

CRW Advisory  
Council  
April 8, 2022





**Open Discussion  
Council Members**

Dr. Greg  
Corack,  
Associate  
Director of  
Leadership &  
Programs





# Adventure Leadership

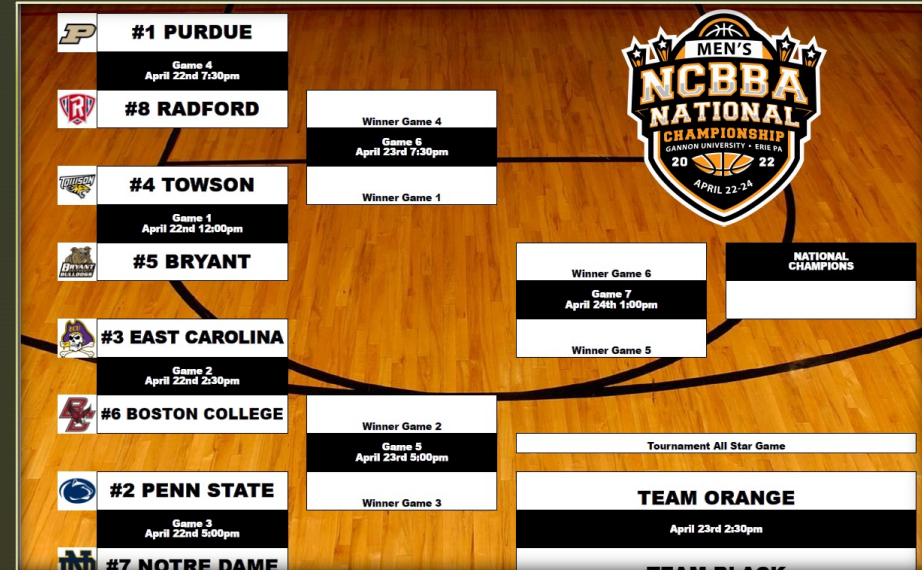


- KINE 1000 Climbing Wall – 30 Sections and Counting
- Craven County Early College – Low Ropes – 80 Participants
- Beach Day and Horseback Riding Successful Trips
- Boat House Open



# Sport Programs and Athletic Training

- Men's Basketball Regional Champs!
- Cheer at National Championships
- Dance placed 2<sup>nd</sup> in National Championships
- IM Sand Volleyball at College Hill
- Softball, Soccer, Flag Football Playoffs at Blount
- Athletic Training Updates



# Alumni Outreach

- **Pirate Nation Gives:**  
7 Donors and \$1,364 Raised
- CRW Scholarship Golf Scramble April 22
- Club Sports Golf Scramble October 15
- New Alumni Coins





Questions??



Dana Lopez,  
Associate  
Director of  
Facilities &  
Operations





# Aquatics & Safety Programs

- Adult Swim Lesson Preview Day: 47 registered participants
- Youth/Adult Group Swim Lessons: 10 participants
- Youth/Adult Private Lessons: 96 lessons sold
- Lifeguard Training Course: 18 registered participants
- Adult & Pediatric CPR/AED/FA: 20 registered participants

