

2017 ANNUAL REPORT



BUILDING
the **BIGGER**
BETTER
BURDICK

TABLE OF CONTENTS

WHO WE ARE (VISION, MISSION & VALUES)..... 2

VALUES IN ACTION: CIVILITY AND INCLUSION..... 3

OUR TEAM (PROFESSIONAL STAFF ORGANIZATIONAL CHART)..... 4

MESSAGE FROM THE DIRECTOR..... 5

2017 YEAR IN REVIEW..... 6

OPERATIONS

FACILITIES..... 7-8

RESERVATIONS & EVENTS..... 9-10

STUDENT PERSONNEL..... 11-12

PROGRAMS

AQUATICS & SAFETY CLASSES..... 13-14

COMPETITIVE SPORTS- SPORT CLUBS..... 15-16

COMPETITIVE SPORTS- INTRAMURAL SPORTS..... 17-18

FITNESS..... 19-20

OUTDOOR ADVENTURE..... 21-22

BUSINESS & GUEST SERVICES

GUEST SERVICES..... 23-24

OUR FUTURE (CAMPUS RECREATION EXPANSION PROJECT)..... 25-26

WHO WE ARE

OUR VISION

The vision of Campus Recreation is to be recognized as innovative leaders and providers of dynamic campus recreation programs, services and facilities.

OUR MISSION

The mission of Campus Recreation is to offer recreational opportunities promoting the development of student leaders and healthy lifestyles through physical activity and experiential education.

OUR VALUES

Everything we do in Campus Recreation, from our programming decisions to the way we operate day-to-day, is driven by our core values, which include:



CIVILITY & INCLUSION

We treat everyone with respect and meet the needs of a diverse campus.



FUN

We provide engaging and enjoyable experiences.



SAFETY

We prepare, train, and act to manage risk.



TEAMWORK

We work toward shared goals through communication and collaboration.



INTEGRITY

We lead by example by holding ourselves accountable.



PRIDE & EXCELLENCE

We value our achievements while striving for improvement.

VALUES IN ACTION: CIVILITY AND INCLUSION

As a result of discussions during summer 2016 professional staff planning days, an internal committee was created to focus on furthering our efforts of civility and inclusion. The general committee charges were:

1. Assess where we are right now with supporting social justice, civility, inclusion and diversity. This includes student staffing, program offerings, facility policies, and guest services.
2. Where do we need to be? Utilize the NIRSA Professional Competencies for Equity, Diversity and Inclusion, as well as, directives from TU Campus Life and the Division of Student Affairs.
3. How do we get there? Come up with an action plan to get us started.

A six-month plan was developed as a starting point and included initiatives focusing on education for the professional staff, enhancing marketing and communication efforts, and student employment hiring and onboarding practices.

Education

Three 90-minute sessions:

Knowing Yourself
Understanding Others
Marginalization and Privilege



Marketing

- Write an inclusion statement and post at entries and all-gender changing rooms
- Create a Campus Recreation Values video to be shown at Employment Interest Meetings and New Hire Orientation to reiterate commitment to our values
- Produce a web page dedicated to inclusive services and programs titled, 'Inclusive Recreation'

Student Staffing

- Provide diversity and inclusion training at the annual student employee fall training
- Assist the Student Employee Leadership Council (SELC) in hosting open forums for student employees to engage in dialogue with one another on current events
- Hire a student staff that is representative of the Towson University diversity profile

Our Statement

Campus Recreation celebrates the many faces, cultures and identities of our vibrant campus. We believe in treating everyone with respect and strive to foster a healthy, positive and inclusive community within a safe environment.

In addition, we defined what it means to Rec Responsibly with TU Campus Recreation.

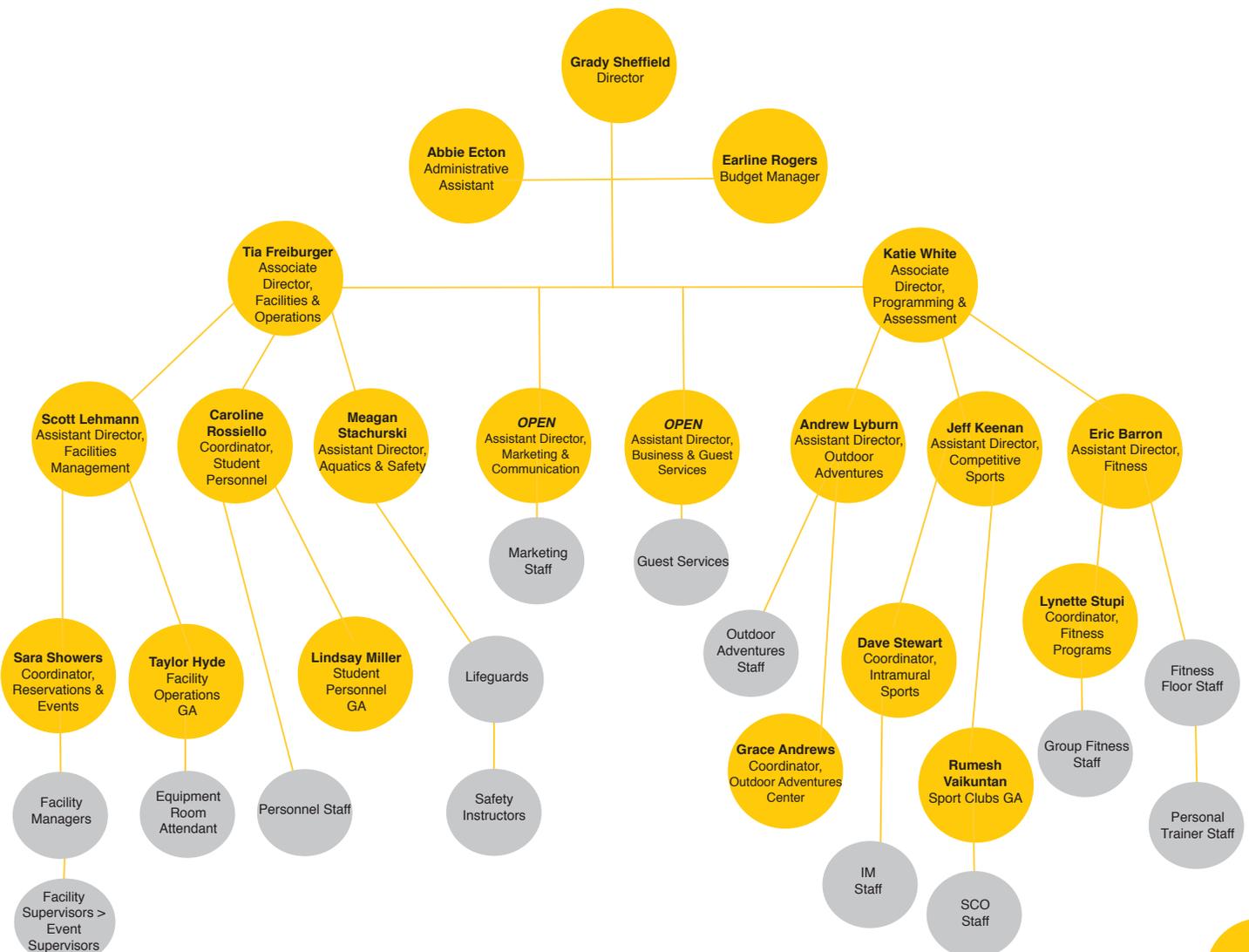
To Rec Responsibly means:

