

UNIVERSITY OF NORTHERN IOWA WELLNESS AND RECREATION SERVICES (WRS)

ANNUAL REPORT

JULY 1, 2011 – JUNE 30, 2012

WRS At-a-Glance:

MISSION: To enhance the personal, professional and academic lives of university students, faculty, and staff through structured and self-directed activities, educational programs and services, skill and leadership building activities, and campus-wide initiatives. WRS staff is committed to being the leaders in fostering healthy lifestyles among members of the UNI campus community.

STAFF: Director, two Associate Directors, 8 Program Coordinators, a licensed Massage Therapist, 2 Secretaries, an Office Coordinator, and over 300 Student Employees.

SERVICES: Aquatics & Certifications, Wellness, Informal Recreation, Intramural Sports, Outdoor Recreation, Personal & Instructional Fitness, Sport Clubs, Violence Intervention and Substance Abuse Services.

Highlights of the Year and Progress toward Goals:

Participation in WRS programs remains strong, despite a decline in enrollment. See page 2 for participation numbers.

A five year strategic plan was developed and implemented fall 2011. Accomplishments related to strategic goals follow:

- To support UNI's initiatives related to the recruitment and retention of multicultural students, a WRS multicultural recruitment plan was developed and implemented. WRS offered special events to expose visiting multicultural groups to college fun and to wellness and recreation careers; WRS participated in University events focused on multicultural recruitment; and WRS increased its number of multicultural student employees from 14 in FY11 to 24 in FY12.
- Because the WRS Sport Club and Massage Therapy programs continue to grow, permanent professional positions were established for both, with a Sport Club/Intramural Sports Coordinator and licensed Massage Therapist hired.
- Budget resources were allocated to fund seven graduate assistantships annually. These assistantships support enhanced program marketing and allow WRS to grow and adapt services according to student needs and interests. To support the professional growth of these graduate assistants (GAs), graduate assistant guidelines and curriculum were developed to assure their optimal experience with WRS.
- To better meet the needs of individuals with disabilities, notices were posted throughout the WRC/Health Beat and in program materials letting people know how to request accommodations; three automated doors were installed, an evacuation chair was purchased for emergencies, and three new ADA-compliant pool lifts were installed; and information about all accommodations provided by WRS was posted on the WRS web site.
- To keep in touch with WRS alumni student employees, a second annual reunion was held in December 2011 at UNI and in March 2012 at the NIRSA national conference to maintain important relationships that may bring financial resources to WRS in the future.
- To increase revenue (and to introduce youth to UNI and the Wellness/Recreation Center) the youth All Sport Camp was expanded, an Outdoor Adventure Camp was held and a Junior Lifeguarding camp was added. At the annual WRS retreat in June 2012, more innovative youth camp ideas were generated for implementation in FY13.
- With the WRC now almost fifteen years old, facility renovations are becoming important. An efficient lighting system was installed in the WRS gymnasiums, gym floors were refinished, twenty five new security cameras were purchased to replace outdated ones, spacious storage units were installed in the equipment room, and the Welcome Desk area was redesigned and renovated to provide improved customer service and security.
- To stay abreast with the ways that college students send and receive information, a social media marketing plan was developed and implemented, to be further expanded for the 2012 – 2013 school year, using Facebook pages, video clips, and other electronic media to reach and engage students.
- WRS risk management practices were collected and reviewed, with new comprehensive WRS Risk Management and Emergency Action Plans created to assure the safety of program participants. Additionally, a contract for professional athletic trainer services was secured for activities of greatest risk.
- As we look to the future, lighted recreational fields are increasingly necessary for students to participate in outdoor recreational programs after dark. A West Campus committee was pulled together to assess outdoor space/facility needs of WRS, Athletics, and HPELS; the West Campus plan was updated to reflect those needs; and plans are underway to seek funding for an all-weather turf field and lighting.

WRC & Health Beat		
	11/12	10/11
Total Visits	274,934	281,796
Unique Users		
Students	8,676	9,019
Faculty/Staff	215	192
Others	177	241

Intramural Sports		
	11/12	10/11
Total Participations	28,487	26,270
Unique Students	2,805	3,072

Sports Clubs		
	11/12	10/11
Number of Clubs	21	20
Club Members	489	516

Outdoor Recreation		
	11/12	10/11
Trip participants	244	155
Belay Clinic Participants	152	131
Other Clinic Participants	51	42
Rentals	461	443
Climbing Wall Usage (monthly average)		
Academic year	1,921	1,712
Summer	241	323

Fitness/Leisure Classes		
	11/12	10/11
Total Registered		
Fall	1,001	1,039
Spring	982	1,134
Summer	122	178
Total	2,105	2,351
Unique Students		
Fall	869	890
Spring	843	993
Summer	44	79
Unique Faculty/Staff/Other		
Fall	132	149
Spring	139	141
Summer	78	99

Personal Training		
	11/12	10/11
Total Sessions	1,177	1,076
Unique		
Students	29	34
Faculty/Staff/Other	39	28

WRS Facility Rentals		
	11/12	10/11
Gross Income	\$105,635	\$103,914
Net Income	\$55,478	\$56,188

	11/12	10/11
Learn-to-Swim:		
Children of Students, Faculty Staff & Alumni	668	664
Massages:		
Total	880	798
Red Cross Training:		
Participants	859	798
Minority Student Employees:	24	14