



CRW Advisory Council

September 9, 2022

Welcome!

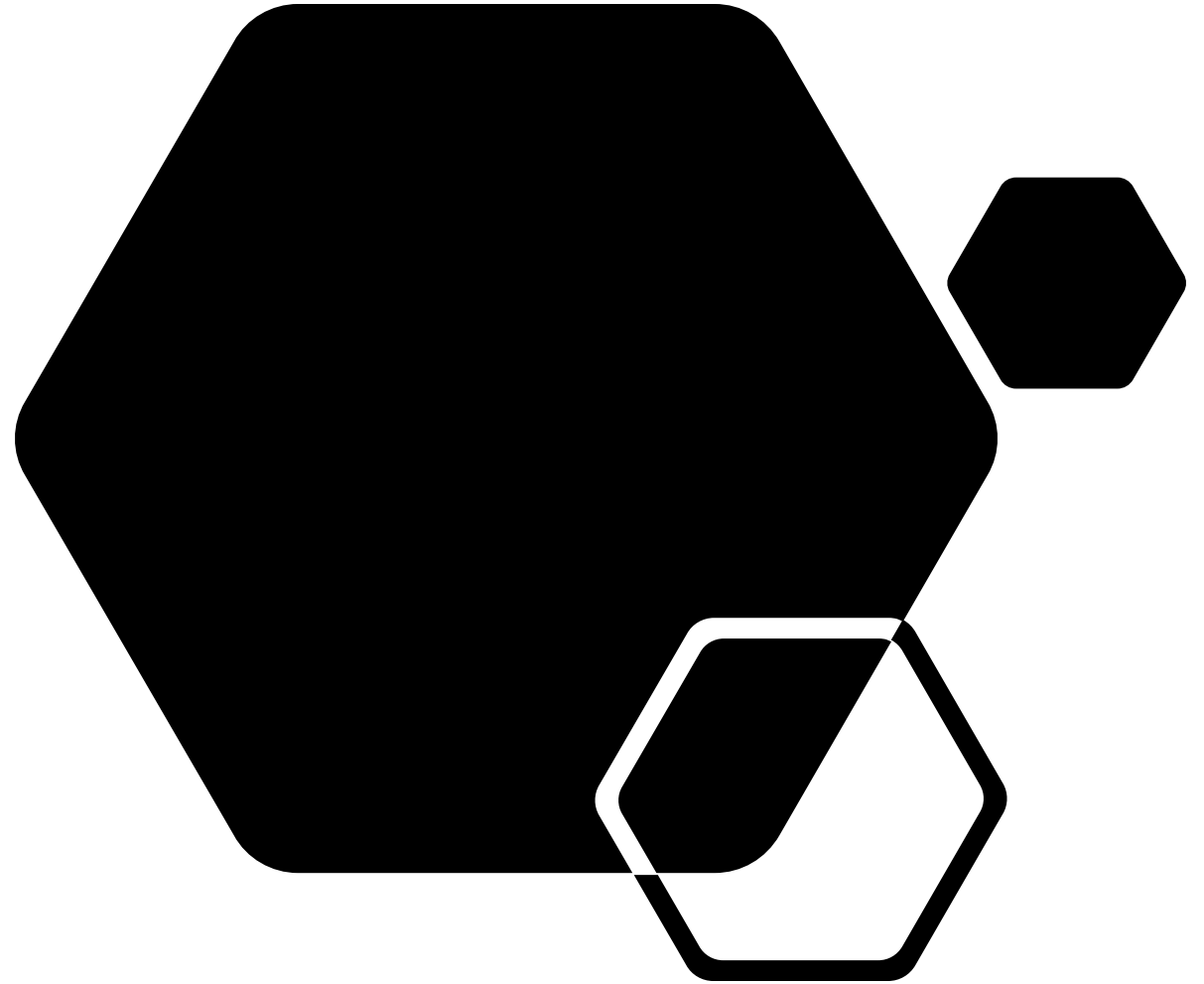
- Introductions
- Two-way communication
- Microsoft Teams – CRW Advisory Council
- Are there any speakers you would like to hear from this semester?

