

ANNUAL REPORT

2021-2022



**Campus
Recreation**

A&M-COMMERCE





OUR MISSION

We connect, educate, and inspire people to lifelong activity and wellbeing.

OUR VISION

We aspire to be leaders in student development and collegiate recreation through programming, services, and facilities that reflect the highest industry standards.

Active Body. Active Mind.

CAMPUS RECREATION BY THE NUMBERS



STUDENT PARTICIPATION

IN ALL CAMPUS REC PROGRAMS, SERVICES, AND FACILITIES

88%

of on-campus
residents

46%

of students who
have in-person
classes in
Commerce

56%

of international
students



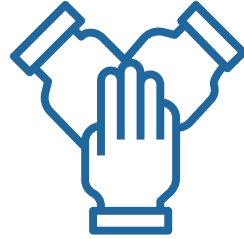
3,726 Students Engaged

PROGRAM TOTAL PARTICIPANTS



626

Intramural
Sports



20

Club Sports



415

Aquatics



794

Fall and Spring
RecFest



563

Outdoor
Adventure



343

Fitness and
Wellbeing

1,961 Total Participants

FACILITY VISITS



MRC
99,309



**CLIMBING
WALL**
4,279



MAC
5,332



**CHALLENGE
COURSE**
359

PROGRAM HIGHLIGHTS



AQUATICS

HIGHLIGHTS

- Doubled the number of private swim lessons offered from last year
- Hosted a first-ever glow pool party with over 200 participants
- Collaborated with CAB to host a Summer Jam pool party



54 Pool Reservations



149 Swim Lessons

CLUB SPORTS

HIGHLIGHTS



- Club Fishing attended the ACA National Championships
- Club of the Year: Fishing
- Officer of the Year:
Tristan White - Club Fishing

320
participations

\$ 11,000
Fundraised

3

Club Sports

20

Unique Participants

11

Away Games and
Competitions

FITNESS AND WELLBEING

HIGHLIGHTS



- More than doubled the number of personal training sessions offered
- Most successful FITOBER challenge with 35 teams and 140 team members.
- Replaced all treadmills on cardio floor

1,745 participations



542

Group Fitness
Classes



384

Personal Training
Sessions

INTRAMURAL SPORTS

HIGHLIGHTS

- Kelsey Cato started as Coordinator of Sports Programs in September
- Increased number of participations from last year
- Kelsey Cato served on the NIRSA Student & Professional Development Work team



4,892 participations

30

Intramural Sports
Offered

518

Games Played

239

Teams

MARKETING

HIGHLIGHTS

NEW GRAPHICS ON
TRACK, ACTIVITY ROOM,
AND STAIR CASE

CAMPUS REC APP
LAUNCH CAMPAIGN

SECURED A
MARKETING GA
FOR 22-23

SOCIAL MEDIA

1,059 posts and stories

19,167 total engagements

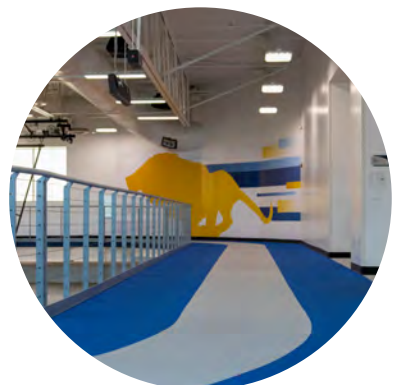
302,507 total impressions

EFFORTS

8 Campaigns

177 productions

14 tabling events with 1,206



OUTDOOR ADVENTURE

HIGHLIGHTS



- Promoted Ben Montgomery from Coordinator to Assistant Director
- Hired Hans Zander as new Coordinator
- New route marking system implemented at climbing wall
- Purchased new bikes for trips



**47 attendees on
8 outdoor trips**



**143 participations in
11 clinics and events**

CHALLENGE COURSE

408 Visits

11 Student
Groups

15 Non-TAMUC
Groups

DEPARTMENT HIGHLIGHTS



STRATEGIC PLAN

2021-22 was the third year of a three year strategic plan developed over the summer of 2019.



STUDENT PREPAREDNESS

FACILITATE AN ENVIRONMENT FOR OUR STUDENT EMPLOYEES FOR THE ATTAINMENT AND DEMONSTRATION OF CAREER READINESS SKILLS.

COLLABORATION

LEVERAGE THE STRENGTH OF CAMPUS RECREATION TO CULTIVATE AND SUPPORT THE A&M-COMMERCE COMMUNITY.

