

University Recreation & Wellness FY23 Annual Report

Fiscal year 2023, like every year, presented new challenges and exciting opportunities for University Recreation & Wellness to serve the campus community. Shifting trends in physical activity and students' interests required creative and innovative changes to programs and facilities. Further, staff demonstrated their commitment to our core values through their work, including program offerings, student training, professional staff development, and business functions.

Accomplishments

FY23 presented significant challenges to our facilities and the staff who manage them. Shifting trends in student usage, damage to facilities from storms, and aging facilities demanded creativity and collaboration across the department. Using lessons learned during the pandemic and adapting to shifting trends in indoor facility usage, **RecWell reimaged facility spaces, made modifications and improvements to existing facilities, and added informal recreation hours in satellite facilities.** During the height of the pandemic, staff converted 1 basketball court in the Eppley Recreation Center (ERC) into a weight room to address social distancing and capacity needs at the time. This change proved to be extremely popular with patrons, and led to a significant increase in weight lifting options and capacity. As a result, RecWell decided to maintain the added weight room after pandemic-related restrictions were lifted. Similarly, staff dedicated another ERC basketball court to badminton on a full-time basis. These changes diversified the demographics of patrons using basketball courts, but presented challenges and frustrations to those who were accustomed to accessing multiple basketball courts at all times. With 1 court converted to a weight room and another offering badminton, only 2 courts remained dedicated to basketball. To address these frustrations, facility staff, club sport staff, and our partners in the School of Public Health (SPH) collaborated to adjust schedules and offer additional informal recreation spaces on the SPH courts, for both informal recreation volleyball and basketball. Increased usage of the SPH courts required facility improvements, including refinishing the floors, removing worn wall pads, and repainting the walls. These improvements increased functionality for all users.

Other facility projects completed this year include:

- Added pickleball lines to 2 indoor facilities and Eppley Tennis Courts
- Expanded outdoor lighting availability at LaPlata Beach and Eppley Tennis Courts
- Replaced lights in the Golf Course Club House with LEDs
- Replaced Artificial Turf lights with LED Musco light fixtures, resulting in less light pollution to the surrounding area and the ability to program lighting schedules remotely
- Replaced wood flooring in Ritchie Multipurpose Room and Ritchie Fitness Center with rubber sports flooring to address water damage following the July 12, 2022, storm and campus-wide power outage

For the first time in over 20 years, RecWell hosted a **NIRSA National Basketball Tournament**. Not since 1999, when the National Volleyball Tournament came to College Park, had we enjoyed the honor of hosting such an event. In April, after 8 months of planning, RecWell welcomed 694 students from 67 teams, representing 53 institutions from 24 states, to our campus. In addition, over 100 volunteers and student officials traveled to campus to support the tournament. Planning a tournament of this magnitude and caliber required the efforts of an 8-person committee, who coordinated facility reservations, staffing, hotel accommodations,

transportation, meals, video recording, on-site registration, spectator attendance, game scheduling, and more. In addition to the committee members, staff from across the department supported facility setup and breakdown, marketing and communication, and adjustments to normal operations. This department-wide collaboration allowed RecWell to showcase our incredible professional staff, student staff, facilities, and campus to a national audience.

Fully staffed for the first time since February 2020, the **Creative Services Unit experienced an exciting year of growth**. The focus of the unit was to grow, educate, and regain control of the RecWell voice and brand. The team made several advancements to increase engagement and brand consistency. This ongoing effort began in summer 2022 and was primarily focused on the planning, design, build, and launch of the Canva design program. The purpose of this program is to maintain brand consistency across multimedia deliverables, while allowing creative freedom in the design process to support the needs of internal stakeholders. Canva templates allowed internal staff to create marketing materials on-demand while maintaining consistency across the department. Additionally, the marketing and communications team formed a RecWell Creatives group to provide an enhanced level of oversight to students in all program areas working on social media accounts. This increased oversight resulted in more consistent branding and use of best practices across all social media accounts and platforms. Additionally, student content creators were hired to drive the voice of our social media channels through unique and collaborative content creation efforts, resulting in a 56% increase in reach on social media platforms. Highlights include:

- 80 social media posts on Instagram and Meta (32 reels and 48 photos and graphics). This was our first year posting in the reels domain
- 17.4% growth rate on Instagram
- 51% increase in reach on Instagram
- 53 short form Tik Tok videos as well as the relaunch of the RecWell Tik Tok channel.
- 7,708 video views on TikTok & 145 followers