The image features a dense, overlapping field of small, rectangular sticky notes in various colors including purple, blue, orange, pink, green, and white. Each sticky note has a dark question mark printed on it. The notes are scattered across the entire frame, creating a textured, busy background. In the center of the image, the word "Questions?" is written in a large, bold, black, sans-serif font. The text is centered horizontally and vertically, and its background is a semi-transparent white rectangle that allows the underlying sticky notes to be partially visible.

Questions?

Renita Harley

Associate Director of Administration &
Finance



FY 22: Admin & Finance Year in Review

FY22: Pro-Staff New Hires

1. Coordinator of Aquatics and Risk Management: Adrianna Del Amo, September 21'
2. Coordinator of Well - Being: Gwen Krause, November 21'
3. Senior Assistant Director of Well - Being: Gabby Dickey, June 22'
4. Business Coordinator: Briana Spruill, April 22''
5. Business Coordinator: Darlene Perry, May 22'

FY23: Pro-Staff Hires

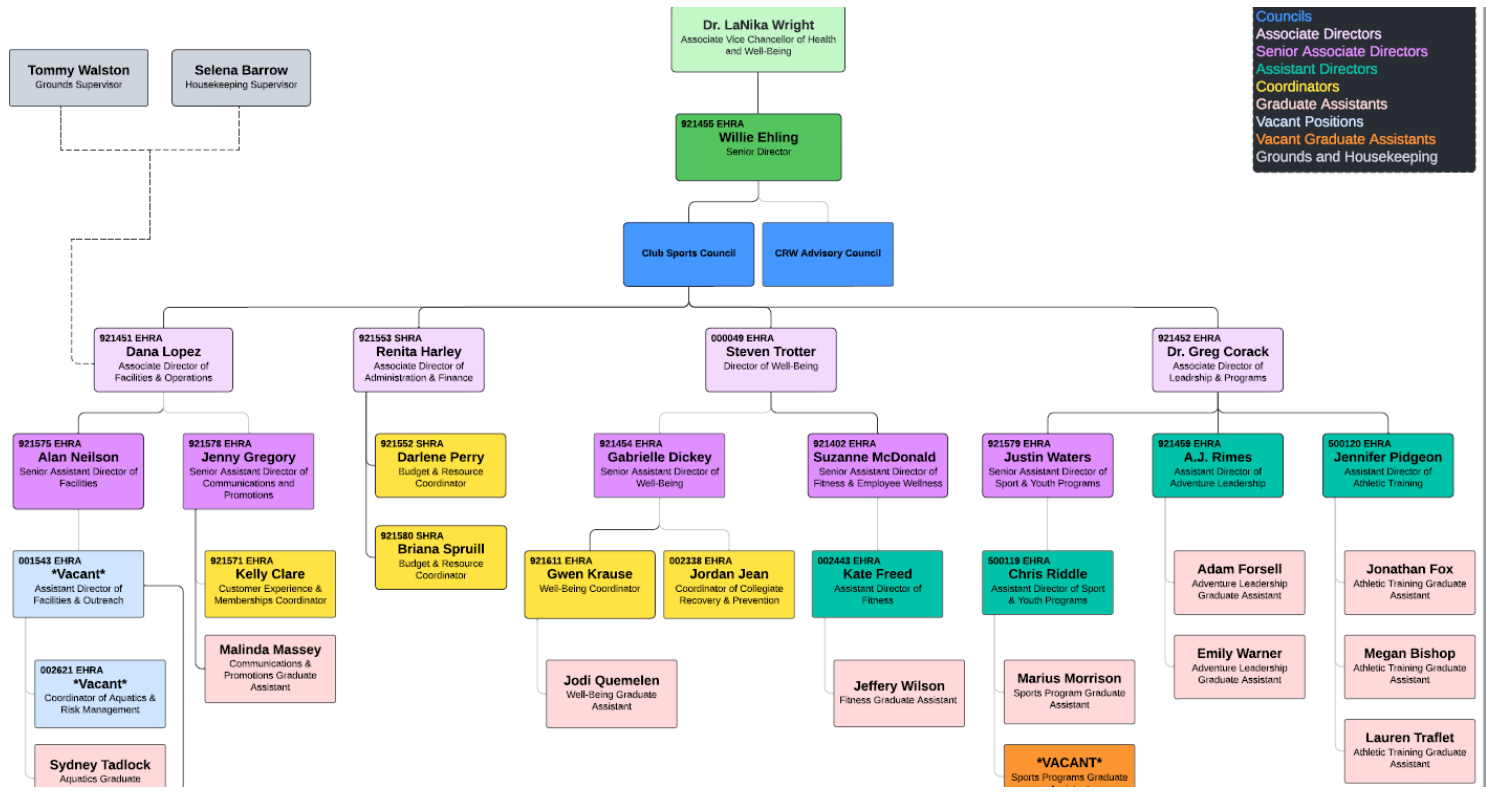
1. Assistant Director of Fitness: Kate Freed, July 22'
2. Assistant Director of Adventure Leadership: AJ Rimes, August 22'
3. Assistant Director of Sport and Youth Programs: Christopher Riddle, August 22'
4. Coordinator of Collegiate Recovery: Jordan Jean, August 22'*

