

**2014-2015 Student Fee Review Board  
Funding Request Application**

**Recreational Services Department**

\_\_\_\_\_  
Name of Department

**Jim Todd**

**Director**

\_\_\_\_\_  
Dean/Director

\_\_\_\_\_  
Title

**Johnson Center Room 1102, MSC04 2600**

\_\_\_\_\_  
Campus Address

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Campus Phone

\_\_\_\_\_  
E-mail Address

Total Amount Requested	\$850,704
FTE @ 23,620	\$36.02

**Amount requested per Full Time Enrollment (FTE)**

**(As a guideline, this year's FTE is **23,620**. Amount above x FTE = Total estimated allocation.)**

**CERTIFICATION**

I certify that the statements herein are true and complete to the best of my knowledge and accept the obligation to comply with the terms and conditions of the Student Fee Review Board.

**Jim Todd**

\_\_\_\_\_  
Submitted By (Print Name)

\_\_\_\_\_  
Department Head Signature

\_\_\_\_\_  
Date

Please submit an electronic version of this form via email to [sfrb@unm.edu](mailto:sfrb@unm.edu) and a hard copy original of this form plus 15 copies to the GPSA Office, SUB # 1021

**By Monday December 16, 2013, 5:00 PM.**

## SFRB Funding Request Questions

### Introduction

- 1) Provide a description of the services provided by your department/program, and how they support the mission of the University.

### Programs and Services

Recreational Services is a service-oriented program for the entire University community that totals approximately 27,000 students and 9,600 faculty and staff. Student funding entitles each student to participate in a variety of scheduled activities and the privilege to use the numerous recreational facilities during Open Recreation. A primary function of this Department is to provide for the total well being of the University community in accordance with the University's commitment to educate the total individual and to care for the individual's needs while they attend or are employed by the University. Recreational Services programs in the following areas of emphasis:

- ✓ **Campus Recreation** - During Open Recreation hours, students may use the following recreational facilities: gymnasiums, weight room and fitness center, racquetball and squash courts, dance and aerobic studios, wrestling and yoga room, tennis courts and several outdoor grass fields.
- ✓ **Aquatics** - The aquatic complex consists of three pools: Johnson Pool, Therapy Pool and the Olympic Pool. Lap swim is generally available all day. Therapeutic and family use of all pools is limited to Open Recreation hours.
- ✓ **Intramural Sports** - Recreational Sports offers participants the opportunity to compete individually, in pairs or on a team in many different sports in either tournaments or league play.
- ✓ **Getaway Adventures** - The Getaway Adventures Program offers instructional, educational, and recreational excursions, clinics and workshops.
- ✓ **Outdoor Shop and Bicycle Shop** - Camping and sporting equipment are available for rent to all UNM students at the Outdoor Shop for a very reasonable fee. Items for individual use, such as swim accessories, tennis and racquetballs are also available for sale at the Outdoor Shop. The Bicycle Shop is a full service bicycle rental and repair shop servicing all types of bicycles and non-motorized wheelchairs.
- ✓ **Fitness and Wellness** - The Fitness Program offers a variety of wellness and fitness classes and workshops designed to enhance the total well being of the individual. **The Works** offers traditional aerobic and fitness classes as well as instructional classes such as Fencing, Hip Hop and Salsa.

**WOW Pass** stands for World of Wellness. It is a program sponsored by Recreational Services, Employee Health Program and Recreational Services that

allows benefits eligible faculty and staff to use their tuition remission benefit for Recreational Services group exercise classes.

**Excel** classes provide recreational opportunities for disabled students, faculty and staff. These programs provide for the development of skills in areas such as swimming, weight training and various sports activities.

**Next Level Fitness** classes offer nontraditional fitness classes and are skill-based.

**Personal Training** matches students with nationally certified trainers to assist in establishing fitness and wellness goals and then developing and implementing exercise plans to obtain those goals.

