Annual Report 2018-2019

Prepared by
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Wellness & Recreation Services
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Dear CU Denver Community,

Wellness & Recreation Services officially opened the Lola & Rob Salazar Student Wellness Center (LRS-SWC) August 1st, 2018. It has been an exciting first year of operations. We hope to continue to inspire our campus to wellness. We want to make wellness matter to every person at CU Denver. We do that by providing wellness in a different and specific way, unique to the needs of our commuter campus and our community. We truly believe that we provide something for everyone in the way of physical amenities, programs and services.

Our greatest goal is to help students, faculty and staff feel like they belong at CU Denver, and find social camaraderie and healthy habits at the LRS-SWC. We focus daily on creating a welcoming environment and providing our customers with a memorable experience.

In our first banner year, we welcomed 170,000 + visits, employed 100+ student staff and 12 professional staff. We engaged in gift-based partnerships with Transamerica and continued our relationship with Lola & Rob Salazar, and Joanne Posner-Mayer who named our kitchen. We held a variety of programming, university events, community events and staff development opportunities.

It is my pleasure to report on the major highlights, progress and data from academic year 2018-2019. We look forward to continued growth and improvement in coming years.

As we continue our quest to shift the culture to wellness at CU Denver, we will strive to engage students, faculty and staff to prioritize personal and organizational wellness because Wellness Matters.

Be well,

Amber Long, M.Ed.
Executive Director Wellness & Recreation Services
University of Colorado Denver

Purpose, Vision, Values & Culture
Purpose: To promote a culture of belonging through innovative spaces, programs & experiences.

Vision: To make wellness a priority for every person in the CU Denver community by doing wellness differently.

Guiding Principles:
- Innovation and creative thinking
- Inclusion, diversity, equity
- Learning, leadership, service
- Student development and growth
- Spirit and fun
- 7 Dimensions of Wellness
  - Spiritual
  - Emotional
  - Social
  - Environmental
  - Financial
  - Creative
  - Physical

Organizational Culture: The University of Colorado Denver Student Wellness Center will create and sustain a welcoming, and wellness focused culture amongst employees and guests.

In order to achieve this culture, we will:
- Lead by example | Inspire our circle of influence | Engage the unengaged
- Utilize the 7 dimensions of wellness as framework to create and provide programs and services
- Build rapport with members, act with empathy, and warmness; focus on human connections
- Highlight effort rather than outcomes; foster a task-involving climate
- Create opportunities for success; authentically encourage learning through failure
- Promote interaction, and exploration; through multi-disciplinary programs and activities
- Provide proven tools and solutions to overcome health related barriers and promote lifelong wellness habits
- Empower students; provide student leadership opportunities
- Utilize a Student Wellness Advisory Board, Student Wellness Employee Advisory Group and other student groups for feedback and guidance
- Maintain clear and transparent communication regarding policy and decision making
- Be fully present in all obligations, meetings and interactions
- Provide the WOW experience, focus on fun, create buzzworthy opportunities
- Provide a seamless campus experience, connecting students to appropriate resources and people throughout the university
- Promote academic success and continual learning
- Be the campus living room – inclusive, safe space, welcoming all cultures, abilities, preferences

2018-2019 Highlight Summary
In our first year of operations, we worked hard to facilitate a integrated model of operations. This means that all staff work within the same policies, procedures and general way of doing business, regardless of program area.

**Annual Data**

Wellness & Recreation Services (WRS) collects monthly data on attendance, participation, sales and engagement within WRS. We pay particular attention to trends in order to make decisions around facility hours, staffing, programs and purchasing. A full outline of our annual and monthly data can be found in *Appendix B: Annual Data Summary*.

**Program Area 2018-2019 Highlight**

Each program was responsible for creating and implementing their programmatic offerings. A summary of each program can be found in *Appendix A: 2018-2019 Program Area Reports*.

- Wellness & Recreation Services Program Areas: 2018-2019
### Finance
- $137,429 surplus
- $199,130.18 non-student fee revenue
- 40% student workers on work study

### Facility
- 170,046 check ins
- Average 20-24% of student body use
- 45 facility reservations/events

### Membership
- 158 CU affiliate users
- 571 total day pass (guest)
- 924 $30/30 intro
- 595 retro-active memberships

### Marketing
- 217,901 website visits
- 2,569 social media followers
- 24% newsletter open rate

### Aquatics
- 6,087 pool uses
- 67 group lesson participants
- 17 individual lessons
- 49 CPR/AED certifications

### Club Sports
- 267 student athletes
- 15 home games
- 2 new sports
- 69 Milo appearances

### Camps- Milo Kids
- 26 campers
- $1,955 revenue

### Intramurals
- 204 intramural participants
- 8 sport seasons
- Individual sports start

### Health Promotion
- 1,709 program participants
- 1,480 food pantry visitors
- 898 unique pantry users

### Financial Wellness
- 5 individual coaching sessions
- 48 program participations

### Fitness
- 8,015 group fit participations
- 915 personal training sessions
- 820 GT45 participations
- 32 wellness referrals

### Outdoor Adventure
- 4272 climbing wall uses
- 498 unique climbers
- 172 workshop participants
- 120 excursion participants
2018-2019 SURVEY DATA: NCHA

Data is also collected via survey and assessment. Most notably, WRS facilitated the National College Health Assessment last spring. Eight percent of the student body completed the NCHA. The survey provides a wealth of data. Survey data pointed most heavily to the mental health challenges facing our students. Stress, anxiety, sleep difficulties and depression were cited as the largest factor affecting academic performance. Which, confirmed data collected by other entities such as the counseling center. As a result, we have specifically partnered with counseling services to offer more programming around mental health at the Student Wellness Center. The executive summary of the NCHA can be found in Appendix D: NCHA Executive Summary.