FY23: Vacant Positions as of August 22'

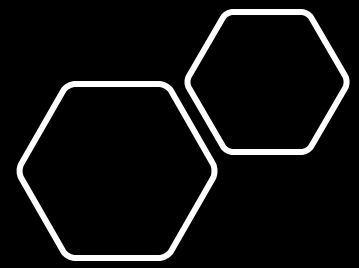
1. Assistant Director of Facilities & Outreach
2. Coordinator of Aquatics & Risk Management

**Grant Funded*

Prostaff Demographics	
Gender	
Male	6
Female	13
Gender Variant / Non Conforming	0
Race	
White	14
Black	3
Hispanic or Latino	1
Other	1
Age	
Over 35	12
Under 35	7



- Councils**
- Associate Directors
 - Senior Associate Directors
 - Assistant Directors
 - Coordinators
 - Graduate Assistants
 - Vacant Positions
 - Vacant Graduate Assistants
 - Grounds and Housekeeping





Highlights

Introduction of Non-Student Temp Employees

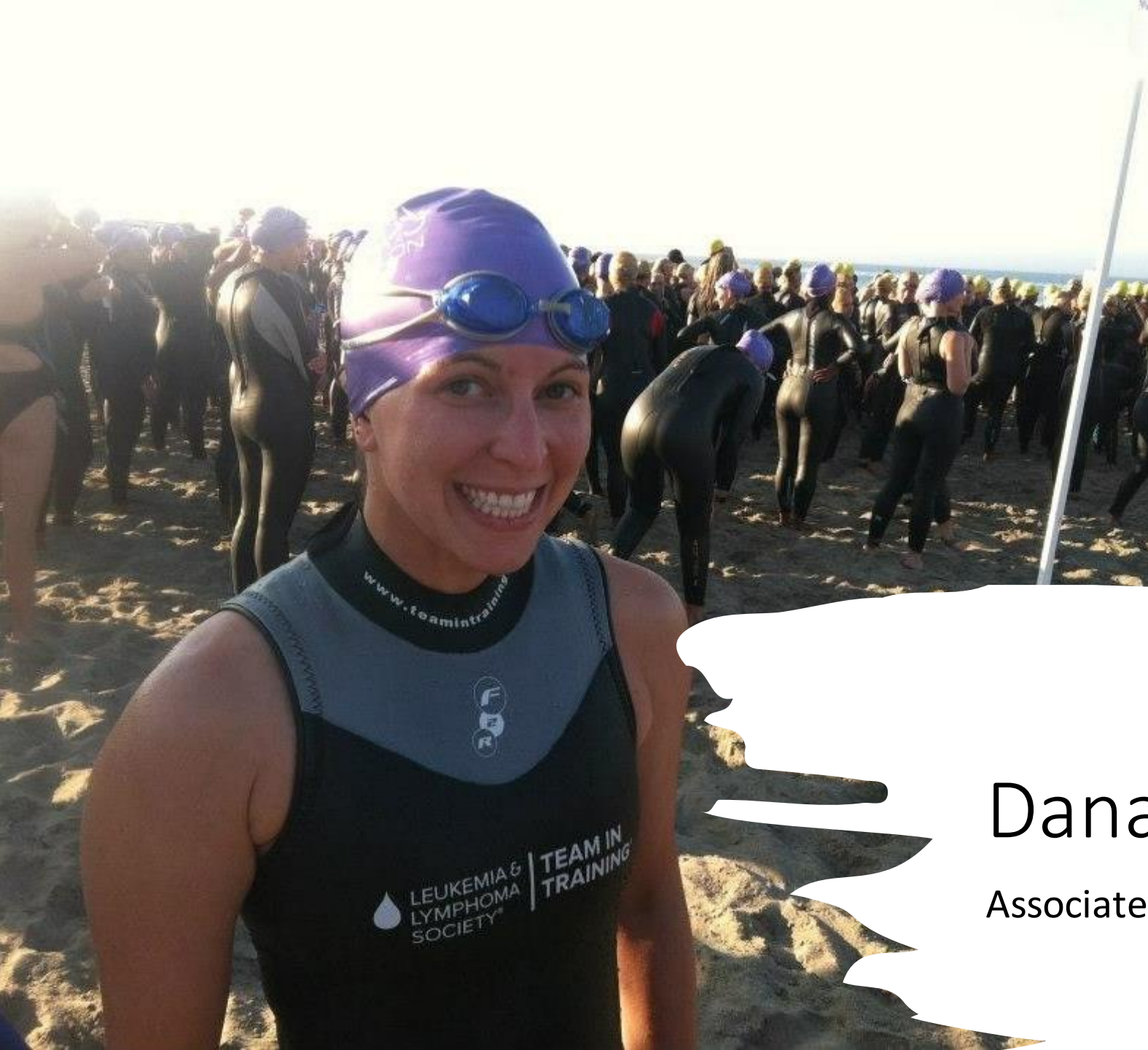
Review and Implementation of new student pay rates

CRW closed the year with about 210 active student employees, spending 95% of overall SE budget line.

We anticipated a \$4,799,200 Activity Fee collection for FY 22. Actual Activity Fee collection ended at \$5,160,157.72. Activity Fee collections were \$360,957.72 higher than anticipated for FY22. Overall revenue closed at 5,662,360 . Approx. \$348,410 over budget projections. We closed out the year will total expenditures at 6,323,896.

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Questions?



Dana Lopez

Associate Director of Facilities & Operations

FY22 – 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

FY22 – Year in Review

1,468 – Memberships Sold

52 – Participants in **Celebrate You
in '22** Membership Challenge

Introduction to a Tiered
Membership Model

Introduction of Weekend
Teen/Youth and Young Alumni

Upcoming Goals

Member Experience

Project Management

Revenue Generation

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Questions?



