**STUDENT AFFAIRS 07-08 ANNUAL REPORT DATA**

**IMPORTANT:** Please submit by August 20, 2008 and be sure to read the form instructions. As you prepare this be sure to refer to last year’s division report and the departmental reports by clicking the link below (will open up in new window).

2006-2007 Division of Student Affairs Annual Report
(http://saweb.memphis.edu/studentaffairs/annualreport0607.htm)

<table>
<thead>
<tr>
<th>Department/Sub-Department Name:</th>
<th>Campus Recreation Intramural Services</th>
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<tbody>
<tr>
<td><strong>Location:</strong></td>
<td>620 Echles St.</td>
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<tr>
<td><strong>Phone Number:</strong></td>
<td>678-2811</td>
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<td><a href="http://saweb.memphis.edu/cris/">http://saweb.memphis.edu/cris/</a></td>
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<td><strong>Department Annual Report web link (if applicable):</strong></td>
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<tr>
<td><strong>Number of Full-Time Staff:</strong></td>
<td>8</td>
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**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 07-08:**

   **Student Learning Objective #1**

   Students will learn a variety of core training exercises and the value of core training in a well rounded fitness program.

   **Outcome #1 (with supporting data)**

   Core Training Emphasis

   - Developed 2 new core training areas with equipment
   - Used our personal trainers to introduce core training at RecFest
   - Provided free personal training sessions with a pre and post test to indicate student learning. 87 individuals participated. Results indicated that the vast majority of participants increased their knowledge of the subject after the training session. Total correct answers increase by 99% on the post-tests.
   - Introduced a core training aerobic class which became our most popular class by the end of the year.
**Student Learning Objective #2**

Student workers will learn their strengths and weaknesses as an employee of Campus Recreation Intramural Services.

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

- Evaluations were conducted for entry workers and fitness attendants. Supervisors established ratings for the categories of trainability, initiative, enthusiasm, energy, and reliability. Total scores would indicate how successful each worker was in performing his or her job. Results placed 1 in the low-range, 7 in mid-range, and 6 in the top-range.

- Intramural officials were evaluated as part of their training. They were observed by experienced officials who rated them in the areas of Appearance, Knowledge of Rules, Mechanics, Communication, Attitude, Judgment, Game Control, and several other areas. Ratings were given from 1-5. Pre and post tests were given. Results showed an increase of 55% and 77% respectively in the areas of football and basketball officiating.

**Student Learning Objective #3**

Freshmen students will learn about the variety of activities and programs they may participate in.

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

- RecFest was our major effort to reach new freshmen. 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. There were approximately 300 students who took part in the RecFest event. This was our highest attendance to date. In large part, the success was due to our partnership with Residence Life. The RAs escorted students to our facility from the dorms after their RHA Carnival. 99 surveys were returned indicating the following: 100% said that they would use the Rec Center. 70% of respondents indicated that health and fitness was their primary reason for using the Rec Center. 57% indicated that they were attracted to the event by food or the invitation of friends. Weight training and Intramurals were the most popular activities among the students as indicated by 73 votes when asked to indicate the top 3 activities of most interest.

- CRIS hosted 11 New Student Orientation sessions that averaged over 100 students per session. Each group was introduced to the programming and facilities offered by CRIS. They were then allowed to participate in the activities of their choosing. By observation it was determined that the majority of students chose to use the pool.
3. **3 main departmental goals and related accomplishments/results for 07-08:**

**Goal #1**
Increase participation in recreational programs.

**Results/Accomplishments #1A**
The total number of participants all of our activity areas increased from 300,465 to 306,756.

**Results/Accomplishments #1B**
Swim school enrollment grew by 15% and participation in aerobic classes grew by 23%.

**Goal #2**
Provide services and facilities that will be pleasing to the vast majority of our members.

**Results/Accomplishments #2A**
In preparation for purchasing new cardio equipment a survey was done to determine the interests of our users. Results indicated a preference for LifeFitness treadmills, integrated TVs for the treadmills, and recumbent bikes.

**Results/Accomplishments #2B**
A survey was done concerning the elements that would be most desirable to women who use our facility. Results indicated that we provide sufficient showers, toilets, and lockers. It was found that most use the restroom facilities and changing areas while few use the showers. Preferred facility upgrades would include increasing the space for changing, adding more seating, and providing hair dryers.

**Goal #3**
Communicate life-lessons through participation in intramural programs.

**Results/Accomplishments #3A**
Sportsmanship was rated by team for every intramural event. Sportsmanship ratings were highest for flag football, racquetball, and table tennis. The lowest ratings were in the sport of basketball.

