### Campus Recreation Intramural Services

**Location:** 620 Echles St.

**Phone Number:** 678-2811

**Web Site:** [http://saweb.memphis.edu/cris/](http://saweb.memphis.edu/cris/)

**Director Name:** Jim Vest

**Director Email:** jvest@memphis.edu

**Number of Full-Time Staff:** 8

**Mission:**

The mission of Campus Recreation Intramural Services is to provide opportunities and experiences that contribute to the health, well-being, development and education of the University community through involvement in recreation activity. In meeting this mission the department is charged with performing the following functions:

- Conduct a comprehensive Intramural Sports Program.
- Conduct a leisure education program in which sports, aquatic, and fitness instructions are provided on a non-credit basis.
- Conduct a program of sports and special interest clubs, in which opportunities for extramural competition, instruction, and socialization are provided.
- Conduct an on-going program of activities and classes designed to provide opportunities for people of all cultural backgrounds.
- Conduct on-going programs of informal unstructured recreation activities, including broad-ranged access to a variety of facilities and recreational space.
1. **Major departments/functions/offices/responsibilities - brief listing:**

   1. **CAMPUS RECREATION PROGRAMS & SERVICES:** Informal recreation that is self-directed participation in cooperative play.
   2. **AQUATICS AND SAFETY:** Provide a safe and clean pool and spa area, allow for recreational swim time and programs, and certify staff to provide proper first responder care in emergency situations.
   3. **INTRAMURAL SPORTS AND ACTIVITIES:** Structured competitive opportunities in a variety of individual, dual, and team sports in an atmosphere that facilitates the development of lifelong patterns of participation.
   4. **CLUB SPORTS:** Designed to serve individual interests in different competitive sports and recreational activities. These interests can be competitive, instructional, or recreational in nature.
   5. **FITNESS AND WELLNESS:** Provides the opportunity to develop and maintain a healthy lifestyle through individual and group exercise programs, and leisure fitness activities.
   6. **OUTDOOR ADVENTURE/GEAR AND SPORTS RENTALS:** Provides the University community with the opportunity to rent outdoor equipment and gear such as tents, sleeping bags, volleyball sets, golf clubs, and other items.
   7. **FACILITIES/SCHEDULING & SPECIAL EVENTS:** Schedule appropriate space/time/setup for all programs. Provide a safe environment to house all programs and special events.

2. **Up to 3 student learning objectives and outcomes for 06-07:**

   **Student Learning Objective #1**
   
   Freshmen students will learn about the variety of activities and programs they may participate in.

   **Outcome #1 (with supporting data)**
   
   RECFEST 06: CRIS partnered with the RHA Carnival to make this the best RecFest ever! Students were required to visit at least 3 locations in the recreation center in order to be registered for a drawing. A sticker was given to them for each location they visited to verify their participation. At those locations they were given information about the activities they could participate in. When turning in the sheets with the stickers, they were asked to fill out a brief survey indicating the activities they would find most interesting. 245 students completed this process indicating that these students learned about at least 3 of our activity areas in Campus Recreation Intramural Services.

   CLASS TOURS: Several ACAD classes and one HSS class visited our facility and were given tours and explanations of the programs that are available to them. Two classes were surveyed. The results indicated that the students gained a new understanding of campus recreation facility areas and equipment that they were unaware of before taking the tour.
FRESHMEN ORIENTATION: We hosted 12 recreational sessions for Freshmen Orientation. During each session the students would were educated on what activities they could get involved with at the recreation center. After an overview presented by CRIS staff, the students could explore our facility, participate in games or individual activities, and then recreate at the outdoor pool.

**Student Learning Objective #2**

Students will learn the importance of fitness through participating in fitness programming

**Outcome #2 (with supporting data)**

FALL FITNESS GROUP CHALLENGE: Students were required to form workout groups of 2-4 people and then hold each other accountable to work out 15 times in 5 weeks. Those meeting these requirements were given a t-shirt. This program was designed to teach the value of accountability in reaching fitness goals.

RESIDENCE HALL FITNESS COMPETITION: This competition was held between different dorm floors. RAs were informed of the competition and then recruited those interested from their respective floors to be involved. The RA having the most visits from his or her floor would be the winner. There was one winning floor for men and one for women. Those who participated from each winning floor were provided a free pizza party.

PERSONAL TRAINING WORKSHOP (10/26/06): This workshop presented information about setting goals, making your overall fitness plan, and creating a specific workout schedule. Assessment of student learning was done by observation as the instructor (Steve Whistler) interacted with participants concerning the topics. Each participant created a workout plan as the last exercise in the workshop and the plan was evaluated by Steve.