Dr. Greg Corack

Associate Director of Leadership & Programs



2022-2023 In Review

- Intramural Sports: 15,735 Participations
- Club Sports: 20,070 Participations, 60,670 Miles Traveled
- Adventure Leadership: 3,298 Climbers, 1,121 Team Training Participants
- Special Events: 2,811 at RTR, 700 at Beach Fest, 600 at Polar Bear



Adventure Updates

- Friday Floats 9/2 & 9/9
- Zip Thursday 9/8 and 9/22
- Team Training: 914 Participants, 35 Courses, \$16,522 in Revenues (April 1 – September 6)

Sport Programs

- Men's and Women's Soccer at NRC Sunday 2PM & 4PM vs. UNC
- Club Dance Tryouts Sunday at ESRC
- Officials Clinics Next Week
- Flag Football Starts 9/19 – 50 Teams
- 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
- Beach Fest: Friday 9/16 @ NRC 7:00PM



Assessment 22-23

- Special Event Surveys
 - 275 Responses for RTR
 - 75 Video Reviews
- Space Use, Revenue, and Membership Analysis
- Well-Being Student Learning





Questions?



Suzanne McDonald

Sr. Assistant Director of Fitness & Employee Well-Being

FY22 in Review

Group Fitness

- 12,318 total attendance
- 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
- Average # of Clients Training per week: 19
- \$16,432 in revenue

FY22 in Review

Small Group Training

- 221 total registrations (unique clients)
- 45% conversion rate (purchased an additional program/service)
- 7 programs with 17 offerings
- 620 total attendance

Program Highlights

- Lift Like a Girl is the most popular program
- 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

FY22 in Review - Well-Being Workshops, Events, & Programs

11,784 participants
350 programs

Locations

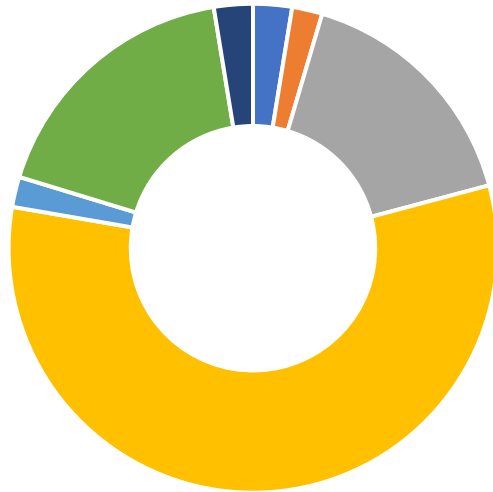
- 224 programs in CRW managed facilities
- 126 programs in external locations

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

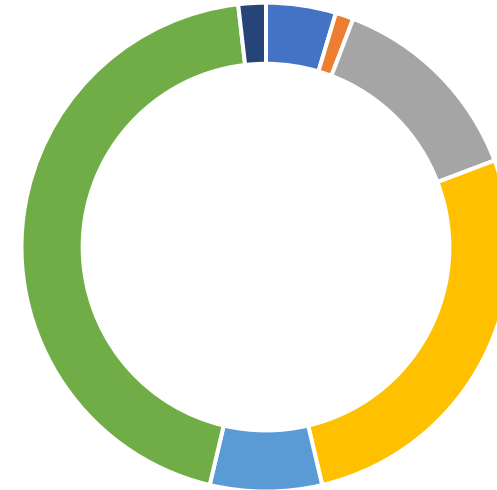
Well-Being Workshop Breakdown

Offerings



- Alcohol & Other Drugs
- Clifton StrengthsFinders
- Mental Health & Stress Management
- Movement & Exercise
- Nutrition & Body Image
- Overall Well-Being
- Sexual Health & Healthy Relationships

Participation



- Alcohol & Other Drugs
- Clifton StrengthsFinders
- Mental Health & Stress Management
- Movement & Exercise
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WELCOME BACK TO CAMPUS!

Therapeutic Thursday provides the opportunity for the ECU community to participate in interactive stress relief activities to promote a calm, centered, and focused lifestyle.

Grab your Thrival Kits this Thursday!

