

# University Recreation

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# ANNUAL REPORT

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2022-2023



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# MISSION, VISION, AND VALUES

## MISSION

UREC serves UW-Green Bay students and the campus community through outstanding sport and recreation facilities, inclusive programming, and leadership opportunities.

## VISION

Promote overall well-being in the UW-Green Bay community.  
Play Hard. Have Fun. Lead On.

## VALUES

Development by providing students opportunities for growth leadership and teamwork.

Well-Being by promoting healthy lifestyles.

Integrity by committing to honesty, respect, and responsibility.

Inclusivity by providing a safe and welcoming environment.

Recruitment through community engagement, dynamic facilities, and innovative programming.

Retention by fostering meaningful relationships and experiences in a fun environment.



# PROGRAM HIGHLIGHTS



# Kress Events Center

**121,999**

total visits to the Kress Events Center

| Front Desk Statistics      | Fall 2022 | Spring 2023 | Year Total (with breaks) |
|----------------------------|-----------|-------------|--------------------------|
| Total Visits               | 55,816    | 51,652      | 121,999                  |
| Student Visits             | 50,862    | 45,460      | 106,271                  |
| Unique Student Users       | 2,139     | 1,879       | 2,542                    |
| Faculty/Staff Visits       | 1,795     | 1,734       | 4,808                    |
| Unique Faculty/Staff Users | 114       | 98          | 152                      |
| Community Member Visits    | 3,159     | 4,458       | 10,920                   |





# AQUATICS

## Highlights

- UREC collaborated with the Student Engagement Center for a Flick N Float night with great success.

| Pool Statistics            | Fall 2022 | Spring 2023 | Year Total (with breaks) |
|----------------------------|-----------|-------------|--------------------------|
| Pool Usage                 | 3,578     | 2,825       | 6,403                    |
| Learn to Swim Participants | 128       | 112         | 240                      |
| Learn to Swim Lessons      | 1,408     | 1,232       | 2,640                    |
| Aqua Fitness Participants  | 149       | 106         | 302                      |





# INTRAMURALS

## Highlights

- Pool (billiards) and Table Tennis were added to the sport offerings
- Ben R lead official (recognized as outstanding official)
- Sent 2 teams to the WIRSA basketball tournament
- Record number of golf participants in the Golf Tournament

| Intramural Statistics | Fall 2022 | Spring 2023 | Year Total |
|-----------------------|-----------|-------------|------------|
| Participations        | 4,705     | 5,484       | 10,189     |
| Participants          | 1,271     | 1,419       | 2,690      |
| Unique Users          | 578       | 521         | 690        |
| Teams                 | 207       | 311         | 518        |
| Games Played          | 535       | 644         | 1,179      |



# FITNESS CENTER

## Highlights

- Increased participation by 38% from previous year.
- Upgraded and replaced all bumper plates for rec users and athletes.
- Successfully implemented Women on Weights, a 3-class series to create a safe space for women (or others) to learn how to strength train under the guidance of personal trainers.

| Fitness Center Statistics  | Fall 2022 | Spring 2023 | Year Total (with breaks) |
|----------------------------|-----------|-------------|--------------------------|
| Participation              | 27,233    | 28,024      | 64,413                   |
| Unique Users               | 1,736     | 1,586       | 2,292                    |
| Personal Training Sessions | 39        |             |                          |





# GROUP FITNESS

## Highlights

- Increased group fitness participation by 15% from previous year.
- Offered two new classes, Barre and Dance Cardio, with great success.
- Implemented group fitness punch cards where students/staff were encouraged to attend 12 classes for a prize.
- 6 students completed the 8-week group fitness instructor training. 3 start teaching Fall 2023.

| Group Fitness Statistics | Fall 2022 | Spring 2023 | Year Total (with breaks) |
|--------------------------|-----------|-------------|--------------------------|
| Participation            | 1,852     | 1,736       | 3,816                    |
| Unique Users             | 331       | 279         | 409                      |
| Class Average            | 6.1       | 5.5         | 5.6                      |