**Fitness Assessments** provide students with a baseline to start their exercise program. For a small fee, participants are tested on girth, body mass index, body composition, flexibility, muscular endurance and cardiovascular capability. Each participant will then have a private, individual session with a certified personal trainer and receive a personalized recommendation to help the individual achieve their fitness goals.

- ✓ **Sport Clubs** - Recreational Services is home to all Sport Clubs at the University of New Mexico. Sport Clubs allow students the opportunity to compete against other clubs and institutions in their chosen sport. Current club offerings include ice hockey, rugby, karate, water polo, mountaineering, cricket and cycling. Sport clubs are able to store their equipment purchased by ASUNM funds in the “Sport Club Closet” located in Johnson Center.
- ✓ **Special Events** - Recreational Services offers several Special Events each year. Recreational Services’ staff is also available to assist other departments and groups with their events.
- ✓ **Challenge Course Program** - Recreational Services manages and schedules the high and low ropes courses as well as the climbing walls. Participation in the ropes courses emphasizes the basics of teamwork and communication. Along with the ropes courses, we offer Outdoor Experiential Education activities, such as, cooperative games, UNM rock climbing walls, a portable rock climbing wall, rock climbing trips, snowshoeing, outdoor environmental trips, day hikes and overnight backpacking trips. The high are available to all UNM student organizations and low ropes course and other activities.
- ✓ **Student Employment** - Recreational Services also employs close to 200 student employees each year responsible for the above mentioned programs. Each program has a hierarchical organization structure with student supervisors, head guards, head sports officials, etc.

## **Mission**

Recreational Services supports the University’s mission by contributing to student success. This is accomplished by giving students opportunities to engage in and create peer groups, maintain

and improve physical fitness and wellness, explore and attain new skills and merge academic and recreational experiences into practical application.

The following literature review illustrates the influence of participation in campus recreation programs on student recruitment, retention, scholastic success and satisfaction.

The National Intramural-Recreational Sports Association (NIRSA) conducted a study on the impact of participation in recreational sports programs and activities on college campuses. Several key relationships between participation and college success were identified. The study represented the most comprehensive attempt to investigate the impact of participation in recreational sports programs and activities on college satisfaction and performance. More than 2,600 students from sixteen (16) colleges participated in the study ever conducted with respect to the value of participation in Recreational Sports (Downs, 2003, p 9).

The NIRSA study found that participation in recreational sports programs and activities is correlated with overall college satisfaction and success (Downs, 2003, p 9). Students agreed that participating in recreational sports resulted in the following wide range of benefits (in priority order):

1. Improves emotional well-being
2. Reduces stress
3. Improves happiness
4. Improves self-confidence
5. Builds character
6. Makes students feel like part of the college community
7. Improves interaction with diverse sets of people
8. Is an important part of college social life
9. Teaches team building skills
10. Is an important part of the learning experience
11. Aids in time management
12. Improves leadership skills (Downs, 2003, p 11).

Additional research has shown one of the most consistent findings in recreational research is that student satisfaction is highly correlated with extracurricular involvement, specifically in intramural and recreational sports (Down, 2003, p 13). In this research, Ryan found that “Participation in intramural sports appears to have a positive effect on student retention, degree aspirations and satisfaction with the college experience (Ryan, 1990, p100). Ryan also found that intramural sports participation was one of the strongest in-college activity predictors of overall college satisfaction.

In a study conducted by Mass at Arizona State University comparing persistence rates of college freshmen who were users and non-users of the university’s Student Recreation Complex (SRC), Maas found that persistence rates for SRC users “clearly outpaced that of their non-user counterparts.” (Belch, Gebel & Mass, 1999, p 261).

The Art and Science Group conducted a telephone survey of prospective students, which indicated a strong correlation between intramural and recreational sports and student

recruitment. Published in “Student Poll,” Vol. 4, No. 4, one of the major findings of the poll indicated that intramural and recreational sports have a much greater influence on college choice than intercollegiate athletics (p 1).

