**CRW Advisory Council – September 9, 2022**

**Attendance**: Lizzy, Haven, Kaitlyn, Casey, Dana, AJ, Suzanne, Kate, Willie, Michelle, Steve, Greg, Dewey, Darlene, Renita

**Notes**:

* Welcome slide
  + Introductions
* **Dana Lopez** – Associate Director of Facilities & Operations
  + Year in Review
    - 435,668 – Number of Indoor Entries
    - $61,000 – Annual Space Rental Income
    - 2,447 – KINE students with nearly 3,800 hours at ESRC
    - 836 – Rec Tech/Maintenance Requests Submitted
    - 18,450 – Equipment Check Outs
    - 18,000 – Social Media Engagements
    - 2,130 – Graphic Design Projects
    - 1,468 – Memberships Sold
    - 52 – Participants in **Celebrate You in ’22** Membership Challenge
      * Free program for member, $35 for non-members
      * Starts in January, 6-week program
    - Introduction to a Tiered Membership Model
      * Caused some fluctuation in memberships
      * This model caters to more specific salaries
    - Introduction of Weekend Teen/Youth and Young Alumni
      * Giving those who are 5 or less years out of graduation the student rate
  + Upcoming goals
    - Member experience
      * How can we make the member experience better
    - Project Management
      * $4.2 million HVAC and floor replacement project coming up
        + Loose timeline – aiming for Fall 2024
    - Revenue Generation
      * Not about increasing prices but about how we can better utilize our time to increase revenue
* **Renita Harley** – Associate Director of Administration & Finance
  + Year in Review
    - Pro-Staff New hires
    - Pro Staff Hires
    - Vacant Positions
  + Org Chart
  + Highlights
    - Introduction of non-student temp employees
    - Review and Implementation of new student pay rates
    - Activity Fee collection
      * Anticipated - $4,799,200
      * Actual - $5,160,157.72
  + Questions
    - Trying to be more creative with hoe we engage with our student body
    - Seeking out more work study opportunities
* **Dr. Greg Corack** – Associate Director of Leadership & Programs
  + Year in Review
    - Intramural Sports: 15,735 Participations
      * Seeing decline since 2010
    - Club Sports: 20,070 Participations, 60,670 Miles Traveled
      * Airplane and van travel
      * Going all over the region and country
    - Adventure Leadership: 3,298 Climbers, 1,121 Team Training Participants
    - Special Events: 2,811 at RTR, 700 at Beach Fest, 600 at Polar Bear
  + AJ - Adventure Updates
    - Free Friday Floats – 9/2 & 9/9
    - Zip Thursdays – 9/8 & 9/22
    - Team Training: 914 Participants, 35 Courses, $16,522 in Revenues (April 1 – September 6)
      * Very customizable program
      * 18 courses from university
      * 17 courses from outside users
  + Sports programs
    - IM and Club sports combined
    - Men’s and Women’s Soccer at NRC Sunday 2PM & 4PM vs. UNC
    - Club Dance Tryouts Sunday at ESRC
      * Bring in outside judges, very competitive
    - Officials Clinics Next Week
      * Flag Football
    - Flag Football Starts 9/19 – 50 Teams
      * Update: at 60 teams now
    - Official’s Trip to UGA 8/27-8/28
  + Athletic Training
    - Online appointment booking
    - Continued growth with SHS and integration of health info
    - 300 new Club Sports athletes
    - 15 injuries and 17 rehab appointments in first two weeks
  + Special Events
    - Raid the Rec: Record attendance 2,890 - $4.99 CPH
      * We have greatly reduced out costs for this event but it is still doing great
    - Beach Fest: Friday 9/16 @ NRC 7:00PM
      * Coming up – open to families and students
      * Screening Thor: Love and Thunder
      * Used to do Fireworks, saving money by showing the movie instead
  + Assessment 22-23
    - Special Event Surveys
      * 275 Responses for RTR
        + 10% response rate
      * 75 Video Reviews
        + Video questions from marketing staff
        + Report should be ready by next meeting
    - Space Use, Revenue, and Membership Analysis
    - Well-Being Student Learning
* **Suzanne McDonald** – Sr. Assistant Director of Fitness & Employee Well-Being
  + Year in Review
    - Group Fitness
      * 12,318 total attendances
      * 7.25 average class attendance
