

## University Recreation & Wellness FY20 Annual Report

Fiscal year 2020 was a year of challenge and opportunity for University Recreation & Wellness (RecWell). Although a number of the challenges the department regularly faces were also present, the most significant challenge was presented by the COVID-19 pandemic. As with any time of challenge, opportunities were also present for the department to demonstrate resilience, creativity, and relevance to the educational mission of the institution.

### Accomplishments

It has been recuperative to reflect on departmental accomplishments during this time of dual pandemic upheaval. Five are mentioned here briefly:

- Completion of a number of **grant-funded projects to enhance RecWell's physical plant** and programming: Functional Training Room in Eppley; a functional training space ("The Loft") in Ritchie Coliseum; Pro Moss cooling towers for Eppley; and enhanced programming for veteran students in collaboration with Veteran Student Life.
- Creation of an **Information Technology (IT) Disaster Communication Preparedness Plan** allowing for business continuity in response to a disaster event. Within two weeks of the plan's completion, it was deployed in response to the COVID-19 stay-at-home order.
- **Risk management improvements:** hiring of an assistant director to oversee day-to-day risk management; identification of any inconsistencies in Emergency Action Plans; development of a safety skills audit program; and further development of the athletic training program to offer services beyond club and intramural sports as well as telehealth options.
- Hosted several **large-scale events**, including: YMCA Long Course National Championship; 2019 International Swim League (ISL) USA Derby (televised internationally); and the 30th Annual NIRSA Regional Flag Football Championships and Special Olympics Tournament.
- The department **responded quickly and nimbly to the movement to remote learning** in March 2020 with the onset of the COVID-19 pandemic. Further detail is included in the issues/challenges section below.

### Issues/Challenges

The major issues/challenges the department faced this year were: aging facilities and the attendant maintenance needs; lack of adequate facility space to meet desired programming needs; and the onset of the COVID-19 pandemic.

**Aging facilities** will always be a concern for the department; maintenance becomes a challenge as it requires a greater percentage of the annual budget, coupled with the university's budget challenges requiring fund balance reclamation. Maintenance projects related to aging facilities completed during FY20 could be described as aesthetic (painting, rebuilding the Eppley and Armory front desks), related to safety (replacing the decking of the challenge course pavilion, installing new walk off mats), and significant facility system repair (natatorium pool pak warranty work).

**Lack of outdoor facility space** is a perennial issue faced by the department, with a large impact on club sports and intramural competition. Club teams such as softball and baseball held most of their practices off-campus this year as RecWell is unable to accommodate their needs on campus. Intramural Sports activities are often scheduled until 1am to accommodate demand for lighted field space. RecWell continues to face pressure from other campus departments (e.g. ICA and Marching Band) to share these spaces, further limiting opportunities for recreational use.

The **COVID-19 pandemic** had a tremendous and challenging impact on the university. For RecWell, that impact included a need to continue daily maintenance of RecWell facilities and a quick shift to virtual programming. Essential staff provided oversight for in-progress projects, building walks for security and maintenance issues, and supply and installation of safety equipment to prepare for reopening. Without prior training, staff quickly researched how they could offer fitness, teambuilding and challenge-based, and e-sport and trivia virtual programming.

The survey (Spring 2020 Student Experience Survey: Exploring the Transition to Online Instruction) results regarding what students missed most from being on campus ranked “fitness resources” as the number one response. RecWell worked diligently to provide remote access to fitness resources, both asynchronous and synchronous.

The financial impact of the pandemic was also significant for the department:

- Facility rental revenue was 18% lower annually due to event cancellations during the pandemic;
- A loss of approximately \$500K in revenue from goods and services processed through member services operations, cancellation of Terp Quest Summer Camp, swim lessons, and other summer session activities.
- All told, including the prorated return of the university recreation fee, the department’s revenue was down approximately \$4.5M.