Last year, RecWell established a goal of **integrating the Divisional MVV into our work**. Although achievement of this goal is ongoing, we began integrating the newly identified MVV into our student personnel training program and professional staff onboarding processes. Specifically, the New Student Employee Orientation (NSEO) program and student employee handbook were reimaged to better serve the nearly 1,000 student employees in RecWell. The updated NSEO program trains students on the connection between their work in RecWell and campus as a whole, including the commitments of TerrapinSTRONG. Similar efforts were put into place for Esports student participants and Intramural Sports supervisor training programs. New professional staff also engaged in conversations encouraging them to bridge their personal core values to the Divisional values and discuss how their roles aligned with both departmental and Divisional values.

Following our June 2022 professional staff retreat, **RecWell created 5 project/work teams to address aspects of staff culture and department procedures**. The 5 teams focused on the following priorities: professional staff learning and growth, staff morale and well-being, staff belonging and inclusion, manager on duty program, and innovative summer programming. The work teams' priorities, accomplishments, and future plans include:

- The **Professional Development** work team explored opportunities to enhance staff learning and growth by cataloging existing staff expertise, proposing additional professional development funding, and offering staff learning days, where staff can share the skills and experiences they have developed as a result of their professional development opportunities. The team intends to

implement these plans in FY24 with assessment efforts that will inform the future of professional development in the department.

- The **RecWell Buddies** project team developed a “buddy” system for new professional staff members to be paired with existing staff members. The buddy system will be managed by the Manager of HR as part of the staff onboarding process.
- The **RecWellness** team established a calendar of well-being-focused events for professional staff to engage in throughout the year. Events included group fitness classes, potlucks, costume contests, and more. The group plans to continue offering events in FY24.
- The **Manager on Duty (MOD) Improvement** work group assessed the current state of the manager on duty program by surveying student staff and reviewing previous years’ surveys of professional staff. With this data, the work group defined the scope of the MOD, developed a formalized training process, compiled resources from all RecWell facilities and program areas for MODs to use while on shift, created a streamlined MOD scheduling process through Google calendar, and proposed improvements to make the MOD more effective in serving the department.
- The **Summer Programming Work Team** identified 5 potential programs and collaborations designed to increase revenue or reduce costs during slower summer months. Of the suggestions, 3 were enacted for summer 2023: reduced hours of operation in Ritchie, summer memberships for TerpQuest families, and the introduction of pickleball for summer Intramural Sports leagues. Additional information regarding summer programming is included in the *Issues and Challenges* section below.

Issues/Challenges

The most significant challenge facing RecWell is the **financial future of the department**. Stewardship of student fees has been a long-standing hallmark of the department and will continue to guide departmental spending. However, the rising cost of equipment, services, and projects required to maintain our daily operations is evident. Further, our increasing facility renewal needs due to aging facilities has put strain on RecWell budgets. Additional unfunded costs due to salary/wage increases and operational adjustments have cut into our ability to increase our savings in reserves. With the highest mandatory fee (\$434 FY24) on campus and the highest recreation fee in the B1G, there is reluctance to raise student fees - from the students and campus - beyond the regular annual mandatory increases. The following unfunded costs are necessary to support a comprehensive recreation program staff with highly qualified professionals:

- Athletic trainer program – we received funding for \$145,000 for the program, but program costs increased to \$230,000. This leaves \$85,000 unfunded.
- Student employee minimum wage increase – we increased minimum wage to \$15+ prior to the scheduled increase. The unfunded cost of the increase is ~\$440,000 for FY23. We submitted an adjustment to make up the unfunded amount in our original FY24 fee proposal, but at the request of students on the committee, we lowered the fee by \$11 and will ask for the makeup in FY25. The fee decrease of \$11 leaves RecWell ~\$370,000 short.
- State/University mandated COLA increases for professional staff – the unfunded amount for FY23 is ~\$200,000. The adjustment was submitted in our original FY24 fee proposal.
- Unexpectedly high cost of facility renewal project, putting future facility renewal projects at risk. For example, the Natatorium Pump Room project cost more than 60% higher than originally budgeted (\$3.2 million versus \$5.2 million).

With all noted issues, we are concerned about what will be available for future initiatives.