- to utilize recreation resources to better one's personal health and well-being
- to be proactive about and take safety and risk management seriously
- to treat yourself, others, and the space you are utilizing with the utmost respect and consideration
- to be accountable for one's personal behavior and interactions with others
- to create a welcoming and inclusive environment for all

OUR TEAM



Campus Recreation is led by passionate professionals. Our professional staff is dedicated to our mission and supported by nearly 200 student staff.



MESSAGE FROM THE DIRECTOR

LESSONS LEARNED



**Grady Sheffield,
Campus Recreation Director**

Someone once said “tough times don’t last; tough people do.” If there is one thing I have learned about our team while serving as the Director of Campus Recreation it is that we are resilient. No matter what challenges we face, how much the circumstances change, or far we have to bend, we are able to withstand and recover! Nothing could be truer for our department based on what we experienced in 2017.

The year started out with continued planning and progression of the Burdick Hall expansion project. The building started to take shape as steel was erected and the vision of bigger, better Burdick became a reality to the entire campus community. Shortly after, walls started to form, glass was installed, roofing was put into place and the interior progression began to take shape. This all breathed new life and excitement into what will create a beacon of activity filled with energy while serving as a “hub” of the campus life experience. While this process has been an experience second to none, patience and enthusiasm has been tested as we managed the ups and downs associated with the impact of unforeseen circumstances.

As the development of the building moved forward, so too did the evolution and expansion of our team. Newly created positions needed to support the expansion were filled and vacancies of veteran team members created new opportunities. In the end, six new professional staff members joined our team over the course of the year which tested our resolve to not only meet expectations associated with programs and services, but enhance them at the same time.

The growth and excitement we experienced with the continued work on the building project and the new additions to our staff have prepared us for success as we head into the final chapter of expansion based growth. Reflecting on what we, as a team, were able to accomplish throughout the year, and that we did it with resiliency, fills me with pride in what Campus Recreation is becoming. I am also incredibly proud of the impact that our student employees, programs, services, and professional staff are having on TU’s campus community. As you read through this year’s annual report, I have no doubt that you too will see the impact based on our highlights and accomplishments.

Respectfully,

A handwritten signature in black ink that reads "Grady Sheffield".

Grady Sheffield, Director

2017 YEAR IN REVIEW

CAMPUS REC BY THE NUMBERS

STAFF

17

Professional Staff

3

Graduate Assistants

164

Student Staff

FITNESS

Personal Training Services

40+ Fitness Classes

4 Walking & Running Trails on Campus

AQUATICS

Private Swim Lessons 18
Swim Lesson Sessions 26

OUTDOOR ADVENTURES

20+ Outdoor Trips Per Year

Challenge Course
11 Elements

GEAR AVAILABLE FOR RENT

Climbing Wall
Height 33 feet
of Ropes_19

3 5 0 0
Surface Sq Ft

Bike Share
28 available

POOL

8 Lanes

263,000 gallons of water

Liquid Chlorine, Muriatic Acid, UV System

TURF FIELDS

Field 1
Lined for Flag Football, Rugby, & Soccer

Field 2
Lined for Lacrosse

Synthetic turf with crumb rubber by FieldTurf
Lighting by Musco

BUSINESS OPERATIONS

1 DAY GUEST PASSES \$5

ALUMNI MEMBERSHIPS \$23/MONTH

MENS LOCKERS - 297
WOMEN'S LOCKERS - 298
108 LOCKERS IN HALLWAY

ANNUAL OPERATING BUDGET FY17 \$953,000

FACILITY OPERATIONS

Total Operating Hours Per Week-101.5

Average Users Per Day - 1,312

1 All-Gender Restroom

COMPETITIVE SPORTS

34 Sport Clubs

27 Intramural Sports Activities

OPERATIONS

FACILITIES



Facility Operations staff provide supervision and administrative leadership for recreational facilities, equipment, and programs during all hours of operations.

They oversee daily operations of multiple open (informal) and formal recreation activity spaces to ensure a safe and functional environment of the university community.

Our student facility managers are extensively trained to respond in emergency situations, providing top care to our members and patrons when they need it most. Rec attendants are responsible for access control and serve as the first point of contact as our students, faculty and staff enter the facility.

FACILITIES

Accomplishments

- Facilities created a risk management audit program for facility student staff that included practical skill assessments and online quizzes. Skill assessments tested facility managers on their CPR and emergency response skills in live situations. Online quizzes were used to test knowledge of emergency response, CPR/AED and first aid, and facility policies and procedures. Of the facility managers evaluated, 93.33% met the targeted performance level. As a result, student staff reported improved knowledge and understanding of risk management practices, as well as facility policies and procedures.
- Facilities implemented the use of Microsoft OneNote as a communication log for staff and supervisor communication. Staff were required to log important information during each of their shifts to increase communication between other staff members and their supervisor. The use of OneNote greatly improved staff communication, teamwork, and operational efficiency.

Challenges

There are frequently maintenance projects, equipment assemblies, and other hands-on tasks that require a certain tactical skill set to complete. The volume of these tasks has increased due to increased use of the facility and equipment, yet there is a shortage of student staff possessing the necessary skills and training to fulfill these responsibilities. Professional staff often need to perform these maintenance tasks, pulling them away from other administrative work, or delays the completion of these tasks until someone can get to it. Facilities plans on hiring student staff who have the needed skills and training to assist with the day-to-day maintenance needs of the facility.

With the temporary fitness facility occupying one of three gymnasias, the limited gymnasium space results in offering less variety in indoor open recreation opportunities. There is a consistently high number of patrons waiting to play basketball on the only open court, often creating large crowds, extended wait times to play, and no opportunities for different sports. Facilities staff often received complaints from members regarding the need for more space for open recreation, including volleyball, badminton, and indoor soccer.