# OUTDOOR ADVENTURE

## Highlights

- Additions to Trip and Rental equipment inventory
  - Mountain Bikes (7)
  - Gravel Bikes (8)
  - Sea Kayaks (10)
  - Ice Climbing Equipment
- First full year of programming out of Shorewood Center location

| Outdoor Adventure Stats     | Fall 2022 | Spring 2023 | Year Total (with breaks) |
|-----------------------------|-----------|-------------|--------------------------|
| Adventure Trip Participants | 55        | 54          | 116                      |
| Equipment Rentals           | 26        | 62          | 181                      |

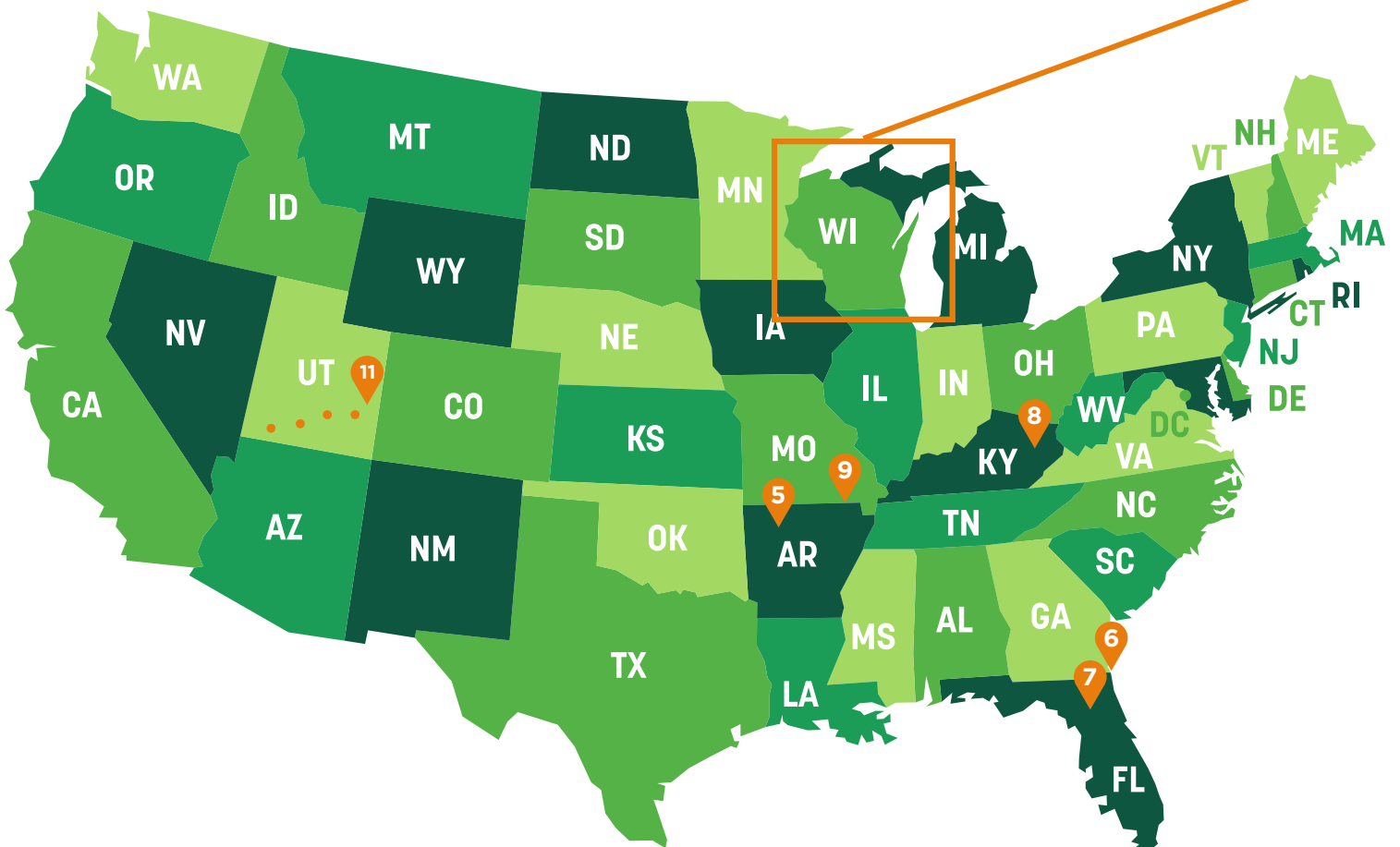




# OUTDOOR ADVENTURE

## Trip Locations

1. Iron Mountain, MI
2. Peninsula State Park, WI
3. Pictured Rocks Natl. Lakeshore, MI
4. Devil's Lake State Park, WI
5. Jasper, AR
6. Cumberland Island, GA
7. Santa Fe River, FL
8. Red River Gorge, KY
9. Current River, MO
10. Whitefish Dunes State Park, WI
11. Arches, Canyonlands, Bryce Canyon, Capitol Reef, and Zion National Parks, UT



# CLIMBING TOWER

## Highlights

- Two full route resets for 26 scheduled climbing routes, bonus route sets for 4 more
- 35 new climbers received their Top-Rope Belay certification
- Pilot-tested a new climbing skills class with the climbing club. Movement was highly successful and will be offered to all patrons in Fall 2023.

| Climbing Tower Statistics | Fall 2022 | Spring 2023 | Year Total<br>(with breaks) |
|---------------------------|-----------|-------------|-----------------------------|
| Participations            | 668       | 436         | 1,232                       |
| Unique Users              | 201       | 46          | 248                         |





# EVENTS



# UREC EVENTS



## Get REC'd

**258 participants**  
Kick-off event to promote UREC programs and give students an opportunity to try different activities.



## Try it Night - GF

**66 participants (fall)**  
**39 participants (spring)**  
Students sample all of the group fitness classes offered that semester in 10-minute segments.