### Results/Accomplishments #3B

4. **Individual staff and student accomplishments:**

   Doug Larson (Graduate Assistant) completed his Masters degree.

   Ashley Mays (Recreation Intern) completed her Masters degree and took a position with a local Health Club.

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

   **Bragging point #1**
   
   Swim lessons and swim school have grown 165% and 753% respectively since their inception in 2003!

   **Bragging point #2**
   
   Supervisor Brad Heacox saved a man’s life September 20, 2007 by using the AED and CPR!

   **Bragging point #3**
   
   CRIS hosted the Tennessee Intramural Recreational Sports Association annual workshop and it was a great success!

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 $1500 effective in November. Previously it was $1200. This year the total income was $16,800.

   **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 $7,500.

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 $16,881 in revenues. Profits after expenses: $10,881.

SWIM SCHOOL: Children ages 4-14 participated in 4 2-week sessions at a cost of $100 per child per session. There were 128 participants this year (a 15% increase over last year). Profits after expenses: $3,140.

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 553 lessons were given which is an increase of 15% over last year. Profits after expenses: $1,659.

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 one-hour sessions. This was a % increase over last year! Profits after expenses: $1,460.

THE COTTON INSTITUTE: This was a group sponsored by the Fogelman Executive Center. 276 weekly passes were sold at a cost of $15 each. The total profit was $4,140.

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

| 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 $1500. 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 $24,300. |
| 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 utilizations numbers (contact summaries) for 07-08 as applicable – headcount counseling sessions, cases, programs held, students housed, children cared for, tests administered, interviews hosted, internships posted and filled, etc. |
| Fitness Assessments – 105 |
| Personal Training – 272 |
| Swim Lessons - 553 |
| Swim School Participants - 128 |
| Tennis Lessons – 81 |
| Massage Therapy – 23 hours |
| Total Aerobic Class Attendee Figure – 6200 |
11. **Last year we asked you, “In planning for 07-08, what intentional data can you collect to produce and analyze retention data and results?” If you have not already addressed this in your submission, did you do this? What did you collect and what retention and graduation data do you have?**

We do not have any data at this time, however we have plans to use card swipe information to measure retention. We would establish which and how many freshmen were regular users by scanning in on average 3 times per week. Then it would be determined how many return as sophomores and use the recreation center.

12. **Please review your 07-08 planning document and discuss your achievement of your goals or any departures from your plans.**

We achieved our goal of making more freshmen students aware of the programming and recreation facilities available to them. The primary means of doing this was through our RecFest event. At least 300 were observed entering our facility for this event, and 99 returned our brief survey.

We exceeded our expectations while achieving the goal of increasing fitness participation through additional programming and marketing. We focused in on core training and this caught the attention of many of our students. The result was that many participated in core training sessions with our personal trainers. They were required to take a brief written test on core training, and then the identical test again at the conclusion of the session. Student learning was clearly indicated using this method of assessment. We also started a core training group fitness class as a continuation of the emphasis on core training. It became one of our best attended classes.

Some things we had originally planned did not materialize. We had planned to partner with Residence Life to have an event for Freshmen First students, but ended up focusing our resources on RecFest instead. Additionally we had intended to pursue a partnership with Health and Sport Sciences to track progress of students throughout their years by use of fitness assessments. The key professor who was interested in this, Dr. Andy Fry, left the university to take another position and no other faculty member was interested in taking on this project.

13. **Please reiterate from your 08-09 planning document your 3 main initiatives for 08-09 and explain any revisions made to your plans since your 08-09 planning meeting with the AVP group.**

**Initiative #1**

Freshmen students will identify the variety of activities and programs in which they are interested.

This will involve the use of student marketing teams, facebook, and new brochures.
**Initiative #2**

Students will identify basic principles of core training and fat loss.

This will involve workshops where principles are taught related to these subjects. Also we will be partnering with Student Health Services on the Tigers Feel Great in 08 program. We will provide fitness assessments for those in this program and they will be encouraged to participate in the CRIS programs of their choice.

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**Initiative #3**

Student workers will be able to articulate their own strengths and weaknesses related to their work performance.

For the first time the student worker evaluation program will be applied to every area in CRIS. Workers will be evaluated and given ratings in several categories indicating their performance. They will acknowledge their understanding of their ratings by verbally confirming their strengths and weaknesses after reviewing the evaluation.