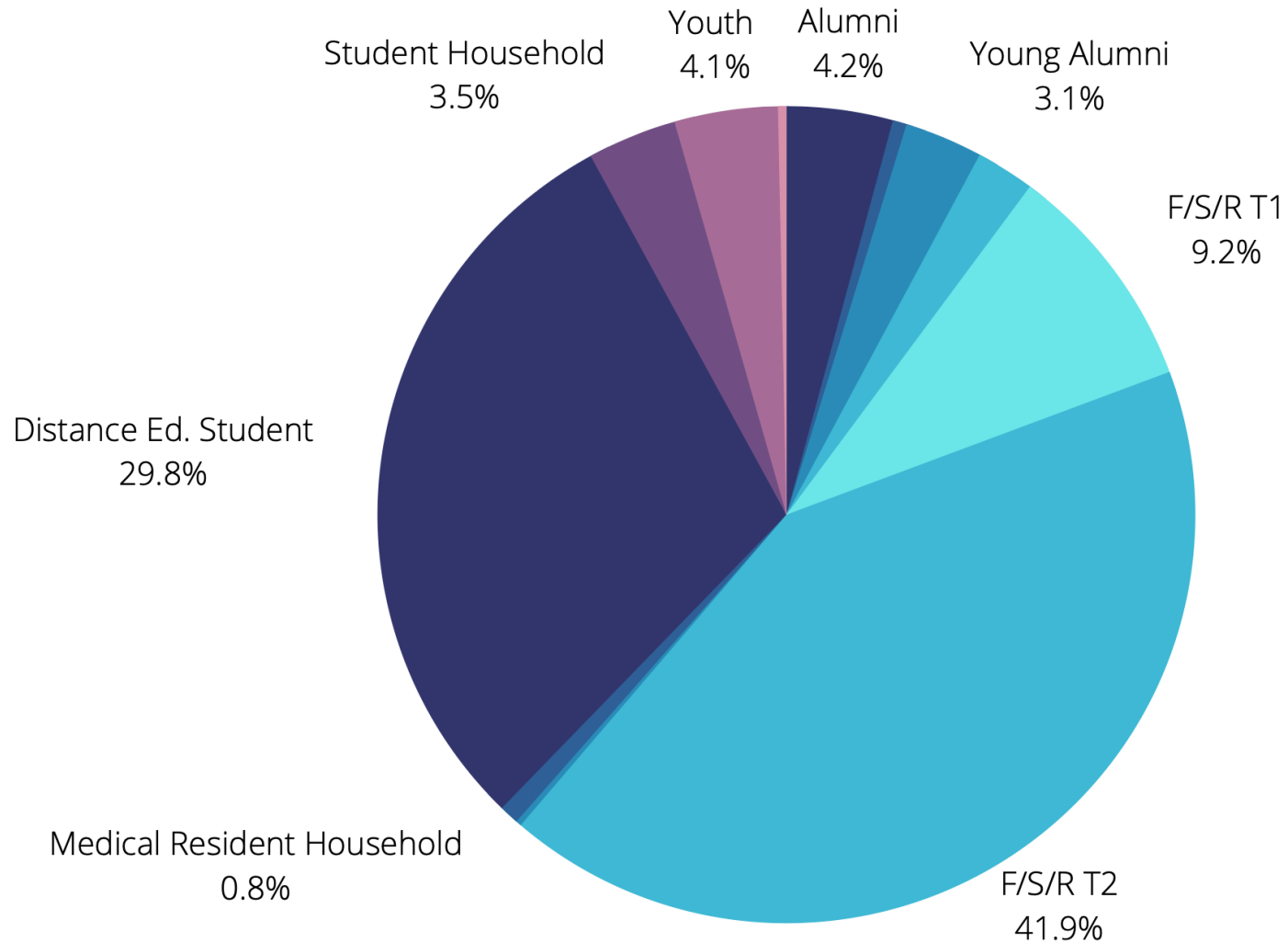
# Membership

- FY22 Budget: \$300,000 | YTD: \$194,000
- In 2020 we were at 79% of our budget, this year we are at 64%.
- Initiatives for membership and retention:
  - Continue to increase visibility of facilities, programs, and services.
  - Increase awareness of Tier 1 membership pricing.
  - Creating a new member experience to include engagement and community.



# Why are we increasing membership prices?

- 2008/2009 last time memberships were increased.
  - 2008 - \$240/year, \$20/month
  - 2009 - \$264/year, \$22/month
- 2017 - Student fees were increased to \$271 per academic year.
- 2021 - Implemented the Tiered Membership Rates
- 2022 - Increasing Tier 2 to match the Student Activity Fee



| MEMBERSHIP                 | QUANTITY     |
|----------------------------|--------------|
| Alumni                     | 73           |
| Alumni Household           | 11           |
| Young Alumni               | 54           |
| F/S/R Tier 1               | 159          |
| F/S/R Tier 2               | 732          |
| F/S Household              | 41           |
| Medical Resident           | 4            |
| Medical Resident Household | 14           |
| Distance Ed. Student       | 511          |
| Student Household          | 61           |
| Youth                      | 72           |
| Teen                       | 6            |
| <b>TOTAL</b>               | <b>1,738</b> |

# Faculty/Staff/Retiree Tier 1: <\$47,999

- Proposing increasing the salary range for Tier 1 from <\$44,999 to <\$47,999 to account for the 5% salary increases across the board to all employees.
- Tier 1 will still maintain half the cost of Tier 2
- Household members will pay full price

## MONTHLY

ANNUAL MEMBERSHIP MONTHLY

Current: \$11  
New: \$13

1st Household Member

\$26

## ANNUAL

MEMBERSHIP PAID ANNUALLY

Current: \$132  
New: \$160

1st Household Member

\$320

## SEMESTER

FALL AND SPRING

Current: \$55  
New: \$68

1st Household Member

\$136

## SUMMER

SUMMER SEMESTER

Current: \$32  
New: \$34

1st Household Member

\$68



# Faculty/Staff/Retiree Tier 2: >\$48,000

- Proposing increasing the salary range for Tier 2 from >\$45,000 to >\$48,000 to account for the 5% salary increases across the board to all employees.
- 1st Household member will be half the price

## MONTHLY

ANNUAL MEMBERSHIP - MONTHLY

Current: \$22  
New: \$26

1st Household Member

\$13

## ANNUAL

MEMBERSHIP PAID ANNUALLY

Current: \$264  
New: \$320

1st Household Member

\$160

## SEMESTER

FALL AND SPRING

Current: \$110  
New: \$136

1st Household Member

\$68

## SUMMER

SUMMER SEMESTER

Current: \$64  
New: \$68

1st Household Member

\$32

# Distance Ed Students / Student Household / Young Alumni

- Students will now be paying the same rate as the fee paying students.

- 1st Household member will be half the price

## SEMESTER

FALL AND SPRING

Current: \$110

New: \$136

1st Household Member

**\$68**

## SUMMER

SUMMER SEMESTER

Current: \$64

New: \$68

1st Household Member

**\$32**

# Alumni Membership

- Proposing offering a monthly payment option.
- 1st Household member will be half the price

## MONTHLY

ANNUAL MEMBERSHIP PAID  
MONTHLY

Current: N/A  
New: \$40/month

1st Household Member  
\$20/Month

## ANNUAL

MEMBERSHIP PAID ANNUALLY

Current: \$384  
New: \$440

1st Household Member  
\$220

## SEMESTER

FALL AND SPRING

Current: \$150  
New: \$176

1st Household Member  
\$88

## SUMMER

SUMMER SEMESTER

Current: \$104  
New: \$108

1st Household Member  
\$54



# Guest Passes / Self-Sponsoring Day Passes

- Propose moving to a two price model for guest passes and day passes.
- Staying competitive with other community centers
- Increase in Revenue
  - Alumni - \$1,214
  - F/S Day Pass - \$192
  - Adult Day Pass - \$8,408 (75% of 2021)
  - Youth - \$4,190

Adult Guest  
ECU F/S Day Pass  
DE Day Pass

Current: \$5  
New: \$10

- Per Visit Price
- F/S Can Self Sponsor
- Can bring in up to two guests for \$10 each

Youth Guest 11 years of  
and under

Current: \$5  
New: \$5

- Per Visit Price
- Cannot Self Sponsor
- Must be accompanied by an adult member

Alumni Day Pass

Current: \$7  
New: \$10

- Per Visit Price
- Can Self-Sponsor

CRW Employee

Current:\$3  
New: \$5

- Per Visit Price
- CRW Employee must not be on shift during visit.

