

2018 ANNUAL REPORT



OUR ROADMAP TO SUCCESS

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:



PRIDE & EXCELLENCE

We value our achievements while striving for improvement.



SAFETY

We prepare, train, and act to manage risk.



CIVILITY & INCLUSION

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



INTEGRITY

We lead by example by holding ourselves accountable.



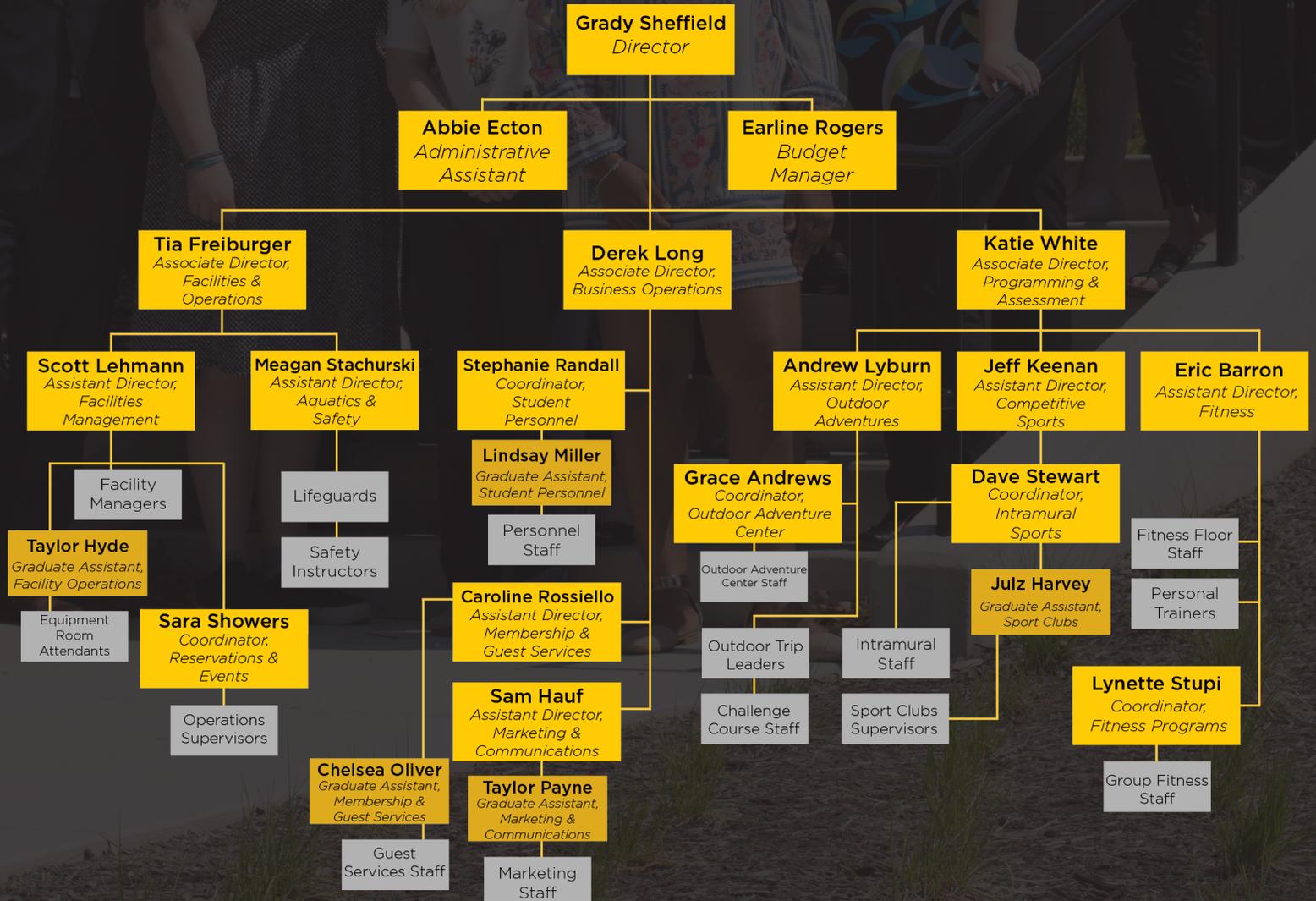
TEAMWORK

We work toward shared goals through communication and collaboration.



