

2024-2025

ANNUAL REPORT



**Campus
Recreation**

EAST TEXAS A&M

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.

OUR MOTTO

Active Body. Active Mind.

CAMPUS RECREATION BY THE NUMBERS



STUDENT PARTICIPATION

IN ALL CAMPUS REC PROGRAMS, SERVICES, AND FACILITIES

89%

of on-campus
residents

60%

of students who
have in-person
classes in
Commerce

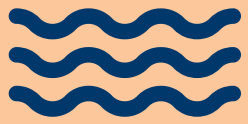
48%

of international
students



3,798 Students Engaged

PROGRAM TOTAL PARTICIPANTS



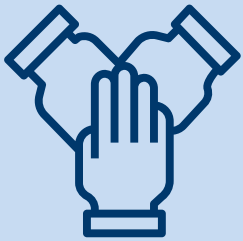
295

Aquatics



343

Fitness



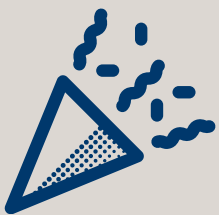
106

Club Sports



648

Intramural
Sports



1,118

Fall and Spring
RecFest



653

Nutrition

**2,398 Total
Participants**



333

Outdoor
Adventure

FACILITY VISITS



MRC

121,778



**CLIMBING
WALL**

4,973



**CHALLENGE
COURSE**

608

AQUATICS

HIGHLIGHTS

- Held a foam pool party with 600 attendees
- Worked through constructions closures of the lifeguard office and outdoor basketball courts
- Held a glow pool party with over 200 attendees
- Co-hosted a movie night with OSE, Moana 2



38 Pool Reservations



294

Swim Lessons

56

Unique Participants

CLUB SPORTS

HIGHLIGHTS



- Esports Club competed in the NECC Super Smash Bros team National Championships
- Climbing Club competed in several competitions and hosted multiple social events
- Club Sport of the Year: Climbing Club
- Club Officer of the Year: Hunter Larose

2,046 participations

3

Club Sports

106

Unique Participants

19

Competitions

FITNESS

HIGHLIGHTS



- Barre Above, Cycle, and Pilates group fitness classes had the most attendees
- Events included Strongest of the Pride, Gratitude Journaling, and Police Fitness Challenge
- Researched and determined cardio and weight equipment to purchase for the MRC Expansion

1,141 Group Fitness Participations



246

Group Fitness
Classes



188

Personal Training
Sessions

INTRAMURAL SPORTS

HIGHLIGHTS

- Decreased the number of games forfeited from 41% to 14%
- Large fan attendance at Champ Nights (Volleyball~200, Basketball~150)
- Increased customer satisfaction by 81%, from 42 to 76 Net Promoter Score
- Sports with the most participants: Volleyball and Basketball for team sports, Pickleball for individual/dual sports.



5,272 Participations

26

Intramural Sports
Offered

542

Games Played

199

Teams

MARKETING

HIGHLIGHTS

MRC Construction
Projects: 32

Went through rebrand of
university from TAMUC
to ETAMU

2500
followers on
Instagram

EFFORTS

203K Views on Social
Media

15 tabling events

215 Design and
Photography Projects

Redesigned Marketing
Banner and Canopy
Cover



NUTRITION

HIGHLIGHTS

→ Partnered with Dallas ISD Dual Credit, Title IX, Sodexo, North Texas Food Bank, AgriLife Extension, Health & Human Performance, Student Advocacy & Support, Lions Coalition for Accessible Needs (CAN), and Student Disability Services.

→ Most attended workshops: Dorm Room Cooking, Ramen Remix, and Beating the Burnout

→ Most attended drink events: Agua Fresca Stand, Cozy Fall Beverage, Smoothie Stations, and Mocktail Mondays



1,014 Participations



106

Nutrition Consultations
with 58 individuals



44

Nutrition Events

OUTDOOR ADVENTURE

HIGHLIGHTS



- Held our first bouldering in the dark event which hit maximum capacity
- Moved gear rental to the MRC from the OAC to offer a more convenient way for students to rent gear
- Offered first Challenge Course to You event which was highly successful and will be developed into a regular offering.



**48 attendees on
9 outdoor trips**



**498 attendees in
26 clinics and events**

**CHALLENGE
COURSE**

6

Student
Groups

12

Outside Groups

STRATEGIC PLAN

2024-25 was the third and final year

EXPAND OUR INFLUENCE

THE MORE STUDENTS WE REACH, THE MORE WE CAN HELP THEM ACHIEVE LIFELONG ACTIVITY AND WELLBEING. EXPANDING OUR INFLUENCE INVOLVES FINDING STUDENTS AND ENGAGING THEM IN OUR PROGRAMS, FACILITIES, AND SERVICES.