### Goals for 2020-2021

- In response to President Pines’ call to action regarding the dual pandemic of COVID-19 and racial injustice in our country, RecWell will continue and enhance staff development efforts, spearheaded by the department’s Diversity, Equity, and Inclusion (DEI) Standing Committee. DEI will continue to curate resources related to racial injustice, encourage RecWell staff to reflect on their own contributions to systemic racism and what the department can do as a whole, and facilitate department-wide sessions to provide space for reflection, discussion, and planned action. In June, DEI hosted a *Justice in June* conversation series, which was promoted by ODI as a “promising practice”. FY21 plans include a departmental book club featuring *How To Be An Antiracist* by Ibram X. Kendi and establishing a DEI Student Advisory Board to further these efforts.
- Maintaining its stance on the importance of fiscal responsibility, RecWell will continue its pursuit of grant-funded projects to enhance facilities and programs.
- RecWell has set four priority areas that staff will devote time to realizing: wellness, student employee success (holistic development), innovative programming and facility enhancement,

and organizational health. Although these groups began work in FY20, the pandemic derailed some progress and the groups are creating 3-year plans to enhance the four areas within the department.

- Finally, reopening RecWell facilities as safely as possible and providing services and programming as the pandemic continues will be a primary goal for FY21. This goal will shift as new information defines what “as safely as possible” means operationally.

### Departmental information points for VPSA Council

- RecWell offers **informal recreation** for those wishing to engage in physical activity outside of structured programming opportunities. Facilities and equipment are available for students, members, and guests to play a variety of sports, workout, or participate in leisure activities. The department maintains facilities for informal activity in the Eppley Recreation Center, Reckord Armory, Ritchie Coliseum, The School of Public Health, Severn, and the following outdoor facilities: RecWell Artificial Turf, Chapel and Engineering Fields, Fraternity Row, LaPlata Beach, Leonardtown Park, the Outdoor Aquatic Center, the University Golf Course, and Washington Quad.
- Table 1 shows the overall and unique totals for access to RecWell facilities by semester. Significant decreases from FY20 are primarily due to the campus shutdown beginning in March 2020. However, notable decreases in summer semester attendance are attributed to a dramatic increase in online course offerings, resulting in fewer students on campus.
- RecWell facilities were open 250 days in FY20 providing service to an average of 2,421 users per day, a slight decrease from 2,460 in FY19. In a typical year, RecWell facilities are open approximately 350+ days
- During the **Spring 2020** semester:
  - 21,820 different individuals entered RecWell facilities at least once
  - 82.02% of all entrances were by students, 85.57% of them undergraduates
  - 46.21% of all students visited a RecWell facility
  - Student Users by Gender (Spring 2020)
    - Unique
      - Male (57.76%) (campus = 51.55%)
      - Female (42.24%) (campus = 48.45%)
    - Overall participation
      - Male (66.12%)
      - Female (33.88%)
  - As shown in Table 2, RecWell student users closely mirror racial demographics of the UMD student population.

Table 1 RecWell Total Usage by Semester FY20 and FY19

	FY 20		FY19	
	Overall	Unique Users	Overall	Unique Users
Summer	65,882	6,440	99,053	10,384
Fall	344,073	22,214	373,326	24,695
Spring	184,262	21,820	379,227	23,496
Guest passes sold	11,149		16,885	
<b>Total Usage</b>	<b>605,366</b>		<b>868,490</b>	

Table 2 RecWell Users by Race FY20

	% of RecWell Users	% of UMD students
African American/Black	10.07%	9.19%
Asian	24.48%	24.85%
Hispanic	7.81%	7.30%
Native American	0.09%	0.12%
Native Hawaiian/Pacific Islander	0.04%	0.06%
Two or More	4.13%	4.08%
Unknown	5.40%	5.98%
White	47.98%	48.42%

### Program Participation

- The **Adventure Program** led 60 adventure trips with 347 different participants resulting in 5,575 contact hours. Given that trips are multi-hour and often overnight, the department reports contact hours as a metric of potential impact. These numbers are much lower due to the spring semester trips being nearly completely cancelled due to the pandemic (30.2% decrease in trips led; 54.4% decrease in participants; and, 56.5% decrease in contact hours).
- The Climbing Wall recorded 2,093 total visits (58.3% decrease from FY19) and the Bike Shop recorded 3,707 visits (27.8% decrease from FY19) -- the decreases can be attributed to the pandemic curtailing the academic year.
- One outlier in terms of program participation is despite the inability to offer challenge course programs the second half of the spring 2020 semester, the challenge course facilitated nearly the same number of programs for more participants and increased its revenue for FY20. This is likely due to the high volume of programs (more than usual) last summer including a significant increase in programs and participants for the National Student Leadership Conference (NSLC).
- The **Aquatics** unit hosted 172 Learn to Swim classes and 329 individual lessons serving 1,071 participants, generating \$67,867 in revenue. Unfortunately, the campus closure resulted in the cancellation of 35 additional classes. **Community Safety** classes and **Tennis Lessons** were