FUN

We provide engaging and enjoyable experiences.



THE EXPANSION



94,000-
Square-foot expansion

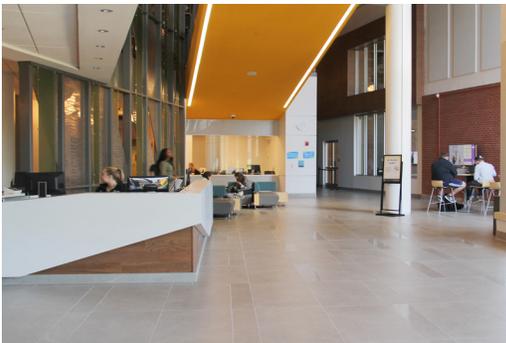
1,430
Average daily visits

48%
Of all students have
used the expanded
Burdick Hall



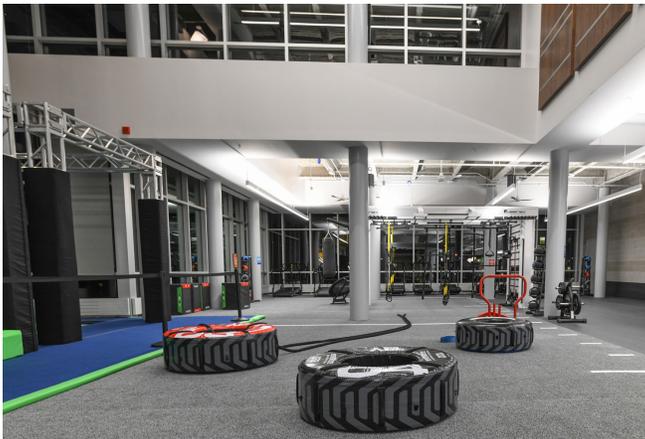
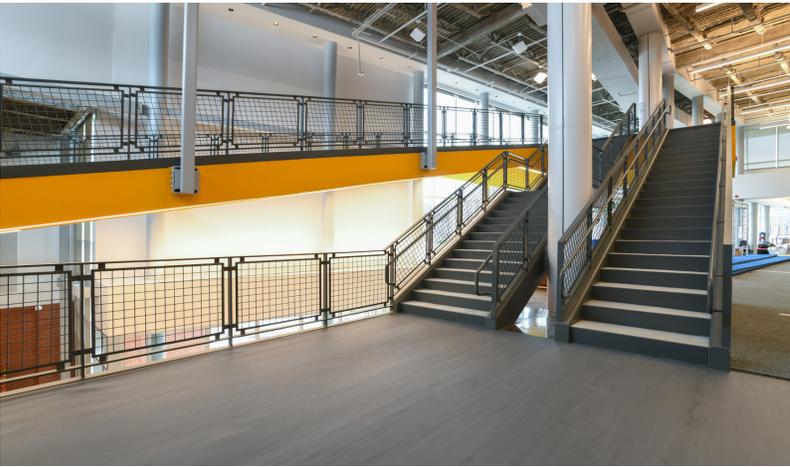
This is a game changer, not only for the department but the university as a whole."

Grady Sheffield, Director,
Campus Recreation





- 22,000-square-feet of open fitness floor space
- Two multi-activity courts
- Five group fitness studios
- A sprint hill and simulated fitness stairs
- A ninja warrior-style fitness course
- A new Outdoor Adventure Center



FALL 2017



With over 30 Sport Clubs, we have a sport for everyone! Sport Clubs regularly compete against regional universities and colleges, and serve as an important physical and social outlet for students.



LaborStay Weekend:

Students on campus during Labor Day enjoyed a friendly match of canoe battleship.