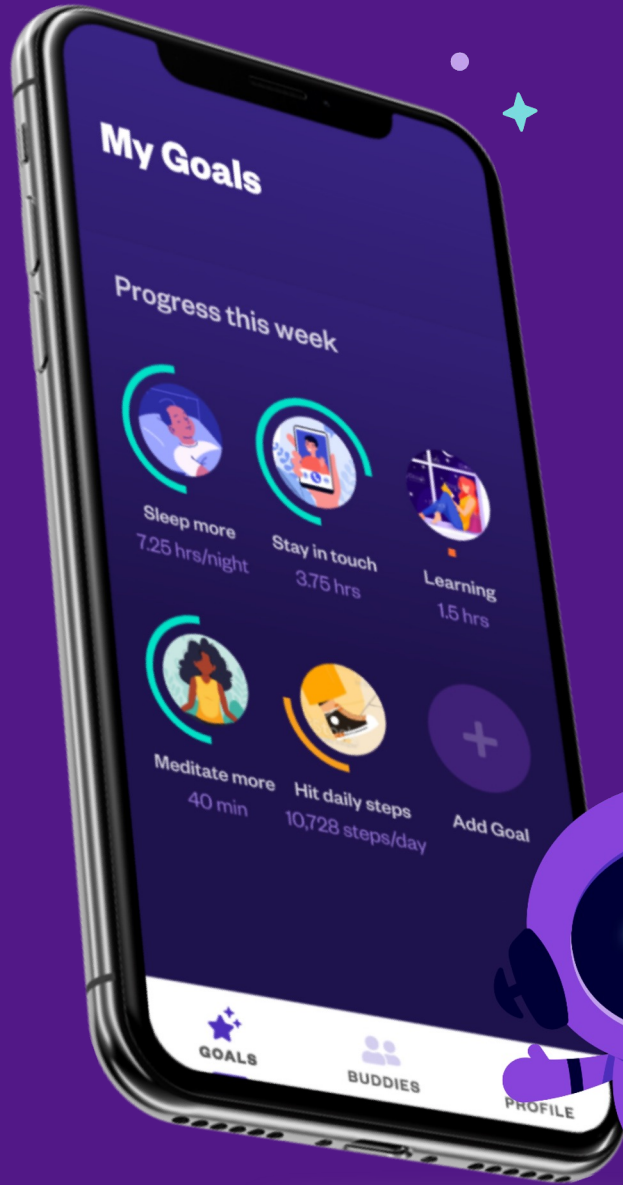
Questions??



Steven Trotter,  
Director of  
Well-Being







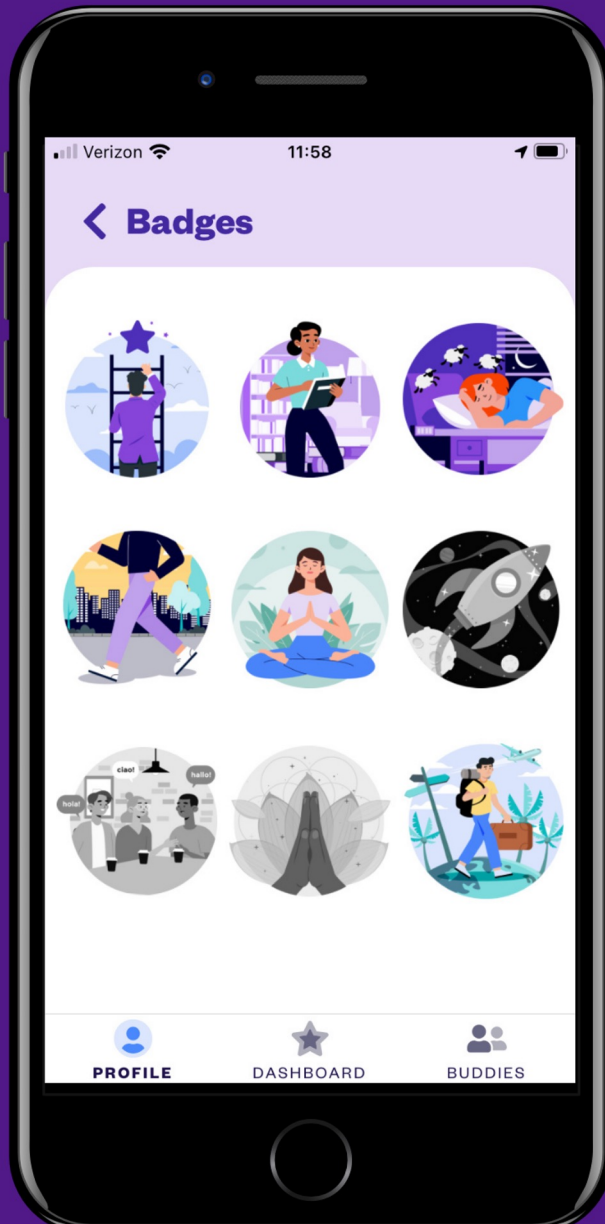
# BetterYou

+



# ECU<sup>®</sup>

# IMPACT AT A GLANCE



- **899** in total ECU students have signed up for BetterYou...**99** YTD
- **475** badges earned YTD toward their wellness goals
- **Top wellness goals set YTD by ECU-students:**
  1. SLEEP
  2. STEPS
  3. STAY CONNECTED (SOCIAL)
  4. MEDITATION

# RECENT TESTIMONIALS

🗨️ How likely are you to recommend BetterYou to a friend or colleague?

10

🗨️ Great to hear you're a fan! What do you love about BetterYou?

The gentle reminders, ease of use.

🗨️ How likely are you to recommend BetterYou to a friend or colleague?

10

🗨️ Great to hear you're a fan! What do you love about BetterYou?