Previously, RecWell has repeatedly noted the lack of outdoor field space as a challenge. Although that concern persists, we have seen **indoor court space limitations** rise in priority and challenge our ability to meet the needs of the campus community. According to *Space Planning Guidelines for Campus Recreational Sports Facilities: NIRSA*, a campus with our population should have 12 indoor courts. A 2019 BIG Benchmarking survey indicated the indoor court average is 12 courts; however, we have 10, with 2 of those being shared with the School of Public Health. These courts are shared among all the RecWell programming efforts of Intramural Sports, Club Sports, Informal Recreation and rental reservations as well as the Department of Kinesiology and ROTC's academic needs. In addition, these courts serve numerous different activities (e.g. badminton, basketball, volleyball, futsal, pickleball). Of particular note is the growing popularity of net sports, including badminton, volleyball, table tennis, and pickleball, all of which saw significant increases in FY23. Evidence of this growth is seen in equipment checkout rates, such as a 107% increase in volleyball rentals, a 32% increase in badminton rentals, a 26% increase in table tennis paddles, and a 53% increase in tennis racquet rentals. (Note: pickleball equipment was offered for the first time in FY23, so comparative rates are not available despite anecdotal evidence of surging popularity of the sport)

As noted above in reference to **decreasing summer usage**, the department faces the challenge of needing to diversify summer semester offerings and reevaluate long-standing facility hours and staffing levels. In addition to fewer students visiting our facilities and engaging in programs during the summer months, student staff retention during this time presents a challenge. Many of our student employees opt to pursue internships or move out of College Park during the summer months. This results in a need to train new employees for just a few weeks of employment or overburden existing staff with an excessive workload. The Summer Usage Work Team identified 6 recommendations to address these challenges:

- A review of data related to summer facility usage and feedback collected from program and facility managers has led to **reduced hours** this summer for Ritchie, to reduce spending. In summer 2022, Ritchie was open 6am-10pm. In summer 2023, Ritchie was open 11am-7pm. Assessment of these changes will inform summer 2024 scheduling.
- The departure of the Coordinator of Intramural Sports and Camps, along with hosting the NIRSA National Basketball Tournament made the preparation and **launch of social sports leagues** in summer 2023 not feasible. Current efforts are underway to research and create a comprehensive plan and timeline for preparation and execution of Summer Social Sports Leagues in summer 2024.
- A **collaboration with SPH faculty and staff** to offer summer youth programming in the Armory and other facilities did not materialize. We will reassess the feasibility of partnering with this program in summer 2024.
- Though we were unable to develop an **instructional program for pickleball** this summer, we ran pickleball as a summertime intramural league in Ritchie. The team is also exploring a partnership with the ICA Tennis coaches to help launch an instructional program.
- The departure of the Coordinator of Bike Shop and Climbing Wall, as well as the anticipated departure of the Assistant Director of Adventure Programs, forced a shelving of an **adventure camp program** for summer 2023. We will revisit this program and assign the project to the appropriate staff for planning and execution in summer 2024.
- **Summer memberships** have been made available to families of Terp Quest campers.

Responding to changes in Divisional commitments such as strategic planning initiatives and increased assessment expectations, while maintaining high program output is a challenge. Although staff are energized and committed to Divisional priorities, they, at times, compete with the day-to-day operations of the

department. Our staff have taken on leadership roles in many aspects of the Divisional commitments: Natalie Wilkinson, Sergio Brack, Kevin Yang, Montrell Cade, and Brienne Rowh convening leadership circles; Wallace Eddy serving on the Co-Curricular Learning Outcomes Steering Committee; and Laura Basarich, Andrea Bussler, Mary Kate Crawford, Kurt Klier, Tami Lee, and Rainer Tandaju all serving on Division of Student Affairs (DSA) Strategic Plan Work Groups. In addition to posing a challenge in regard to time commitments for staff, Divisional priorities such as the DEI/IDEAS Strategic Plan distribution, the Staff Professional Development Plan and pending TerrapinSTRONG plans complicate planning efforts within the department. Our work teams spend significant time mapping out short and long term goals related to DEI training and assessment, professional staff development, and more, only to have Divisional priorities supersede those plans. Unpredictable roll-out timelines pose the greatest challenge on this matter.

Construction of the Purple Line creates multiple challenges for our department. First, as is the case for the entire campus community, the construction has complicated travel around campus, resulting in frustrating inefficiencies for our staff. Further, construction has impacted the irrigation system on the Engineering Fields, and created significant challenges to both internal (students) and external patrons of the Reckord Armory and Ritchie Coliseum. Parking and access to these facilities changes on a regular basis, which makes planning for rental groups extremely difficult. Several external rental organizations have chosen to host their events elsewhere, impacting not only revenue, but RecWell's long standing relationships with state and local organizations, such as the Maryland Public Secondary Schools Athletic Association (MPSSAA) and the City of College Park.

