Fall 2016
Programming Report
FITNESS & WELLNESS
INTRAMURALS & CLUB SPORTS
MARKETING
Fitness & Wellness

JESSICA BLASIOLI
Group Exercise Highlights

Group Exercise:
- Unique Users: 475 - *Instructor Data* / 1143 - *SUNY Card Data*
- Total Usage: 3233 - *SUNY Card Data*
- **Total Usage: 4361 - Instructor Data**
- Total Number of Classes Offered: 352
- Class/Week: 28
- Variety of classes offered: 14

Total Group Exercise & Fitness Center Participation:
- Unique: 5497
- **Total Usage: 64454**

**Instructor data and SUNY Card data varies as the number is generated based on those who sign in with their email (optional) and SUNY Card registers anyone who swipes in (if anyone purchases a day pass, or forgets their card, this isn’t recorded)**
Group Exercise

Instructor Data Collected

- 475 Total Unique Sign-ins (**decrease of 133**)
- 4317 total participation for semester (28 weekly classes) (**increase of 1846, compared to 25 weekly classes**)
- 44 total finals schedule participation (17 classes offered) (**decrease of 57, compared to 12 classes offered**)
- 4361 total participation for the semester (**increase of 1837**)

Other

- Total number of classes offered this semester (minus cancellations, holidays, thanksgiving, etc.): 352 (**increase of 60**)
- New Classes Offered: Kettlebell & TRX Fusion & Muscle Fit
- Class/week: 28 (**+3 from Spring**)
- New Things: Saturday Classes, Later Classes (8pm+)
- Variety of classes: 14 (**+7 from Spring**)

(*compared to Fall 2015*)
Group Exercise

**Usage by Sex**
- Males: 16%
- Females: 84%

**Usage by Class Year**
- Freshmen: 23%
- Sophomore: 26%
- Junior: 25%
- Senior: 21%
- Grad: 5%

**Usage by Patron Type**
- Student: 94%
- Fac/Staff: 4%
- Community: 2%
Group Exercise

SUNY CARD DATA: Regular Spring Semester (9/5-12/12)

Dance:
- Unique: 862
- Total: 2311

Spin:
- Unique: 311
- Total: 476

Functional Fitness:
- Unique: 293
- Total: 400

All Group Exercise:
- Unique Users: 1133
- Total Usage: 3187
Group Exercise

SUNY CARD DATA: Finals Week (12/13-12/20)

Visits By Patron Type By Location

Dance:
- Unique: 20
- Total: 26

Spin:
- Unique: 15
- Total: 17

Functional Fitness:
- Unique: 3
- Total: 3

All Group Exercise:
- Unique Users: 37
- Total Usage: 46
Group Exercise

SUNY CARD DATA: Entire Semester (9/5-12/20)

Dance:
- Unique: 867
- Total: 2337

Spin:
- Unique: 319
- Total: 493

Functional Fitness:
- Unique: 293
- Total: 403

All Group Exercise:
- Unique Users: 1143
- Total Usage: 3233
Group Exercise

Comments:
Group exercise had a high week of over 600 participation early in the semester and then slowly fell short compared to previous semesters. I think this was due to a lot of cancelled classes with holidays, illness, other issues we encountered. We tried some times and class formats that were different, that didn’t draw in a lot of participation. Overall, we are getting a lot of great feedback regarding the variety of the classes we offer, the instructors, and the growing program. I will continue to listen to the needs of the participants, and the University, and strive to create a lasting program.
Fitness Center Highlights

Fitness Centers:
- SEFCU
  - Unique: 4305
  - Total Usage: 38046
- Indian
  - Unique: 2105
  - Total Usage: 15118
- Colonial
  - Unique: 1005
  - Total Usage: 8056
- Overall
  - Unique: 5124
  - Total Usage: 61220