Planning

A new equipment inventory database and workflow system is in development to regulate the receiving and inventory process for Campus Recreation equipment and supplies. This procedure will allow for accurate and consistent record-keeping related to receiving, identification, documentation, and disposal, resulting in better compliance with University and University System of Maryland (USM) standards.

The current position of event manager is transitioning into a new position, facility supervisor, in anticipation of the expansion opening. The facility supervisors will be a task-oriented facility support staff that will supervise the day-to-day operations of the facility in support of the facility managers. They will also be responsible for event and reservation set-up/breakdown and supervision. This position will offer more comprehensive monitoring of the larger facility, improved customer service, efficient operations, consistent staff training, and streamlined event management.

Amanda says:

“Going to the rec center is truly a hobby for me and it helps me relieve a great deal of stress as I am a first year Master’s student, especially when I do not have a lot of time as is.”

-Amanda Campbell

Facts and Figures



Weekly Operating Hours:
101.5 (+4 hours from FY16)



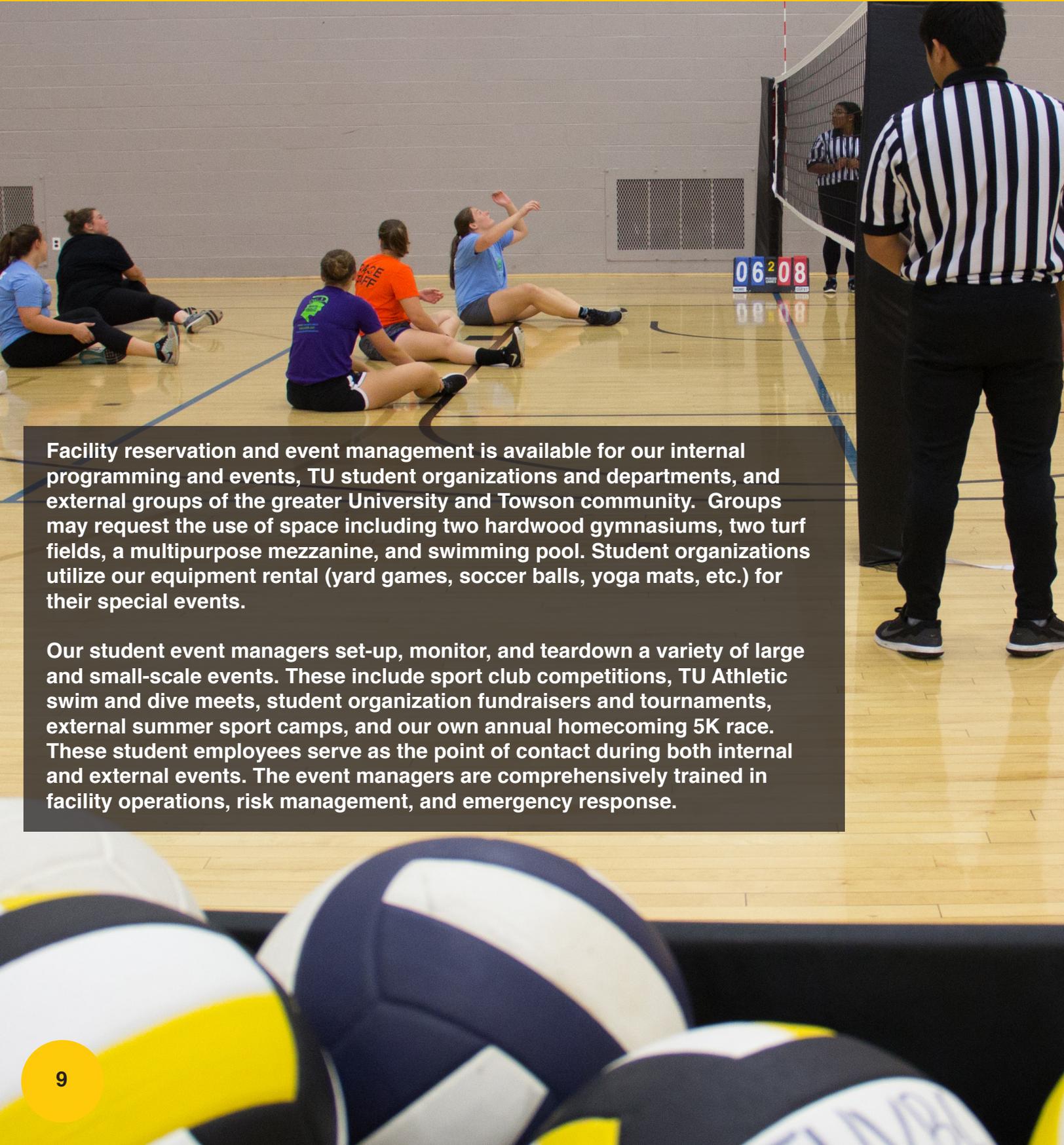
Equipment Check-Outs:
58,867 (+104.6% from FY16)



Day Use Locks Rented:
51,269 (+151% from FY16)

FACILITY OPERATIONS

RESERVATIONS & EVENTS



Facility reservation and event management is available for our internal programming and events, TU student organizations and departments, and external groups of the greater University and Towson community. Groups may request the use of space including two hardwood gymnasiums, two turf fields, a multipurpose mezzanine, and swimming pool. Student organizations utilize our equipment rental (yard games, soccer balls, yoga mats, etc.) for their special events.

Our student event managers set-up, monitor, and teardown a variety of large and small-scale events. These include sport club competitions, TU Athletic swim and dive meets, student organization fundraisers and tournaments, external summer sport camps, and our own annual homecoming 5K race. These student employees serve as the point of contact during both internal and external events. The event managers are comprehensively trained in facility operations, risk management, and emergency response.

RESERVATIONS & EVENTS

Accomplishments

- Since the Towson University establishment of 25Live in August 2016 (a web-based event scheduling and publishing system), 841 reservations have been scheduled. This number reflects all Campus Rec scheduled programs, meetings, trainings, special events, staff in-services and interviews, special events for student organizations, and other TU departments and Athletics practices/events.
- Connect2, a mobile application that streamlines operations and communication, was fully integrated for the Reservations & Events staff. This system assisted in the improvement of communication and documentation among the student employees and their supervisor. All accident and incident reports, special event attendance tracking, event forms, and event resource documents were transferred over in electronic form.

Challenges

The Burdick Hall expansion project has caused reservation request approval challenges due to the limited availability of space. Gym 1 is still the designated Fitness Center, keeping Gym 2 the only available Open Rec space. Due to these circumstances, several departmental or student organization volleyball requests have had to be denied.

Reservations & Events experienced frustration in regards to space and event reservation cancellations throughout the year. In order to hold non-Campus Recreation groups accountable for the reserved space, a cancellation/no-show policy was implemented. Given the high demand for space, the policy is designed to maximize utilization by discouraging “no shows” of reserved space.

