

University Recreation

Division of University Inclusivity and Student Affairs



ANNUAL REPORT

2020-2021

CONTENTS

- 1 Mission , Vision, Values
- 2 Program Highlights
- 9 UREC Events
- 12 COVID Response
- 15 Facility Enhancements
- 18 Student Success
- 22 Events & Marketing



MISSION, VISION, VALUES

Mission

UREC serves UW-Green Bay students and the campus community through outstanding sport and recreation facilities, inclusive programming, and leadership opportunities in pursuit of mental and physical well-being.

Vision Statement

Play Hard. Have Fun. Lead On.

Values

Development by providing students opportunities for growth through leadership and teamwork

Inclusivity by providing a safe and welcoming environment for all

Well-Being by promoting healthy lifestyles

Recruitment through community engagement, attractive facilities, and innovative programming

Integrity by committing to honesty, respect, and responsibility

Retention by fostering relationships and shared experiences in a fun environment



PROGRAM HIGHLIGHTS

BY THE NUMBERS

During the 2020-21 year there were **1,514** unique student users. **1,027** students visited the Kress Events Center at least 5 times. UWGB Faculty/Staff totaled **1,216** visits to the Kress Events Center.

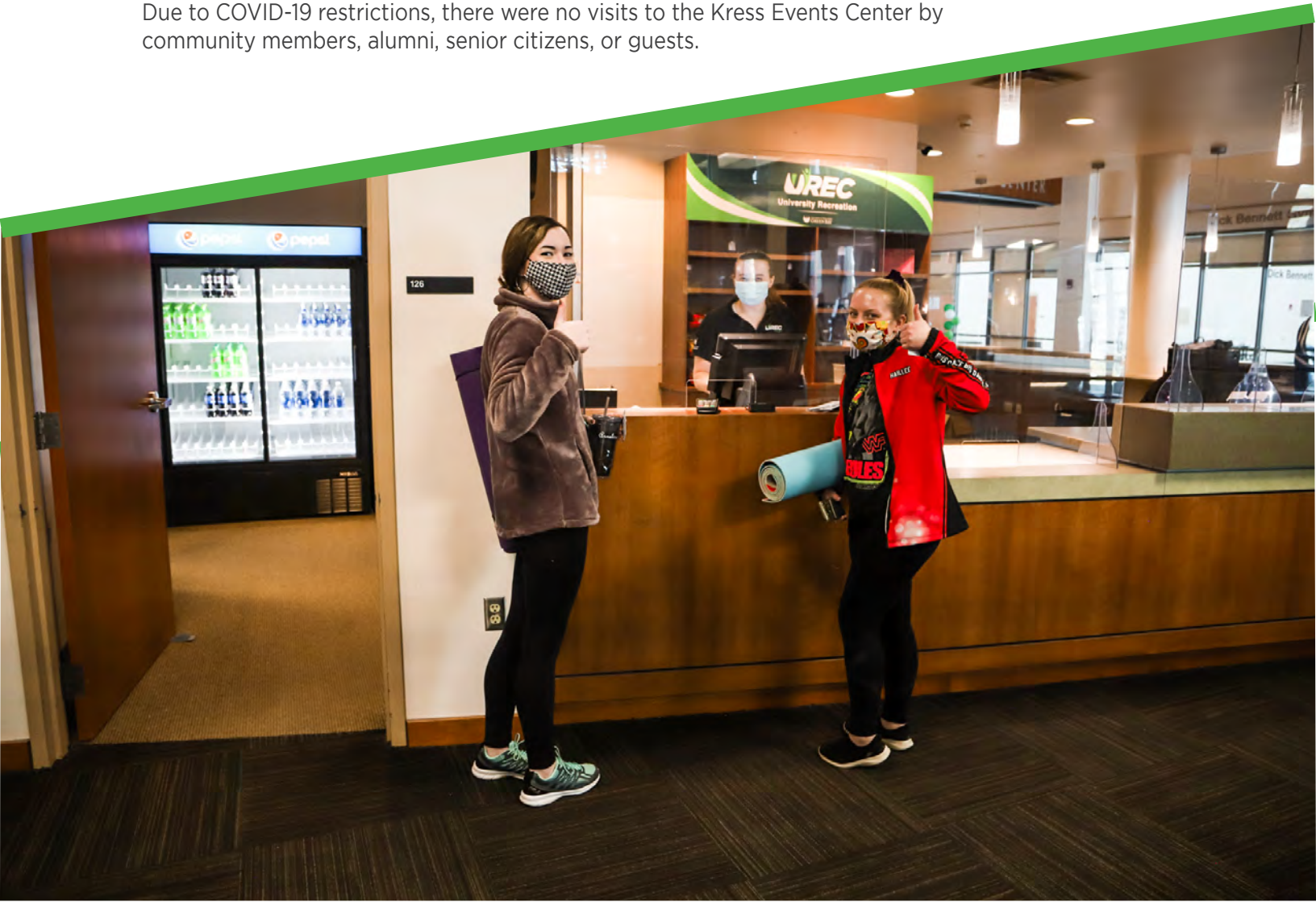
62,592

student visits to the Kress Events Center

Senior Survey Results

- 12th consecutive as the highest ranked university service
- 80% of responses gave UREC an A grade (96% graded UREC at either and A or B)
- 3.8 mean score again ties the highest score UREC has ever received (2015, 2019)

The Kress Events Center reopened to students and UWGB staff on August 10th, 2020. Due to COVID-19 restrictions, there were no visits to the Kress Events Center by community members, alumni, senior citizens, or guests.