A 2001 report from Washington State University illustrated a positive relationship between grade point average (GPA) and frequency of Student Recreation Center (SRC) use. Data from student card operations and the institution’s Data Warehouse were combined to show that for every semester (spring, summer and fall), both GPAs and average credit hours taken were higher for students used the SRC than those that never used the SRC (Downs, 2003, p 16, Washington State University).

## Bibliography

Down, P. (2003). *Value of Recreational Sports on College Campuses*. *NIRSA Recreational Sports Journal*, Vol. 27, No. 1, 5-62.

Ryan, FJ. (1990). *Influences on Intercollegiate Athletic Participation and Psychosocial Development of College Students*. UMI Dissertation Services: University of California, Los Angeles.

Belch, H., Gebel, M. & Maas, G. (2001). Relationship Between Student Recreation Complex Use, Academic Performance, and Persistence of First Time Freshmen. *NASPA Journal*, XXXVIII, 254-266.

Student Poll, Art and Science Group. Vol 4, No. 4 (2001). Intercollegiate athletics have little influence on college choice - intramural and recreational opportunities matter more. 1.

Washington State University (2001). Student Recreation Center User Data. Unpublished.

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A recent article published by the American College of Sports Medicine also illustrates the value of recreation and fitness.

### **HIT THE TREADMILL—NOT JUST THE BOOKS—TO BOOST GRADES**

Study: College grades were better with vigorous activity

BALTIMORE – Many college students sweat before finals, but those who also sweat through exercise may have an edge, according to a study presented today at the American College of Sports Medicine’s 57<sup>th</sup> Annual Meeting in Baltimore. A study of 266 undergraduates showed higher grade point averages (GPA) among those who more often engaged in at least 20 minutes of vigorous physical activity—generally defined as effort of seven or eight on a scale of one to 10. (According to the U.S. Centers for Disease Control, those exercising moderately can talk but not sing, while vigorous activity makes it difficult to say more than a few words without pausing for breath.)

Though exercise advocates may not be surprised that those who are physically active tend

to get better grades, researchers say this study involved older students than most. **“While the link between physical activity and academic achievement is well established for elementary and middle-school students, this has been less studied among college students,”** said Joshua Ode, Ph.D., who supervised the study. “We documented a positive association between vigorous activity and GPA.” Researchers, including Jennifer Flynn (then an undergraduate), also examined other factors that might correlate with GPA, including gender, race, study time, participation in university athletics, class standing and major (kinesiology/other). “After accounting for these variables, vigorous physical activity was still associated with GPA,” she said. The research team developed an equation that includes physical activity, gender and major to predict GPA. “Students who participate in vigorous activity seven days per week have GPAs that average .4 higher, on a scale of 4.0, than those who participate in no vigorous activity.” Noting the relatively small sample size, Ode and Flynn called for more research to further clarify associations between physical activity and academic achievement throughout one’s college career. Meanwhile, said Ode, their findings reinforce what many experts already recommend—a daily dose of physical activity to reduce stress, improve performance and increase one’s sense of well-being.

<http://www.acsm.org/about-acsm/media-room/acsm-in-the-news/2011/08/01/hit-the-treadmill---not-just-the-books---to-boost-grades>

**2) Provide a brief description of the history and future plans of your department/program. Please briefly describe services offered that are unique to the University.**

**History**

John Dolzadelli, the Department’s first director, founded the University of New Mexico Recreational Services Department during the 1949 - 1950 academic year. The Intramural Program, as it was known at the time, offered 18 activities designed primarily for the male population at UNM. The Department has evolved into a nationally recognized program that offers over 200 activities that provide a wide variety of opportunities to enhance the educational and recreational for a diverse University community and individuals with special needs.

**Future Plans**

Johnson Center is home to College of Education, Athletics and Recreational Services. The College of Education and the faculty housed in Johnson Center are becoming less tolerant of Athletic Department events and Recreational Services’ programming. They are also requesting more time and facilities for their classes. The Athletic Department is also requesting more time and facilities for their teams housed in the Center. The facilities and times available for recreation have been declining over the past decade. Johnson Center is first and foremost, a teaching facility, as dictated by its I&G funding. Even with Recreational Services now being assessed a facility maintenance fee, priority use of the Center is still for College of Education.