Planning

There is an anticipated increase in reservation requests due to the addition of several spaces with the expansion. Campus Recreation will be implementing a student organization reservation procedure in order to equitably allocate the use of the five new studios and two multi-activity courts to the 200+ organizations on campus, particularly the dance groups.

Reservations & Events will design and create an electronic form and procedure to simplify the equipment checkout process for campus organizations.

Fast Facts



134

events and reservations hosted at Burdick Turf Fields

150

participants at the 2nd annual Tiger Trot 5K. A 24% increase from last year

15,538

people in the university and Towson community enjoyed our facilities during **181** special events.

Who reserves our space:

Sport Clubs (83), Student Organizations (21), TU Departments (15), Athletics (8); Campus Rec (2); Non-TU affiliated (52)

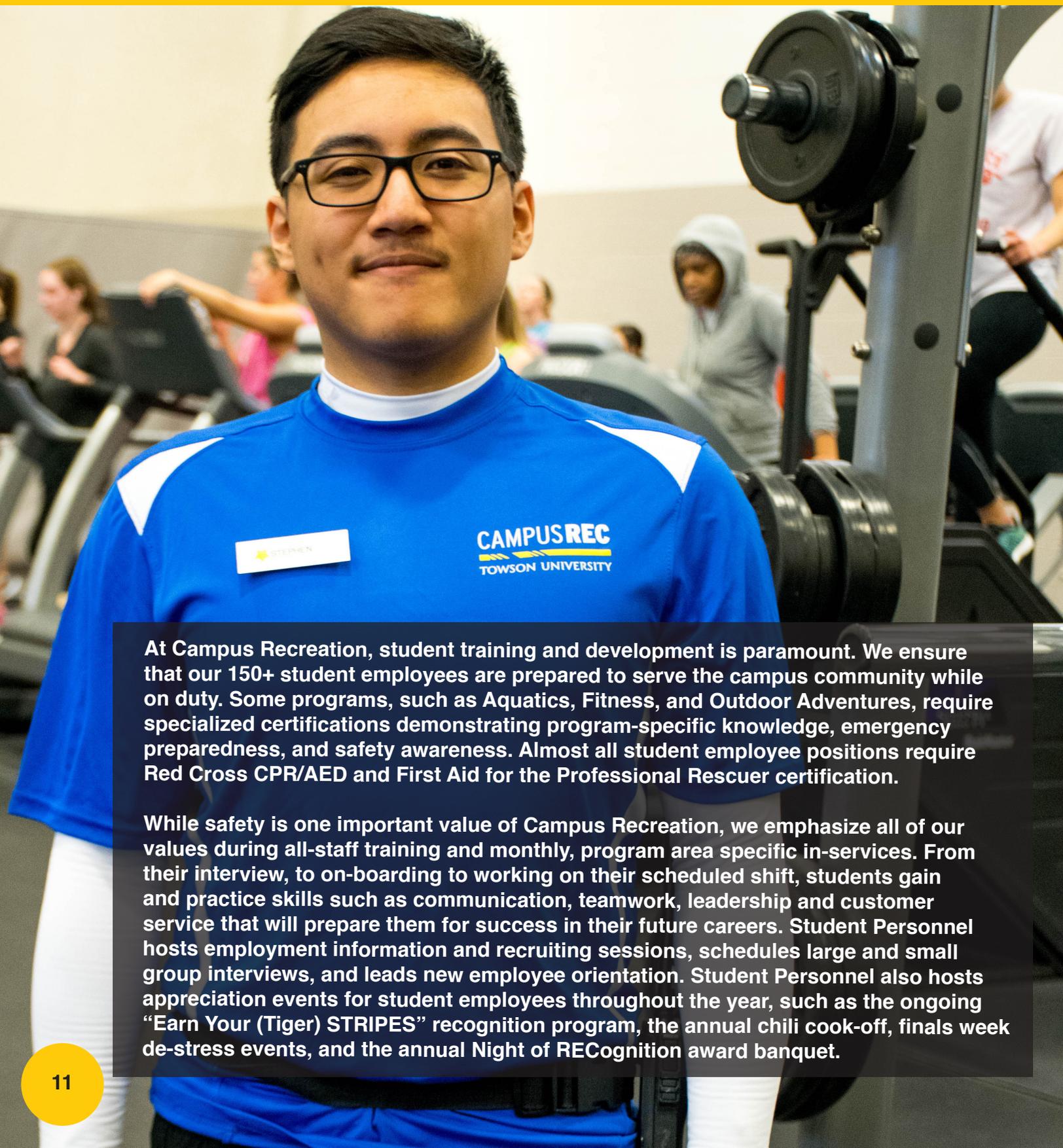
Our employees say:

“My involvement in CR is going to make an amazing impact on my future since I am gaining management skills, events and planning skills, involvement within sports and partial administration skills. My growth here will look great on a resume for any job I am looking into applying for.”

– Jessica Giangulio, Class of 2018

FACILITY OPERATIONS

STUDENT PERSONNEL



At Campus Recreation, student training and development is paramount. We ensure that our 150+ student employees are prepared to serve the campus community while on duty. Some programs, such as Aquatics, Fitness, and Outdoor Adventures, require specialized certifications demonstrating program-specific knowledge, emergency preparedness, and safety awareness. Almost all student employee positions require Red Cross CPR/AED and First Aid for the Professional Rescuer certification.

While safety is one important value of Campus Recreation, we emphasize all of our values during all-staff training and monthly, program area specific in-services. From their interview, to on-boarding to working on their scheduled shift, students gain and practice skills such as communication, teamwork, leadership and customer service that will prepare them for success in their future careers. Student Personnel hosts employment information and recruiting sessions, schedules large and small group interviews, and leads new employee orientation. Student Personnel also hosts appreciation events for student employees throughout the year, such as the ongoing “Earn Your (Tiger) STRIPES” recognition program, the annual chili cook-off, finals week de-stress events, and the annual Night of RECOgnition award banquet.

STUDENT PERSONNEL

Accomplishments

- In order to streamline the paperwork of the hiring process, an “On-Boarding Day” was established in collaboration with the Human Resources Department and TU Payroll. 50 new student employees attended and completed their new-hire paperwork during this session. This process was very beneficial and both campus partners were grateful for the amount of time it saved.
- One of the two graduate assistants (GA) of facilities was transitioned over to Student Personnel in order to assist the Coordinator. As Campus Recreation continues to grow and prepare for the expansion opening, the student employee size will nearly double to 300 student employees and new positions will be added. The GA will assist with moving training materials to an online system, leading some New Employee Orientations, planning the Night of RECOgnition, and the hiring/interviewing process.