Finally, the **inability to procure new equipment, including trucks, tractors, and mowers** has posed a significant challenge for the department. Our truck fleet is aging and in need of replacement. However, there are currently no state contracts with manufacturers for new vehicles and dealer inventory is extremely limited. As a result, it is nearly impossible to acquire new trucks. This challenge is complicated by State and University policies that encourage the purchase of electric vehicles over combustible engine vehicles without adequate infrastructure or funding to support the required changes for electric vehicles. In addition to challenges acquiring trucks, there are extremely long lead times (200-300+ days) for other major equipment purchases such as mowers and tractors. Mowers ordered in FY22 still do not have an estimated delivery date, resulting in ongoing costly repairs to aging equipment.

Goals for 2023-2024

In anticipation of the **Elevate Program** transition planned for November, RecWell will dedicate significant staff time to training and preparation for the move to Workday. Brent Flynn and Matt Clair will take on leadership roles as the Elevate Pit Leads for the Division, and will assist RecWell staff with education and training on Workday to ensure a successful transition. In addition to this transition, multiple organizational changes like shifts to reporting structures and onboarding of several new staff members will require significant time and energy of many staff members.

As part of the newly released **departmental review expectations, we will engage in the self-study phase of the process.** The self-study will require input from all staff members, but will be primarily managed by the 9-member Departmental Review Team.

Our student personnel team, along with personnel managers across the department, will **create and implement a development program for student supervisors** related to the NACE competencies and DSA’s co-curricular learning outcome domains.

RecWell plans to complete **multiple facility projects** in the next fiscal year. They include:

- Received preliminary approval from ALRB for a site to install a Thrive 450 Outdoor Fitness Equipment apparatus near Prince Frederick Hall/Mowatt Garage
- Previously planned as a temporary esports facility, the Golf Course Range Building will now be converted to a golf simulator space made possible in part by an anticipated donation by a Friend of the Golf Course. This space will serve golf course patrons, Intramural Sports participants, and Club Sport participants.
- Received preliminary approval from the Student Facility Fund for an indoor climbing gym in two racquetball courts. We expect to have a final approval by the end of summer 2023.

Departmental information points for VPSA Council

In addition to the programmed engagement opportunities discussed above, RecWell offers informal recreation opportunities for those who wish to engage in physical activity in a less structured environment. RecWell facilities were open 350 days in FY23 (up from 332 days in FY22), providing service to an average of 2,699 users per day and approximately 3,288 users daily during the fall and spring semesters. For the first time in recent years, these numbers surpassed pre-pandemic levels. Table 1 displays the overall and unique totals for access to RecWell facilities for the fiscal year. Data from previous years is provided as a reference.

Table 1 RecWell Usage by Semester

	FY23		FY22		FY21		FY 20		FY19	
	Overall	Unique Users	Overall	Unique Users	Overall	Unique Users	Overall	Unique Users	Overall	Unique Users
Summer	70,753	6,136	38,272	4,002	n/a	n/a	65,882	6,440	99,053	10,384
Fall	431,588	22,316	284,604	20,517	73,726*	5,764	344,073	22,214	373,326	24,695
Spring	429,931	21,451	366,360	19,174	89,343	6,525	184,262	21,820	379,227	23,496
Guest passes	12,212		8,082		0		11,149		16,885	
Total Usage	944,484		697,318		163,069		605,366		868,490	

*Total includes Summer 2020 (Aug 3-Aug 30)

During the Spring 2023 semester

- 19,467 different *students* entered RecWell facilities at least once
 - 85.5% of them were undergraduate students
- Student use by gender
 - Unique users
 - Male: 11,030 (56.7%)
 - Female: 8,437 (43.3%)
 - Overall participation: 396,943 visits
 - Male: 270,967 (68.3%)
 - Female: 125,976 (31.7%)

As shown in Table 2, RecWell student users closely mirror racial demographics of the UMD student population.

Table 2 RecWell Users by Race FY23

	% of RecWell Users	% of UMD students
African American/Black	11.60%	12.32%
Asian	30.60%	26.87%
Hispanic	8.21%	9.83%
American Indian/Alaska Native	0.08%	0.09%
Native Hawaiian/Pacific Islander	0.06%	0.06%
Two or More	4.52%	4.35%
Unknown	5.60%	5.36%
White	39.33%	41.12%

Program Highlights

The **University of Maryland Golf Course** experienced another busy year in FY23, with the number of rounds played holding steady from FY22 (46,905 in FY22 and 46,659 in FY23). Of particular note is a continuing trend of student participation and membership, with students accounting for nearly 25% of all rounds played and student memberships accounting for 41% of all memberships sold, an increase of 10% from FY22.