      * $2.55 CPH ($2.28 academic year; $3.09 summer)
      * Penetration: 5.29% HSC; 2.48% ESRC
    - Personal Training
      * 1,389 training sessions
      * 125 Styku Scans
        + Body fat analysis, health risk screenings, etc.
      * Average # of Clients Training per week: 19
      * $16,432 in revenue
    - Small Group Training
      * 221 total registrations (unique clients)
      * 45% conversion rate (purchased an additional program/service)
      * 7 programs with 17 offerings
      * 620 total attendances
    - Program Highlights
      * Lift Like a Girl is the most popular program
        + Longest running program as well
      * HIIT the Ground Running, Body Blast Boot Camp, & Lift Like a Girl Level 2 has the highest percentage of prior clients
      * Lift Like a Girl Level 2, HIIT the Ground Running, and Body Blast Boot Camp have the highest program adherence
  + Well-Being Workshops, Events, & Programs
    - 11,784 participants
    - 350 programs
    - Locations
      * 224 programs in CRW managed facilities
      * 126 programs in external locations
        + Dorms, apartment complexes, library, etc.
    - Key Partners
      * Kinesiology: 33 offerings
      * Air Force ROTC: 24 offerings
      * Campus Living: 33 offerings
      * Student Organizations: 26 offerings
      * COAD/Student Transitions: 21 offerings
      * Fraternity & Sorority Life: 17 offerings
      * Laupus & Joyner Libraries: 11 offerings
  + Well-Being Workshop Breakdown
    - Movement & Exercise, Overall Well-Being, and Mental Health/Stress Management were most popular
  + Weekly Well-Being Programs
    - 6,310 engagements
      * #YouMatter Monday
      * Well-Being Wednesday
      * Therapeutic Thursday
      * Fresh Food Friday
  + Well-Being Team Org Chart
  + Coordinator of Collegiate Recover & Prevention
    - New hire – Jordan Jean
  + Mental Health First Aid
    - Private Trainings Currently Held
    - Open Sessions Coming Soon
    - Save the Date: CRW Training Opportunity W/F 10/5 & 10/7 9-11:30a *details coming soon*
  + September Health & Well-Being Campaigns
  + Upcoming Well-Being & Fitness Dates
    - National Yoga Month
      * Sunset Yoga – Thursday, Sept 1st from 6:30-7:30pm at the MCSC Lawn
      * Yoga Rave – Thursday, Sept 22nd from 6:30-7:30pm at the MCSC Blackbox Theater
    - #YouMatterECU Resource Fair – Wednesday, Sept 7th from 2-4pm at the MCSC Lawn
    - National Hazing Prevention Week
      * Speaker & Reception – Monday, Sept 19th from 6-7pm; Reception at 7:30pm
      * b. Fair at the Lawn – Wednesday, Sept 21st from 2-4pm at the MCSC Lawn
    - 21st Birthday Party Launch – Wednesday, Sept 28th from 2-4pm at the MCSC Lawn
    - National Women’s Health & Fitness Day
      * Girl Power Cycle Classes - Thursday, Sept 29th
      * ESRC: 4:30-5:15pm; 6:45-7:30pm
      * HSC: 6:45-7:15pm
  + Group Fitness Average Attendance
  + Key Notes for the Fall
    - 111 Unique Personal Training Clients thus far
    - Personal Training Revenue is already at 22% of budget at 16% of the FY
    - 61 Well-Being Programs with 7,010 attendees so far
    - 93 programs on the books thus far
  + Questions
    - Mental- Health training for athletics coaches?
      * Reach out to Steven
* Willie Ehling
  + Observations
    - 2-Way communication
    - Send questions to Lizzy in advance so we can review them at the meetings
    - Any areas on campus or off speakers that we want to see?
    - Email Lizzy if interested in the Mental-Health Training, she will reach out to Steven about it
  + Students are back and want to play
    - They may not know how/what is available
  + How do we make work fun for students
  + We are low on staff at the CRW, looking to fill 2 full-time positions
    - Aquatic Coordinator
    - Assistant Director of Facilities
* Questions
  + Honors College is interested in setting up a Mental-Health Training session
  + Can we drop the Well-Being program request form in the teams?
* Potential Upcoming Meetings:
  + September 30, 2022, from 9:00 AM – 10:30 AM
  + October 21, 2022, from 9:00 AM – 10:30 AM
  + November 18, 2022, from 9:00 AM – 10:30 AM
    - If you can’t make the meetings, please send a representative