in spring 2008.
15. Marketing promoted programs and events through postings. Posting services were provided to Outdoor Recreation for the Kayaking Workshop, Moonlight Float, Mineral Wells Adventure Weekend, Enchanted Rock Weekend, Kayaking Roll Clinic, Rock Climbing Day Trip, Big Bend Canyons Trip, Grand Canyon Backpacking Trip, Wilderness First Aid, Outdoor Cooking Workshop, Rock Climbing Day Trip, Mountain Biking Workshop, Leave No Trace Trainer Course, Whitewater Kayak Instructor Course, Basic Orienteering Workshop, Slack Line Workshop, Essentials of Canoe Camping, Wilderness First Responder and the Rocky Mountain National Park Backpacking Trip in the summer; two golf tournaments, the 2<sup>nd</sup> One-Club Golf Tournament and the Bobcat Cup; and Informal Recreation's Badminton and Table Tennis tournament in spring 2008. These tournaments were also promoted off campus to neighboring courses for more exposure.
16. Three of the six giveaways Marketing provided were free through Promote-It. Through a membership with Promote-It the two types of product samples to pass out were the Stay Put hair bands, SoyJoy Bars and the Axe Deodorant spray. The other giveaways items included 2,500 post-its, 1,000 message pens and 500 hackey sacks. These items supported events such as National Girls and Women in Sports Day (NGWSD), New Student Orientation (NSO), Campus Rec Day and on-campus focus groups.

17. The partnership with University Bookstore continued for this year. Annually the Bookstore supports our Department with approximately \$45,000.00 worth of products or money.
18. Health Beat articles were submitted to the University Star. There were three articles submitted for fall 2007 and two in spring 2008, all pertaining to health and Campus Recreation.
19. Weekly emails are sent to the students on our Campus Rec List Serve. Simple emails were sent from the department email address and it was linked to the Weekly Email that was published on the department website.
20. The Texas State channel ran Campus Rec advertisements throughout the fall and spring semester. These ads included all the events that were featured in the Activity Guides including facility reduced hours. A bi-weekly check was conducted during the spring semester to ensure correct information.

#### Progress of 2005-2012 Strategic Plans

1. Increase recruitment programs for prospective participants.
  - a. Implement two new marketing strategies per semester. Progress: Graphic design competitions were held for two projects this year; a display was designed to update the students on the SRC Expansion project; facebook ads placed; staff was toured around the campus recreation facilities during training to better educate them on our facilities and blown up fliers were placed on sandwich boards.
  - b. Develop alumni relationships through providing two alumni events per year. Progress: Alumni were invited to the SRC Groundbreaking ceremony in fall 2007.
  - c. Develop sports competition and campus visit for middle school children. Progress: No progress at this time. (2010)

#### Assessments Completed in 2007-2008

4. An online survey was created and distributed among the Campus Recreation list serve. Forty out of two hundred responded. This survey was also linked from our website so it is unclear as to how many students that were not on our list serve responded. A \$25 gift card drawing was offered for completed submitted surveys.
5. Three on-campus focus groups were conducted during the Spring semester. The groups targeted were the University Seminar classes that were comprised of New Students and Transfer students. Feedback about Campus Recreation was gathered about the individual programs, the marketing of the department and their assessment on the Activity Guides and how effective they are.
6. The Bi-Annual Campus Recreation survey was conducted in spring 2008. There were a total of 544 respondents. University Bookstore gift cards were raffled for random students who responded.

#### Presentations & Education Outreach in 2007-2008

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Audience: Potential students pursuing a graduate assistant position and other students and professionals attending the conference.  
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Audience: Current Students  
Place: Sterry Hall courtyard
4. Title: Personal Training Presentation  
Audience: Residents of San Marcos Hall  
Place: San Marcos Hall

#### Recognitions in 2007-2008

1. Lisa Martinez was awarded the National Intramural-Recreational Sports Association William Wasson Award.
2. The Marketing Student Employee of the Year was Brandon Davis.

#### Disappointments in 2007-2008

1. Technology issues occurred this year due to old equipment. The scanner and two computer monitors broke.
2. The Associate Director had to leave earlier than expected on maternity leave.

#### Objectives, Goals or Retention Initiatives for 2008-2009

11. Plan and execute all promotional materials at least three weeks in advance to be ready for advertising.
12. Provide two new promotional avenues per semester.
13. Maintain a diverse student staff to support the entire student body.
14. Continue to build work-day sessions for staff so that it can be more productive and valuable for their job.
15. Build and maintain an updated photo library of all program activities and events through Adobe Bridge.

16. Evaluate the current department website and re-organize it for efficiency.
17. Acquire three sponsors for three of the nine scoreboards in the SRC and three sponsors for the lobby murals.
18. Track amount of labor and money invested in promoting each event and/or element in each program.
19. Conduct separate meetings with the promotional assistants to focus on faster turnaround on bulletin and sandwich board updates.
20. Continue student development opportunities for marketing student staff.

#### Trends for 2008-2009

3. Through on-campus focus groups it has been assessed that University e-mail like junk mail and these announcements have been getting deleted without being read. This hurts the efforts to try to reach the audience via-email.
4. Facebook ads were a success the spring 2008 semester and is effective to reach a larger audience.

#### Diversity Initiatives for 2007-2008

3. Maintain a diverse student staff to support the entire student body.
4. A staff committee was developed to oversee art and signage in the construction project. Ensuring diversity in photos and art is one of their goals.
5. Promotional avenues such as brochures, website and flier are to be representative of the student body.