The golf course continued to serve the campus and local community, primarily through programs geared towards youth, beginning golfers, and veterans. The staff managed the perennially popular First Tee program, a value-based instructional program for youth, supported the PGA Junior League season, an Operation 36 program designed to build skills, confidence, and community for youth and adult novice golfers. Partnerships with Martin Luther King Jr. Middle School and Elizabeth Seton High School further demonstrated the UGC commitment to the community. A significant challenge faced by the golf course this year came in the aftermath

of the July 12, 2022 storm. The storm downed more than 300 trees and cost the department countless hours of clean up and an estimated \$75,000 in tree-removal cost, none of which was recuperated from insurance claims.

The **Adventure Program**, supported by 3 professional staff members and 102 student employees, continued to rebound from the pandemic limitations, including mask mandates in tents. As with many specialized positions requiring advanced skill sets, there was a significant need to hire and train new employees in order to offer a robust programming schedule. The program leads trips, manages the climbing wall, hosts challenge course programs, and operates the Bike Shop and rental desk. This year, the program celebrated many successes and faced a few challenges. Successes included a women's backpacking trip, onboarding 17 new trip leaders, and over \$15,000 in sales at the Gear Sale, a near-record high. Challenges faced by the program included a limited number of trip leaders available to lead which directly impacted the number of trips taken, and the number of students on the waitlist. In addition, the July 12, 2022 storm that caused widespread power outages and high ropes course damage greatly impacted the challenge course's ability to host groups and required a 21-day closure during peak season. This closure resulted in the cancellation of 7 programs, scheduled to serve 542 participants. Other noteworthy metrics from the Adventure Program include:

- 63 adventure trips
- 396 trip participants
 - 1,402 students were on waitlists for trips (unable to participate)
- 6,823 trip contact hours
- 121 challenge course programs (-4%)
- 3,573 challenge course participants (-5.2%).
- 4,637 total visits to the climbing wall (FY22 data unavailable)
- 1,528 unique climbing wall participants (FY22 data unavailable)
- 4,353 total visits to the Bike Shop (+65%)
- 2, 025 individuals visited the Bike Shop (+41.6%)
- 1,727 pieces of gear were rented out during FY23 (-55%)

The **Aquatics & Safety** program enjoyed a return to pre-pandemic participation levels in both programs offered and swim meets hosted. Although the program continued to face challenges related to student staffing levels, they celebrated an increase in Learn to Swim classes (91% increase over FY22), and a 30% increase in the number of Free Student Swim classes scheduled (45). The staff also supported a growing SCUBA program allowing for more student employee positions and learning opportunities. This unit supports the risk and safety aspects of RecWell. In this capacity, the unit certified over 400 student employees in CPR/AED and First Aid and re-launched the student auditing system to ensure safety skills are being met and retained over the course of a student's employment. Additionally, the unit oversees community offerings including tennis lessons which saw a 26% increase in demand for clinics/lessons.

The **Club Sports** program and staff supported 47 active clubs and 4,229 (-2%) unique participants. As in years past, these members enjoyed a high level of engagement, as measured by an average of 264 hours of practice per week across all teams and 39,568 miles traveled to 23 different states, plus Bermuda.

Highlights for the program in FY23 included another record-setting Giving Day total of \$122,230 raised through 984 unique donors and several prizes. The clubs earned 19 of the top 20 spots for student organizations on Giving Day, a testament to their strong system of support among current students, alumni, and families.

Another highlight of the program was a newly developed point system for clubs which increased social activities/bonding, community service projects, and overall participation in our program. The point system was used to prioritize practice/facility requests among teams. It also provided a valuable tool for professional staff to witness the level of engagement of club sport participants outside of their formal practice and competition schedules.

Following the launch of the **Esports** program last year, FY23 provided a year of tremendous growth for the program. Led by 2 professional staff members, the unit established a student employment structure this year, hiring 30 students across a multitude of roles including videography, social media management, casting, and more. Within these roles, the overall goal of ensuring that students gain valuable experience that will carry them forward into the world of professional esports. Along with our student employment opportunities, we have a robust volunteer aspect of our program that has lent us to work with current students, community members, and even UMD alumni. Within these roles, these individuals serve as team support personnel as team managers, student coaches, and more.