Challenges

With the push for the department to have consistency in discipline and this being the second year of the “Earn Your STRIPES” program, there was an influx of additional administrative responsibilities. Online integration with Connect2 is still being worked out, but has potential to ease the workload of tracking points on all involved parties.

With the high number of positions to be filled, the group activity interview was used for 90+ students. During this interview, students are divided into teams and asked to work together to solve a problem and find alternative solutions. Professional staff are there to observe communication, leadership and teamwork skills that might be a good fit for their program area. However, the large groups made it somewhat difficult to get a good look at applicants. While it served its purpose, we will reconsider and reconfigure for upcoming hiring sessions.

Planning

The STRIPES program may be moved to the online portal, Blackboard, for up-to-date totals and ease of access for student employees.

Currently, there are different colored uniforms for each program area and multiple types of shirts (polo, t-shirt, screen print on the back) within program areas. In anticipation of the added positions and number of employees, Student Personnel will eliminate some student uniform colors and shift similar positions into the same uniform. This will keep costs down and permit a manageable inventory of uniforms.

Fast Facts

108 student employees attended the annual banquet

5 New Employee Orientations were offered

180 students attended our fall and spring information sessions

164 students worked at Campus Recreation

In Stephanie's Words:

“I had a rough start with making friends at Towson, but after working with Campus Rec for a few years, I have made a whole new group of friends, and I hope some of them will be in my life even after graduation.”

– Stephanie Gamble, Lifeguard, Water Safety Instructor, Class of 2019

PROGRAMS

AQUATICS & SAFETY CLASSES



The Aquatics & Safety program offers open swimming, swim challenges, private and group swim lessons. Safety courses are taught by our certified and trained student Safety Instructors. They teach Red Cross CPR/AED for the Professional Rescuer, Water Safety Instructor, and Lifeguarding courses.

The pool is shared with the Varsity Men's and Women's Swimming and Diving teams, and their home meets are managed by our lifeguards and student event managers. Sport Clubs also uses the pool through its water polo and swim club teams. Even Outdoor Adventures makes a splash in the pool by offering weekly kayaking clinics, teaching students to roll and recover in whitewater kayaks prior to their off-campus trips on the water.

AQUATICS & SAFETY CLASSES

Accomplishments

- The Assistant Director- Aquatics & Safety was hired and began working for Campus Recreation at the end of October 2016. Originally planned as an Assistant Director- Aquatics, the role of risk manager was added to the position due to the growing demands within the department for a lead person to be responsible for safety classes and risk management.
- By June, the Assistant Director- Aquatics & Safety, the Associate Director- Facilities & Operations, and 17 lifeguards were certified with the extensive updates sent out by the Red Cross for lifeguarding. The Assistant Director and Associate Director also completed their training for the new lifeguard instructor program.

Challenges

Due to the expansion project, the pool had to switch from using CO2 in order to balance pH to Hydrochloric Acid (HCL). This, along with the installation of a new controller, caused varying chemical issues throughout the end of the fall semester and beginning of the spring.

When the Red Cross released updates to its lifeguard certification program, it required all lifeguards to be re-certified. Instead of using assigned in-service time for review on policies and procedures for Campus Recreation, the priority became teaching the new skills and administering the written exams.

Planning

In November 2017, Campus Recreation will implement a new emergency action plan (EAP) to coincide with the expansion opening and the additional 94,600 square feet of space that will need to be managed. This will require a training of all professional staff and student employees and will take place prior to the implementation of the EAP.

Fast Facts



Four main user groups access the pool annually:

- Athletics (Swim and Dive teams): **17,590**
- Kinesiology (water aerobics and basic swim): **2,504**
- Open Recreation: **4,294**
- Special Events (on and off campus constituents): **2,023**

In Andrew's Words:

"The lifeguards are great. They are very attentive so I always feel safe, and they are easy to talk to."

– Andrew Kallinoski, Class of 2020

PROGRAMS

COMPETITIVE SPORTS- SPORT CLUBS



The Sport Clubs program is comprised of sport-based organizations partially funded by the Student Government Association.

Sport Clubs teams compete at the local, regional, and national levels. All clubs are competitive in nature and must be affiliated with an approved governing body. Each club is led by an executive board consisting of student participants.

Campus Recreation's Sport Clubs office provides oversight, resources, and leadership development to the clubs as they plan and execute club operations. Clubs are required to fundraise and participate in community service.

SPORT CLUBS

Accomplishments

- The Sport Clubs office increased efficiency and service to clubs by utilizing technology to streamline processes. For example, most paper forms were turned into electronic forms and club rosters, budgets and status charts were moved to an online server. In addition, the website was updated to include more information for prospective club members, officers, and visitors.
- The Sport Club Organization (SCO) recognized two new clubs: Goalball and Air Rifle. The recognition of goalball has positively challenged the program to be more hospitable to students with visual impairments.
- Sport Clubs created a safety & facility officer training and test to ensure that safety & facility officers are trained on important policies and procedures such as the emergency action plan and concussion protocol.

Challenges

This academic year, over 2,000 paper waivers were completed by students and processed by Sport Clubs staff. Each semester, student sport club supervisors are entering by hand each club member's full name, ID#, phone number and email address into an excel spreadsheet. The process is an inefficient use of resources, both financially and environmentally. Each year, 4,000 sheets of paper are used for paper waivers alone.

When sport clubs utilize TU Fleet Services or Transportation Services for bus or vehicle needs, oftentimes a bill or receipt is not received. The payment is taken directly from the club's account without knowing the final amount billed. Oftentimes the information is not available in a timely manner thus resulting in inaccurate club accounts.

Planning

Starting in the spring of 2018, outdoor sport club practices will no longer be supervised. Efforts are being made to make sure clubs will be held accountable to departmental policies.

The Business Services Specialist with the Student Government Association, and the Assistant Director-Competitive Sports will meet with Fleet Services and Transportation Services to find ways to increase communication in regard to billing.

Facts and Figures

- 34 active teams
- 65 home events hosted
- 6,247 community service hours
- 1,321 active participants, up from 854 in 2016
- 224 competitive trips (traveling to another university)
- \$184,155 in fundraising to support the clubs, an increase of 19.1% from the year prior
- 1,776 food and toiletry items were collected by 20 clubs for the TU FoodShare program

In Kevin's Words:

"The biggest thing that will help me in the future would be experiencing the difference between the two supervisors and that transition. A lot of times in the Marine Corps a new commander comes in or there is change over and that new person has a very outward leadership style that they aren't going to change; and being able to observe it and adapt to it rather than trying to fight it is important."