### **Campus Recreation Annual Report 2007-2008 Outdoor Recreation**

#### **Executive Summary**

#### Major Accomplishments and Retention Initiatives for 2007-2008

1. Hosted a political campaign rally for Barack Obama in February 2008 at Sewell Park. Estimated attendance: 12,000 people.
2. Hosted and led a kayaking pre conference workshop for the NIRSA Annual Conference and Expo.
3. Added a new high element activity at the challenge course. Incorporated static anchors to the climbing tower. This will allow having a new high activity called: climbing team.
4. Hired Rodolfo Leone as the new Assistant Director for Campus Recreation – Outdoor Recreation.

## Progress on 2005-2012 Strategic Plans

Strategy: *Create a new student position to clean the environmentally sensitive area of the San Marcos River in Sewell Park.*

Objective: Increase collaborative student learning models and internships with academic departments.

Progress: *No Progress.* Strategy proposed for last Assistant Director. Moved to 2010.

Strategy: *Incorporate "Leave no trace" training techniques for adventure trip program staff.*

Objective: Participants will demonstrate social responsibility.

Progress: *Implemented/Ongoing.* Leave No Trace Principles have been incorporated in trainings and trips.

Strategy: *Conduct an adaptative paddling training for all Adventure Trip Program staff.*

Objective: Increase leisure and recreational programs for diverse student population.

Progress: *No Progress.* Strategy proposed for last Assistant Director. Moved to 2010.

Strategy: *Expand Adventure Trip Program offerings to international destinations incorporating a social service learning component.*

Objective: Participants will demonstrate social responsibility.

Progress: *In Progress.* An international trip to Costa Rica has been planned for 2009. Strategy has been adjusted to new Objective.

New Strategy: *Expand Adventure Trip Program offerings to international destinations incorporating ecology conservation and cultural exchange components.*

Objective: Increase collaborative student learning models and internships with academic departments.

Strategy: *Collaborate with the River Systems Institute to provide experiential learning opportunities as a component of the FY '08 common experience.*

Objective: Participants will demonstrate social responsibility.

Progress: *Implemented/Ongoing.* River cleaning days have been conducted. More planning will be tried for Fall 08.

Strategy: *Develop a plan to expand the GOAL Challenge Course by adding 10 low and 6 high elements.*

Objective: Increase square footage of recreational space to address user needs and University growth.

Progress: *In progress.* A new high element has been added. The planning for FY09 includes building new props that will create new low activities. Also, includes building a variation for one of the high elements that will become a new activity. In this way, the challenge course will be adding several new low and high elements and activities, with a low budget.

Strategy: *Add 2 miles of bike trails, 1 new campsite and renovate a campsite into a group campsite at University Camp.*

Objective: Improve existing facilities.

Progress: *In progress.* Current bike and hike trails have been re-opening. A group campsite was created. Two Pecan trees have been removed from campsite #6. Because the more space and the isolated location of this campsite, this site is now offered as a group campsite. Also, a primitive site has been created for primitive camping. The planning for FY09 does not include any new campsite. This has been removed as it is considered a low priority.

Strategy: *Develop a plan to renovate Outdoor Center to add classroom space, storage, vehicle access and improved restrooms.*

Objective: Improve existing facilities.

Progress: *No progress.* A plan will be developed in FY09. Moved to 2010.

Strategy: *Develop a comprehensive guide training program for boating, climbing and caving.*

Objective: Improve the professional development of student staff.

Progress: *In progress.* Graduates assistants and students doing field work in the Outdoor Recreation program will start developing different curriculum pieces for trainings and participants in summer 08.

Strategy: *Redesign the University Camp caretaker position.*

Objective: Increase staff to manage growing programs and services.

Progress: *In progress.* The planning process to redesign this position has been started. A new design for this position will be developed in FY09 and is expected to be applied for FY10.

Strategy: *Reinforce San Marcos River concrete bank in Sewell Park*

Objective: Improve existing facilities.

Progress: *No progress.* Strategy proposed for last Assistant Director. Moved to 2010.

Strategy: *Improve ADA access to the Sewell Park boat dock.*

Objective: Improve existing facilities.

Progress: *No progress.* Strategy proposed for last Assistant Director.

Strategy: *Develop a comprehensive adaptative paddling program with equipment.*

Objective: Increase leisure and recreational programs for diverse student population.

Progress: *No progress.* Strategy proposed for last Assistant Director. Moved to 2011.

Strategy: *Refurbish University Camp bath house to include 1 additional shower stall and commode in each restroom.*

Objective: Improve existing facilities.

Progress: *In progress.* A new U-Camp facilities improvement plan is currently being developed. In May 2008, Campus Recreation staff and graduate assistants decided to give first priority to this plan under Goal III: develop and improve the campus recreational facilities. This new plan includes improvements in bathhouse, lodges, and road. Also includes building a pavilion, a new bathhouse, and four lodges for 4-6 persons. The funds proposed for this new plan is \$218,000.

Strategy: *Enhance Sewell Park with additional picnic tables, Outdoor Center decking and permanent covered stage.*

Objective: Improve existing facilities.

Progress: Implemented/Ongoing. Based on priorities some improvements have been implemented on Sewell Park. Two deteriorated grills have been replaced. Twelve tons of sand has been placed in both sand volleyball courts. Improvements and priorities for Sewell Park will be reviewed in Fall 08.