AQUATICS

Highlights

Pool was closed to recreation users from March 13th, 2020-July 5th, 2021.

Learn to Swim program cancelled for the 20-21 academic year.

COVID-19 pool plan was developed & implemented to allow for the GB Phoenix Swim team to safely practice and train.



INTRAMURAL SPORTS

Highlights

Adapted many leagues and added COVID-19 compliant rules/policies to assist with safety of participants.

Offered ESport opportunities.

1,037

 Total Participants

- 3,095 Participations
- 491 Unique Participants
- 240 Female Participants
- 251 Male Participants
- 354 Teams
- 497 Games Played



FITNESS CENTER

Highlights

Rearranged/closed fitness center equipment to allow for proper social distancing.

Special events included the option to attend virtually.

Launched UREC ULift - Instagram page that posts 2 fitness center workouts each week. Great option for people unfamiliar with fitness center equipment.

- **96** Followers

Started using back-of-house software, Connect2, in the fitness center.

23,678

 Fitness Center Participations

Fall 2020

- **11,280** Participations
- **1,013** Unique Participants

Spring 2021

- **14,136** Participations
- **1,000** Unique Participants

PERSONAL TRAINING

Highlights

Only one personal trainer on staff.

No community member sessions due to pandemic.

117

 Personal Training Sessions

- **10** Personal Training Clients



GROUP FITNESS

Highlights

Introduced outdoor and virtual classes.

Upgraded virtual class equipment (computer, camera, and lighting).

Only 7 instructors on staff due to cancelled instructor training Spring 2020.

Designed and implemented a virtual group fitness instructor training.