RecWell hosted premier teams within 5 titles—Rocket League, Overwatch, League of Legends, Fortnite, and Valorant. Along with these premier teams, the staff worked closely with the student gaming organization, UMCP Gaming to appoint academy teams under their banner with the goal of fostering better talent over the course of the program's life-span, increasing opportunity for programmatic content output, and fostering a continuous system of player development. In addition to the competitive aspects of this program, the staff established multiple community engagement efforts including an after-school program with College Park Academy, fundraising efforts for childhood cancer research, and provided multiple consulting services to local high schools and other universities.

The **Fitness** program maintained a high level of student demand for group fitness, small group training, weight/fitness, and personal training services and facilities. Supported by 4 professional staff, 3 of which were new to RecWell in FY23, and over 280 student employees, the fitness program has the largest number of staff in the department. In order to meet the demand for group fitness, 69 instructors offered 20 different class styles, ranging from cardio-based to strength training to mind-body, in studios and in the pools. Additional metrics include for the fitness unit include:

- 100+ group fitness and small group training classes per week
- 4,779 unique participants attended at least 1 class (+16.8%)
- 34,289 participations (+22.7%) in 3,697 (-7.9%) regularly scheduled group fitness and small group training classes
- 50 private group fitness classes(-16.7%)
- 28 individuals registered for inaugural small group training program

The **Intramural Sports** program kept its momentum from FY22, with a slight increase in participation numbers, and an influx of new staff eager to be sports officials. Other highlights include the introduction of a successful “women’s night” program, maintaining and advancing a culture of student employee empowerment and excellence, and hosting the 2023 NIRSA National Basketball Tournament. The program metrics include:

- 7,696 unique participants participated in at least 1 activity (+2.76%)
- 48,161 participations (+6.4%)
- 3,653 games played (+11.2%)

- 31 activities offered (league/team sports, individual/dual sports, weekend tournaments)

Student employees are integral to the success of the Intramural Sports program. In FY23, the program employed a record number, 241 over the course of the fall and spring semesters. The need for more employees stemmed from a desire for most students to work fewer shifts than in previous years. This increase presents challenges to the professional staff as more training is required and students have fewer chances to hone expertise as officials. Despite these challenges, Intramural Sports student employees continue to be leaders in the field with 12 different students officiating at regional and national tournaments and 1 student, Fauz Adeyinka, being named an All American Flag Football and All American Basketball Official. Additionally, 3 student leaders from the program, Phoebe Kurniawan, Emily Schnieder, and Kaitlyn Hannigan, all earned graduate assistantships in recreation as they pursue their masters degrees.

Support Unit Highlights

The **Member Services** staff was responsible for over \$2.1 million in goods and services through the point-of-sale system operating on a modified schedule as we ramped up our programs and service as the year went on. This number is up ~\$700k in revenue from last year and RecWell is almost back to pre-Covid sales and services. Included in this amount are the sales from guest passes. The ERC has always been a location where faculty, staff, alumni, and students bring their friends and colleagues to visit. In FY23, RecWell sold a total of 12,212 guest passes (approximately 4,000 more than were sold in FY22), including alumni/faculty/staff day passes.

The success of individual program areas and maintenance of facilities would not be possible without the expertise of the **Information Technology (IT)** staff, marketing and creative services, and athletic training within RecWell. The IT unit, consisting of 3 professional staff and 3 student employees, maintained 200 pieces of equipment (150 computers/laptops, 30 tablets, 15 printers, and a few speciality devices). In addition to day-to-day maintenance of a large volume of computers and devices, the IT team took on several major projects this year including the institution of laptop workstation trials for some staff members. This project promoted sustainability by reducing staff workstations from 1 desktop and 1 laptop per employee to just 1 laptop. Coupled with this project was the coordination of replacement for over 50 computers.

The **Marketing, Communications, and Creative Services** unit, consisting of 3 professional staff, 1 contingent part-time designer, and 16 student staff produced a total of 1,271 design deliverables, a 47% increase in production from the previous year (862 in FY22). In addition to these design pieces, this unit produces social media content for our main RecWell accounts and oversees social media for the entire department. Key highlights from the unit this year include:

- 80 social media posts on Instagram and Meta (32 reels and 48 photos and graphics). This was our first year posting in the reels domain.
 - 17.4% growth rate on Instagram
 - 51% increase in reach on Instagram
- Relaunch of the RecWell Tik Tok channel and publication of 53 videos.
 - 7,708 video views on TikTok & 145 followers (as of 5/30)
- Production of 2 Keep Connected videos supporting DSA initiatives to move more and stress less during exam periods.