#### Assessments

1. The Adventure Trip Program served 215 participants through 25 trips, clinics, and certifications. *95% expressed "A great deal" of satisfaction with the **overall experience**.*
2. *99% expressed "Quite a bit" to "A great deal" of satisfaction with the **trip leaders overall in the ATP**.*  
Our highest ranking has been in the Trip Leaders. Participants enjoy the company and leadership of our trip leaders. Being that our trip leader team is comprised entirely of students, this is great feedback and encourages the development of our student leader team.
3. The GOAL program recorded a total of 790 participants between September 1, 2007, and May 31, 2008, down from 959 participants over the same period during the previous year (a decrease of 17.8%). Due to the loss of grant funding, our work with Gary Job Corps (GJC) ended during the fall semester, with this particular population providing only 16 participants (or 2.8% of our overall total). They previously provided 18% of our participants during the same time period last year.

#### Presentations & Education Outreach

1. Campbell, S. *Do what you love, love what you do*. National Intramural Recreational Sports Association (NIRSA) Student Lead-on. Nacogdoches, TX. February 2008.

#### Major Objectives/Retention Initiatives for 2008-2009

1. Increase marketing avenues and exposure to our programs.
2. Collaborate with academic programs to offer educational programs, workshops, clinics and/or classes focus on their area and the benefits of experiential education.
3. Develop and implemented a strategy to reach a higher percentile of minority populations in our program.
4. Create a better awareness of the Outdoor Recreation Program identity among other Campus Recreation staff and students.

## Major Trends

1. Sewell Park continues to be a popular place for students to enjoy and organizations to host events.
2. Certifications in the outdoor education industry continue to play an important role in shaping our student staff leaders. By continuing to offer different nationwide recognized certifications we will allow for our students to gain access to them and thus further their professional development.
3. Alcohol issues at the U-Camp may become a bigger issue.

## Any Diversity Initiatives for 2007-2008

1. Sewell Park is frequently the event site for many diverse student organization functions including: HBSA, LBGQT, African American student organizations, as well as fraternities and sororities.
2. An adaptive paddling workshop was scheduled for April 2008. Unfortunately, this workshop did not make.
3. Hired Rodolfo Leone as an Assistant Director Campus Recreation – Outdoor Recreation. He is from Argentina with over eighteen years of experience working in the Outdoor Education field. His background includes working in a myriad of diverse cultural settings and different countries.

## **Departmental Information**

### Accomplishments in 2007-2008

1. Hired Steve Campbell as new Graduate Assistant for Outdoor Recreation.
2. Hired Rodolfo Leone as new Assistant Director for Campus Recreation – Outdoor Recreation.

### *Sewell Park*

3. Hosted the following big events at Sewell Park:
  - a. Political campaign rally for Barack Obama in February 2008. Estimated attendance: 12,000 people.
  - b. SACA Riverfest featuring Paul Wall in April 2008. Estimated attendance: 5,000 people.
  - c. Family Round-Up weekend event in October 2007. Estimated attendance: 1,300 people.
4. Added twelve tons of sand in volleyball courts.
5. Replaced two grills that were rusting out in Sewell Park.

#### *University Camp*

6. Re-opening bike and hike trails. They required maintenance work.
7. Created a campsite for groups. Two Pecan trees have been removed from campsite #6. Because of the more space and the insulated location of this campsite, this site is offered as a group campsite.
8. Created a primitive site for primitive camping activities.

#### *Adventure Trip Program*

9. Successfully executed 85% of the total trips planned.
10. Hosted and led a kayaking pre conference workshop for the NIRSA Annual Conference and Expo.
11. Implemented three nationally recognized certifications:
  - a. Implemented the first ever Wilderness First Responder (WFR) certification training. This 80 hour course trains participants to respond to emergencies in remote settings. A total of 12 students and general public participated and were successful in completion. Included two Outdoor Recreation student staff.
  - b. Implemented an ACA Whitewater Kayak Instructor Certification training course. A total of 7 participants were enrolled in this program. Included four Outdoor Recreation student staff.
  - c. Continued to offer the Wilderness First Aid (WFA) certification training in January 2008. A total of 30 participants were enrolled in this course. Included seven Outdoor Recreation student staff.
12. ATP generated \$23,546.50 in income as of May 30, 2008. Projected income for FY08 was \$17,135 (projected income for summer 2008 is \$2,200).

13. A total of 18 students participated in the New Student Wilderness Expedition program, a week-long trip focusing on helping incoming freshmen and transfer students become acquainted with college life, other students and the Texas State community.
14. Successfully executed all the three extended expeditions planned (Big Bend and the Grand Canyon twice).
15. Implemented a new payment format for leaders in which all staff in the field get paid.

#### *GOAL Program*

16. Added a new high element activity at the challenge course (GOAL Program). Incorporated static anchors to the climbing tower. This will allow having a new high activity called: climbing team.
17. Built a roof for the climbing tower at the challenge course (GOAL program).
18. GOAL Program facilitators led three sessions at this year's Leadership Exchange Conference in February. Approximately 80 conference participants attended these sessions and learned how to use a variety of games and portables to enhance leadership programs.

#### Progress on 2005-2012 Strategic Plans

Strategy: *Create a new student position to clean the environmentally sensitive area of the San Marcos River in Sewell Park.*

Objective: Increase collaborative student learning models and internships with academic departments.

Progress: *No Progress.* Strategy proposed for last Assistant Director. Moved to 2010.

Strategy: *Incorporate "Leave no trace" training techniques for adventure trip program staff.*

Objective: Participants will demonstrate social responsibility.