1,482

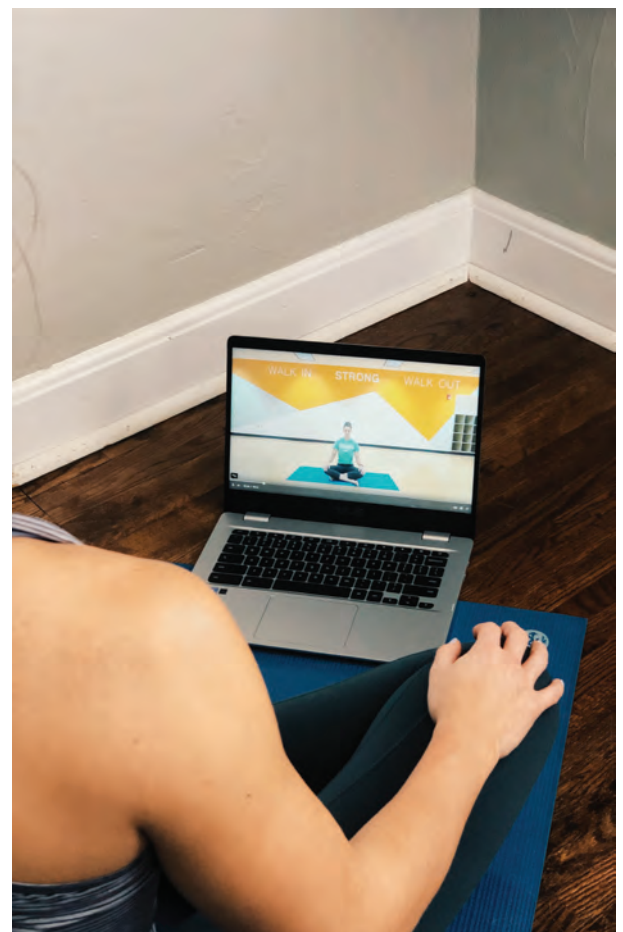
 Group Fitness Participations

Fall 2020

- 670 Total Participations
- 529 In-Person Participations
- 141 Virtual Participations

Spring 2021

- 812 Total Participations
- 473 In-Person Participations
- 339 Virtual Participations
- 13 participants in the group fitness instructor training program (hired 6).



OUTDOOR ADVENTURE CENTER

37 Unique Renters

- 200+ rentable items
- \$1800 rental revenue since August 2020 (246% increase from F.Y. 19-20)
- 50 rental transactions for 136 items/packages sent out the door

OUTDOOR ADVENTURE TRIPS

89 Participations

- Paddled 5 locations in Brown County
- Groomed, skied, and maintained over 6 miles of the Arboretum cross country ski trails.



CLIMBING TOWER

Highlights

Over 30,000 feet climbed during Mile-High Week by 12 climbers

430 Participations

- 72 Unique Users
- 15 Belay Certified Climbers
- 350+ Climbs by Belayed Certified Climbers
- 20 New Climbing Routes Set

UREC EVENTS



SPECIAL EVENTS

By The Numbers

35 participants

35 participants in the fall

25 would-be participants in the
spring (cancelled for unsafe bay
conditions)

252 participants

20 participants

Yoga in the Park

Two yoga classes offered at
Phoenix Park at the beginning of
the semester.



Boats on the Bay

Students Kayak and Paddle Board
on the bay near Lambeau Cottage.



1,000 Point Challenge

Participants earn points for doing
any type of physical activity.
Complete 200 minutes of activity
each week for five weeks to
achieve 1,000 points. Option to
participate virtually.



Night Climbing

After hours climbing tower event
with glow sticks, face paint, and
black lights.



SPECIAL EVENTS

By The Numbers

17 in-person participants

15 virtual participants

90 participants

100 participants

8 teams

Yoga for Every Body

Yoga class designed for people that think they're not flexible enough or don't have the "right body" for yoga. Option to attend virtually.



Run, Walk, Roll

Students tracked the miles they ran, walked, or rolled (wheelchair) in a fun and motivating challenge. Option to participate virtually.



Softball Tournament and Cookout

Softball tournament held at the new King Stadium on campus.



Student Job Fair

All departments within the Division of University Inclusivity & Student Affairs were invited to participate in the student job fair hosted at the Kress Events Center.



COVID-19 RESPONSE





KRESS EVENTS CENTER

UREC reopened the Kress Events Center on August 10th and remained open with no subsequent shutdowns.

In an effort to make the facilities as safe as possible, University Recreation set new policies and procedures that complied with recommendations provided by the university, Brown County, Prevea Health, and the CDC.