ENGAGEMENT

ENGAGE STUDENTS, FACULTY, AND STAFF WITH CAMPUS RECREATION THROUGH PROGRAMS, SERVICES, AND FACILITIES.

WELLBEING

TRANSFORM THE HEALTH AND SUSTAINABILITY OF OUR STUDENTS AND CONTRIBUTE TO THE WELL-BEING OF THE A&M-COMMERCE COMMUNITY.

STRATEGIC PLAN WRAP-UP

This was the third year of a three-year strategic plan developed in the summer of 2019. Most of the action items that were not done were related to nutrition programs that couldn't be implemented because we were unable to hire a registered dietitian. A new three-year strategic plan was developed in the summer of 2022 that will be for 2022-2025.

FINAL 2019 - 2022 STRATEGIC PLAN REPORT

22

COMPLETED ACTION ITEMS

11

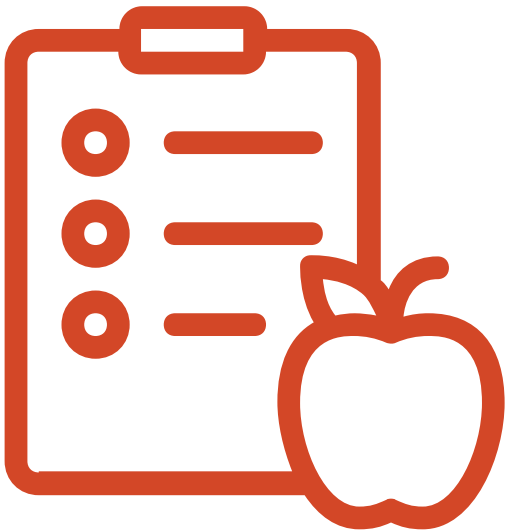
PARTIALLY COMPLETED
ACTION ITEMS

12

NOT DONE ACTION ITEMS

MAJOR INITIATIVES

IN MAY 2022, CAMPUS RECREATION HIRED CANNON DESIGN TO DO A PROGRAM OF REQUIREMENTS FOR A POTENTIAL EXPANSION OF THE MORRIS RECREATION CENTER. THE REPORT SHOULD BE COMPLETED IN DECEMBER OF 2022.



IN AN EFFORT TO EXPAND WELLBEING OFFERINGS, IN JUNE 2022 THE FIRST REGISTERED DIETITIAN STARTED WORKING FOR CAMPUS RECREATION, JULIE JUN. ALTHOUGH ONLY ABLE TO WORK FOR THREE MONTHS, JULIE HAS CREATED A FOUNDATION FOR THE NEXT REGISTERED DIETITIAN THAT IS HIRED.

**FACILITY ENHANCEMENTS:
MRC CLASSROOM TECHNOLOGY UPGRADES
REPLACED POOL SAND FILTERS
REPLACED ALL MRC TREADMILLS**



COLLABORATIONS

HIGHLIGHTS

- Brought back Rec After Dark for new student orientation
- Earned Silver status for ACSM Exercise is Medicine program
- Elevated our Celebrate EveryBODY week in partnership with IEL and Counseling Center



10

Campus Partners



5

Shared Programs



ASSESSMENT

NET PROMOTER SCORE (NPS) MEASURES THE LOYALTY OF CUSTOMERS TO AN ORGANIZATION. ANYTHING ABOVE 0 IS CONSIDERED GOOD, 50 IS EXCELLENT, AND 70 IS WORLD CLASS.

CUSTOMERS FALL INTO ONE OF 3 CATEGORIES TO ESTABLISH AN NPS.