Progress: *Implemented/Ongoing.* Leave No Trace Principles have been incorporated in trainings and trips.

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Objective: Improve existing facilities.

Progress: *In progress.* Current bike and hike trails have been re-opening. A group campsite was created. Two Pecan trees have been removed from campsite #6. Because the more space and the isolated location of this campsite, this site is now offered as a group campsite. Also, a primitive site has been created for primitive camping. The planning for FY09 does not include any new campsite. This has been removed as it is considered a low priority.

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Strategy: *Redesign the University Camp caretaker position.*

Objective: Increase staff to manage growing programs and services.

Progress: *In progress.* The planning process to redesign this position has been started. A new design for this position will be developed in FY09 and is expected to be applied for FY10.

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#### Assessments Completed in 2007-2008

##### *Adventure Trip Program*

1. We continued to survey our trip participants. Results were encouraging, with the overwhelming majority responding to “Quite a bit” to “A great deal” in level of satisfaction in all categories.
2. The Adventure Trip Program served 215 participants through 25 trips, clinics, and certifications.
3. 97% expressed “Quite a bit” to “A great deal” of satisfaction with the **activities** overall. Rating the equipment is consistently the topic with the lowest scores in this category. Some of our equipment is beginning to show signs of wear and tear as the gear tends to see plenty of harsh environmental conditions on our trips.

4. *99% expressed “Quite a bit” to “A great deal” of satisfaction with the **trip leaders** overall*  
 Our highest ranking has been in the Trip Leaders. Participants enjoy the company and leadership of our trip leaders. Being that our trip leader team is comprised entirely of students, this is great feedback and encourages the development of our student leader team.
5. *92% expressed “Quite a bit” to “A great deal” of satisfaction with the **planning** overall*  
 Our lowest satisfaction rating has been in ranking the Planning. One possible factor could be a result of differences in expectations of the participants about the trip and the real experience they have once on the trip. Many of these expectations have to do with weather conditions, geographic environment (terrain, distance, elevation change) and unexpected circumstances which arise on the trip. To improve, we will strive to address issues of expectations beforehand.
6. *95% expressed “Quite a bit” to “A great deal” of satisfaction with the **overall experience***  
 Many of the lower scores on this section belong to the “I plan to participate in future Adventure Trips” topic and are due to factors such as the participant is a graduating senior or a non-student. In addition, some of our trips are not conducive to making heavy connections with others in the group, such as our 3 hour trips.

### *GOAL Program*

7. Due to the loss of grant funding, our work with Gary Job Corps (GJC) ended during the fall semester, with this particular population providing only 16 participants (or 2.8% of our overall total). They previously provided 18% of our participants during the same time period last year. This resulted in a drastic increase in the percentage of college students involved in our program, increasing from 72.9% to 90.2%. Because of the extremely low percentage for GJC, the following information will focus on non-GJC statistics.
8. Activities:
  - a. 16.9% (vs. 12.4% Sep 06-Mar 07) expressed “no satisfaction” to “little satisfaction” with the level of challenge.
  - b. 61.7% (vs. 66.3% Sep 06-Mar 07) expressed “quite a bit” to “a great deal satisfied” with the level of challenge.

*This shows a slight downward shift in the satisfaction level regarding the level of challenge of the elements. One explanation for this is that most participants come to the Low Elements expecting a high level of activity, when their group leader has requested a moderate level of activity. Many of them also want to experience the High Elements when they see them.*
9. Group:

- a. 2.2% (vs. 1.5% Sep 06-Mar 07) expressed “no satisfaction” to “little satisfaction” with how their group worked together and with their level of participation.
- b. 5% (vs. 91.3% Sep 06-Mar 07) expressed “quite a bit” to “a great deal satisfied” with how their group worked together and with their level of participation.

*This segment of our evaluation has steadily improved over the past few years. Participants continue to indicate a strong, positive experience with their other team members. They often report in the comment section of the evaluation that this is “the BEST thing about the GOAL experience”. This is the heart of the Challenge Course experience and these results are very encouraging.*

#### 10. Facilitators:

- a. 1.9% (vs. 1.1 % Sep 06-Mar 07) expressed “no satisfaction” to “little satisfaction” with the overall job done by the facilitators.
- b. 95.1% (vs. 94.8% Sep 06-Mar 07) expressed “quite a bit” to “a great deal satisfied” with the overall job done by the facilitators.

*Our facilitators continue to be “our best foot forward” and the strongest asset of this program. They exhibit competence, professionalism and a genuine desire to serve “the customer”. They show strong initiative by being prepared for the day’s events (where they often work alone or with one or two other facilitators), managing the logistics of Challenge Course facilitation itself, making wise decisions when unexpected issues arise, and dealing with the paperwork in an orderly manner.*

#### 11. Planning:

- a. 5.0% (vs. 3.4% Sep 06-Mar 07) expressed “no satisfaction” to “little satisfaction” with time management, the activities themselves and with discussion, especially how they feel their time was used overall.
- b. 85.8% (vs. 89.9% Sep 06-Mar 07) expressed “quite a bit” to “a great deal satisfied” with time management, the activities themselves and with discussion, especially how they feel their time was used overall.