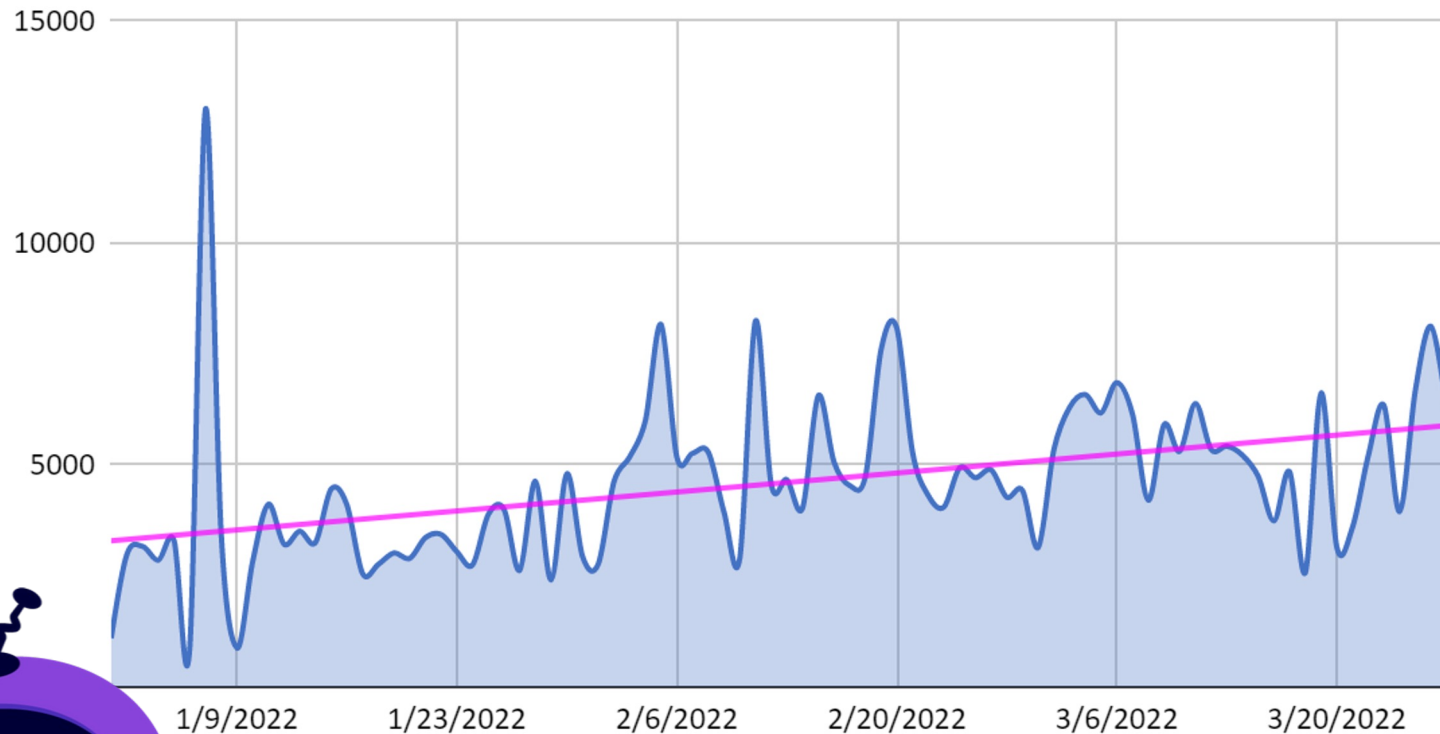
The way I can add goals and see my progress on one screen.





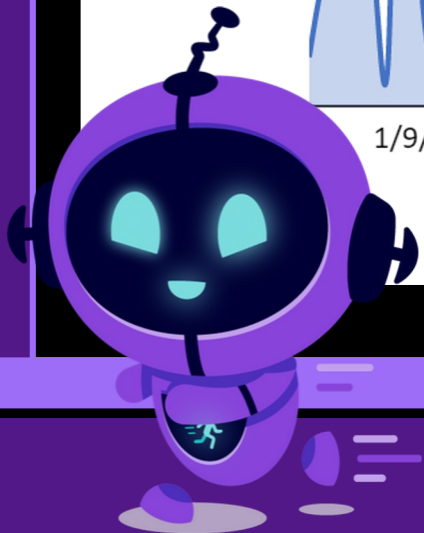
# FITNESS INSIGHTS

AVG Daily Number of Steps



YTD ECU-students are averaging **4590\*** steps per day!

\*Typical American adults average 4000 steps/day.