50% of CU Denver students complete the recommended weekly amount of exercise.

* NCHA survey, spring 2019
Strategic Planning

Wellness & Recreation Services first year strategically focused on operational efficiency. We completed all markers on our internal strategic plan. We also contributed to the Division of Student Development strategic plan. Appendix E: Division of Student Development Strategic Plan – WRS Progress

Strategic Plan 2018-2022

Promote a culture of belonging through innovative spaces, programs & experiences.

### 2018-2019
**Operational Efficiency**
- Develop & implement policies, procedures, systems for new facility
- Establish integrated student staff training processes
- Establish integrated planning systems
- Establish strategic collaborations & relationships
- Provide physical amenities that support healthy habits & community building
- Develop team accountability & expectations

### 2019-2020
**Promotion & Growth**
- Increase student body usage by 3% (27%)
- Increase total visits, program participations, overall revenue by 15%
- Expand diversity of program/service offerings
- Establish new member retention strategy
- Establish marketing, promotions & outreach plan
- Foster student leadership opportunities

### 2020-2021
**Evaluation & Improvement**
- Utilize evidence based standards & best practices
- Establish learning outcomes for programs
- Re-create integrated evaluation practices
- Improve physical facility amenities
- Increase student body usage by 3% (30%)
- Evaluate efficiency of operational structures

### 2021-2022
**Re-Invention & Adaptation**
- Adapt to residential campus environment
- Re-imagine revenue streams & cost savings
- Review organizational structure
- Establish employee wellness program/committee
- Increase student body usage by 3% (33%)
- Review branding, marketing, outreach strategy
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<th>OPERATIONAL EFFICIENCY: OUTCOMES</th>
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<td>Develop &amp; implement policies, procedures, systems for new facility</td>
<td>• Established all processes and systems related to business, office operations, fiscal management, reporting and budgeting&lt;br&gt;• Created and implemented policy and process for all program areas; utilize Connect2 Software for all back of house operations&lt;br&gt;• Established and utilized Fusion software for all point of sale, and front of house operations&lt;br&gt;• Secured and implemented Sub it Up software for all staff scheduling and payroll&lt;br&gt;• Continually analyzed data to determine facility hours, program offerings, etc.&lt;br&gt;• Re-evaluated patron policy manual for accuracy &amp; division consistency, posted to website&lt;br&gt;• Created and utilized integrated staffing manuals and on-boarding process for all positions&lt;br&gt;• Reviewed website related to user experience, overall accuracy &amp; division consistency&lt;br&gt;• Created annual calendar: deadlines, annual tasks&lt;br&gt;• Completed and scheduled annual review of emergency action plan, drill schedule&lt;br&gt;• Created and implemented events program for facility reservations – Jan 2019</td>
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<td>Establish integrated student staff training processes</td>
<td>• Implemented semester all staff training&lt;br&gt;• Created &amp; implemented on-boarding procedures for student staff&lt;br&gt;• Implemented student employment policies&lt;br&gt;• Created and utilized universal student employee pay rate structure&lt;br&gt;• Reviewed &amp; edited staffing manuals (pro staff and student)&lt;br&gt;• Established consistent staff evaluation and positive/negative documentation practices&lt;br&gt;• Created and implemented LeadWELL student leadership training&lt;br&gt;• Created and implemented student leadership positions: Supervisors, Program Manager, Trip Leaders</td>
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Lead by example | Inspire your circle | Engage the unengaged

WRS All Staff Training: Spring 2019

“I didn’t have “friends” at CU Denver my freshman year, now that I have the wellness center, I have a wellness family that I hang out with at work and on weekends.”

- Wellness & Recreation Services Student Employee
Future Direction

Moving forward, WRS is poised for growth. In 2019-2020 we will be focusing heavily on promotion and outreach. Our continual goal is to engage the unengaged, the students and staff who are not currently engaging in wellness practices. These are the individuals who need us most. As we continue to grow, we aim to reach deeper into the student body, with a goal to have at least 27% of the student body using the facility by the end of the year. In 2018-2019, 24% of the student body used the spaces and programs. This is in alignment with trends at like institutions (commuter, urban campuses), but we have room to do better.

2019-2020 Strategic Goals:

- Increase student body usage by 3% (27%)
- Increase total visits, program participations, overall revenue by 15%
- Expand diversity of program/service offerings
- Establish new member (non-student) retention strategy
- Establish marketing, promotions & outreach plan
- Foster student leadership opportunities
References & Guiding Framework:

- References: National College Health Assessment, 2019, University of Colorado Denver

- Guiding Frameworks for Programming, Philosophy
  - Socio-Ecological Model
  - CAS Standards for Recreation in Higher Education
  - CAS Standards for Health Promotion in Higher Education
  - Partnership for a Healthier America
  - Okanagan Charter for Health Promoting Universities
  - Joint statement on Well-Being: ACHA/NASPA/NIRSA

We believe it is time to transcend reactive, siloed, programmatic approaches to health and establish foundational, proactive, well-being initiatives for the campus community. While students must receive appropriate and reactive care when needed, there are large-scale benefits to proactive, upstream approaches that will allow increasing numbers of students to flourish and thrive. By focusing on the whole—the whole person, the whole educational experience, the whole institution, the whole community—well-being becomes a multifaceted goal and a shared responsibility for the entire campus.

**Mission:** Commitment to Well-being in Higher Education We commit to innovating, supporting, and fostering a holistic, integrated, and strategic approach to well-being from the association level to the institutional level.

**Vision:** An Integrated Focus on Creating a Culture of Community of Well-being in Higher Education. We commit to promoting cultures of integrated well-being on campuses worldwide through the collaboration of higher education associations.

*NIRSA + NASPA Joint Statement on Well-Being in Higher Education, May 2019*