- A focus on increasing engagement with our Campus Well resource to drive readership to our monthly newsletter.
 - Campus Well engagements: 7,760 (up 34% from last year)

The **Athletic Training (AT)** program primarily supports the Club Sport program, but also provides service to Intramural Sport participants and RecWell members. In FY23, the AT clinic was open 151 days, serving approximately 350 individuals per semester, and provided on-site coverage to 43 events. In addition to the clinic service and event coverage, the 2 athletic trainers on staff hosted more than a dozen blended learning concussion training sessions to RecWell student employees and participants. For the first time ever, the AT program collaborated with the Esports program to deliver a presentation to a group of middle school children from the College Park Academy CPA+ Esport After School program in February 2023. The presentation educated students on best practice game station ergonomics, further showcasing the vital role AT plays in a full-service recreation and wellness department.

RecWell Core Values

University Recreation & Wellness operates with 6 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 FY23:

RecWell professional staff demonstrate our values of **collaboration** and **empowerment** in their daily work and through additional commitments beyond the scope of their job descriptions. These values are most evident through the varied leadership and service roles that RecWell staff take on within the Division. At the Divisional level, 5 different staff members served as co-conveners of leadership circles (Bre Rowh, Kevin Yang, Montrell Cade, Natalie Wilkinson, and Sergio Brack); 6 other staff members served (and continue to serve) on the DSA Strategic Plan Groups (Andrea Bussler & Kurt Klier, “Our Students”; Mary Kate Crawford & Tami Lee, “Our People”; Laura Basarich & Rainer Tandaju, “Policies, Process & Programs”). Additionally, Natalie Taylor served as the Chair of the DSA Year End Celebration, a position held by a RecWell staff member for more than 2 decades. Through these roles, RecWell professional staff support colleagues across the Division and build meaningful relationships that in turn, allow us to better serve the campus community.

The values of **inclusion** and **collaboration** were exemplified through a year-long partnership with the Department of Resident Life (DRL). Alongside our colleagues in DRL, RecWell staff engaged in a variety of DEI/IDEAS topics through our “Coffee and Conversation” series. This partnership allowed staff from both departments to share expertise, experiences, and ideas for incorporating concepts into our daily work. The topics covered during these sessions included: Challenging Dominant Linguistic Ideology (October 2022); The True Story of Thanksgiving (November 2022); Promotions & Marketing Through a DEI Lens (March 2023); and Multigenerational Workplace (April 2023).

Another particularly noteworthy example of living our values of **inclusion** and **collaboration** was through working with the United States Citizenship and Immigration Services to host Operation Allies Welcome Center at Ritchie. There, we hosted 275 Afghan guests along with 35 organizations providing various services, resources and information for the Afghan evacuee community.

The core value of **stewardship** is prioritized in 2 primary ways: financial and environmental. Financially, we strive to maximize the efficiency of our spending and identify additional opportunities beyond student fees to fund student participation and engagement. The greatest example of this is through funds raised on Giving Day. In FY23, the Club Sport program raised \$122,229 through donations and matching awards for having the most student donors and most parent/family donors. Environmentally, the Golf Course and Adventure Program lead the department in the stewardship efforts. The Golf Course staff strives to be the gold standard for collegiate golf courses in regards to sustainability, wildlife management and enhanced habitat and collaboration with research projects. The Adventure Program promoted stewardship by expanding its Earth Day offerings to include both a “Climb and Clean” event as well as a “Plogging” event, where students walked and jogged around campus picking up trash.

Innovation was exemplified by our personal training program and facilities team this fiscal year. In order to better serve our growing personal training client base, we converted a racquetball court into a personal training studio. The redefined space provided an ideal location for clients and trainers to engage in private training sessions, maximizing the value of their time together. Fitness staff also provided innovative programming by introducing small group personal training into their offerings. This program included personal trainer-led, cohort-based training for a six-week period in the spring. Small group training allows us to serve more clients while promoting teamwork and social/emotional well-being of clients.

The value of **integrity** is woven through all that we do. We expect our professional and student staff to act with integrity at all times and we make decisions with this value in mind. In July 2022, we made the decision to increase the minimum wage in our department to \$15 an hour. We made this decision before it was required in order to demonstrate our commitment to our student employees’ well-being. We know that many of our students rely on their employment to fund their education, housing, and other expenses, and therefore advocate for their fair compensation. We continually review student job descriptions and our student employee wage scale to further this goal.