The facilities and programs that Campus Rec have provided greatly affected my college experience in a very positive way.

The gym has allowed me to meet many different types of people and in meeting those people, I have also expanded my knowledge of different types of workouts that have definitely helped my overall health. Campus Rec has allowed me to grow my social network with all the new people I have met because of the programs and facilities they offer."

—Ricardo Cale, Class of 2019

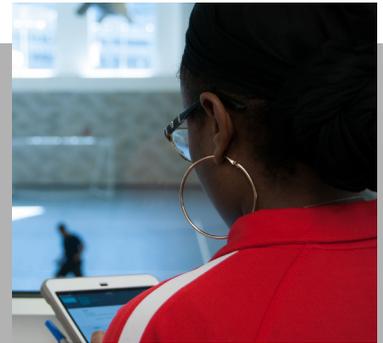


Annual Campus Rec Staff and Family Tailgate:

Each October, Towson University celebrates Family Weekend. During this time, Campus Rec hosts an appreciation event for all of our student employees and their families.

4th Annual Chili Cook-Off:

Each November, Campus Rec hosts a tasty competition between the professional staff and graduate assistants to show appreciation for our student employees.



This job has taught me so much about leadership, how to be a good leader, how to be curious about where you work, to not be afraid to explore and learn something new."

—Stephanie Gamble, Class of 2018

Students are at the heart of who we serve and how we serve. More than 300 student employees assist in the operation, programming, and services of the facility. Our staff utilizes modern technologies to increase efficiency within our department.

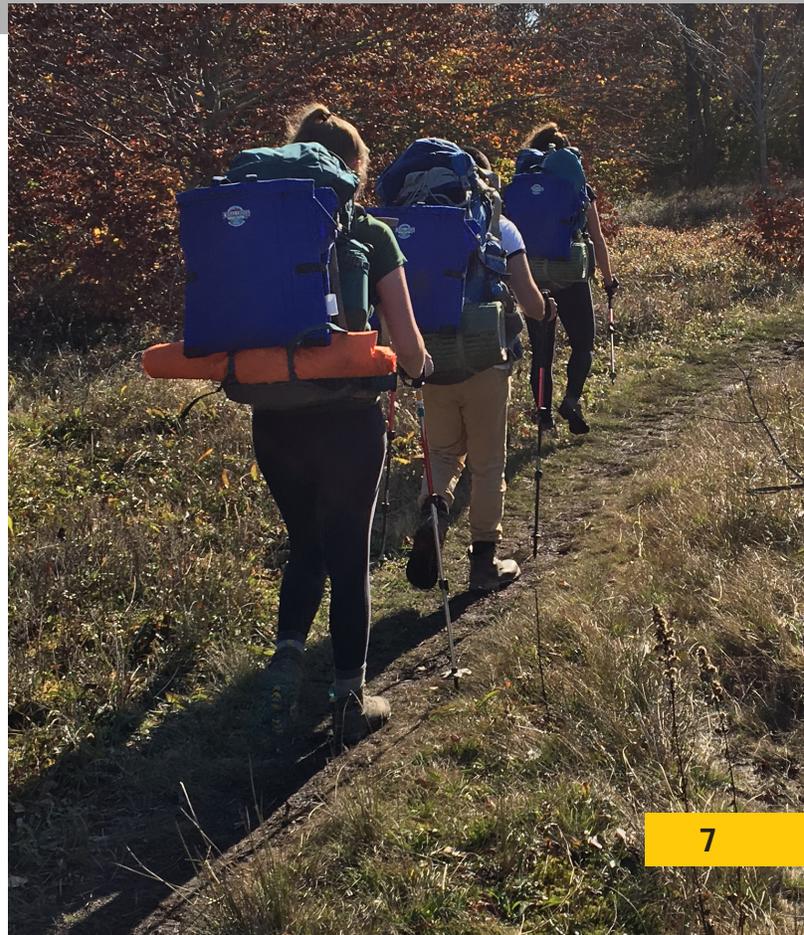


Intramural Sports Seated Volleyball:

Campus Recreation strives to offer inclusive recreation activities. Seated volleyball was one of several adaptive sports offered this year in October.