impacted greatly by the closure with the highest demand for classes falling in May and June. Despite cancellations, 15 community safety classes were offered to 74 participants. After a year hiatus, the Tennis Lesson program was poised to return with 12 classes scheduled, all of which were cancelled.

- The **Club Sport** program supports 47 clubs and 3,614 unique participants. Of the 47 clubs, 37 hosted over 6,300 hours of practices and meetings at seven different facilities across campus. The 10 remaining clubs practice in off campus locations such as the community ice rink, equestrian center, and paintball course.
- Hosting and traveling to competitions are key components of the club sport program. In FY20, clubs hosted 126 home events and organized 172 trips to 25 different states including Texas, Wisconsin, Massachusetts, Indiana, Florida and Michigan. In addition to the events hosted and trips taken, 27 home events and 72 trips were canceled due to the pandemic.
- A total of 3,788 regularly scheduled in-person **group fitness** classes were offered in FY20 (12% decrease for FY19). The program was on track for a 15 % *increase* in class offerings prior to the shift to virtual learning. Between March 23 and May 22, 77 virtual group fitness classes were recorded by 21 instructors. The videos were uploaded to the UMD Fitness YouTube channel and had 5,646 views in just two months.
- The **Personal Training** program served 245 unique clients, generated \$79,143 in revenue (decrease of 16.7% from FY19), and sold 3,205 sessions in FY20 (21.3% decrease from FY19). Beginning in April 2020, RecWell personal trainers created workout programs that could be done at home and uploaded YouTube videos as a visual guide, and released a 5-week workout calendar to give guidance on physical activity. In just 6 weeks, 229 members utilized the virtual training program.
- Through March, the **Golf Course** hosted 24,592 rounds, 4436 rounds more than the previous year for the same period. Of those rounds, 26% were played by students, faculty or staff. The Golf Course hosted 19 University-related outings and 18 events, clinics, and junior programs including the First Tee of Greater Washington DC serving 162 junior golfers.
- Upon reopening in June, the golf course experienced a surge in participation, hosting more rounds (5,959) in a one-month period than any other month since June of 2002. During June 2020, an average of 198.6 rounds were played each day, approximately 83% of the course's capacity.
- The **Intramural Sports** program scheduled 3,826 games and recorded 38,735 individual participations through March 2020. Although this represents a decrease in total participation of 24.85% as compared to FY19, the program was on pace to match participation numbers prior to the campus closure.
- Beginning in March, Intramural Sports offered e-sports games including FIFA Soccer, NBA2k Basketball, Madden Football, and Rocket League Soccer. Trivia leagues offered included general knowledge trivia, sports-themed trivia, and entertainment-themed trivia. A total of 680

virtual “games” were scheduled and 1870 participations were recorded between March 23 and May 22.

### *Move Your Way Campaign*

Beginning in February, RecWell launched the *Move Your Way 2.0* social marketing campaign. Following the success of a similar campaign hosted in FY19, the Communications & Marketing unit, with support from Fitness staff, unveiled a multifaceted campaign including social media posts, digital media screen slides, an educational component for professional and student staff, and plans for a pop-up wellness space. *Move Your Way 2.0* included messaging on the recommended amount of physical activity for adults (150 minutes a week) with a focus on 4 key benefits of incorporating movement into a daily routine: improve sleep, sharpen focus, reduce stress, and boost your mood. Unfortunately, due to the resignation of the Assistant Director for Communications & Marketing, and the campus closure, the pop-up wellness space did not come to fruition.