Bikeshare Program:
- Unique: 457
- Total Usage: 988
Fitness Center

Fitness Center Usage based on Housing

Percent Usage

- Indian
- Colonial
- State
- Dutch
- Alumni
- Apartments
- Off Campus

SEFCU  Indian  Colonial
All Fitness Centers

**Usage by Class Year**
- Freshmen: 20%
- Sophomore: 25%
- Junior: 22%
- Senior: 33%

**Usage by Sex**
- Male: 73%
- Female: 27%
## Fitness Centers

**SUNY CARD DATA: Fall Semester (8/29-12/12)**

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<thead>
<tr>
<th>Row Labels</th>
<th>Visits Denied</th>
<th>Visits Approved</th>
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<td><strong>Mobile Reader Basketball Games Total</strong></td>
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<td><strong>SEFCU Fitness Center Turnstile</strong></td>
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**SEFCU:**
- Unique: 3856
- Total: 36909

**Colonial:**
- Unique: 995
- Total: 7870

**Indian:**
- Unique: 2089
- Total: 14703

**All Fitness Centers:**
- Total Usage: 59482

*Fitness & Wellness: 12/23*
**Fitness Centers**

**SUNY CARD DATA: Finals Week (12/13-12/20)**

**SEFCU:**
- **Unique:** 583
- **Total:** 1137

**Colonial:**
- **Unique:** 124
- **Total:** 186

**Indian:**
- **Unique:** 243
- **Total:** 415

**All Fitness Centers:**
- **Unique Users:** 896
- **Total Usage:** 1738

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**Visits By Patron Type By Location**

<table>
<thead>
<tr>
<th>Row Labels</th>
<th>Visits Denied</th>
<th>Approved</th>
<th>Grand Total</th>
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<tr>
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| Indian Quad Fitness Center Total | 2 | 415 |
| Student | 1 | 414 |
| Unknown | 1 | 1 |

| Indian Quad Fitness Center | 2 | 413 | 415 |
| SEFCU Fitness Center Turnstile | 2 | 413 | 415 |

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<tr>
<td>SEFCU Fitness Center Turnstile Total</td>
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</table>

| Grand Total | 33 | 1705 | 1738 |
Fitness Center

AVERAGE USE PER DAY

- SEFCU: 450
- Indian: 177
- Colonial: 96
Fitness Centers

Comments:
Running three fitness centers, had it’s challenges with a staff of 28 and two being satellite locations. Overall, we saw some great usage from the three with a lot of comments on the updated equipment and layouts at the quads. We continue to make improvements to equipment, policies, and procedures to ensure the safety, and happiness of both patrons and fitness assistants. Some of the data might have been off with the swipers going down in quads, as well as wifi concerns. We had a lot of complaints of off-campus students not being able to use the quads.
Bike Share

Dates Available: 9/5-11/22

**Bikes Rented:** 988

**Unique Users:** 457

Users Charged for Overnight Charges: 8

Users Charged for Daily Fees: 4

Total number of Late Days: 10

Lost Keys: 1

Holds placed: 5

Total Charged Amount: $335
Bike Share

Comments

*Ran overall smoothly. All the prep work during the summer assisted in a smooth transition to the program being under Campus Recreation. We made adjustments to the sign-in/out process based off of recommendations from Fitness Assistants. Holds had to be placed on accounts for students to pay for late/overnight charges.*
Highlights

Wellness Programs:
- 360 total wellness participations
- 9 Campus Recreation sponsored programs
- 4 programs sponsored by other offices/groups

Total Group Exercise & Fitness Center Participation:
- Unique: 5497
- Total Usage: 64454

All Fitness & Wellness Participation:
- Group Exercise, Fitness Centers, Wellness Programs, Bikeshare
  - Total Usage: 66461
- GX & Fitness Center (at least 1 use)
  - Unique: 278
  - Total Usage: 6393
Wellness Events

GX Sampler: 28
- 8/31 4-7pm
Body Fat Testing: 25
- 9/13 5-7pm
Pink Zumba: 17
- Give Away: Sunglasses, T-shirts, Frisbees
90’s Spin: 10
- Give away: sunglasses
- 10/6 8pm