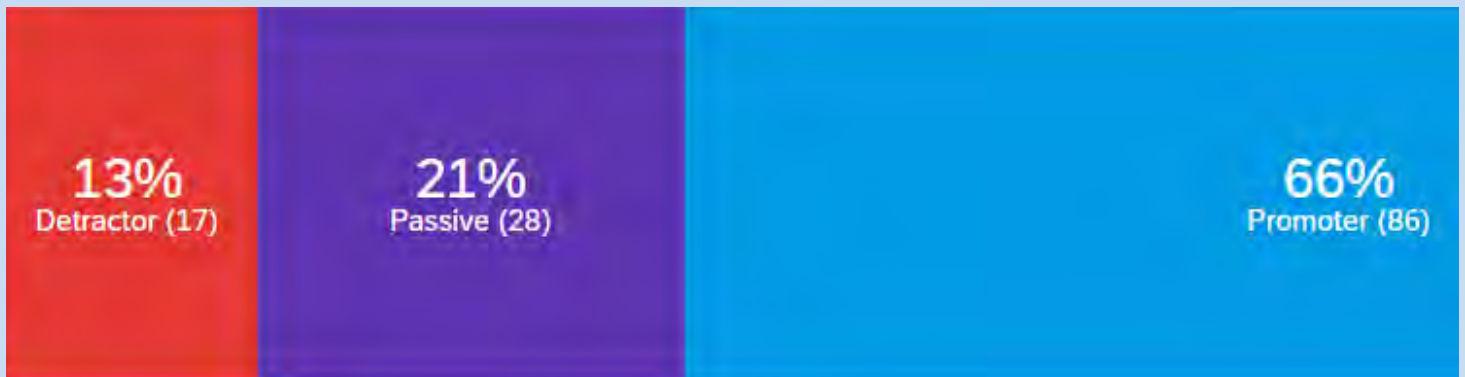
PROMOTERS (9 OR 10) ARE TYPICALLY LOYAL AND ENTHUSIASTIC CUSTOMERS.

PASSIVES (7 OR 8) ARE SATISFIED WITH OUR SERVICE BUT NOT HAPPY ENOUGH TO BE CONSIDERED PROMOTERS.

DETRACTORS (0-6) ARE UNHAPPY CUSTOMERS WHO ARE UNLIKELY TO PARTICIPATE FROM US AGAIN AND MAY EVEN DISCOURAGE OTHERS FROM BUYING FROM YOU.

MRC PATRON

NPS = 53



PROGRAM PARTICIPANT

NPS = 73



STUDENT EMPLOYMENT & DEVELOPMENT

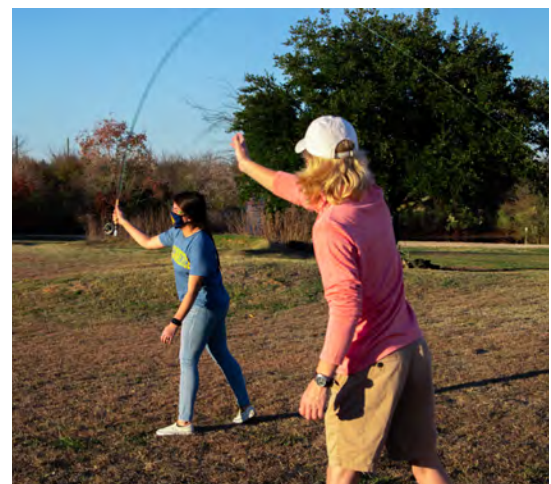


CERTIFICATIONS

- 13 Lifeguard Certifications
- 3 Water Safety Instructor certifications
- 4 ACE Personal Training certifications
- 8 Wilderness First Aid certifications



**38 CPR/AED/FA
courses with
161 participants**





SCHOLARSHIPS/SUPPORT

SUPPORT

NIRSA: Supported two student employees to attend the National Conference in Portland, OR in 2022

Fitness: Supported 10 student employees to attend the TexFit 2021 Conference in College Station, TX in 2022



SCHOLARSHIPS

Dr. James Stahl Scholarship - \$1,000 each
Ethan-Riley Monaco
Chaehyun Byun
Makayla Martin