QUALITY ENGAGEMENT

WE MUST DELIVER THE VERY BEST CUSTOMER SERVICE, QUALITY PROGRAMS, CLEAN FACILITIES, AND EFFICIENT PROCESSES. WE WANT PARTICIPANTS TO EXPERIENCE DELIGHT, HAVE MEMORABLE MOMENTS, AND HAVE SUCH A GREAT EXPERIENCE THAT THEY REFER THEIR FRIENDS TO ENGAGE WITH US.

STRATEGIC PLAN

Key Results

EXPAND OUR INFLUENCE

Increase our face-to-face presence with students by 5% each year, to go from 46% to 61% by 2025

60%

70% of students that engage with Campus Rec will engage at least 4 times a semester.

75%

Online fitness platform for our online students: **Fitness on Demand**

88 users
46 classes played

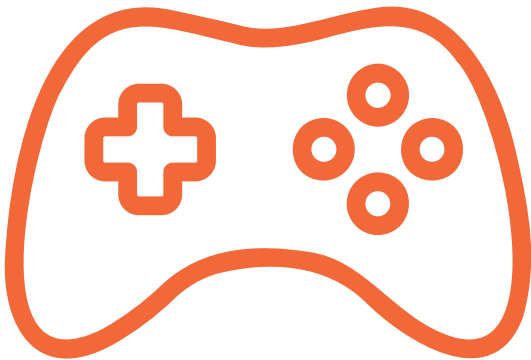
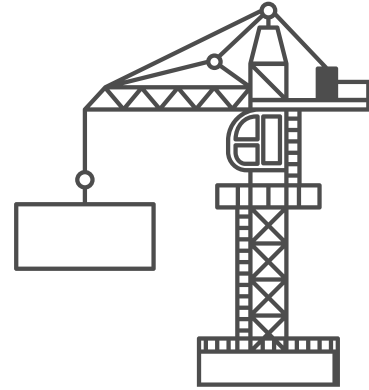
QUALITY ENGAGEMENT

Net promoter score measures the loyalty of customers to an organization

Area	Goal	NPS
Aquatics	60	20
Fitness (PT and GF)	60	37
MRC Patrons	50	47
Nutrition	60	59
Outdoor Adventure	70	74
Sport Programs	60	63

MAJOR INITIATIVES

**MRC EXPANSION
CONSTRUCTION STARTED!**



**NEW ESPORTS ROOM
OPENED IN THE
JOURNALISM BUILDING
WITH THE ESPORTS
CLUB HOSTING
PRACTICES**

**NEW STRATEGIC PLAN
DEVELOPED (2025-
2028) AND THE
STRATEGIC PLAN FOR
2022-2025 ENDED.**

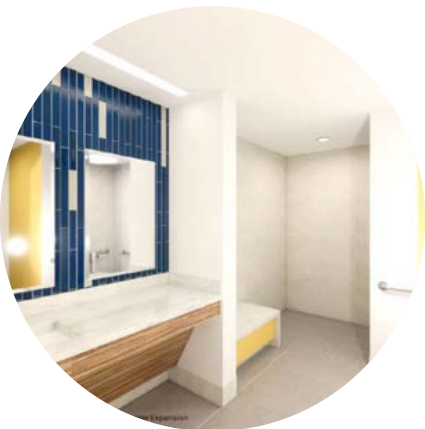


CONSTRUCTION HIGHLIGHTS FOR MRC EXPANSION

December 2024: Moved Office Suite to Journalism 3rd Floor

December 2024: Construction set-up and prep work began

February 2025: Moved the main MRC entrance to the southwest emergency doors facing Walnut St. Closed: front entrance and front desk, office suite, and activity room.



STAFF CHANGES

New Hires

Brandi Valentine
Business
Coordinator 1



Xavier Deloatch
Coordinator of Sports
Programs and Cain
Sports Complex



Promotions

Kara Nemthy
Senior Registered
Dietitian



Jonathan Johnston
Senior Associate
Director of Programs



Retiree

Veta Dawson
Administrative
Associate III



CERTIFICATIONS

- 11 Lifeguard Certifications
- 4 Basic Swim Instructor certifications
- 1 Yoga Certification and 1 Personal Training Certification
- 9 Wilderness First Aid certifications