Gaingsiving: 37
- Blender Bottle
- 11/7-11/18
GXIT: 6 (along with 3 new hires)
Small Group Training: 2
- 9/13-10/18 3:30-4:30
GX Incentive Cards:
- Blender Bottle
Yoga Balls: 0
- 10/17 4pm
Wellness Partnerships

Alumni Yoga Event: 17
- 9/14 7pm

Every body Yoga: 9
- Gave Away 9 Yoga Mats
- Counseling and Psychological Services
- 11/1 8pm

Life Hacks: 100
- Giveaway: Frisbees, $25 game card
- Counseling and Psychological Services
- 9/22 7pm

UGlow Blacklight Party: 96
- Donated use of blacklights, sunglasses, and glow necklaces
- Counseling and Psychological Services
- Alcohol Awareness Week Program
- 10/27 8pm
Wellness Programs

Comments:
Overall, programming went well. Partnerships were smoother as well as doing a program in the resident hall. Pre-planning during the summer and early fall helped with marketing, and higher attendance. Will continue to update offerings and working with different groups on campus to better serve the student body.
Combined GX & Fitness Center

- Total Usage: 64454
- Unique Users: 5497
- Users: 96.3% students, 3% fac/staff, .7% other

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<td>Grand Total</td>
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Fitness & Wellness: 22/23
Group Ex & Fitness Center Use

- Went to at least 1 fitness center and 1 GX class
- Unique Users: 278
- Total Usage: 6393
- GX & Fitness Centers & Bike Share & Wellness: 66461

Cross Over Report

<table>
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<tr>
<th>Visits By Location and Patron Type</th>
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<th># Of Visits</th>
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Distinct Patrons By Sex Location Visited

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<td>Mobile Reader Dance Studio</td>
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Grand Total: 198, 78, 2 = 278

AttendedExercise Yes
AttendedFitness Yes

Patrons Who Attended at least 1 fitness center and at least 1 group exercise

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Grand Total: 198, 78, 2 = 278

PatronType Student
AttendedExercise Yes
AttendedFitness Yes
Student Visits By Class Year

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Grand Total: 276, 6119
Intramurals & Club Sports

MARISSA ALLEN
Intramural Sports

Summary: For this report we will be comparing Fall 2016 with Fall 2015, as well as Spring 2016.

Fall 2016, IM Sports offered 10 sport programs, (6 programs were league sports, and 4 were tournaments). 9 programs ran successfully, with one tournament being canceled due to inclement weather. In Fall 2015, 12 sports were offered, only 7 were successfully ran as 5 of the tournaments did not garner enough interest and participation.

For Fall 2016, we had 1,119 unique participants, roughly 70 students less than Fall 2015 (1187).

Fall 2016 a total of 298 games were scheduled, with 44 forfeits, and 9 defaults, meaning 245 games were completed. Compared to Fall 2015, there was a total of 309 games but 77 forfeits and 18 defaults, leaving 214 games actually played. See the graph on forfeits.

The next few slides will give a better view of these numbers and offer explanations drawn from the data.
Participation

Unique vs Regular Participation: Unique participants counts each person who played, regardless of how many different teams they played on. Regular Participation counts total number of participants, so student that played on multiple teams, would be counted multiple times.

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Participation Graph
Due to the forfeit fee, and increased marketing, knowledge sharing (better captain’s meetings, word of mouth, etc.) we found a fairly significant drop in forfeitures and defaults since Fall 2015. We also implemented the “No Pay, No Play” rule with the notion that as long as you pay before games start you can play, and that if you play all of the games, you get your money back.
Class Retention

- Freshman: Fall 15 = 259, Fall 16 = 280
- Sophomore: Fall 15 = 253, Fall 16 = 289
- Junior: Fall 15 = 331, Fall 16 = 222
- Senior: Fall 15 = 288, Fall 16 = 319

Intramurals & Clubs: 6/13
Downward Trends

There is a slight trend in participation as it goes back downwards for Fall of 2016. Some explanations for this trend:

- Starting registration earlier in the year. We had hoped it would get more numbers but there might have been too much competition with other groups, programs and activities at the start of the semester.