Outdoor Trips:

Outdoor Adventures offered eight trips this semester. There was something for everyone, from Backpacking at Dolly Sods to Kayaking at Muddy Creek.



SPRING 2018



Grand Opening Celebration:

The official grand opening celebration was held on January 31, 2018. Hundreds of faculty, staff and students attended to hear remarks from President Kim Schatzel and Vice President Deb Moriarty, as well as tour the facility.



Kinesiology Study:

The facility expansion doesn't just benefit students' well-being but rather their entire collegiate experience. In March, a kinesiology class ran a VO2Max experiment.



CPR Certification:

To prepare for the grand opening of the expansion, hundreds of Campus Recreation employees became certified in Red Cross CPR/AED and First Aid. Throughout the year, several certification courses were offered to students.

Street Team Tabling:

Marketing/Street Team is always helping us promote the hundreds of programs we offer each year!



Alumni Appreciation Event:

In March, all Campus Recreation alumni were invited back to campus to tour the newly opened expansion and reconnect with friends and professional staff.

Special Events at the Outdoor Adventure Center (OAC):



Baltimore Rampage:

In April, the final stage of the regional collegiate climbing competition was brought back to Towson University with the reopening of the climbing wall.



Paradox Adaptive Climbing Clinic:

In May, Paradox Sports trained our Outdoor Adventure Center staff on how to make the climbing wall more accessible to everyone.

The climbing wall gets people out of their comfort zone. When they come off the wall, they realize how much fun it was and that they CAN do it and they want to do it again."
—Mark Davie, Class of 2020



2nd Annual May Day Celebration 2018:

This event encourages students to take time out from their rigorous studies to move their bodies and clear their minds, so they can successfully finish the last few weeks of the semester.



Night of RECOgnition:

In May, we celebrate our seniors' and student leaders' accomplishments and dedication to Campus Recreation. The Dr. Britt Award is presented, and a speech is delivered by a student employee alumni.



*Building strong relationships with my co-workers inside and outside the office allowed us to rely on each other and work together. Some of the relationships I have created here at Campus Rec will last a lifetime.”
—Meagan McNeill, Class of 2018*



NIRSA State Workshop:

In May, Campus Rec had the opportunity to host the annual Maryland/DC/Delaware NIRSA state workshop. More than 40 professionals from local colleges and universities attended the event.



Personal Training:

Personal training provides one-on-one instruction to our participants, educating them on our equipment and keeping them motivated to move all summer long. Over 200 personal training sessions were offered throughout the year.

GROUP FITNESS CLASSES



TKO

With uniquely dedicated studios, the Group Fitness program reached record participation. Students especially loved the stress relief they felt after our Total Body Knockout (TKO) classes!



Queenax

The Queenax provides a variety of class programming opportunities and students love the fast pace of the 30-minute HIIT class, Move IT!

As a Group Fitness Instructor, I've learned the importance of being sensitive to different abilities and needs. I feel the trainings we've had better prepared me to work with all levels of participants, ensuring that no one feels excluded.”

—Marisa Mirani, Class of 2021

STUDENT SPOTLIGHT: TESS DYOTT, CLASS OF 2020



Tess Dyott had no idea what she was “getting herself into” when she applied to work for the Intramural Sports program with Towson University Campus Recreation. She just wanted a “fun” job, but quickly realized the job came with high expectations and serious training. Starting out as an Intramural Sports Official

and now serving as a Supervisor, Tess went through sport specific and conflict resolution training. She also completed numerous risk management and emergency action procedure courses.

Tess says that, “the training has prepared me for not only Campus Recreation situations, but real life situations outside of work such as being CPR certified or knowing what to do in case someone is armed with a gun. I wasn’t looking for this job to benefit me in the future, but reflecting on the job now as a current employee, there are so many benefits that you can receive by simply reaching out.”