*This section of our evaluation shows a drop in satisfaction of 4%. Many participants express a desire to do more elements than their group had time to do. The number of elements provided is based upon the amount of time the group leader allows for the experience and is also dependent upon whether the group arrives on time or whether the group has to wait upon members who arrive late. If the group consists of a fairly large number of participants, facilitators are trained to start with some simple activities once the majority of the group has arrived, in order to try to utilize the time more efficiently.*

#### 12. Overall Experience:

- a. 5.2% (vs. 3.4% Sep 06-Mar 07) expressed “no satisfaction” to “little satisfaction” with the program and how they feel about themselves as well as their own group.
- b. 85.2% (vs. 90.9% Sep 06-Mar 07) expressed “quite a bit” to “a great deal satisfied” with the program and how they feel about themselves as well as their own group.

*This section of our evaluation shows another drop in satisfaction. Based on the high levels of satisfaction indicated earlier with the group itself as well as with the facilitators and the lowest level of satisfaction previously being related to activity level, these*

*numbers may simply be a reflection of the above-stated desire for a higher level of activity and an increase in the number of elements completed by the group.*

#### Presentations & Education Outreach in 2007-2008

1. Campbell, S. *Do what you love, love what you do*. National Intramural Recreational Sports Association (NIRSA) Student Lead-on. Nacogdoches, TX. February 2008.

#### Recognitions in 2007-2008

1. Cortnie Jones - Graduate Assistant, graduated in May 2008.
2. Travis Coleman, Student Manager, obtained a Graduate Assistant position with the University of Mississippi.
3. Steve Campbell, Graduate Assistant, recertified his Wilderness First Responder Certification
4. Samantha Thomas, Student Staff, earned her Wilderness First Responder Certification.
5. Victor Paz, Student Staff, earned his Wilderness First Responder Certification.
6. Kyle Uran, Student Staff, earned his Wilderness First Responder Certification.
7. Ben Asmus, Student Staff, earned his Wilderness First Aid Certification.
8. Ashley Brown, Student Staff, earned her Wilderness First Aid Certification.
9. Dale Boughton, Student Staff, earned his Wilderness First Aid Certification.
10. Sam Breadner, Student Staff, earned his Wilderness First Aid Certification.
11. Joe Gajan, Student Staff, earned his Wilderness First Aid Certification.
12. Steve Campbell earned an Intro to Whitewater Kayaking Certification.
13. James Rowan, Student Staff, earned an Intro to Whitewater Kayaking Certification.
14. Mary Maliff, Student Staff, earned a Whitewater Kayak Instructor Certification.
15. Rodolfo Leone, Assistant Director, recertified his Wilderness First Responder Certification.

#### Disappointments in 2007-2008

1. An adaptive paddling workshop was scheduled for April 2008. Unfortunately, this workshop did not make. We were unable to confirm and contract the workshop with experienced adaptive paddling instructors.
2. REC-JAM held inside Strahan Coliseum instead of park.
3. Gary Job Corps canceled their participation at GOAL due to a cut in their budget. Gary Job Corps represented in FY07 17.80% of the total income (\$4,300).
4. Had to reschedule Leave No Trace (LNT) training to the fall. Due to conflicts in the schedule.

### Objectives, Goals or Initiatives for 2008-2009

1. Increase marketing avenues and exposure to our programs.
2. Collaborate with academic programs to offer educational programs, workshops, clinics and/or classes focus on their area and the benefits of experiential education.
3. Develop and implemented a strategy to reach a higher percentile of minority populations in our program.
4. Create a better awareness of the Outdoor Recreation Program among other Campus Recreation staff and students.
5. Create an Outdoor Center Assistant Manager Position for undergraduate student for FY10.
6. Create records and tracking for hold in accounts with Administration office.

#### *Sewell Park*

7. Review Sewell Park policies and procedures. In specific, park admission.
8. Improve cleanliness of the San Marcos River with sponsored clean up events from River Systems Institute.

#### *University Camp*

1. Re format Caretaker position.
2. Review alcohol policies.
3. Develop a stronger risk management plan.
4. Develop a marketing strategic plan that promotes the University Camp as a place to host Retreats for university organizations and community corporations and business.
5. Develop and implement a facilities improvement strategic plan that include current facilities (lodges, restrooms, road), and building new cabins, pavilion and conference room).

### *Adventure Trip Program*

6. Implement an international trip to Costa Rica in spring of 2009.
7. Collaborate with academic programs to offer educational expeditions.
8. Continue to develop and run an Adventure Trip Program staff training that focuses on local outdoor resources, trip management, canoeing and rock climbing skills.

### *GOAL Program*

9. Build new props that will allow having more low element activities.
10. Build one new high element.
11. Increase number of groups and participants.
12. Develop a stronger strategic marketing plan.

### Trends for 2008-2009

1. Sewell Park continues to be a popular place for students to enjoy and organizations to host events.
2. Certifications in the outdoor education industry continue to play an important role in shaping our student staff leaders. By continuing to offer different nationwide recognized certifications we will allow for our students to gain access to them and thus further their professional development.
3. Alcohol issues at the U-Camp may become a bigger issue.
4. Facilities deterioration at the University Camp.

### Campus Recreation –Sport Clubs Annual Report 2007-2008

#### Executive Summary

#### Major Accomplishments Retention Initiatives for 2007-2008

1. Sport Club teams self supported 81% for FY08 total \$ \$159,043.24 club expenses.
2. Sport Clubs participants increased 18% from 482 in FY07 to 585 athletes in FY08.

