

The background of the slide is a photograph of a university campus. It features large, mature trees with green and some autumn-colored leaves. In the foreground, a paved walkway leads towards a large, multi-story brick building with a prominent portico supported by several columns. Several people are seen walking on the path. The entire image has a semi-transparent purple overlay.

CRW Advisory Council

November 18, 2022

Happy Friday!

- Welcome Dr. LaNika Wright!
- Introductions

Dr. LaNika Wright



Associate Vice Chancellor for Health and Well-Being

Renita Harley



Associate Director of Administration & Finance



Budget Overview

Revenue

- FY23 Projected Revenue: 5,626,144
- As of October, we have earned 50.34% of our projected revenue

Expenses

- YTD total expenses: 2,050,484
- Available Balance 3,594,002
- As of today, total expense burn rate is 36.33%

Staffing Updates



Budget and Resource
Coordinator

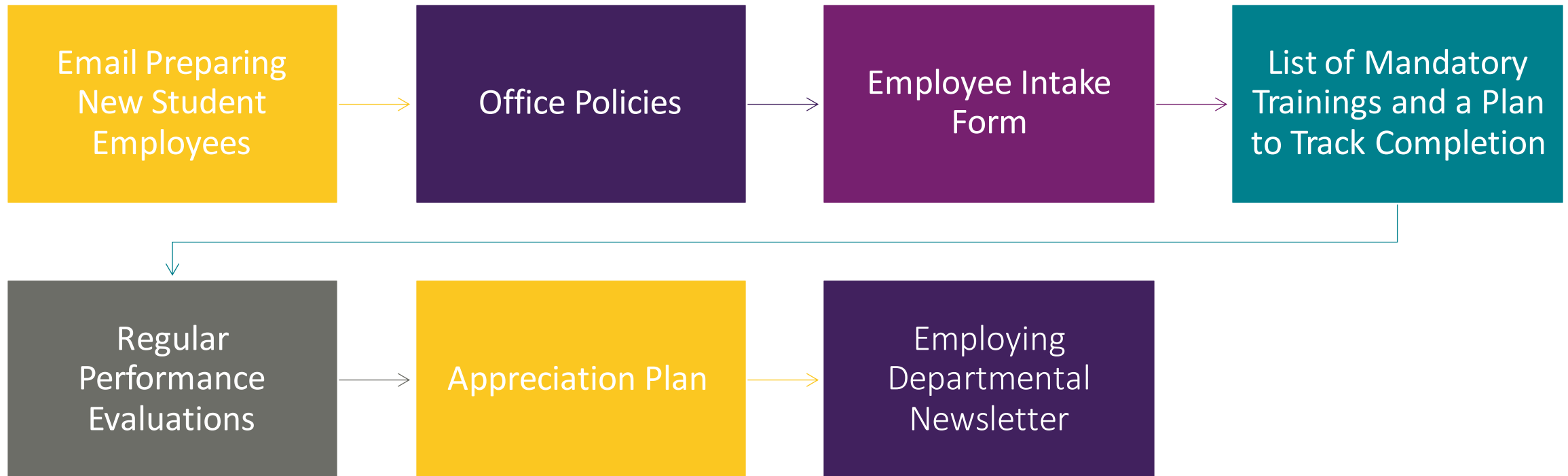


Customer Experience &
Membership Coordinator:
TEMP



New GA: Communication and
Promotions

Onboarding Student Employees: Revamp



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Questions?

Grant Hinson



Coordinator of Aquatics & Risk Management



Facilities & **OPERATIONS**



AQUATIC COORDINATOR - TEMP

Grant Hinson

In the summer of 2014, I started in aquatics at a YMCA. I taught lessons and lifeguarded. I then went on to become a Lifeguard Instructor. CRW hired me as a lifeguard in June 2021.



THANKSGIVING HOLIDAY HOURS

THURSDAY - FRIDAY

ALL FACILITIES
CLOSED

SATURDAY

ESRC
11:00AM - 6:00PM
HSC
CLOSED

SUNDAY

ESRC
1:00PM - 11:00PM
HSC
CLOSED





Local
PARTNERSHIP



Between December 3, 2022 - January 3, 2023, CRW members and students can visit Aquaventure during our annual indoor pool closure. IDs must be presented to staff.

Upcoming PROJECTS

Small and medium projects that are likely to move forward in FY23.

INDOOR POOL TILE/LIGHTS

IN-PROGRESS

ESRC B-BALL COURT LIGHTS

PROJECT COMPLETED

B-BALL FLOOR REFINSH

SCHEDULED FOR DECEMBER



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Questions?

Dr. Greg Corack



Associate Director of Leadership & Programs

Adventure Leadership

- \$6,852 in TT Revenue this Semester
 - 444 Participants in 24 Groups
- 1,342 Climbers this Semester
- \$4,560 in Trip Revenue
 - 85 Participants on 10 Trips
- Challenge course and climbing wall inspections completed
- AORE Trip



Sport Programs

- Volleyball Championships
- Pickleball – 50+ Participants
- Table Tennis – 40+ Participants
- Trivia Success
- Lacrosse Tournament – 11 Teams
- Swim – 3rd at Alabama
- Men's VB – Silver Bracket Champs at UNC
- Wrestling Match Dec. 3rd



Athletic Training

- 200+ AT Room Appointments this Fall
- 800+ Athletes Created in Healthy Rosters
- 100+ Sideline Injuries Treated



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Questions?

Steven Trotter




Director of Well-Being

Numbers Recap



Group Fitness NPS



Have you ever purchased anything online and then received a quick survey asking you if you would recommend the company to a friend?

You have just participated in a Net Promoter Score survey. That company uses NPS to benchmark and compare their customer experience.



Why use Net Promoter Score (NPS)?

NPS surveys consists of a single question that measures the likelihood of your customers referring your business to their others. It is an indicator of customer experience, customer satisfaction, and brand loyalty. This helps the Department to establish a baseline, trends, and attainable goals.



What is NPS?

NPS is based on the fundamental perspective that every customer can be divided into three categories: Promoters, Passives, and Detractors. By asking one simple question, “How likely are you to recommend XXXXXX to a friend or colleague?” The results can track these groups and get a clear measure of performance through the customers’ eyes.



Who do the categories represent?



Promoters (score 9-10) are loyal enthusiasts who will keep using and refer others, fueling growth.



Passives (score 7-8) are satisfied but unenthusiastic customers who are vulnerable, neither helping nor hurting our usage.



Detractors (score 0-6) are unhappy customers who can impede growth through negative word-of-mouth.

How might we use NPS?



We will ask members about their most recent visit with us.



We will ask members about the staff member their most recently interacted with.



We will ask members about their overall impression of us.

What should we be scoring?

Global Benchmarking Data
Median: +44



Goals

+20
Favorable

+50
Excellent

+80 World-
Class



The Group Fitness NPS survey closes today. The final report will be included in the Q2 Report.





Spring Planning
Recap

The background of the image is a purple-to-lavender gradient, overlaid with a repeating pattern of question marks in various shades of purple and white. A large, semi-transparent white rectangle is centered on the page, containing the word "Questions?" in a bold, black, sans-serif font.

Questions?

Thank you!

- Spring Meetings