- Purchased 7 electrostatic sprayers for sanitizing and disinfecting equipment and surfaces
- Ordered plexiglass and floor stickers to impose social distancing
- Ordered proper PPE supplies to operate facilities
- Rearranged and closed several pieces of fitness equipment
- Limited capacity throughout the facility
- Increased cleaning protocols
- Offered virtual programming in all UREC program areas (see program highlights)
- Created KEC-specific signage related to policies, procedures, and capacity

TESTING AND VACCINE CENTER

The Kress Events Center was the host of rapid antigen testing for students, faculty, and staff throughout the year in partnership with Prevea Health.

Fall Location: Turf Gym
Spring Location: East Gym

Again, the university partnered with Prevea Health to host a large-scale, COVID-19 community vaccination clinic at the Kress Events Center. It opened on January 18th, 2021 and closed on June 15th, 2021.

Location: West Gym

“Over 94,000 vaccination shots were delivered here.”

“The Kress Center was the ultimate location for this,” Rai said. “We were able to vaccinate 220 people an hour when we were running at our full capacity through the Kress Center which is just incredible.”

Source: *COVID-19 vaccination clinic at UW-Green Bay ends after five month stint (NBC26)*



UREC STAFF COVID-19 RESPONSE

The UREC professional staff played a significant role in the Office of COVID-19 Response.

Highlights

The UREC professional staff allocated about 1,500 hours towards COVID-19 response throughout the year. This time was spent on various tasks:

- COVID-19 testing lab
- Collected and tested student athletes over winter break
- Traveled to location campuses for collecting and testing
- Contact tracing
- Developed Office of COVID-19 Response email inbox management and standardized messaging
- Daily and weekly quarantine wellness check phone calls
- PCR antigen exception email to Res Life students

FACILITY ENHANCEMENTS



FACILITY PROJECTS

New Signage

UREC installed Land Acknowledgment signs at both entrances of the Kress Events Center. In addition, the Philadelphia LGBTQ+Flag was installed at the north entrance (student entrance) of the Kress Events Center in partnership with the Pride Center.



Connect2 Software

UREC purchased and began using a recreation software that helps streamline our back of house operations. Some examples include task lists, forms, facility counts, and surveys.



Other UREC Highlights

- UREC submitted Rec Membership Software bid.
- Wrote and received a \$75,000.00 grant to purchase Fusion Membership software. The software bid is approved and awaiting installation. This software will be an integral tool to help UREC manage memberships and provide UREC staff with data and usage numbers to better serve students and the community.
- Installed water bottle fill station in the fitness center.
- Ordered and installed 2 StairMaster Steppers in the fitness center.

Other Athletic Highlights

- Played first softball games/season on campus on campus in 3 years.
- Provided snow removal, field grooming for Soccer and Softball Stadiums to host canceled fall sports and spring sports.
- Paint and repair five basketball coach's offices and team room. Replace WBB and VB team room doors.
- Repair, paint, and seal the Event Center floor.

Special Events Room

Due to the pandemic, the 1,800 sq ft Special Events Conference Room was re-purposed to a strength center for student athletes. This helped isolate the student athletes from the student fitness users to help slow the spread of COVID-19.



Softball Stadium

The final phase of the softball stadium has concluded. This included: Project received final commission, installed 6 Musco lights, fence slats, fence cap, team benches, helmet and bat storage, fenced in batting cage, and windscreens.





STUDENT SUCCESS

STUDENT EMPLOYMENT TRAINING & AWARDS



Student Awards

Student Affairs Student of the week
Calli Christiansen



Student Affairs Student of the week
Brad LeClair



Student Leadership Award
Talia Boyea



85

students were employed by University Recreation in 2020-21

Students employed by University Recreation develop leadership skills, build a sense of community, and enhance their professional development through practical and relevant applications that prepare them for the future.

UREC opened the door to one new student position: student photographer.

Due to the pandemic, several students stepped up and began working in other program areas. Many intramural, pool, and events staff started working in the fitness center and front desk.