Well-Being Hub at MCSC from 11am-2pm
Well-Being Hub from 11:30am-2pm

Weekly Well-Being Programs – 6,310 engagements

FRESH FOOD FRIDAY

WEDNESDAYS

... on a worry stone can help clear your mind. Having a worry stone can also reduce anxiety.

... Well-Being Hubs to get a worry stone for yourself!

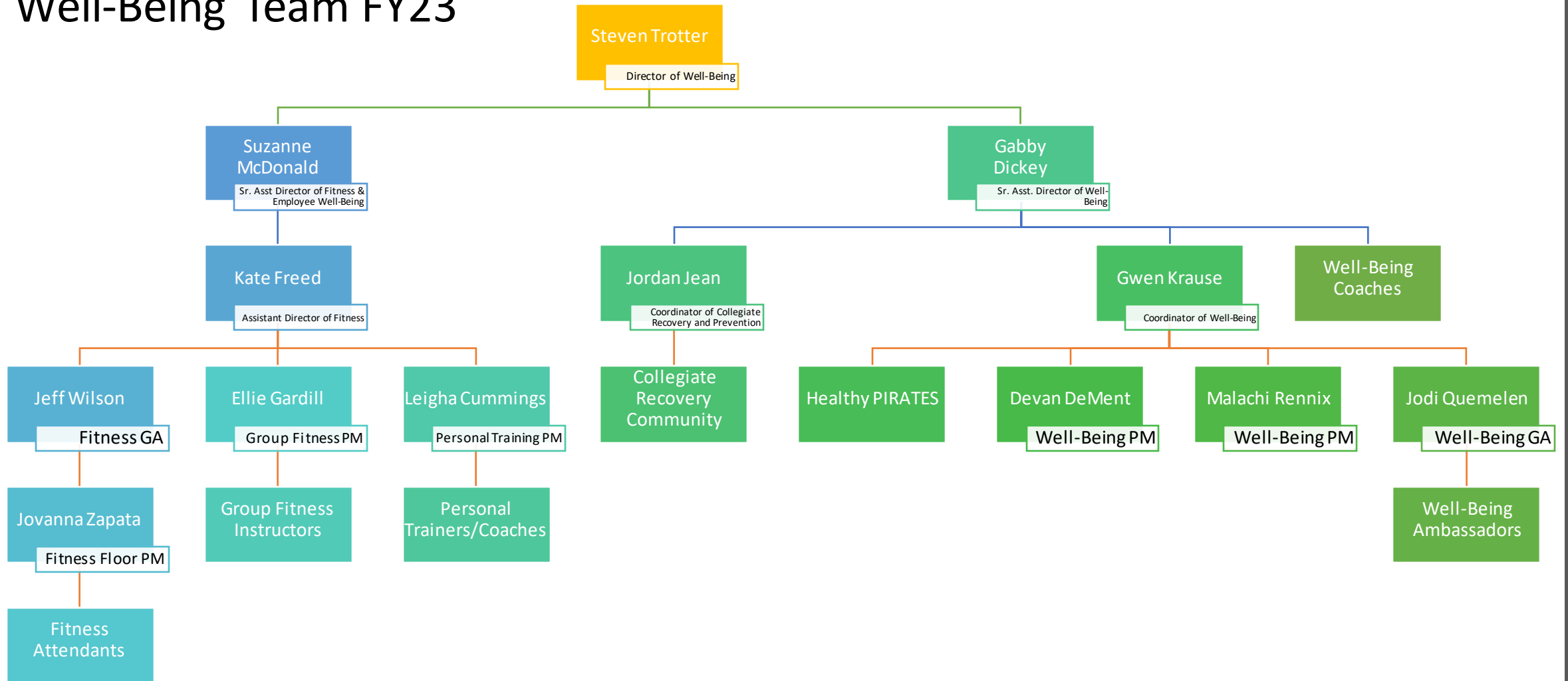
11 am - 2 pm
10 am - 1:30 pm

UNIVERSITY OF NORTH CAROLINA AT CHAPEL HILL
RECREATION & WELLNESS

252.328.6387
www.cru.ecu.edu

Individuals requesting accommodation under the Americans with Disabilities Act (ADA) should contact the ADA Coordinator at least 48 hours prior to the event at (252) 737-1918 / ada-coordinator@ecu.edu

Well-Being Team FY23



Coordinator of Collegiate Recovery &
Prevention

Welcome Jordan
Jean to CRW





We are starting strong!