**113 CPR/AED &
First Aid
certifications**



SUPPORT/SCHOLARSHIPS



**Supported one student employee to attend
NIRSA Region IV Conference in Lubbock, TX in
Fall 2024**

**Supported five student employees to attend
AORE Annual Conference in New Orleans, LA in
Fall 2024**



**Supported two student employees to attend
NIRSA Annual Conference in Orlando, FL in
Spring 2025**

**Supported three student employees to attend
TexFit in Dallas, TX in Spring 2025**



Dr. James Stahl Scholarship - \$1,000 each

Callie Myrick

Cody Hunter

Fatima Alonso

Jada Burke

Madisen Kornele

Charles Goodall Scholarship - \$1,200

Kayla Gilbert



**Robin Sullivan Memorial Scholarship - \$450
each**

Palmer Campbell

Alayna Fox

Blake Taylor

STUDENT EMPLOYMENT

144

STUDENTS EMPLOYED

Fall 2024 GPA

101 STUDENTS
EMPLOYED

3.3

Spring 2025 GPA

112 STUDENTS
EMPLOYED

3.3



73%

EMPLOYEE
RETENTION RATE

98%

INCREASED A LITTLE OR
SUBSTANTIALLY

in critical thinking during the year.

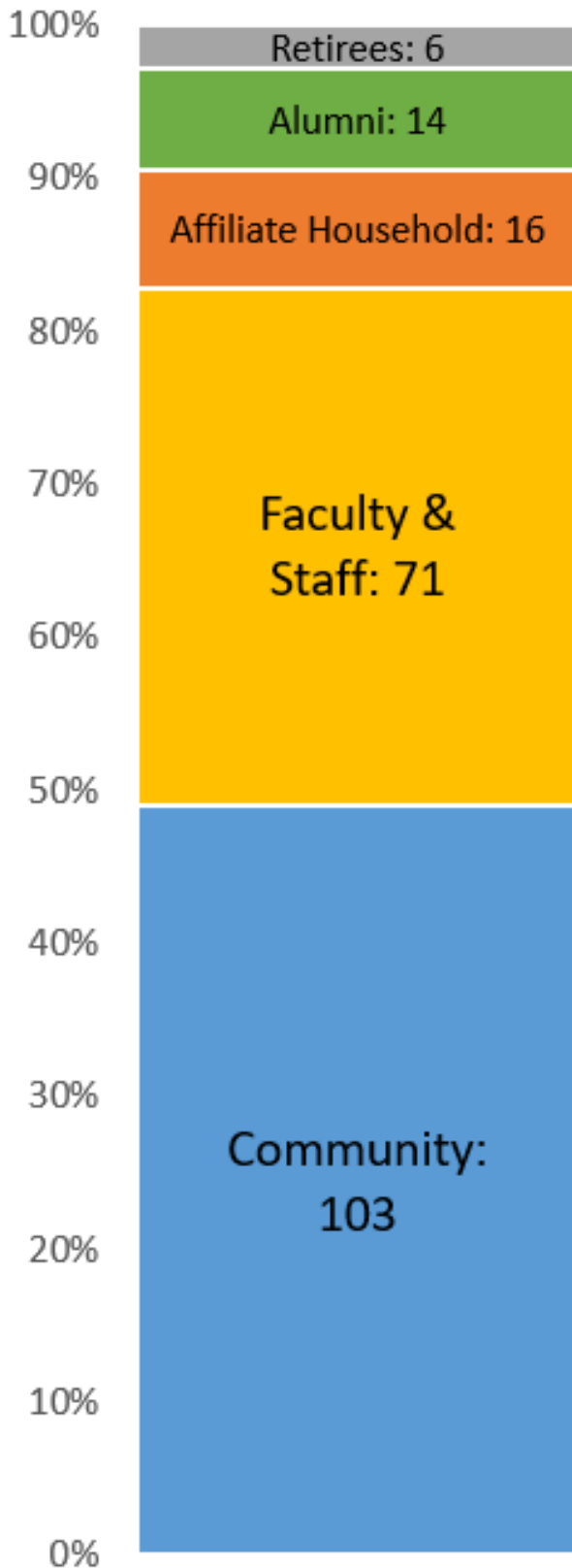
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OVERALL NPS SCORE