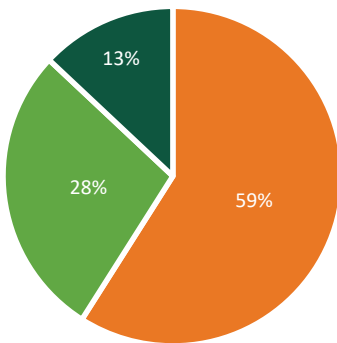
ASSESSMENT SPRING OUTCOMES

Intramural Outcome

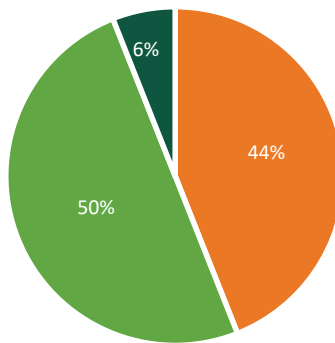
Students participating in intramural activities report an increased sense of belonging/association to UW-Green Bay.

Measured through post participation in spring intramurals (Blocks 3 & 4) survey using Likert scale.

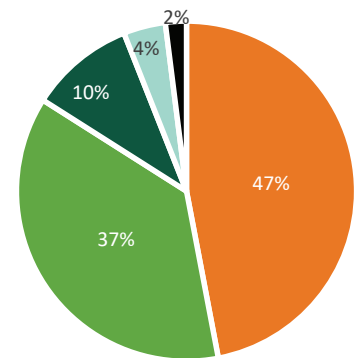
"Has intramurals positively impacted you this year?"



"Has intramurals helped you meet new people / become closer to your friends?"



"Has intramurals given you a greater sense of connection with the University?"



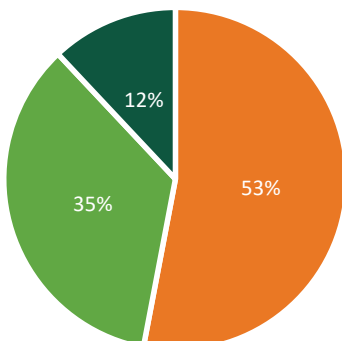
■ Strongly Agree
 ■ Agree
 ■ Neither Agree or Disagree
 ■ Disagree
 ■ Strongly Disagree

Outdoor Adventure Recreation Outcome

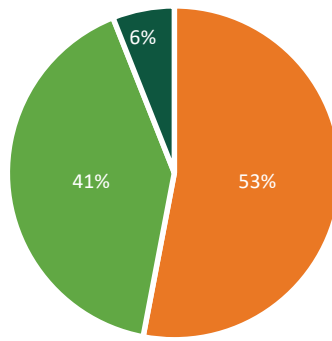
After participating in UREC Outdoors offerings students are better able to manage their levels of stress and feel more-ready to engage and succeed in campus and academic life.

Measured through post-event survey.

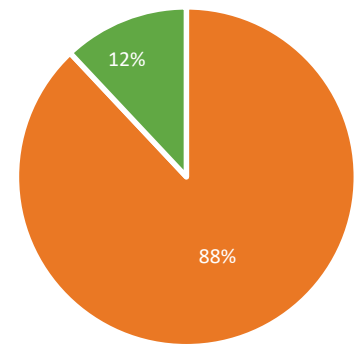
"After participating, I feel more relaxed and ready to engage and succeed in my classes"



"After participating, I feel more relaxed and ready to engage and succeed in campus life"



"Regularly participating in this activity or ones like it helps or would help me manage my levels of stress/burnout"

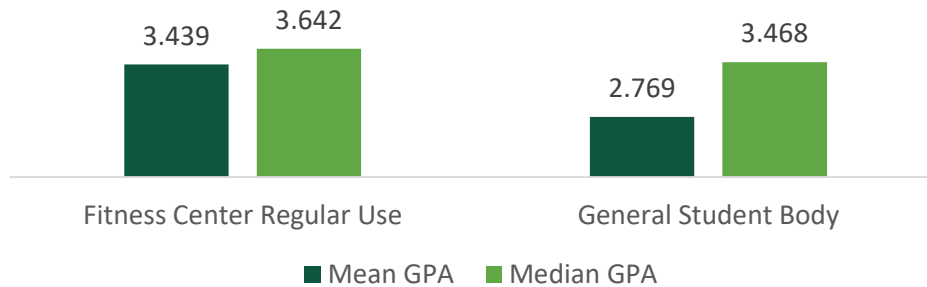


■ Strongly Agree
 ■ Agree
 ■ Neither Agree or Disagree
 ■ Disagree
 ■ Strongly Disagree

Fitness Center Outcome

UW-Green Bay students who utilize the Kress Events Center Fitness Center regularly will experience an increased academic performance.