## Sandblast

**48 participants**  
Annual co-rec sand volleyball tournament that includes a corn roast and yard games.



## Women's Night

**70 participants**  
Women gathered in the fitness center and learned about strength training.



## Self-Defense Class

**50 participants (full)**  
Students learned the basics of self-defense led by Daniel Williams of Williams TaeKwonDo.



## 1,000 Point Challenge

**343 participants**  
Participants earned points for doing any type of physical activity. Option to participate virtually.



# UREC EVENTS/PROGRAMS



## Let's Glow

**92 participants (fall)**  
**98 participants (spring)**  
Glow-in-the-dark yoga, rock climbing, and Zumba.



## Pool Party

**46 participants**  
Late-night swim event filled with games, music, and floaties.



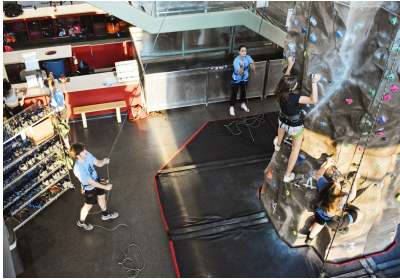
## Sunset Paddles

**18 participants**  
Students traveled up the Bayshore and paddled as the sun set.



## Canoe Battleship

**77 participants (19 teams)**  
9th annual pool battleship where students complete to sink each other's boats.



## Mile High Challenge

**36 participants**  
Students had 5 days to attempt climbing 1 mile (189 climbs) on the tower.



## Strength Comp

**32 participants (Fall)**  
**35 participants (Spring)**  
Competition for students to test their strength in a friendly, safe environment.

# UREC EVENTS/PROGRAMS



## Luminary Nights

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**14 participants**  
Students could snowshoe, ski, or hike sections of the Shorewood Park trail, lit by luminaries.



## XC Ski Nights

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**18 participants**  
Cross country ski event on the Shorewood Park trails guided by UREC Outdoors staff.



## Basketball Tourny

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**56 participants**  
Annual basketball event with 3-point contest and 2 on 2 tournament.



## Try it Night - IM

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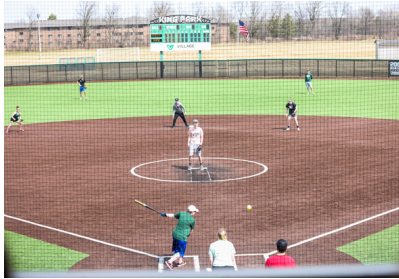
**54 participants**  
Students were given the opportunity to try out different sports.