This lack of space and also insufficient funding will have a huge impact on our future plans. We will plan to offer quality programs and services as space and budget permit. We will expand our

programs and services as space and budget permits. Please note that when insufficient funding is mentioned, we realize it should not just be the responsibility of students, it is also the responsibility of the administration to fund us adequately as we are charged to provide services to faculty, staff and students.

At some point, we hope to have a new, stand-alone recreation center with unrestricted access for students. We will work with students to make this happen. However, we will not and should not mandate that this will happen. It must be a student initiative and we will support that initiative if we are asked by students to do so.

Currently a committee comprised of members from Student Affairs, Recreational Services, Health Exercise and Sport Sciences, Student Health and Counseling, Athletic Department, Office of Campus Planning and Development and (most important) ASUNM and GPSA is meeting to formulate a proposal for a new Wellness Center. The proposed center would address shortcomings currently identified by Recreational Services, Health Exercise and Sport Sciences, and Student Health and Counseling.

Increase Johnson Center's sustainability thru the student lead Green Initiative. This effort should conserve energy and increase recycling opportunities and awareness.

Increase awareness of issues confronting students, faculty and staff with disabilities and take corrective and proactive steps wherever possible.

Other plans include improved technology and increased online presence to allow participants to use their computers and mobile devices to register and access our programs. This includes an online/mobile point of sale system. Looking into software to access card swipe data and generate reports on who is utilizing our programs

We are currently in the production phase of an on line training program for student employees. This will supplement our "hands-on" training currently in place. We hope this will increase productivity and efficiency as well add to our emergency preparedness and response capabilities.

Identify strategies to create contingency fund to replace fitness equipment. Work with the Budget Office on a reoccurring infusion of \$30,000 into facility budget each year for equipment replacement.

### **SFRB Budget Overview**

#### **3) Specifically state which line items will be covered and to what extent by SFRB funds. What is the anticipated impact on the student population?**

SFRB funds are used primarily for student employee salaries. These employees supervise and oversee open recreation, open swim, intramurals, sport clubs, marketing and customer service. We were recently assessed a \$275,000 Operations and Maintenance Fee by the University. We now must apply some SFRB funds toward this expense.

The anticipated impact on the population can be illustrated by our participant count from 2012 - 2013.

### Total Head Counts in Informal Programs 2012 – 2013

Participant Count	Total Head Counts per Facility
WR - Upper Level Cardio	217,787
WR - Lower Level Strength	206,866
WR- Faculty/Staff	6,709
Gymnasiums	365,804
Racquetball Courts	44,025
Aerobic, Dance and Wrestling	274,003
Natatorium	139,075
Intramural Fields	63,480
<b>TOTAL OPEN RECREATION</b>	<b>1,312,749</b>

**Discussion:** Participation numbers as shown by head count increased in all areas other than the Faculty Staff Weight Room. Total participant count for all facilities showed a 185,190 increase from previous fiscal year. We believe this is due to the opening of Casas Del Rio and additional students now living on campus.

**HOW SFRB FUNDS WILL BE SPENT 2014 - 2015**

AMOUNT REQUESTED	<b>SFRB</b>	<b>\$743,273</b>	
	Adjustment from Budget Office	\$107,431	
		<b>\$850,704</b>	

PROFESSIONALS	Director	\$0.00	
	Operations Manager	\$0.00	
	<b>SUB TOTAL</b>	<b>\$0.00</b>	<b>0.00%</b>

TECHNICIANS	Facility (Operations Manager)	\$0.00	
	IM & Sport Clubs	\$0.00	
	Aquatic	\$0.00	
	Getaway & Marketing	\$0.00	
	Outdoor & Bicycle Shop	\$0.00	
	Fiscal Technician	\$0.00	
	Fitness	\$0.00	
	Administrative Assistant	\$0.00	
	<b>SUB TOTAL</b>	<b>\$0.00</b>	<b>0.00%</b>