-- Retention of students – our largest group of participants was the Senior class, and once they graduated, we had to not only retain the other classes but reach out to the new freshmen.
  - We decided to focus primarily on the 2019 freshmen class to gauge our retention rates, as we started keeping these statistics in their first semester.
Class Retention Cont’d.

In the previous graph, IM Sports we see the downward trend again for some of the class retentions. It seems that the sophomore class from 2015/2016 has not been nearly as interested in IM Sports as their other classmen, and so the Junior class for Fall 2016 has suffered the most.

From a staff stand point this is true as well, as we currently have a large number of sophomores and seniors but very small amount of juniors and freshmen.

We plan that with more marketing, and target marketing the junior and freshmen living areas we can combat this downward trend.
Highlights

NIRSA Region I Flag Football Clinic
- Successful event with 12 clinicians, 30 students and 5 teams (2 from UAlbany) from all over Region I.

IM Super Bowl
- 3rd year of having event, student employees embraced the event and came up with marketing ideas, adding hot chocolate. Over 80 attendees including past championship teams

Official Trainings
Site Supervisors are being tasked with training new employees – works for comradery and gives new life to the position.

- All Officials ‘try-out’ for the position – trainings and scrimmages are the “on-the-job interviews”. Switched to performance based over just applying via resume and formal interview. Site Supervisors have a say in who is hired – ultimate decision up to AD and GA.

Site Supervisor Shadow Program – in order to combat turn over we implemented a semester long program that teaches potential Site Supervisors the daily tasks of the job. Had 3 enrollees, all passed and will be Site Supervisors in Spring 2017.
Highlights Cont’d.

NIRSA Regional Flag Football Tournaments
- Student Officials at Region I Regional Tournaments, Springfield College and University of Maryland.

NIRSA National Flag Football Tournament
- Will Adams represented UAlbany as an official at the National Tournament in Pensacola, FL.

New improvements
- New and better equipment for Street Hockey (goals, sticks) and a new Street Hockey surface by utilizing the Rec tennis courts. Teams were up in numbers and it was safer to play.
- Utilizing ipads and technology more – less paperwork, more efficient
- Forfeit fees are open to pay up until play starts – this has decreased the number of times we needed to open and reopen the payment option. No pay, no play ruled instated.
Club Sports

Summary: The Club Sports program got off to a good start with receiving $154,000 between the 26 clubs from the Student Association.

Of the 26 clubs, 6 teams have Fall seasons for playing, 3 of which competed into the post season, Women’s Rugby and Men’s and Women’s Soccer Clubs.

There is 1 new club, Albany Student Officials’ Association (ASOA) that was created and hopefully added to the list of Club Sports after Spring 2017. 1 club, the Fencing Club, did go inactive as they did not have enough members interested.
New and Note Worthy

NEWS

- Club Sports went to SA for supplemental allocation 4 times, for Swim Club, Women’s Rugby Club, Men’s and Women’s Soccer Clubs. Each time they were awarded the amount that was asked for (travel money in order to attend playoffs), for a total of $8,000.

FUTURE PLANS

- Do Sports Easy will be introduced in the Spring of 2017. It will help with the management of participants and risk for each club sport when it comes to travel and practices.
- New concussion protocol was drafted and will be introduced at start of semester.
Club Sport Health

Some clubs started off 2015 under troubling circumstances. Here is a list of those clubs that have improved financially and administratively.