## Golf Tournament

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**44 participants**  
Golf Tournament hosted off campus.



## Softball Tournament

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**65 participants**  
Softball tournament held at King Stadium on campus.



# KRESS EVENTS

## Large Events

- Phuture Phoenix
- Back to School Store
- UWGB Commencement
- Campus Cookout
- Krash The Kress
- Shawano Sundrop Tournament
- Phoenix Phan Night
- Fraternity and Sorority Life Bid Night
- Horizon League Quarterfinal Women's Basketball Game. GB vs Wright State
- WNIT Basketball games: GB vs Niagara (First Round). GB vs Bowling Green (Second Round)
- First Tech Challenge Championship
- Destination Imagination
- Phoenix 5k
- Horizon League Softball Tournament.
- Green Bay Highschool Graduations
- NE WI School of Innovation Graduation

| Event Type               | Year Total (with breaks) |
|--------------------------|--------------------------|
| Community Events/Rentals | 134                      |
| Scheduled Classes        | 1                        |
| Campus Events            | 53                       |
| Student Org Reservations | 159                      |
| Athletic Events          | 262                      |
| Phoenix Home Contests    | 78                       |
| <b>Total Events</b>      | <b>687</b>               |





# STUDENT SUCCESS



# STUDENT EMPLOYMENT



**149**

students were employed by University Recreation.

UREC awarded 14 student employees "UREC MVP" awards throughout the year.

UREC hosted a UREC Awards ceremony during Student Employee Appreciation week to recognize students in various categories.

## Student Staff Awards

### Chancellor Medallion Recipients



Ben Ramaeker



Stephanie Felland



Hannah Nonnenmacher

### University Leadership Award Recipients



Courtney Colwell



Courtney Rammer

## Student Professional Development

### Wilderness First Responder Certification

- Brant Hall
- Isobel Koenig

### Personal Training Certification

- Bella Schmidtknecht
- Kendra Lambrecht

# ASSESSMENT

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.*

“I think some important things I have learned while working here is how to efficiently collaborate and communicate with my co-workers, supervisors, and peers. I have learned how to help be a teammate but also a leader.”

“I am constantly learning about sustainability and leave no trace, which will further develop my knowledge in environmental science. I am able to apply what I learn to my future career and the classes I am taking right now. I have learned so much through experiences on trips that I feel that I can apply to school, as well as my life in general.”

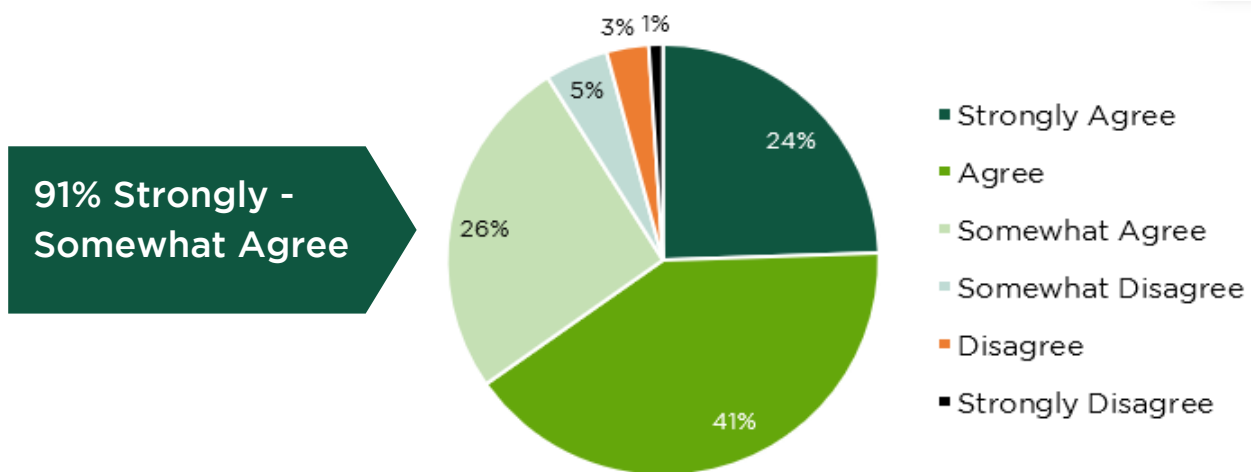
“SO MANY leadership skills, confidence in public speaking, as well as time management.”