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



National Yoga
Month

National Recovery
Month

Fruits & Veggies
More Matters
Month

National Food
Safety Education
Month

Healthy Aging
Month

Suicide Prevention
Week – Sept 4th-
10th

World Suicide
Prevention Day –
Sept 10th

National Day of
Service &
Remembrance –
Sept 11th

National Hispanic
Heritage Month –
Sept 15th – Oct
15th

National Hazing
Prevention Week –
Sept 17th-23rd

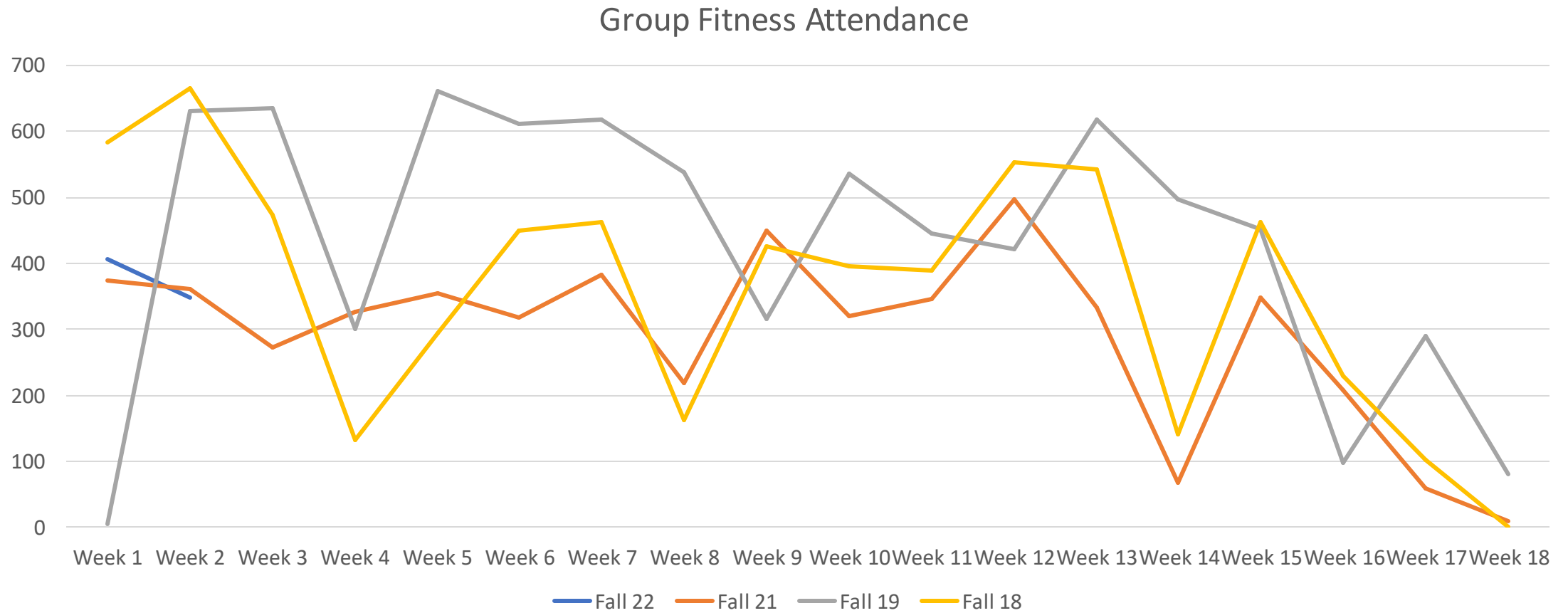
National
Rehabilitation
Week – Sept 18th-
24th