3. Texas State hosted 62 Sport Club events on campus with 2,299 visiting athletes and 2,701 spectators.

#### Progress on 2005-2012 Strategic Plans

1. Sport Club officers will take a pre-test and post-test of the National Student Leadership Skills Inventory. Progress: Completed assessment for FY08 (FY08)
2. Develop a sport club risk management plan. Progress: Developing plan for implementation in FY09. (FY08)
3. Research development of possible athletic training graduate assistant. Progress: Partnership continued with athletic trainers to work some Sport Club events as contracted employees. (FY08)
4. Initiate a summer camp program. Progress: Budget and initial program developed with designs for only SRC member's children to be targeted. (FY09)
5. Increase sport club participants community service involvement. Progress: Completed for FY08 with 865 total hours 61% from FY07. (FY09)
6. Create 2 all-sport clubs events each long semester. Progress: Current programs offered, but addition of assessment to help identify the future implementation. (FY09)
7. Add two new sport club teams. Progress: Addition of one new team in FY08 and contact with 4 new potential clubs in FY09. (FY09)
8. Create advancement opportunities for sport club supervisors. Progress: Added job specializations and responsibilities to the job description; 4 supervisors went to the NIRSA student lead on and 3 found graduate assistant positions. (FY09)
9. Design real time club accounting. Progress: Current university support not available for this technology (FY10)
10. Increase funding for the sport clubs club distribution by \$5,000 annually for four years. Progress: \$5,000 increase available for FY09 budget allocations. (FY11)

#### Assessments

1. National Student Leadership Skills Inventory: Sport Club officers completed pre and post self assessments to indicate their level of leadership skills.

##### Results:

- 62% of Sport Club officers completed both the pre (August) and post (April) Leadership Skills Inventory, a self report of leadership qualities.
- Of the 62%, there was a 12% growth in overall ratings.
  - Highest growth areas were budgeting, identity, and communication.
  - Least amount of growth was delegation and vision.

##### Action Items:

- Add new officer workshops for 2008-2009 to improve long term vision and mission for the clubs.
- Enhance the specific training for non – president officer positions, including expanding officer functions to help with delegation of responsibilities.

2. Sport Club Satisfaction Survey: Each sport club team is asked to evaluate the program using an end of year annual report. The clubs indicate the issues, concerns and improvement that could be made to the Sport Club Administration.

Results:

1. 96% athletes are satisfied to extremely satisfied.
2. The Texas State facilities were rated 23% higher than those of the competing schools.

Operational Improvements:

1. Additional formal trainings will be required for new officer who begin in the middle of the year to help with transition.
2. Investigation into PFW credit for Sport Club participation will be done in FY09.

#### Presentations & Education Outreach

1. NGWSD awareness brought to campus and community with lessons and speakers on the past, present, and future of women in Sports.
2. Risk management and safety workshops presentation made to the Sport Club officers using resources from the risk management office.
3. Transitional leadership presentation made to the Sport Club new and old officers at the last meeting of 2007-2008 academic year.

#### Major Objectives/Retention Initiatives for 2008-2009

1. Improve leadership development at officer council meetings.
2. Increase community service and outreach programs for sport club athletes.
3. Develop a tracking mechanism for alumni, to help initiate more letter writing campaigns and target the supporters of Campus Recreation.

#### Major Trends

1. The cost of higher education continues to rise and the ability for students to afford extra expenses could impact the diversity and growth of the Sport Club program.
2. Advancement of league structures and national competition at the club level may impact the direct and indirect costs.
3. Anticipated continued rise in gas expenses will increase the overall cost for travel and possible limit some travel for teams.

#### Any Diversity Initiatives for 2008-2009

1. Added recruitment for current and new clubs with minority's fairs and within the multicultural affairs functions.
2. Added promotion of diversity team functions to staff and club officers through TRACS and website.

#### Departmental Information

### Accomplishments in 2007-2008

1. Sport Club teams self supported 81% of FY08 total \$ \$130,162.24 club expenses.
2. Sport Clubs participants increased 18% from 482 in FY07 to 585 athletes in FY08.
3. The Sport Clubs end of year banquet was a success with over 175 athletes in attendance.
4. Texas State hosted 62 Sport Club events on campus with 2,299 visiting athletes and 2,701 spectators.
5. Sport Club teams traveled approximately 48,151 miles which is an increase of 17% from FY06 and competed in 211 events.
6. Sport Club program staff worked efficiently with club paperwork including 362 payouts and 117 travel applications.
7. The cumulative GPA for Sport Club participants was for fall 2.78 and spring 2.83 compared to the university average of 2.75 and 2.76 respectively.
8. Over 416,176 Sport Club participations, formula derived from average club members \* (total practice hours + total event hours + travel time)
9. Addition of one new club team, Paintball and three potential clubs for FY09.
10. National Girls and Women in Sports Day was a success with over 100 attendees at the banquet and 200 community youth at the play day.

### Progress on 2005-2012 Strategic Plans

1. Sport Club officers will take a pre-test and post-test of the National Student Leadership Skills Inventory. Progress: Completed assessment for FY08 (FY08)
2. Develop a sport club risk management plan. Progress: Developing plan for implementation in FY09. (FY08)
3. Research development of possible athletic training graduate assistant. Progress: Partnership continued with athletic trainers to work some Sport Club events as contracted employees. (FY08)
4. Initiate a summer camp program. Progress: Budget and initial program developed with designs for only SRC member's children to be targeted. (FY09)
5. Increase sport club participants community service involvement. Progress: Completed for FY08 with 865 total hours 61% from FY07. (FY09)
6. Create 2 all-sport clubs events each long semester. Progress: Current programs offered, but addition of assessment to help identify the future implementation. (FY09)
7. Add two new sport club teams. Progress: Addition of one new team in FY08 and contact with 4 new potential clubs in FY09. (FY09)
8. Create advancement opportunities for sport club supervisors. Progress: Added job specializations and responsibilities to the job description; 4 supervisors went to the NIRSA student lead on and 3 found graduate assistant positions. (FY09)
9. Design real time club accounting. Progress: Current university support not available for this technology (FY10)
10. Increase funding for the sport clubs club distribution by \$5,000 annually for four years. Progress: \$5,000 increase available for FY09 budget allocations. (FY11)

## Assessments Completed in 2007-2008

1. National Student Leadership Skills Inventory: Sport Club officers completed pre and post self assessments to indicate their level of leadership skills.