– Kevin Heine, Rugby athlete, Sport Clubs Supervisor, Class of 2017

PROGRAMS

COMPETITIVE SPORTS- INTRAMURAL SPORTS



The Intramural Sports program offers Towson students the opportunity to participate in organized recreational sports against other Towson students on campus.

The goal of this program is to provide students a convenient means to participate in sport-based activities with a low commitment level. Students can participate in open or co-recreational leagues and typically play one game a week per sport.

Weekend and one-day tournaments are also offered every term for some of the most popular sports, as well as for the non-traditional sports, such as Kan Jam.

While faculty and staff are permitted to participate in regular season play, most wait until the summer faculty, staff, and alumni softball league to get out and play.

INTRAMURAL SPORTS

Accomplishments

- All competitive sports supervisors went through concussion/head injury training in order to increase awareness and preparedness for responding to this type of injury. The training session included signs and symptoms of a concussion and explained how to respond.
- Intramural Sports increased the number of adaptive recreation offerings by establishing the standard of offering at least one adaptive recreation program per semester. This past year, Intramural Sports spread awareness of the sport Goalball, which is a Paralympic sport designed for visually impaired athletes. By offering two tournaments, Intramural Sports reached 16 teams and 63 unique participants.

Challenges

Intramural Sports experienced a 6.72% increase in forfeits this year. This significantly impacts the participant and staff experience. The majority of these forfeits are “non-communicated, no shows”, so the opposing team will show up ready to play, only to find out that their opponent is not there, and they will not have a game to play.

Planning

Intramural Sports will be implementing a forfeit fee next year. This fee will serve as a deterrent, and is anticipated to decrease the number of forfeits, which will lead to more games being played, and an increase in the participant and staff experience.

Intramural Sports will be switching from a team to an individual membership fee for the fall 2017 semester. This play pass will give participants access to all programming that Intramural Sports offers, for just one small fee. There will be three different play pass options available, which will allow participants the flexibility to pick the play pass that best suits their participation needs.

Fast Facts



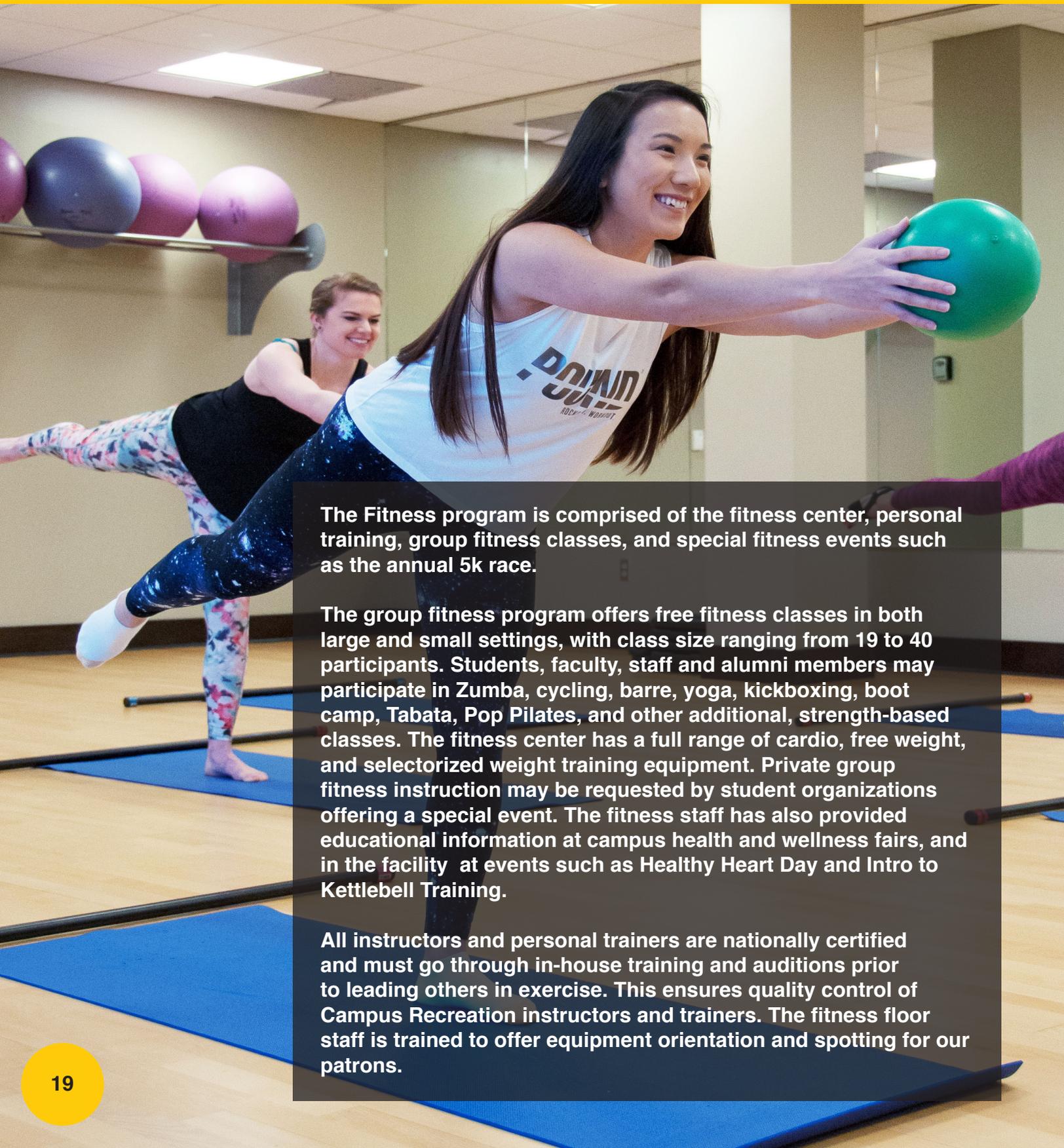
How Campus Rec has positively affected college experiences:

“It is an outlet to give myself a break once a week; a break from studying. And it’s not just [for people who play] sports. Campus Rec makes up a diverse community with all types of people.”

–Eric Arnold, Class of 2017

PROGRAMS

FITNESS



The Fitness program is comprised of the fitness center, personal training, group fitness classes, and special fitness events such as the annual 5k race.

The group fitness program offers free fitness classes in both large and small settings, with class size ranging from 19 to 40 participants. Students, faculty, staff and alumni members may participate in Zumba, cycling, barre, yoga, kickboxing, boot camp, Tabata, Pop Pilates, and other additional, strength-based classes. The fitness center has a full range of cardio, free weight, and selectorized weight training equipment. Private group fitness instruction may be requested by student organizations offering a special event. The fitness staff has also provided educational information at campus health and wellness fairs, and in the facility at events such as Healthy Heart Day and Intro to Kettlebell Training.