SWIM THE CALIFORNIA COAST PROGRAM: There were 24 participants in the Swim the California Coast Program. 18 swam the entire 12 weeks. We had 2 individuals swim the required mileage of the coast from San Francisco to Monterey (150 miles). Surveys indicated that this program motivated participants to swim more often.

FITNESS ASSESSMENTS: This is perhaps our best method of accomplishing student learning. It involves each person performing a series of fitness measurements to determine their body composition, aerobic capacity, and general health. At the conclusion of the testing, results are loaded into a program which produces a report showing the individual their fitness rating. General recommendations are then discussed concerning how to improve their fitness. Surveys were completed by each person, and results indicate that a majority felt their assessment process provided them with a greater understanding of what they need to do to improve their fitness.

**Student Learning Objective #3**
Students will develop skills which will help them to excel in the Campus Recreation work environment.

**Outcome #3 (with supporting data)**

TEAM PLAYER PROGRAM FOR ENTRY WORKERS: This was an incentive program for our student workers who work at the front entry desk. They were assessed every 6 months in the areas of trainability, initiative, greatness, energy, and reliability. They received a rating in each area and improvements were rewarded by new titles as well as small wage increases. Out of the 11 who are actively in this program 2 students reached the 2nd tier status of "Pro" and 4 reached the 3rd tier status of "MVP".

LIFEGUARD TRAINING: A Lifeguard training course was conducted by Dave Smith (Memphis Tiger Swim coach, certified lifeguard instructor) in April. The purpose of the training was to keep our lifeguards sharp and prepared for emergency situations. It also served as a means of recertification, which is a requirement for all of our lifeguards. The students were tested on their life guarding, CPR/AED, and First Aid skills. A written test indicated their understanding of concepts presented. The average score on the written exam was 92. A score of 86 was required to be recertified.

3. **3 main departmental goals and related accomplishments/results for 06-07:**

**Goal #1**

Increase fitness participation through additional programming and marketing.

**Results/Accomplishments #1A**

There were 300,465 participants for the year. This was a slight increase over last year (298,894).

**Results/Accomplishments #1B**

Use of the weight rooms and cardio areas increased by 32% this year indicating a greater interest in individual physical fitness. We also saw an increase in the demand for personal training, assessments, swim lessons, and swim school.

**Goal #2**

Provide services and facilities that will be pleasing to the vast majority of our members.
Results/Accomplishments #2A

A satisfaction survey was conducted in the fall of 06. The results indicated that the cleanliness, safety, and accessibility of equipment in the facility was good. A majority also indicated that the staff was courteous and competent. Most respondents indicated that the operating hours were sufficient. In spite of this positive feedback, those responding did not take full advantage of the facilities available to them.

Results/Accomplishments #2B

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Goal #3

Communicate life-lessons through participation in Intramural programs.

Results/Accomplishments #3A

Sportsmanship was rated by team for every intramural event. A vast majority of teams and individuals scored high on sportsmanship.

Results/Accomplishments #3B

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4. Individual staff and student accomplishments:

Suzanne Fenech - Achieved Level II National Aquatic Management School Certification through the National Recreation and Parks Association.

Professional staff completed a conflict management workshop.

The University of Memphis was selected as the 2008 Tennessee Intramural Recreational Sports Association Conference host institution.

5. 3 main bragging points for department – What top administrators should know about your area:

Bragging point #1

Achieved the GREATER MEMPHIS ASSOCIATION FOR QUALITY LEVEL II QUALITY PROGRESS AWARD.
**Bragging point #2**

EQUIPMENT CHECKOUT ROOM RENOVATION - New cabinetry and desk installed giving this area a much cleaner and organized look.

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**Bragging point #3**

RACQUETBALL COURT CONVERTED TO A STRETCHING AREA - In an attempt to make use of underutilized space, one of the racquetball courts was equipped with stretching mats and stability balls.

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6. **Revenue Producing Initiatives and Results:**

MEMPHIS TIGER SWIM PROGRAM: This youth swim program uses our aquatics facilities year round under an established contract. Their current monthly fee paid to CRIS is $1200. This year the total income was $14,600.

SWIM MEETS: All swim meets are sponsored by Memphis Tiger Swim. The typical charge per meet is $1500. Smaller meets have a reduced negotiated rate. Total income from swim meets this year was $6,900.