### Results:

- 62% of Sport Club officers completed both the pre (August) and post (April) Leadership Skills Inventory, a self report of leadership qualities.
- Of the 62%, there was a 12% growth in overall ratings.
  - Highest growth areas were budgeting, identity, and communication.
  - Least amount of growth was delegation and vision.

### Action Items:

- Add new officer workshops for 2008-2009 to improve long term vision and mission for the clubs.
- Enhance the specific training for non – president officer positions, including expanding officer functions to help with delegation of responsibilities.

2. Sport Club Satisfaction Survey: Each sport club team is asked to evaluate the program using an end of year annual report. The clubs indicate the issues, concerns and improvement that could be made to the Sport Club Administration.

### Results:

3. 96% athletes are satisfied to extremely satisfied.
4. The Texas State facilities were rated 23% higher than those of the competing schools.

### Operational Improvements:

3. Additional formal trainings will be required for new officer who begin in the middle of the year to help with transition.
4. Investigation into PFW credit for Sport Club participation will be done in FY09.

## Presentations & Education Outreach in 2007-2008

4. NGWSD awareness brought to campus and community with lessons and speakers on the past, present, and future of women in Sports.
5. Risk management and safety workshops presentation made to the Sport Club officers using resources from the risk management office.
6. Transitional leadership presentation made to the Sport Club new and old officers at the last meeting of 2007-2008 academic year.
7. Alcohol awareness presentation made to the Sport Club officers using resources from the drug and alcohol resource center.
8. TRACS presentation made to Sport Club officers to teach them the new organization functions available.
9. NIRSA/NCCS 2007-2008 Committee Member, Stephanie Thompson.
10. NIRSA Student Lead On Presentation, National Governing Bodies: What are you paying for? Stephanie Thompson and Max Mello
11. NIRSA Student Lead On Presentation, Do what you love, love what you do, Catherine Garland
12. NIRSA 2008 Host Committee member, Stephanie Thompson; 6 Sport club employees volunteered at NIRSA Annual Conference.

13. Tournament staff at NIRSA Collegiate Soccer Championships  
Stephanie Thompson and Catherine Garland (Pensacola, FL) November, 2008
14. Tournament staff at NIRSA Collegiate Volleyball Championships  
Stephanie Thompson and Catherine Garland (Dallas, TX) April, 2008
15. Tournament staff at NIRSA Collegiate Soccer Regional Championships  
Stephanie Thompson, Catherine Garland, and Brian Webb (San Antonio, TX) November, 2008
16. Tournament staff at NIRSA Collegiate Tennis Championships  
Stephanie Thompson (Cary, North Carolina) April, 2008

#### Recognitions in 2007-2008

##### Individual Recognitions:

1. Damaris Dotson became 38<sup>th</sup> Nationally Ranked by USFA and attended multiple Olympic qualifiers.
2. Five men's Lacrosse athletes were named All- Lone Star Alliance Players
3. Bobby Hall, Water ski was the MVP for the Div. II NCWSA National Championship.
4. Water ski had two players selected for All Stars in California.
5. Women's Volleyball had one player selected for Division one all tournament team at the NIRSA National Championship.
6. Women's Lacrosse had two players selected to All Conference Team
7. Men's Rugby had seven players selected to State Select Team
8. Sport Clubs 2007-2008 Awards:
  - Officer of the Year: Alex Zotarelli
  - Coach/Advisor of the Year: John Moreau
  - NGWSD Sprint Award: Bailey Brown
  - NGWSD Coaching Award: Allie Campbell
  - NGWSD Perseverance Award: Erin Burch

##### Team Recognitions:

1. Men's Rugby hosted and won the TRU State Championship for the first time in over 20 years.
2. Fencing team placed first in the Southwest Intercollegiate Fencing Association
3. Water ski won the 2008 NCWSA Division II National Championships
4. Cycling placed second at the NCCCC Mountain Bike Championships
5. Triathlon hosted the Texas State Aquerena in April with much success.
6. Gymnastics, Women's Volleyball, Men's Volleyball, Fencing, Women's Soccer, Tennis, Triathlon, Water ski and Cycling competed in their sports respective National Championship.
7. Sport Clubs 2007-2008 Awards:
  - Sport Clubs Team of the Year – Women's Soccer
  - Fundraising Team of the Year – Men's Lacrosse
  - Community Service Team of the Year –Triathlon
  - Academic Team of the Year - Equestrian

##### Staff Recognitions:

1. Catherine Garland was selected as a NIRSA Foundation scholarship recipient
2. Sport Club employee of the year, Christopher Thompson also nominated for student employee of the year.
3. Stephanie Thompson was selected as a namesake for PAWS Preview.