### *RecWell Core Values*

University Recreation & Wellness operates with six core values: inclusion, empowerment, integrity, innovation, collaboration, and stewardship. Definitions of these core values may be found at <https://recwell.umd.edu/about-us>. A few highlights of how these values were lived in FY20:

- Challenging the master narrative of outdoor recreation was a focus for the Adventure Program this past year. In support of challenging the master narrative and RecWell’s core value of ***inclusion***, the Adventure Program introduced land acknowledgments and affinity spaces to their work. The affinity spaces were created to address some of the gender and racial gaps in participation.
- RecWell’s value of ***empowerment*** was demonstrated by the significant investment (time and financial resources) in developing students affiliated with the department as employees and as leaders. The investment included sending 34 students to various professional development opportunities connected to collegiate recreation. Professional staff was also heavily involved in professional development ranging from participation in national conferences to completion of certification programs. *It should be noted that no professional development travel occurred once the university’s travel moratorium was instituted.*
- ***Innovation*** was required by the onset of the pandemic and the move to virtual learning. The Fitness staff, working with many of their students, were able to create online fitness classes within days, the Intramural Sports program established e-sport and virtual trivia leagues to keep students connected to other Active Terps. The Adventure Program created virtual programming including escape rooms, team building, instructional videos, and live interactive programs on Facebook.
- ***Collaboration*** continued with Intercollegiate Athletics to host championship intramural games in the Xfinity Center, Maryland Stadium, and Cole Field House. Ludwig Field was also part of the collaboration for spring 2020 soccer, until the season was cancelled due to the pandemic. Other notable campus partnerships included a joint effort with Resident Life to host RecWellcome during Fall Welcome week, partnership with the Health Center to offer personal training and nutrition coaching, collaboration with the Counseling Center to host a yoga class during Mental Health Awareness Week, and strong relationships with UMPD, ESSR, C&VS,

and DOTS to host large scale events in RecWell facilities. New in FY20, an intentional effort was made to support faculty and staff wellness through a collaboration with UHR.

- RecWell's value of *stewardship* was demonstrated through participation in the university-wide Giving Day, a one-day fundraising effort to support scholarships, programming, and initiatives across the University of Maryland. In FY20, 31 club sports participated; three more than the previous year with 827 unique donations totaling \$88,901. The university set up competitions to encourage participation, and club sports won the top ten positions on the Student Organizations leaderboard as well as holding 18 of the top 20 positions. With the competitive bonuses applied to the donated amount, club sports were able to raise over \$90,000 to enhance their programming.
- An example of a departmental initiative that combines *empowerment* and *innovation* was once again offering an in-house professional development experience to professional staff known as the **TERP Project: Theory Enhanced Reflective Practice** which includes focusing on the “why” of student affairs, the value of reflective practice, and a journey through the theories of student development. The experience was delivered via Zoom with revised content to allow for shorter (2 hours) sessions (10 total) and was designed to be more interactive given the remote nature of the learning platform. Through two years of the Project, 19 staff members have participated in the experience.

## Conclusion

Unfortunately, fiscal year 2020 will be mainly remembered for the pandemic due to its devastating and wide-reaching effects. RecWell continues to stay focused on the health and well-being of our community, and it is this focus that will direct our movement into the coming year.

## Appendix A – Physical Plant

Excellent stewardship is critical to the operation of University Recreation & Wellness so that safe, clean, and inviting spaces are available for recreational activity at the University. The Department is entrusted with 400, 872 square feet of indoor recreation facility space as listed below:

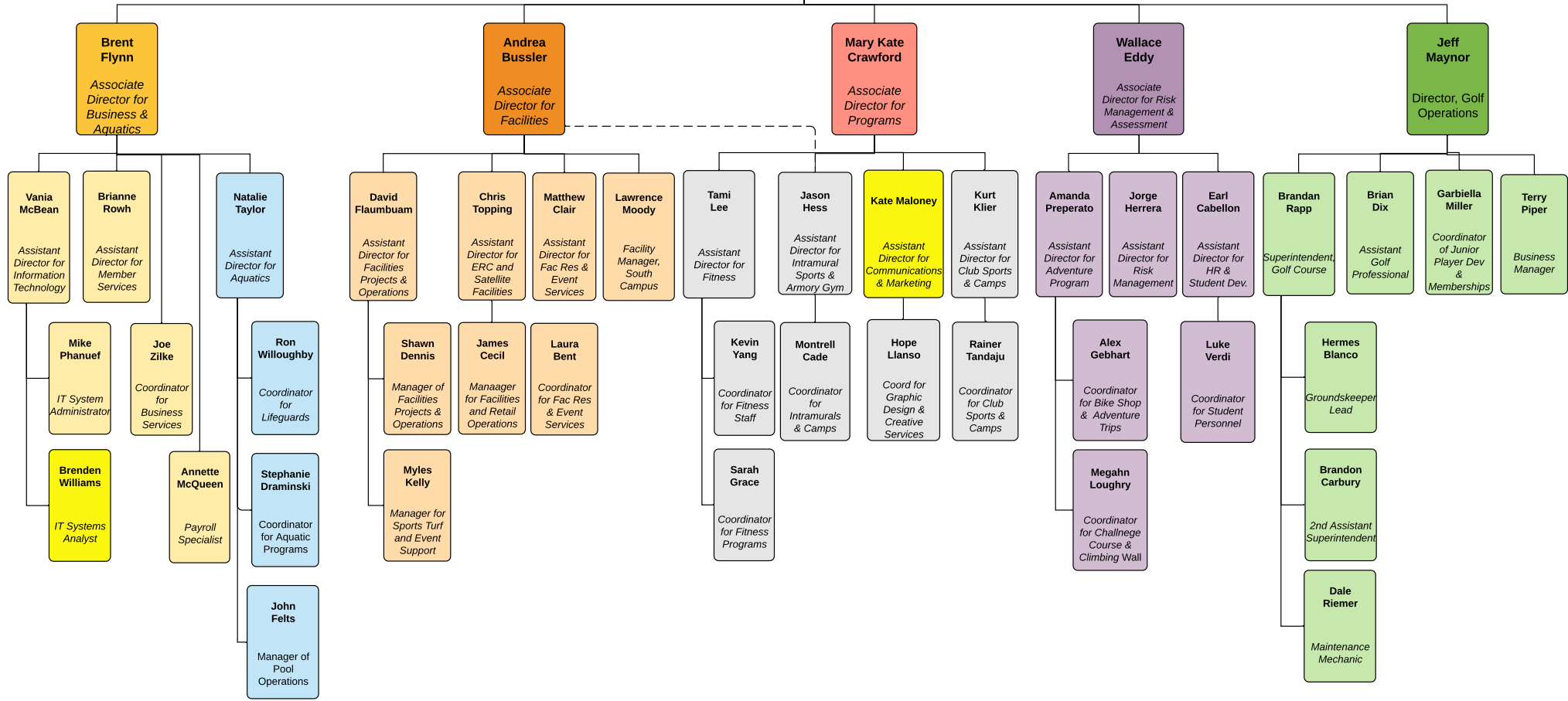
Eppley Recreation Center & Outdoor Aquatic Center	258,000 sq. ft.
Ritchie Coliseum	51,000 sq. ft.
Reckord Armory	28,800 sq. ft.
University Golf Course buildings	32,773 sq. ft.
School of Public Health Building (shared)	24, 226 sq. ft.
Severn Fitness Center (shared)	1,597 sq. ft.
Regents Drive Garage Studios	1,794 sq. ft.
Bike Shop & Club Studio (Cole Field House)	2,682 sq. ft.

The Department manages 192 acres of outdoor recreation space, including: the artificial turf fields, LaPlata Beach, lawn space adjacent to the ERC outdoor pool, turf volleyball court at Washington Quad, the Engineering Fields, Fraternity Row Field, the Chapel Field, Leonardtown Park, and the University Golf Course (UGC). The vast majority of acreage is at the UGC:

- 26 acres of fairways
- 6 acres of greens
- 4 acres of tee grounds
- 12 acres of native area
- 55 acres of rough
- 70 acres of forest



**Jay Gilchrist**  
Director



**FY20 vacancies:**  
 - Kate Maloney left in Feb 2020  
 - Brenden Williams left July 2020



DIVISION OF  
**STUDENT AFFAIRS**  
 UNIVERSITY RECREATION & WELLNESS