Charles Goodall Scholarship - \$500 each
Jessica Rivera
Stefan Gradinaru

Robin Sullivan Memorial Scholarship - \$500
Justice Hector



EMPLOYMENT

256

STUDENTS EMPLOYED

Fall 2021 GPA

132 STUDENTS

3.1

Spring 2022 GPA

128 STUDENTS

2.9



65%

RETENTION RATE

98%

AGREE

They understand how their work impacts Campus Recreation's mission



97%

AGREE

Campus Recreation has given staff a sense of community

Teamwork

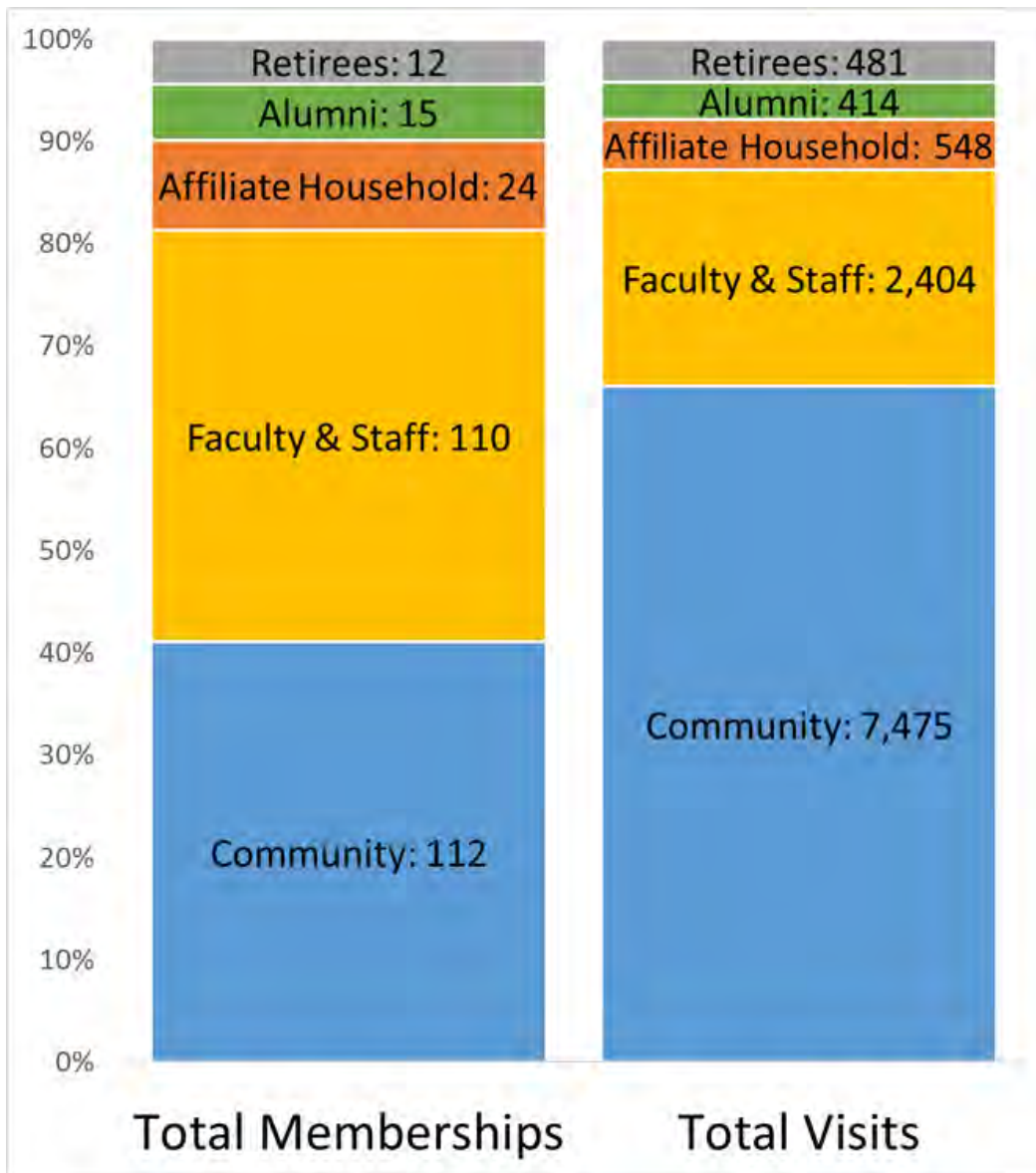
HIGHEST IMPROVED SKILL

MEMBERSHIPS & BUDGET

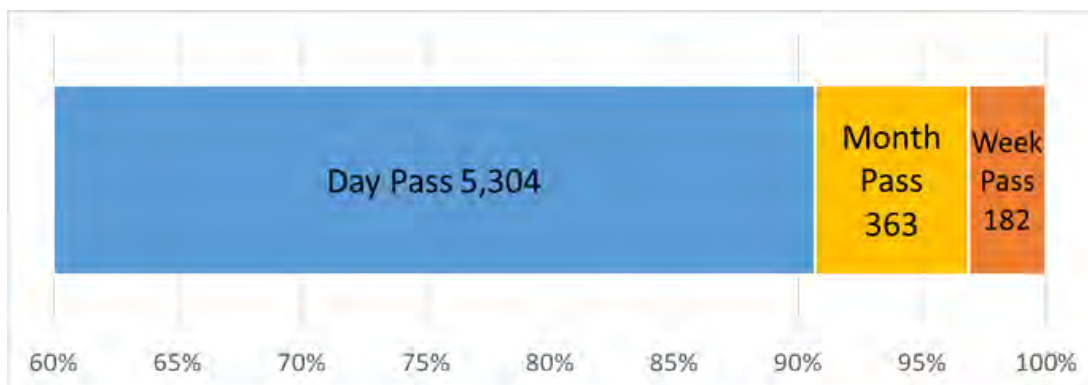


MEMBERSHIPS

NON-STUDENTS

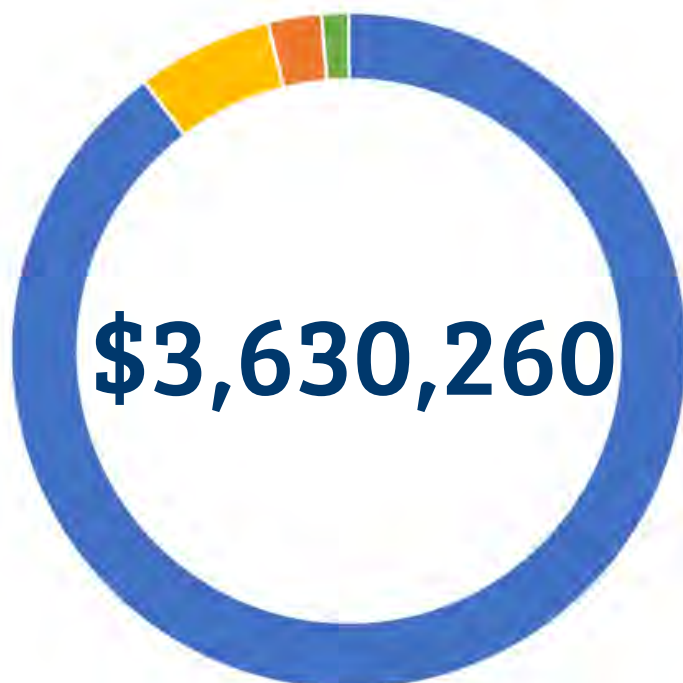