Managed by only one professional

staff member, the Intramural Sports program relies heavily on student employees, like Tess. Many student employees don’t realize the positive impact the job will have on their collegiate experience, or their peers’ campus experience. “Campus Recreation is not just a job, it’s an opportunity. Working at Campus Recreation opens many doors for people, allowing them to see the potential in themselves.”



Q&A WITH A GA: TAYLOR HYDE, CLASS OF 2018

Graduate Assistants (GA) are essential to the work we do in collegiate recreation. Not only do GAs help bridge the gap between students and professionals through supervision and training of student employees, but they also bring an undeniable passion, energy and unique viewpoint to the department. Taylor Hyde earned her bachelor’s degree in criminology from Florida Southern in May 2016 and served as the GA of facilities from 2016-2018. In this Q&A with a GA, Taylor shares more about her experience.

How would you describe the culture in Campus Recreation?

The culture at Towson University Campus Recreation is one that is unique. Our goal is always the students first and how we could bring forth an environment for all to come and participate. We made it an internal mission to know and connect

each staff member that used their strengths and experiences to fit perfectly together, creating an atmosphere of positivity and community.

Do you have a favorite memory from your two years with TU Campus Rec?

One favorite memory of mine was when I created the “Go Get Em Tiger” award for the Facilities student staff. I was able to create this recognition award that each supervisor awarded to one of their staff members for going above and beyond for that month. We presented them at every in-service and it was a time that we as supervisors could give recognition but also the students could recognize each other.

How did your supervisor and/or the professional staff support you to reach your goals?

My direct supervisor, Scott, challenged me to be curious, ask ques-

tions, and to obtain as much information as I could in the two years I served in this role. The professional staff was very supportive of me while I was in the midst of career searching while finishing my degree. I would not be where I am today if I didn’t have the support from the team.

Update: Taylor graduated with her Master of Arts in professional studies in May 2018 and now serves as the Coordinator for Memberships and Sales for George Mason University Recreation.



Aquatics and Safety

434 PARTICIPANTS CERTIFIED IN RED CROSS CPR/AED

10 AEDS LOCATED THROUGHOUT THE FACILITY



POOL LANES

8

BY THE NUMBERS

Outdoor Adventurues

20

OUTDOOR TRIPS

33-FOOT CLIMBING WALL

28

BIKES FOR RENT

1,222 PARTICIPANTS ON THE CHALLENGE COURSE



Staff

17

Professional Staff

1

Resident Athletic Trainer

5

Graduate Assistants

322

Student Employees

Business Operations

ALUMNI MEMBERSHIPS

43 SOLD

1-DAY GUEST PASSES INCREASE FROM **\$5** → **\$10**

\$ MADE FROM GUEST PASSES

\$20,810

2,081 SOLD

FACULTY/STAFF

448

MEMBERSHIPS REDEEMED

Facility Operations

1,577

AVERAGE DAILY USERS IN SPRING 2018

112,147

EQUIPMENT CHECKOUTS



60+

GROUP FITNESS CLASSES PER WEEK

22,000 SQ FT OF FITNESS SPACE

192

EVENTS

1,611 TWITTER FOLLOWERS

82,500 VIEWS OF BIGGERBETTERBURDICK SNAPCHAT GEOFILTER

Marketing

1,796 FACEBOOK LIKES

Facility Reservations and Events

13,233

PARTICIPANTS THROUGHOUT HOME EVENTS

33

SPORT CLUBS

1,510

ATHLETES

\$173,763

IN FUNDRAISING BY CLUBS

Competitive Sports

Fitness

1ST

NINJA WARRIOR-STYLE COURSE

IN A COLLEGIATE RECREATION CENTER

11,606

PARTICIPANTS IN INTRAMURAL SPORTS

31 &

INTRAMURAL SPORTS RECREATION ACTIVITIES OFFERED



Campus Recreation

towson.edu/campusrec

BALTIMORE

8 miles

TOWSON



Dedicated to student development, education, and research in collegiate recreation, our staff takes pride in our active participation in NIRSA, the national association for recreational professionals.