National Women's
Health & Fitness
Day – Sept 29th

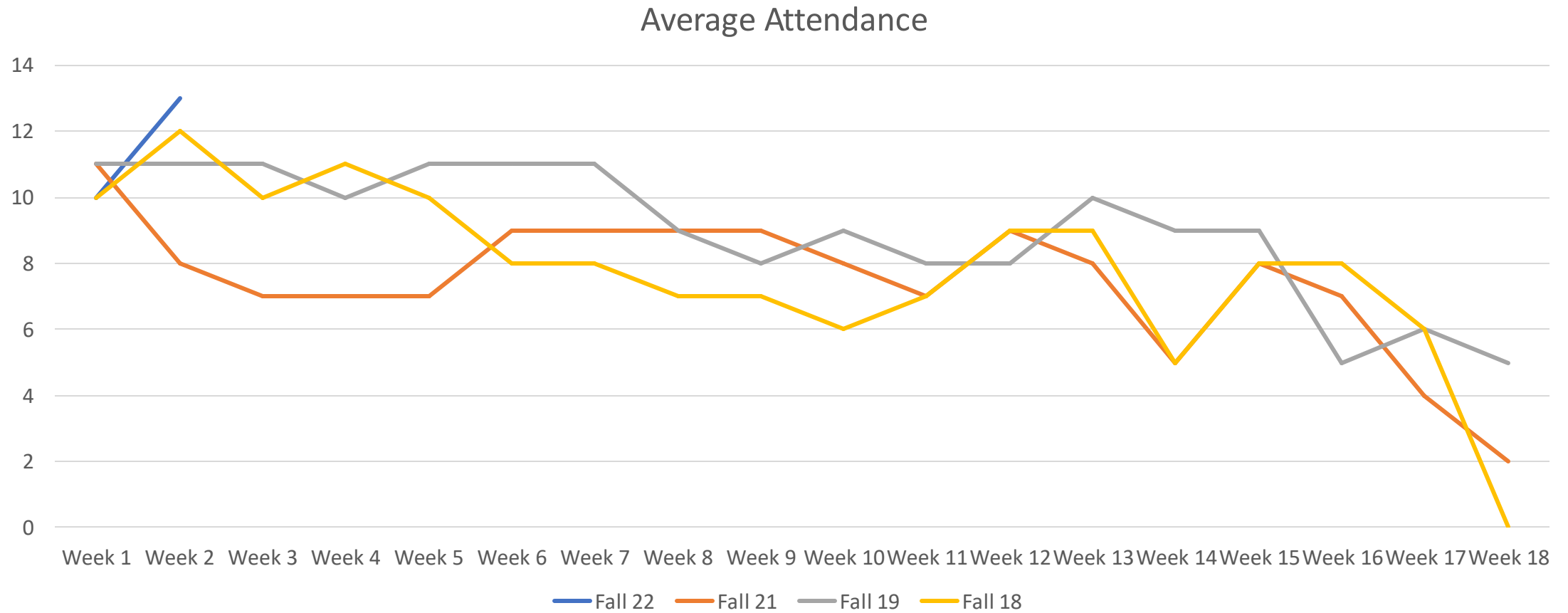
Upcoming Well-Being & Fitness Dates

- 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 so far....



Group Fitness so far...



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

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Questions?

A group of approximately 15-20 people are silhouetted against a vibrant sunset sky, jumping joyfully with their arms raised. The scene is captured from a low angle, emphasizing the height of their jumps. The sky transitions from a deep purple at the top to a bright orange near the horizon. The overall mood is one of celebration and freedom.

Observations

Willie Ehling

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