“Working in high pressure situations.”

“I have worked on my skills with children. Before being a swim instructor I never worked with a wide variety of kids and it has helped me know that I like to work with kids and that I could implement that into my career.”

“My experience with Recreation helps me feel like I belong at UW-Green Bay.”

*Measured through recreation survey.*

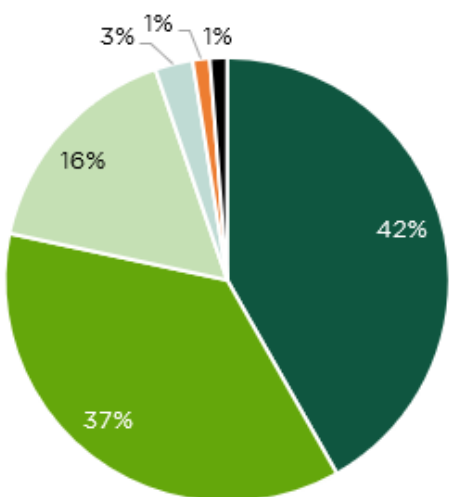




# ASSESSMENT

“Recreation helps me cope with stress.”  
*Measured through recreation survey.*

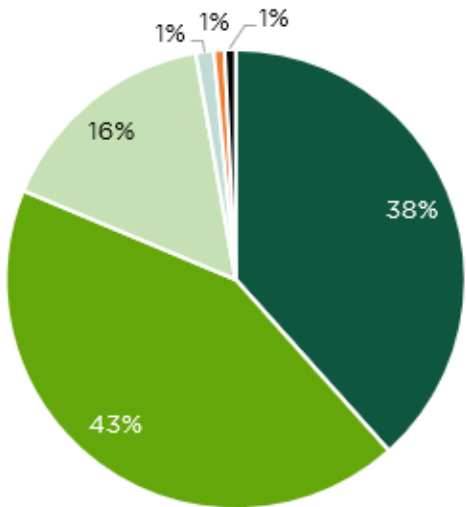
**95% Strongly - Somewhat Agree**



- Strongly Agree
- Agree
- Somewhat Agree
- Somewhat Disagree
- Disagree
- Strongly Disagree

“I feel great when participating in Recreation programs and/or using facilities.”  
*Measured through recreation survey.*