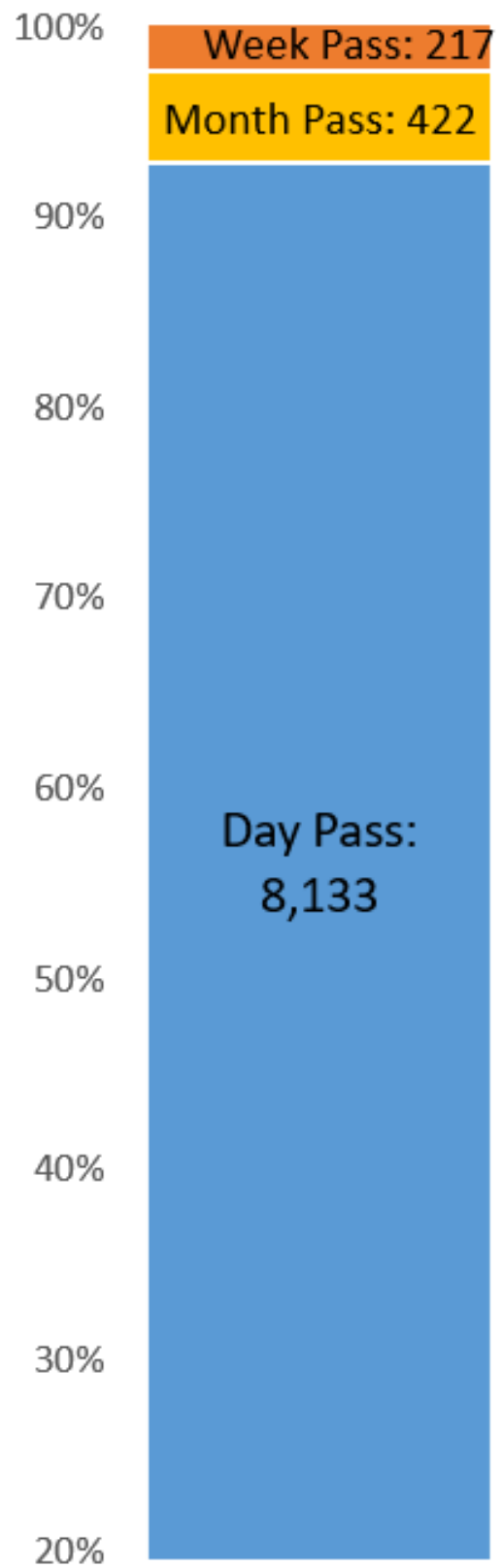
NET PROMOTER SCORE (NPS)
MEASURES THE LOYALTY OF
EMPLOYEES TO AN ORGANIZATION

ANNUAL SALES

MEMBERSHIPS SOLD

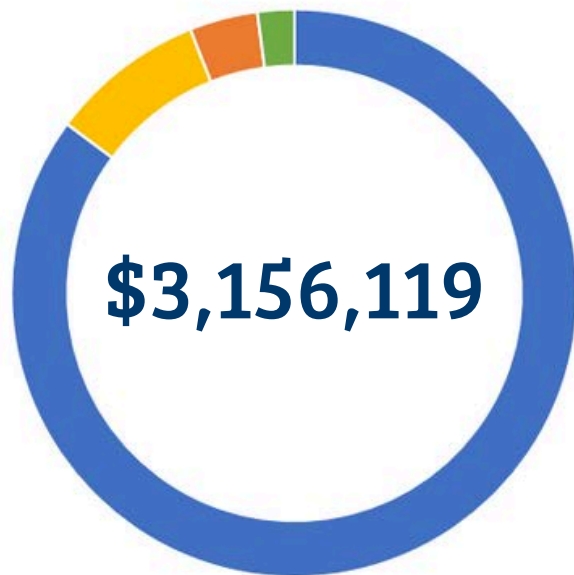


PASSES SOLD



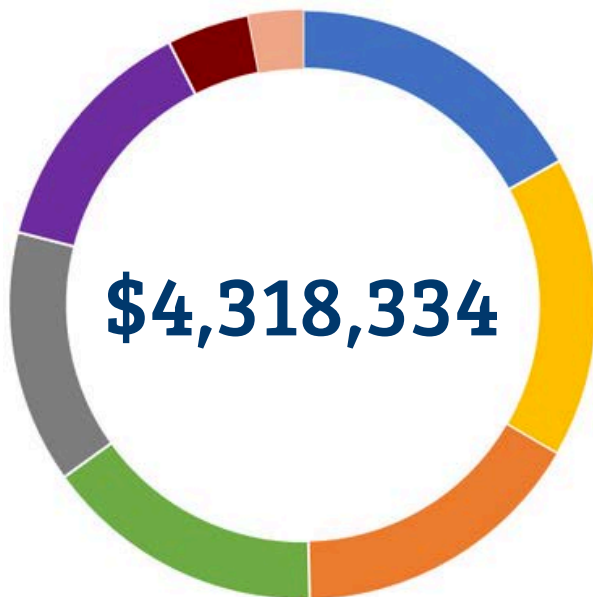
BUDGET FY25

REVENUE



- Recreation Fee 85%
- Student Service Fee 9%
- Memberships 4%
- Reservations, Programs, Endowment 2%

EXPENSES



- Full-time Staff Wages & Benefits 17%
- MRC Expansion 17%
- Building Debt 16%
- Deferred Maintenance 15%
- Facility Operations 14%
- Student Staff Wages, Benefits, & Scholarships 14%
- Administration 5%
- Programming 3%

**MRC Expansion and
Deferred Maintenance
expenses are from savings**



**Campus
Recreation**

EAST TEXAS A&M

**We
Transform
Lives**