**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