EARLY BIRD SWIM PROGRAM: Community members pay a fee by semester for participating in this program which is conducted by Dave Smith, certified swim instructor. Students and members are also welcome to participate. This year we generated a total of $18,378 in revenues. Profits after expenses: $9,865

SWIM SCHOOL: Children ages 4-14 participated in 4 2-week sessions at a cost of $100 per child per session. There were 111 participants this year (a 29% increase over last year). Profits after expenses: $3,950

SWIM LESSONS: One-on-one swim lessons are provided by appointment at a cost of $15 per 30-minute lesson. Packages are also available. A total of 482 lessons were given which is an increase of 15% over last year. Profits after expenses: $1,446

PERSONAL TRAINING: Personal training sessions are provided by appointment at a cost of $25 per hour for members and $30 per hour for non-members. This year we conducted 619 one-hour sessions. This was a 181% increase over last year! Profits after expenses: $3,405.

NIKE RIVER CITY CLASSIC GIRLS BASKETBALL TOURNAMENT: This event was sponsored by athletics and provided an income to CRIS of $1,500.

US OPEN RACQUETBALL TOURNAMENT: This event was sponsored by Public Service and provided an income to CRIS of $1,100. There were approximately 250 participants.
7. **Community Involvement and Partnerships:**

**COMMUNITY MEMBERSHIPS OFFERED**

EARLY BIRD SWIM PROGRAM provides an avenue for individuals from the Memphis community to receive instruction and use our pools.

MEMPHIS TIGER SWIM PROGRAM caters to youth and families in the Memphis area.

8. **Collaborative Efforts:**

Partnered with Residence Life (RHA) for the RecFest event.

Provided Residence Life with an RA orientation to the Student Recreation and Fitness Center

Participated in and assisted Student Health Services with Student Health Fair

Provided a venue for Up til Dawn fund raiser

9. **If applicable, 3 major 06-07 events/programs/etc. with description, attendance info, money raised:**

**Event #1**

MEMPHIS TIGER SWIM PROGRAM: This youth swim program uses our aquatics facilities year round under an established contract. Their current monthly fee paid to CRIS is $1200. The charge for swim meets is $1500 per meet, and smaller meets have a reduced negotiated fee. This year the total income from monthly fees and swim meets was $21,500.

**Event #2**

EARLY BIRD SWIM PROGRAM: Community members pay a fee by semester for participating in this program which is conducted by Dave Smith, certified swim instructor. Students and members are also welcome to participate. Profits after expenses: $9,865

**Event #3**

US OPEN RACQUETBALL TOURNAMENT: This event was sponsored by Public Service and provided an income to CRIS of $1,100.
10. **Detailed contact summaries for the 06-07 year as applicable - headcount counseling sessions, cases, programs help, students housed, children housed, children cared for, tests administered, interviews hosted, etc.**

- Fitness Assessments – 115
- Personal Training – 619
- Swim Lessons - 482
- Swim School Participants - 111
- Tennis Lessons – 51
- Massage Therapy – 13.5 hours
- Aerobic Classes Average Attendance – 12

11. **3 Main initiatives for 07-08**

**Initiative #1**

Core Training Fitness Program:

Beginning in the fall students will have the opportunity to learn what core training is all about through this program. Our personal trainers will instruct groups of 4 at a time on what is involved in core training, what the benefits are, and even some of the fallacies. Specific exercises will be taught as well. At test will be given before and after each session to test the student’s knowledge of this subject, and provide an assessment of what they learn in their session.

**Initiative #2**

RecFest 07:

Last year was the best RecFest ever! This year we are looking forward to partnering again with Residence Life in order to get the maximum involvement from students on campus. We will also have more food and water available (since we ran out last year), as well as being better prepared to guide groups through our facility rather than individuals.

**Initiative #3**

Tennessee Intramural Recreational Sports Association (TIRSA) Annual Workshop:
CRIS will host this workshop here in Memphis. It will be an opportunity for us to show off our facilities and programming to other recreation professionals from across the state.

12. **How did feedback you received from your planning meetings or annual report submission assist your department in moving forward with goals and learning objectives?**

Both processes have helped us to solidify our plans, and especially keep us on track to accomplish student learning.

13. **In planning for 07-08, what intentional data can you collect to produce and analyze retention data and results?**

We are going to investigate the possibility of using data from the university card scan system to analyze retention among freshmen students. We would categorized the attendance of freshmen as light, moderate, or heavy users. Then we would determine who among those 3 groups return to attend the university as sophomores. Results could reinforce the fact that students who are involved in recreational activities in the university feel more a part of the college environment and therefore tend to persist toward graduation.