All instructors and personal trainers are nationally certified and must go through in-house training and auditions prior to leading others in exercise. This ensures quality control of Campus Recreation instructors and trainers. The fitness floor staff is trained to offer equipment orientation and spotting for our patrons.

FITNESS

Accomplishments

- The new position of Coordinator- Fitness Programs was hired in November 2016. The Coordinator will focus heavily on the growth and improvement of the group fitness program and student instructors. This additional staff member alleviated some of the workload from the Assistant Director- Fitness so that additional attention could be devoted to the upcoming expansion policies, procedures, and equipment selection.
- A Workout Partner Program was launched in late fall in collaboration with the TU English Learning Center's Conversation Partner Program. The Workout Partner Program pairs members with similar exercise interests and availability to create relationships with a workout buddy. The Conversation Partner Program pairs English speaking students with students who are still learning English so that they can improve upon their conversational English skills. There were 30 participants in the Workout Program with 19 of them volunteering to participate in the Conversation Program.

Challenges

There was a 350% increase in personal training packages purchased, but a decrease in personal trainers on staff, resulting in a waiting list for clients to be assigned to a trainer. Recruiting for this position is difficult due to the certification and knowledge required.

It was discovered that there is confusion within the Towson community as to the cost of Campus Recreation group fitness classes because the Towson University Wellness Center offers fee-based exercise classes. Students thought Campus Recreation classes also had a fee, creating a barrier to participation.

Planning

To address student frustration with the walk-in process of group fitness classes (i.e., arriving early just to get a spot, arriving to a full capacity class), Fusion software will be utilized to offer online group fitness class registration.

Fitness will continue to focus on training, development and recruitment of all fitness staff in preparation for the expansion. Student staff knowledge, customer service, and expertise of fitness equipment will be a focus of personal trainers and fitness floor staff, while group fitness will heavily focus on teaching and leading motivating and inclusive fitness classes.

Fast Facts



9,729 attendees in group fitness classes



143 personal training sessions

Demo Day

In November, Campus Rec offered a "Demo Day" for students to try out cardio equipment from a variety of vendors for the expansion. Here's what one student had to say:

"I really enjoyed demo day! It was really neat to see all the new equipment that is going into the new gym facility, and the staff there to help present it were ever so helpful, too, in showing me some of the cool features and programs!"

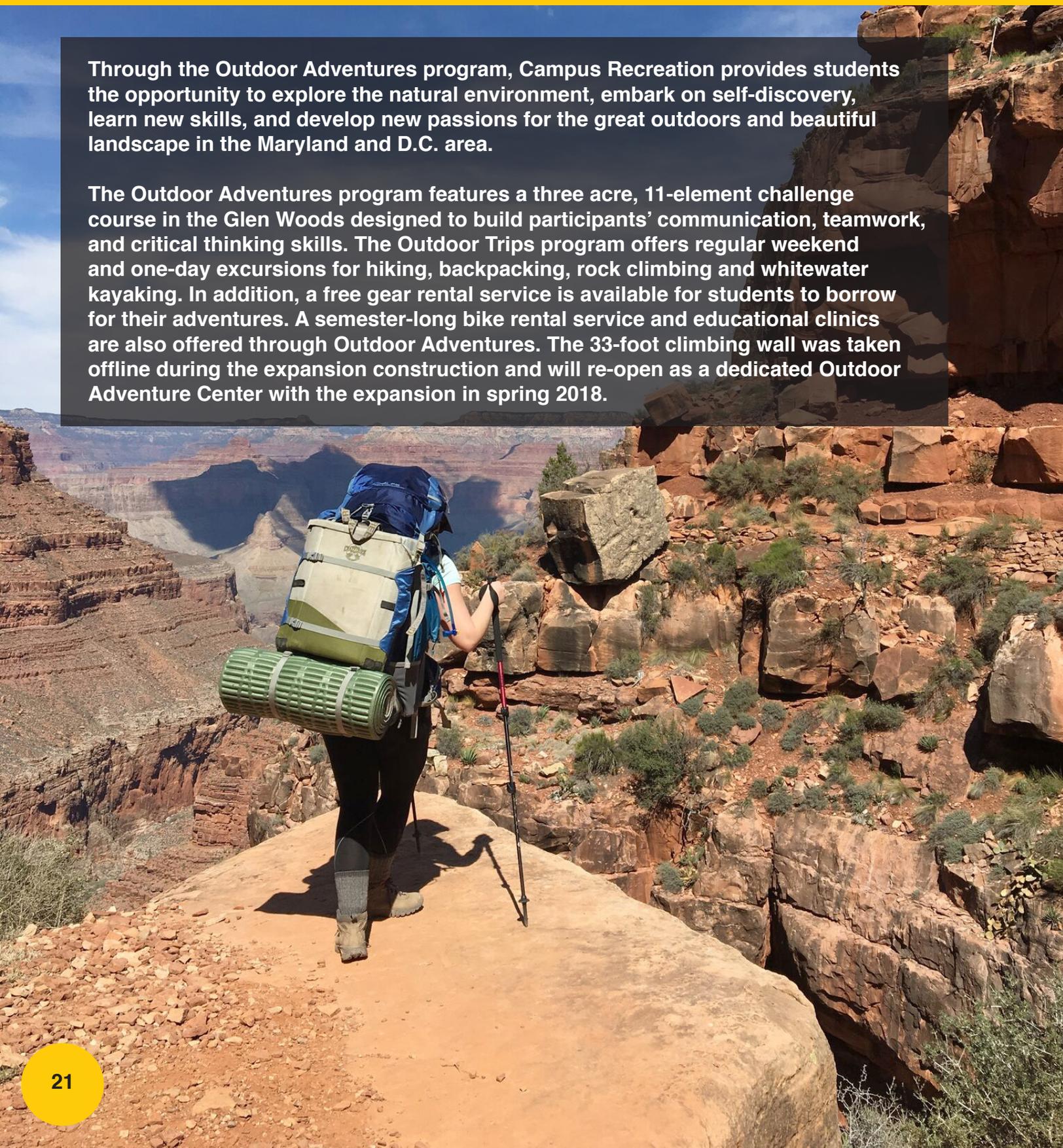
– Kevin King

PROGRAMS

OUTDOOR ADVENTURES

Through the Outdoor Adventures program, Campus Recreation provides students the opportunity to explore the natural environment, embark on self-discovery, learn new skills, and develop new passions for the great outdoors and beautiful landscape in the Maryland and D.C. area.