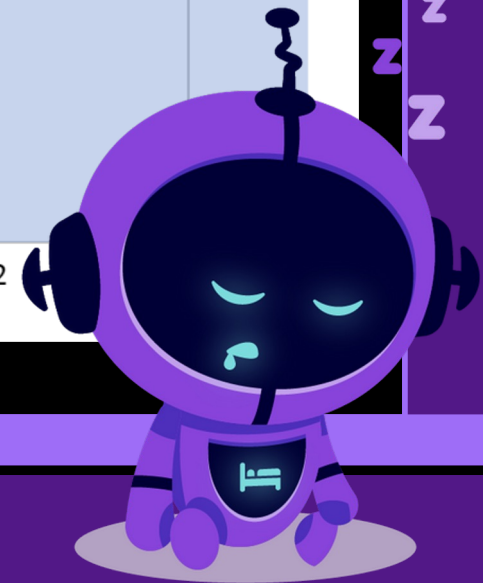
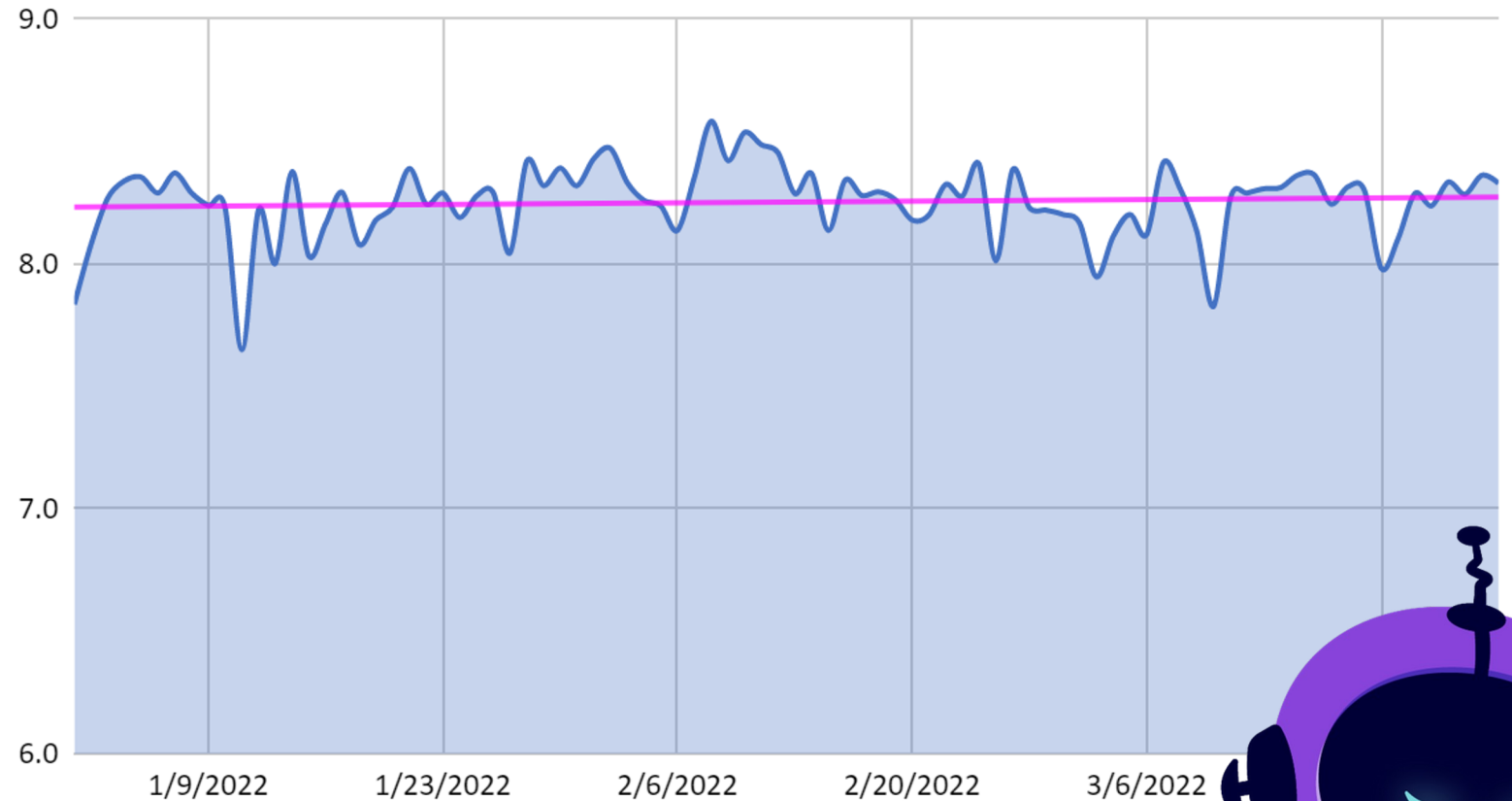


# SLEEP INSIGHTS

YTD undisturbed sleep has held steady for ECU students...