Measured using a sample of participants that utilized the fitness center at least 20 times over the spring semester and taking their composite GPA in comparison to the general student body.



UREC Student Employee Outcome

What is the UREC student-employee learning in their position that is helping them with their academics as a UW-Green Bay student.

Measured utilizing the student-evaluation self-survey and the follow-up Iowa GROW® conversation the professional staff member has with the student employee as part of UREC's student-employee evaluation process. A few examples are below.

How is this job fitting in with our academics? Does it strike a good work/school balance?

- *"This job helps me equally balance work and school due to its flexibility and has helped me learn time management skills."*
- *"This job works well around my academic schedule. There is a good balance between the two, and I even have room in my schedule to help out at the Kress additionally where needed."*

What are you learning/have you learned in class that you could apply to this position?

- *"In class I have learned that it is very important to consider and respect others opinions, views, and background when providing nutritional support to a patient. This can translate to my position because it is always important to treat everyone with respect, which helps to provide better customer service."*
- *"Meeting students / patrons where they are... Listening to understand what they currently know, and moving forward in sharing appropriate information from there."*

What are you learning/have you learned here that is helping you or might help you in school?

- *"I learned how to work as a team and effectively in a group. This past semester the majority of my classes required group work, and I think working at UREC really helped me in that regard."*
- *"I have developed better communication skills at UREC as I need to communicate with co-workers, customers, and faculty/staff on a daily basis in order to be successful. This has translated to my school work as I have learned to communicate with professors."*

What are a couple examples of things you've learned here that you think you'll use in your chosen profession?

- *"The biggest thing I have gained since working for UREC is a lot of confidence. I handle situations that I never thought I would have been able to do before."*
- *"I think that I have gained leadership and teamwork experience and this will translate well in working as a team with clients/patients as well as future co-workers in a hospital setting"*

EVENTS & MARKETING



EVENTS

Type of Event	Total Number
Community Events/Rentals	175
Scheduled Classes	114
Campus Events	265
Student Org Reservations	3
Athletic Events	283
Athletic Home Contests	51
Total Events	891



Large Events

- WIAA State Softball Tournament
- First Round Men's Basketball Horizon League Game
- Quarterfinal Round Women's Basketball Horizon League Game
- Prevea COVID-19 Vaccination Clinic
- November Election Polling Location for Green Bay Wards 1, 2, & 3

New Protocols

- UREC worked with Athletics to develop "Return to Play" protocols that allowed basketball, volleyball, soccer, and softball safely host and compete 51 athletic contests at UREC managed facilities
- Summer Camp Protocols developed to return to hosting Sport Camps in June of 2021





PLAY HARD
HAVE FUN
LEAD ON



MARKETING

We continued to build the UREC brand through print, web, and social media marketing.



Highlights

- Launched a new Instagram page, [@urec_ulift_uwgb](#), filled with workout videos students can follow along at the fitness center (2 posted each week).
- Upgrades our marketing toolbox for social media promotions to maintain consistency.
- Upgraded the UREC website to include more online resources.
- Created a “Reopening Video” explaining our COVID-19 policies and procedures.
- Hired a student photographer.

Metrics

The UREC Instagram page currently has **1,175** followers (net of 247).
The UREC Outdoors Instagram pages currently has **445** followers (net of 219).



The UREC Facebook pages reflect the Instagram pages for those that choose to use that platform over Instagram.



The post with the highest reach and engagement on both platforms was the “We Are Reopening” post on August 6th, 2020.





University Recreation

Division of University Inclusivity
and Student Affairs



University Recreation

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