#### Disappointments in 2007-2008

1. Gas cards and missing receipts are a growing problem for the clubs to track.
2. Relationships with Advantage, Enterprise have continued to cause issues with accounting and travel offices.
3. The move to Harris Underground was extremely inconvenient for officers to conduct business without parking or having a one stop shop for business.
4. Baseball, softball, swimming and rodeo teams have failed to keep strong numbers and activity due to lack of interest and facility space.
5. Gymnastics gym had several issues with safety and maintenance.
6. Women's soccer spring tournament failed to attract teams despite the excellent promotional efforts.

#### Objectives, Goals or Initiatives for 2007-2008

4. Improve leadership development at officer council meetings.
5. Increase community service and outreach programs for sport club athletes.
6. Develop a tracking mechanism for alumni, to help initiate more letter writing campaigns and target the supporters of Campus Recreation.
7. Continued efforts to create and implement a summer camp program.
8. Smooth transition of graduating supervisors to incoming new employees.
9. Improve marketing efforts across campus to promote sport club awareness.
10. Enhance the Safety Officer position with CPR/First Aid training and first aid kits for all teams.
11. Better relationship with off campus clubs.
12. Improve account and online tracking for income and expenses for state and club accounts.

#### Trends for 2008-2009

4. The standard of care for collision sports across the country will drive the need to increase level of safety supervision at home events and require for further investigation into the athletic training partnership.
5. Advanced technology nationwide with new databases systems, website usage, and overall decrease in face to face communication.
6. Increase in extreme sport popularity including sports such as ultimate fighting, skydiving, paintball, aerial arts and other high risk sports.
7. The cost of higher education continues to rise and the ability for students to afford extra expenses could impact the diversity and growth of the Sport Club program.
8. Advancement of league structures and national competition at the club level may impact the direct and indirect costs.

9. Anticipated continued rise in gas expenses will increase the overall cost for travel and possible limit some travel for teams.

## Campus Recreation Annual Report 2007-2008 Sport Fields

### Executive Summary

#### Major Accomplishments

1. The center of West Campus Practice field was repaired.
2. Split shared sport field supervisor position from Athletics and hired a new Sport Fields Supervisor, Joe Villarreal in January 2008.
3. Moved into new West Campus shed.

#### Progress on 2005-2012 Strategic Plans

Strategy: Develop and improve the campus recreation facilities

1. Improve sport field conditions. ('07,'09,'10) Progress: Cultural maintenance practices implemented.
2. Construct an East Campus Maintenance Facility. ('10) Progress: No progress because of construction issues on West Campus.

#### Assessments in 2007-2008

No formal assessments conducted.

#### Presentations & Education Outreach in 2007-2008

No presentations given.

#### Major Objectives for 2008-2009

1. Train staff to be self sufficient. Staff trained to identify what can be repaired.
2. Educate programming staff on how much abuse the fields can withstand.
3. Research and implement organic practices for IM 1 & 2, since they are close to an eco-sensitive area.

## Major Trends for 2008-2009

1. Cost of cultural practices is very high. Fertilizer has almost tripled in price.
2. Delivery charges for sand and other materials have more than doubled.
3. Time to consider artificial turf as a possibility it requires less water and can take more abuse than natural grass.

## Departmental Information

### Accomplishments in 2007-2008

1. The center of West Campus Practice field was repaired.
2. Split shared sport field supervisor position from Athletics and hired a new Sport Fields Supervisor, Joe Villarreal in January 2008.
3. Moved into new West Campus shed.
4. Purchased new Field laser for lining fields.
5. Hired a student work for first time over the summer.
6. Replaced a few Disc Golf Course baskets..
7. Participated in Bobcat Build and were able to clean up Disc Golf course.
8. Provided multi-field usage 7 days a week to accommodate both club and intramural sports.
9. The Intramural Field's Spring Lake fence line was redone.

### Progress on 2005-2012 Strategic Plans

Strategy: Develop and improve the campus recreation facilities

2. Improve sport field conditions. ('07,'09,'10) Progress: Cultural maintenance practices implemented.
2. Construct an East Campus Maintenance Facility. ('10) Progress: No progress because of construction issues on West Campus.

### Assessment Completed in 2007-2008

No assessments completed.

### Presentations & Education Outreach 2007-2008

No presentations conducted.

### Recognitions in 2007-2008

1. Alfonso Perez was awarded Student Affairs Staff of the Year: Support Staff.
2. Frank Ponce was awarded for 15 years of service to Texas State University.

### Disappointments in 2007-2008

1. Supervisor position not filled in Fall Semester.
2. Equipment replacement plan purchases made in summer 2008 instead of fall 2007.
3. The resod of the West Campus Practice Field occurred late summer instead of early summer which minimized the time to root the grass well.
4. Replacement of the Intramural Sports Field shed do not occur and the sport Club shed was damaged after it was moved so it could not be used again.

### Objectives, Goals, or Initiatives for 2008-2009

1. Improve cultural practices and track activities.
2. Educate staff on irrigation repair to reduce outside costs.
3. Educate staff on why we need to change some cultural practices and the benefits of doing so.
4. West Campus Competition Field needs to be over seeded this fall due to numerous events on this field during the spring semester before Bermuda grass is out of dormice.
5. West Campus practice also needs to be over seeded due to numerous events and practices on this field during the fall and spring semesters or we will have to keep making costly repairs every year.

### Trends for 2008-2009

1. Cost of cultural practices is very high. Fertilizer has almost tripled in price.
2. Delivery charges for sand and other materials have more than doubled.
3. Time to consider artificial turf as a possibility it requires less water and can take more abuse than natural grass.