averaging 8.3 hours per night

AVG Daily Amount of Undisturbed Sleep

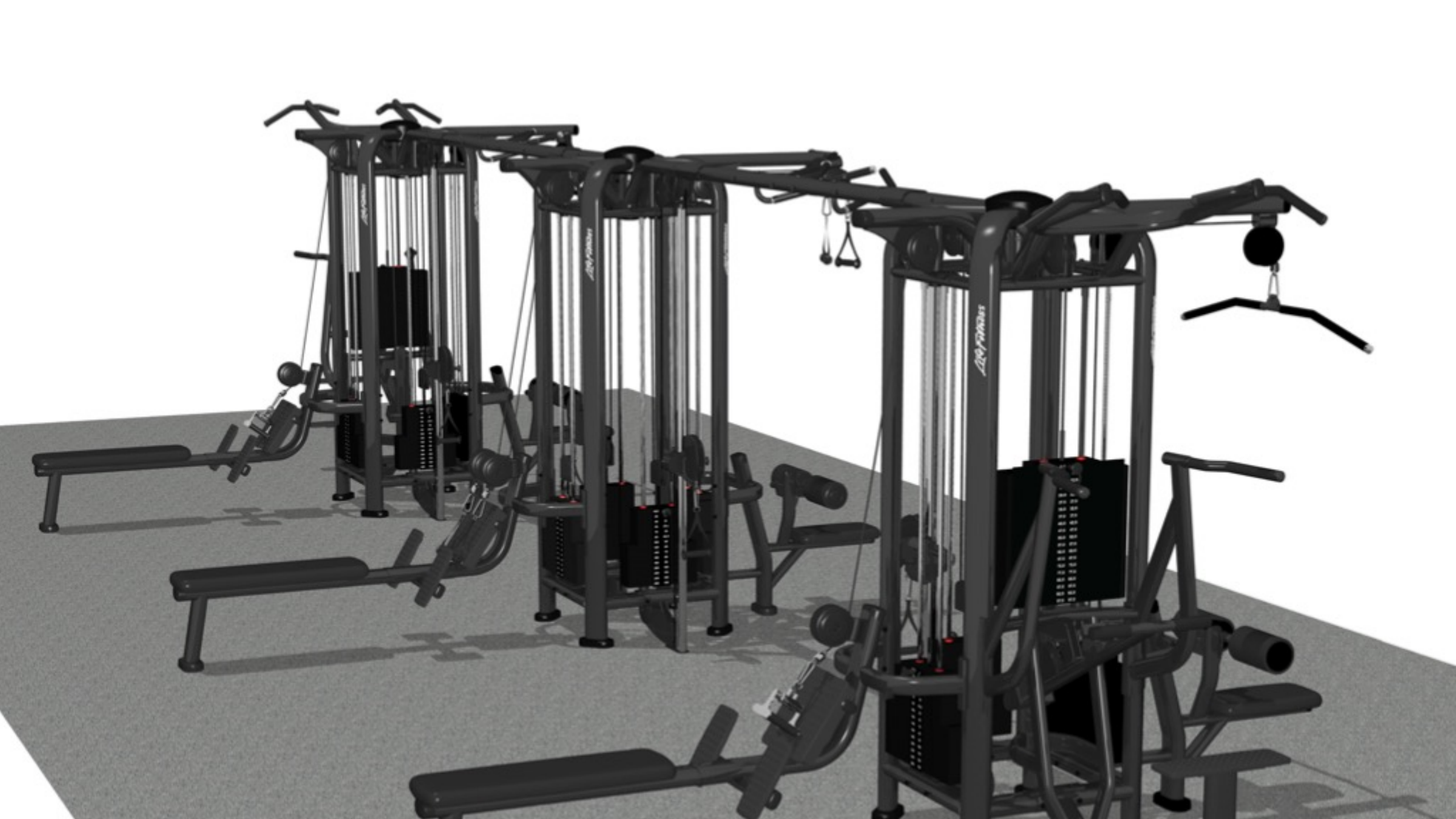


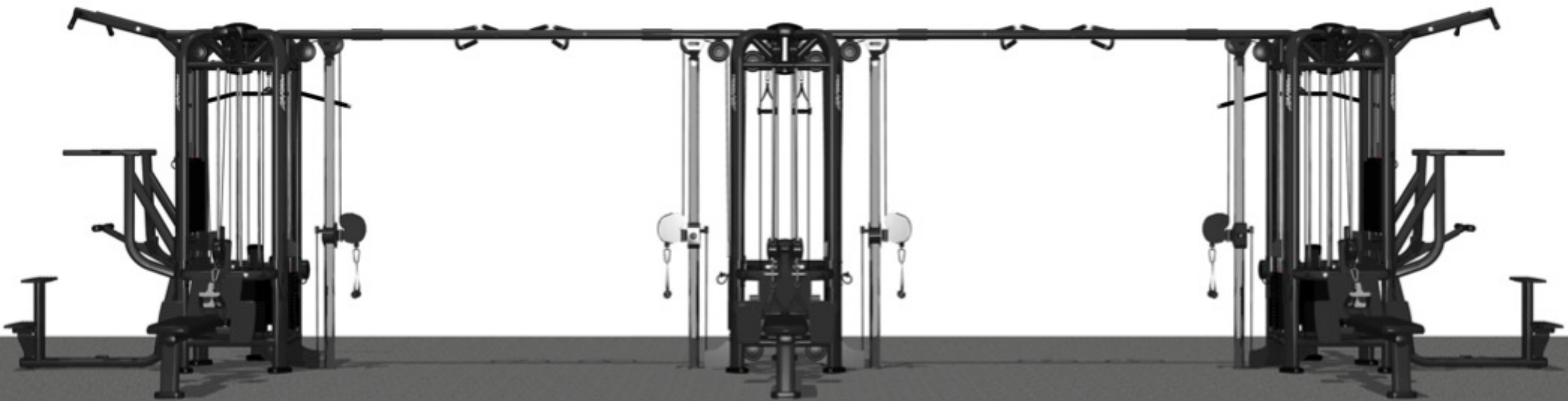
We won't leave you on read...