PASSES SOLD



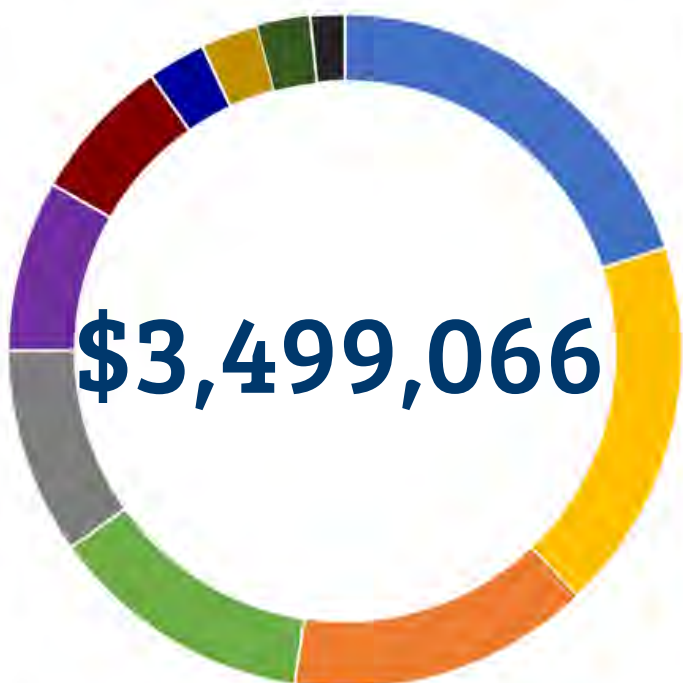
BUDGET FY22

REVENUE



- Recreation Fee: 90%
- Student Service Fee: 6%
- Memberships 3%
- Reservations, Programs, Endowment 1%

EXPENSES



- Building Debt: 20%
- Full-time staff wages/benefits: 18%
- Student wages/benefits/scholarships 14%
- Facility Operations 13%
- Savings - Rec Expansion 10%
- Savings - Building Maintenance 8%
- Administration 7%
- Savings - Salaries & Equipment 3%
- Programming 3%
- Encumbrances 2%
- Equipment Replacement 2%

MRC Expansion planned for FY24



Campus Recreation

A&M-COMMERCE

Active **Body.** Active **Mind.**