**97% Strongly - Somewhat Agree**

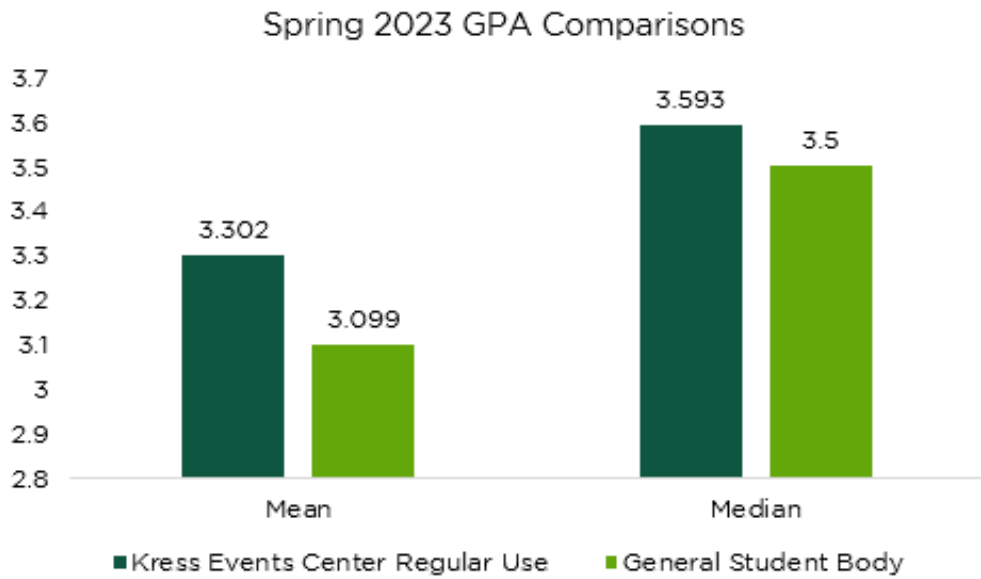


- Strongly Agree
- Agree
- Somewhat Agree
- Somewhat Disagree
- Disagree
- Strongly Disagree

# ASSESSMENT

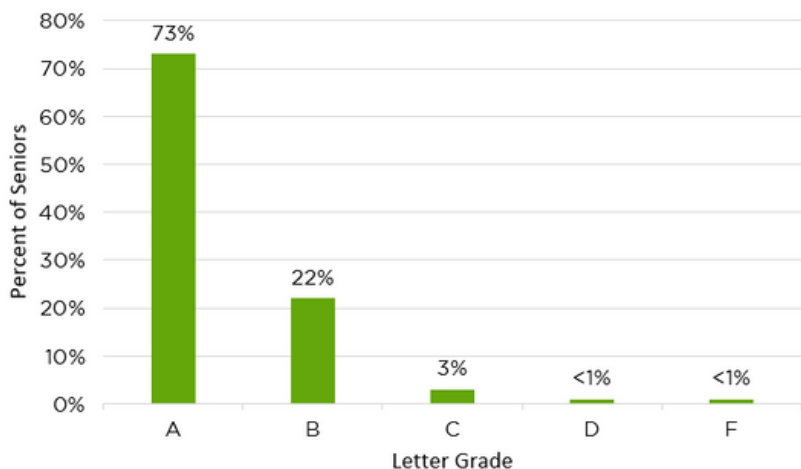
UW-Green Bay students who utilize the Kress Events Center regularly will experience an increased academic performance.

*Measured using a sample of participants that utilized the Kress Events Center regularly throughout the academic year and taking their composite GPA in comparison to the general student body.*



## Campus Senior Survey

- Graduating seniors give each campus service a letter grade
- UREC was the highest ranked service out of 21 campus services provided





# UREC Impact On Student Experience

Quotes pulled from the spring 2023 survey

Helped me build positive connections and socialize a lot easier.

It has been great for my mental health and academic performance.

The Kress made my experience at UWGB worth it. I met my best friends and more at the Kress and it is THE place to work. Cause when you make those friends, you say hi to them outside of the Kress, you hangout outside the Kress, and then it turns into friendships.

I have been able to meet a lot of some of my closest friends through intramurals and working at the Kress. It has also given me fun and exciting memories that I will remember the rest of my life.

Being involved with intramurals has been a lot of fun, and made me feel like I belong at UWGB lot easier.

UREC Outdoors has taught me how to be a leader, deal with conflict, be more in tough with my body, make deep connections, a greater appreciation for nature

The community at the climbing wall has given me a lot of new friends as well as pushed me to become more physically active, branch out and try new things and events, and reach goals in a new skill set

It has made me feel closer to other students at the university.

Group fitness classes have been a nice way to take a break and relax from the stress of daily college life.

Intramural sports has helped me feel good about myself, make countless new friends, and get active.

It has introduced me to more people and allowed me to have a more fun experience on campus.

# MARKETING & WEB

## Highlights

- Developed a marketing checklist that markets our programs/events in 12 different places (print and digital).
- Started using Meta Business Suite to schedule all social media posts/stories.
- Presented on marketing at the WIRSA conference.

## Metrics



### @urec\_uwgb

- Followers: 1,694 (net of 190)
- Reach: 5,510 (number of unique accounts that saw any of our posts or stories at least once)
- Profile visits: 9,152

### @urecoutdoors\_uwgb

- Followers: 774 (net of 106)
- Reach: 1340
- Profile visits: 2,114







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**GREEN BAY**