“UNHEALTHY” CLUBS FROM 2015

- Ice Hockey – over budget from 14/15 year and -$30,000 to start year off, hazing allegations, toxic e-board
- Bowling – no e-board
- Golf – no budget
- Women’s Lacrosse – no budget
- Tae Kwon Do – severely cut budget, lost mats to Athletics
- Handball – no e-board, no budget
- Badminton – no e-board, no budget
- Ski and Snowboard Club – over budget from 14/15 and severely cut budget
Club Sport Health Continued

HEALTHY CLUBS FALL 2016

- Of those Clubs, several have bounced back.
  - Ice Hockey – new e-board and coach. Approved budget and tier system for dues.
  - Golf – approved budget, good SA standing
  - Women’s Lacrosse – approved budget and good SA standing
  - TKD – new mats, better relations with administration and more allocated for budget
  - Ski and Snowboard – better dues system, and approved budget, good standing with SA.

UNHEALTHY CLUBS FALL 2016

- While the unhealthy list is smaller, we did have to add another club to the list.
  - Badminton
  - Bowling
  - Handball
  - Fencing – lack of interest, no e-board
Fall 2016 Marketing Summary

Facility Branding
- Made significant strides in identifying Campus Rec Spaces.

Printed Marketing
- Kept patrons excited and informed re: programs/events.

Social Media
- Stay connected, and provide timely communications.

Tabling/Special Events
- Made a great first impression with students, perspectives and their parents!

Website
- Work tirelessly to provide a one-stop-shop for information and registration.
Facility Branding:

Communication Stations
- Colonial and Indian Quad
  - Branding
  - Membership Desk
  - Emergency Exit
  - Pillars
  - Policies
  - Wayfinding
  - Zone demarcation

Physical Education/Membership
- Branding
- Membership Desk
- Office Markers
- Replace “A” (Campus Rec Sign)
- Wayfinding

Marketing: 3/9
Printed Marketing Flyers/Posters (1/3):

Campus Rec/All Program Areas
- Bus Stop Signs
- DaneTopia
- #MembershipMonday
- Open Gym
- RSSW Recruitment
- Winter Session

Aquatics
- Summer Schedule
- Semester Schedule
- Learn to Swim
- Finals Week
Printed Marketing Flyers/Posters (2/3):

IM
- Semester Schedule
- IM B-Ball
- IM Soccer
- IM Softball
- Super Bowl Championship

Marketing: 5/9
Printed Marketing Flyers/Posters (3/3):

**Fitness/Wellness**
- Summer Schedule
- Morning Run Signs
- FC Semester Schedule
- Wellness Semester Schedule
- Quad FC Announcements
- Body Fat Screening
- Lifehack
- Celebrate Every Body
- Colonial Quad Opening
- Gainsgiving
- Finals Week

**GroupEx**
- Semester Schedule
- Group Ex Sampler
- Small Group Training
- GXIT
- 90’s Spin
- NETA
- Barre
- Pink Zumba
- Yoga Therapy Balls
- Finals GroupEx
Social Media:

FB
- Primarily used for EOM and #MembershipMonday
- 530 Total Page Likes (up 9%)
- Highest engagement is for #MembershipMonday

Twitter
- Primarily used for program announcements/flyers/articles
- 219 Tweets (Aug-Dec)
- 5,521 Profile visits (Aug-Dec)
- ~29% Increased Twitter Followers (from 503 to 698)

Video Content
- Content for 3 mini commercials
Tabling & Special Events:

**Freshman Orientation Resource Fair**

**Transfer Orientation Resource Fair**

**DaneTopia**
- Event Flyer
- Event T-shirts
- Event Posters
- Campus Rec Tent
- Program area postcards
- Promotional Items
- Social media

**Student Association Block Party**

**Fall Open House & Tour**
Website: albany.edu/rec

New Mission Statement

Creation of Buttons
  ◦ Anonymous Reporting

Edit/Develop
  ◦ Bike Share Program
  ◦ Feedback Forms
  ◦ Employee of the Month
  ◦ Intramural site overhaul
  ◦ Student Development Page
  ◦ “Game Day Operations” for Lockers
  ◦ “Game Day Operations” for Parking

Unified Policies & Rule Pages

General formatting/text style/font

Removal of outdated pages

Weekly content edits as needed/requested

Plays Well With Others