Appendix A – Physical Plant

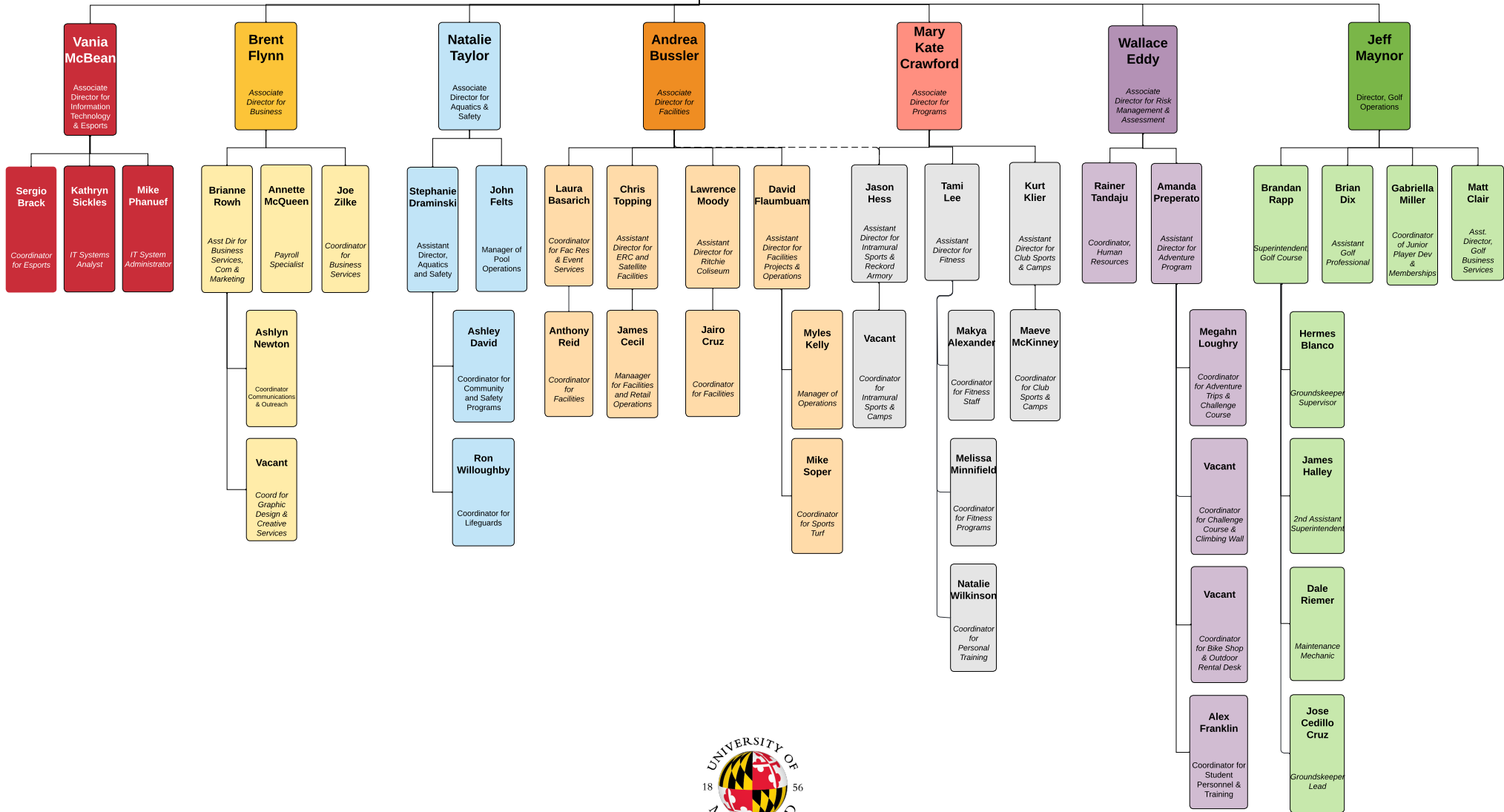
Excellent stewardship is critical to the operation of University Recreation & Wellness so that safe, clean, and inviting spaces are available for recreational activity at the University. The department is entrusted with 400, 872 square feet of indoor recreation facility space as listed below:

● Epley 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.

RecWell 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). Most 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



DIVISION OF
STUDENT AFFAIRS
UNIVERSITY RECREATION & WELLNESS