The Outdoor Adventures program features a three acre, 11-element challenge course in the Glen Woods designed to build participants' communication, teamwork, and critical thinking skills. The Outdoor Trips program offers regular weekend and one-day excursions for hiking, backpacking, rock climbing and whitewater kayaking. In addition, a free gear rental service is available for students to borrow for their adventures. A semester-long bike rental service and educational clinics are also offered through Outdoor Adventures. The 33-foot climbing wall was taken offline during the expansion construction and will re-open as a dedicated Outdoor Adventure Center with the expansion in spring 2018.



OUTDOOR ADVENTURES

Accomplishments

- Outdoor Adventures offered the inaugural Outdoor Leadership Development Series (OLDS) as a free leadership development opportunity for Towson University students. Twelve of eighteen students were accepted to participate in its first year. The series offered approximately 30 hours of outdoor leadership curriculum over the course of a day program on Campus Recreation’s challenge course and a weekend, overnight trip to Harpers Ferry, WV. The 30 hours spent on this series add to the 9,000 hours that participants spent outdoors on Outdoor Trips in 2016-2017. This is equal to one consecutive year outside!
- A five-day backpacking trip to the Grand Canyon National Park during spring break was offered as an alternative to the traditional college student spring break. Spring break programming continues to be successful as this trip filled all spots within ten hours of opening registration.

Challenges

Insufficient gear rental storage areas continued to create logistical conflicts that were further exacerbated by an increase in gear rental requests as well as increased equipment needs for the growing Outdoor Trips program.

Weather negatively affected multiple trainings and programs during the spring, including the cancellation of the second annual Earth Day event in the Glen Woods.

Planning

Upon completion of Campus Recreation’s facility expansion, Outdoor Adventures will open the Outdoor Adventure Center (OAC). The primary feature of the OAC will be Outdoor Adventures’ indoor climbing wall, which will have open climbing for thirty-five hours each week, as well as weekly instructional clinics, the availability for group rentals, and will host the final competition of the Mid-Atlantic Collegiate Climbing Series.

The gear rental program will implement a rental fee structure in January 2018. Users will have the option of four- and ten-day rentals as well as the opportunity to purchase a semester equipment rental pass.

Fast Facts



690 challenge course participants



172 gear rental participants



280 kayak clinic participants



20 outdoor adventure trips with 116 participants

The benefit of the group dynamics on our trips:

“The group simultaneously pushed me to my limits while respecting those limits, and that made the entire experience something that I could really learn a lot from.”

—New student and Project Explore Participant, Class of 2020

BUSINESS AND GUEST SERVICES

GUEST SERVICES



Campus Recreation offers a variety of guest services to ensure TU students, faculty, staff and alumni members make the most of using facilities for a comfortable and enjoyable experience. Business and Guest Services are comprised of membership access and eligibility, guest passes, annual locker rental, and program registration. The Guest Services Attendants staff the Campus Recreation Main Office providing customer service to all guests, in person and over the phone.

GUEST SERVICES

Accomplishments

- With Fusion, Intramural Sport and Outdoor Trip waivers were moved online and completed digitally, saving thousands of sheets of paper each year.
- This was the first full academic year of utilizing the Fusion Facility Management software, making the unique and total user information even more accurate than years past. Tracking guests has become more accurate as well, and guest pass sales hit a new high, doubling last year's sales.

Challenges

The Assistant Director- Business & Guest Services resigned in March 2017, resulting in a vacancy for the remainder of the year and through the summer. The Coordinator- Student Personnel took on some responsibility of the role, serving as an interim.

The Fusion facility management software works very well for access control, membership, and program registration, but lacks functionality for other major programs within Campus Recreation, such as intramural sports registration and group fitness class sign-up.

Planning

As the business side of Campus Recreation continues to grow and new services and fees are added, a third associate director will be added to the team and a slight reorganization will occur. The Associate Director- Business Operations will be responsible for Business & Guest Services, Marketing & Communication, and Student Personnel.

Beginning fall of 2017, lockers in the locker rooms will be available to rent for all students, faculty, staff, and alumni. Previously, lockers were available free of charge, resulting in lockers being assigned and not necessarily used. By charging a small fee to rent a locker for the semester, it is anticipated that more lockers will be available for those members who desire to use them.

Fast Facts

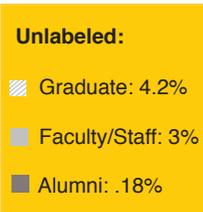
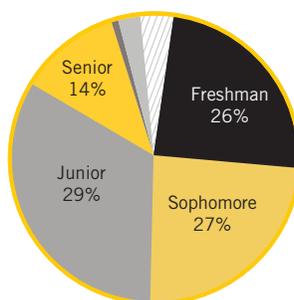
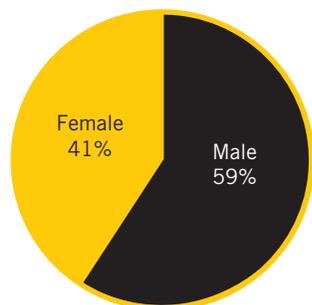


1,183 guest passes sold



10,728 unique member visits;
252,571 total visits

Burdick Breakdown of Participants



OUR FUTURE

CAMPUS RECREATION EXPANSION PROJECT

Expansion by the Numbers

- \$41 million investment in the health and wellness of the TU community
- 100+ pieces of cardio equipment
- 80+ pieces of strength equipment
- 22,000+ square feet of dedicated fitness space
- 100+ new jobs created for students
- Expanded morning and weekend hours
- 94,600 total square feet added to Burdick Hall
- Construction began in August 2015

CAMPUS RECREATION EXPANSION PROJECT

Expansion Progress



July 2016

More and more steel!
This view is from the fields looking at the future entrance of the facility.



August 2016

The structure for the sprint hill is taking shape.



September 2016

The expansion will provide a connection from the Osler Road pedestrian bridge to the rest of campus.



October 2016

The expansion will include 5 dedicated fitness studios. The mind body and large fitness studios can be seen here.



November 2016

The sheer wall goes up quickly. The majority of the expansion will have glass windows, but there are a few areas with brick.



December 2016

The beginning stages of glass installation occurred right before winter break.



January 2017

The sprint hill will offer a quick cardiovascular challenge for participants looking to do drill-based training.



February 2017

Students will have a beautiful view of the Burdick Turf Fields while participating in fitness classes.



March 2017

On level 2 there will be plenty of space to work up a sweat on a variety of cardio machines.



April 2017

The Outdoor Adventure Center will have dedicated space for adventure trip planning and meetings.



May 2017

There will be two multi-activity courts (MAC) in the lower level of the facility. There is a great view from the upper level.



June 2017

Carpet is installed in the administration wing of the expansion.

towson.edu/campusrec



●
●
7.5 miles
30 minutes
●
●