**New Fitness Equipment Coming!!**

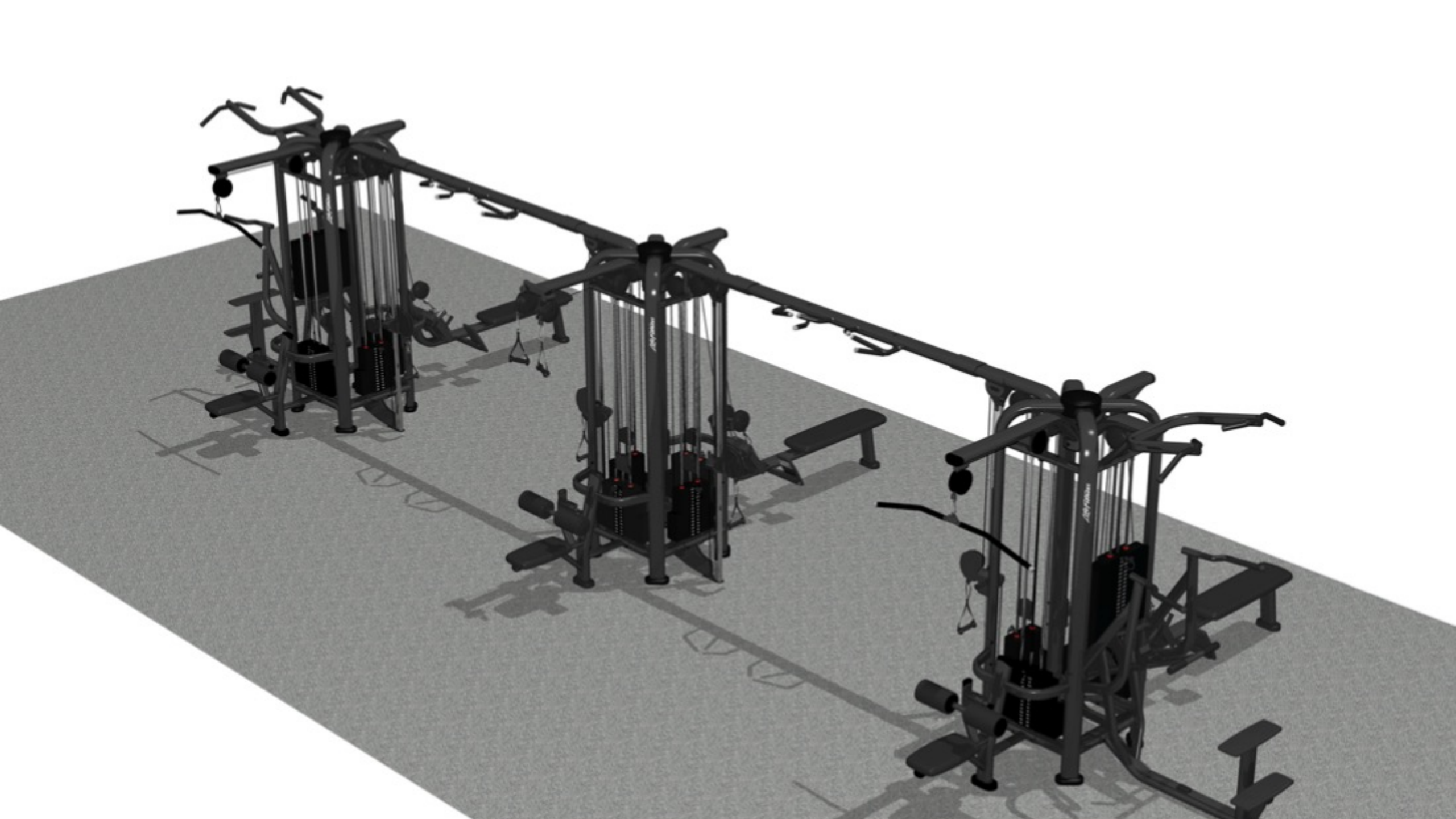




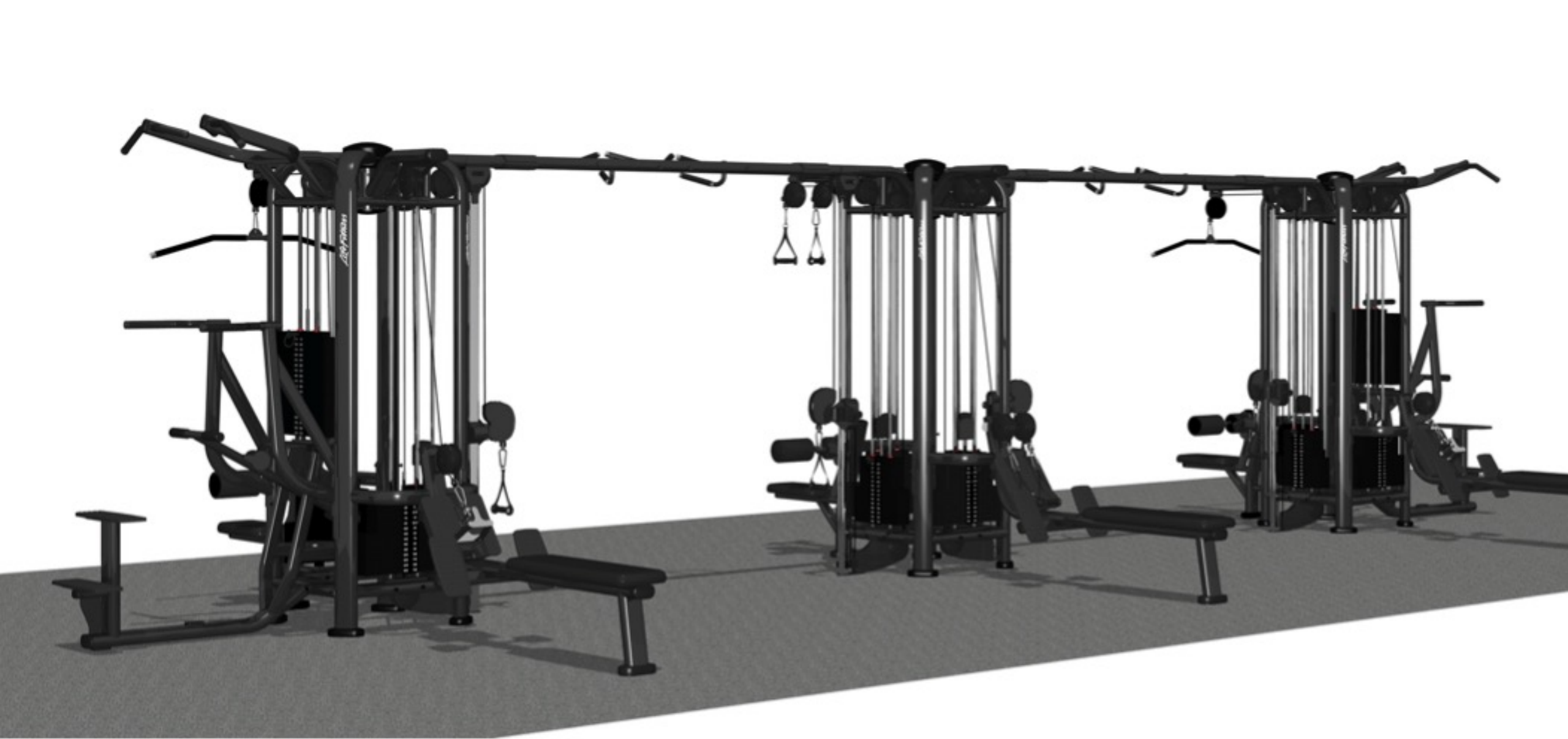




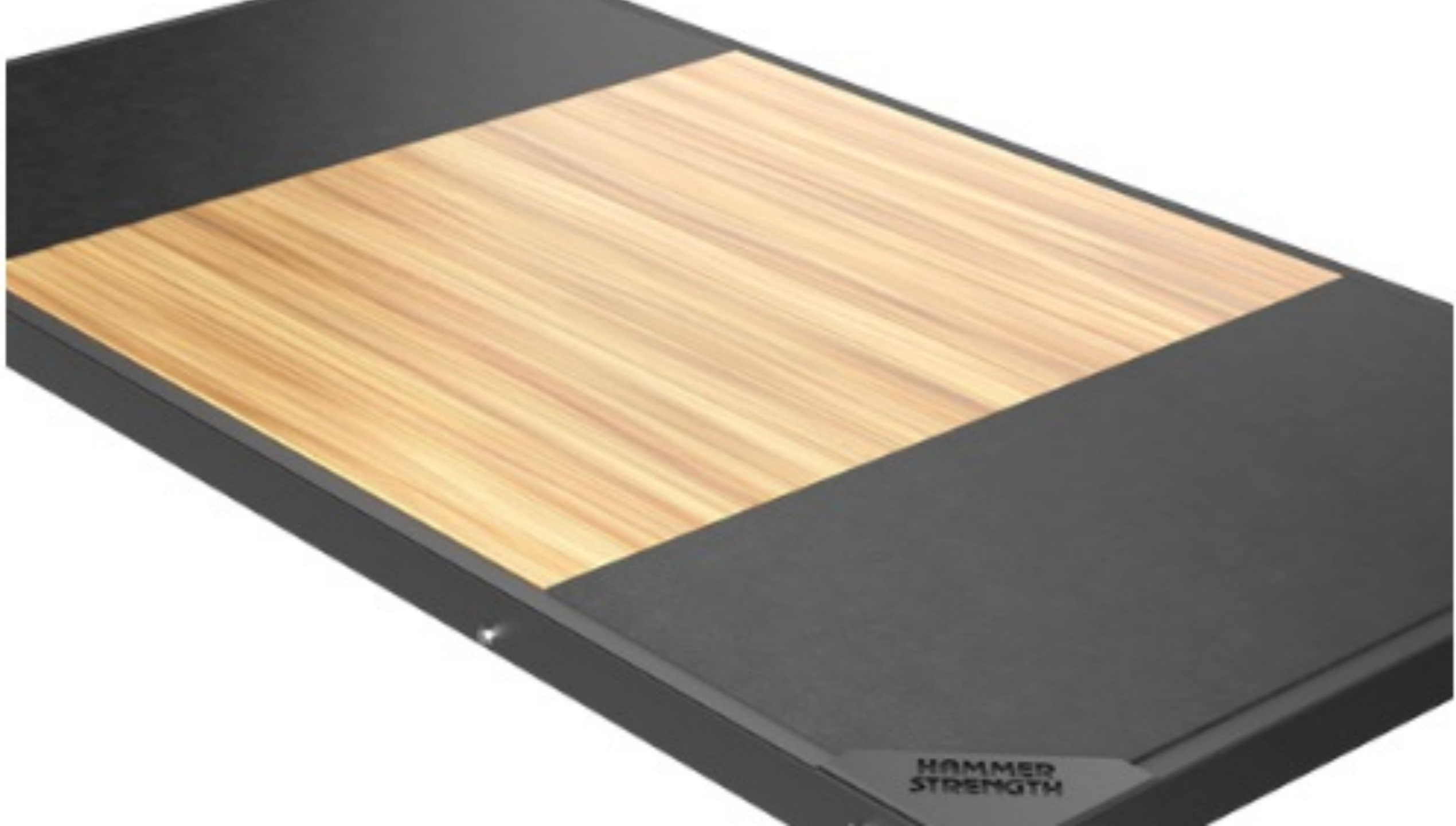












**HAMMER  
STRENGTH**







## Performance ClimbMill

### TOUCH XL CONSOLE

C-PS-F

Give members an exceptional climb with a premium ClimbMill engineered for unmatched security and durability. Control Zone stops the stairs instantly if anything pushes against rotation, and robust components withstand hard use. A range of refined design features makes every workout more comfortable and service quicker and easier than ever.



WiFi-enabled Touch XL Console features an app-based interface that mirrors familiar smartphone and tablet operating systems, making it easy for members to connect to the content that keeps them moving.

Questions??



Willie Ehling  
Director of Campus  
Recreation &  
Wellness





## CRW WELCOMES NEW STAFF

Briana Spruill

Budget & Resource Coordinator

Briana is a recent ECU Alum with a BSBA in Accounting and will earn her MBA in December of this year. She has served as a member of the Accounting Society and takes pride in mentorship. She has the goal of being an entrepreneur with various business ventures.





Darlene Perry

## BUDGET & RESOURCE COORDINATOR

Darlene has held various administrative support roles throughout ECU over the past thirteen years. Currently, she serves in a financial-based administrative support role with the ECU Department of Athletics. She's been an active member of the Staff Senate and won numerous Treasured Pirate Awards and the ECU Creed Award-Respect. Darlene has an official report date of May 1st.



# Active Searches

- Sr. Assistant Director of Well-Being
- Sr. Assistant Director of Sport Programs
- Posting very soon- Assistant Directors for Adventure, Sport and one in Fitness





## In the Pipeline: Approved for FY22

- Purchase of new fitness equipment for ERC and HSC in the amount of \$135k
- Purchase of new spreader for NRC in the amount of \$59,377.59





## D. E. I Initiatives

- CRW launches our ***Lunch and Learn Series: The National Intramural –Recreational Sports Association and the HBCU Foundation*** – 2/25/22
- L&L Lecture : Toya Jacobs ,  
***OED How Bias Impacts Belonging*** – 3/8/2022

*CRW created the Lunch and Learn series to connect our pro-staff, graduate assistants, and student employees with valuable resources and expand D. E. I related educational opportunities.*

*CRW DEI Committee appoints new Chair - Adrianna Del Amo*





Questions??