FRINGE		\$0.00	0.00%
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STUDENT EMPLOYEES	Outdoor/Bicycle Shop	\$0.00	
	Fitness Instructors	\$0.00	
	Challenge Course	\$0.00	
	Lifeguards	\$200,000	
	Gym Attendants	\$353,002	
	Customer Service & Support	\$46,000	
	Sports Officials	\$25,000	
	<b>SUB TOTAL</b>	<b>\$624,002</b>	<b>84.0%</b>

GRADUATE ASSISTANT		\$0.00	0.00%
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EQUIPMENT AND SERVICES		\$0.00	0.00%
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O & M	<b>SFRB</b>	<b>\$119,271</b>	<b>16.0%</b>
	Budget Office	\$107,431	

<b>\$850,704</b>	<b>100.00%</b>
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**Note: Percentages just reflect SFRB**

**4) What outside sources of funding (i.e. not SFRB funding) has your department or program sought out in the last fiscal year? Please distinguish individual departments within UNM in which funds were requested.**

Recreational Services receives funding from 3 sources: SFRB, UNM Administration and self-generated revenue. Administrative funding is from the Combined Benefits Payroll Tax, from which we received \$507,791. This is reoccurring revenue and has been reoccurring for 20 plus years. This allocation is processed by the Budget Office and is reimbursement for Faculty and Staff use of Johnson Center. Self-generated revenue comes from our fee-based programs and affiliate memberships.

Note: We do not offer a community membership. Affiliate memberships only include UNM Alumni, spouse, domestic partner or a legal dependent of current UNM students, faculty or staff, UNM Hospital and other groups contracting with UNM on a reoccurring basis.

**5) What budgetary increases or decreases from other funding sources (i.e. not SFRB funding) do you anticipate compared to your budget from last year? Please explain.**

Recreational Services is not requesting additional funding from the SFRB as funds provided in 2013 – 2014 were sufficient. We expect our sales to remain constant and we do not anticipate an increase or decrease in funding from the administration via the Combined Benefits Payroll Tax to cover faculty and staff.

**6) Describe in specific detail any increase in SFRB funding being requested and how that increase in your department/program will directly impact the UNM student population.**

We use SFRB funds to pay student salaries and the non-revenue generating programs. As illustrated, these funds are distributed to (all student positions):

Open Recreation – Gym Attendants  
Aquatics – Lifeguards  
Intramural Sports – Sports Officials  
Customer Service and Support – Office Staff, Marketing

**7) If last year's SFRB budget items were spent on other expenses please provide a brief explanation.**

All student fee money is used for student salaries and O&M as Recreational Services is considered by the State Department of Higher Education to be 27% auxiliary. When necessary SFRB funds have been used to purchase equipment for non-fee-based programs.

## Relationship to and Cooperation with the UNM Community

### **8) UNM is a Hispanic/Minority serving institution, How has your department or program contributed to or engaged in this mission?**

We support groups that would self-identify themselves as minority in our sports club program, e.g. cricket, Chinese soccer club, etc. Our getaway Program has a cultural component to it as we plan trips to several Pueblos feast days in the State. We have a very strong commitment to the disabled population on campus through our collaborative efforts with the HESS adaptive sports program and ACCESS, chartered student club that advocates for the disabled. We also provide support for all ethnic centers (El Centro, American Indian Student Services, African American Student Services) and Global Initiatives.

As discussed in future plans, it is our goal to increase awareness of issues confronting student, faculty and staff with disabilities and take corrective and proactive steps wherever possible. This population on campus can be considered minority and/or underserved.

Recreational Services is housed in the Student Services Division of Student Affairs. This division is home to many programs and services that serve under-served populations. Recreational Services collaborates and meets with these programs whenever possible. For a listing of these programs please visit <http://avpss.unm.edu/> and click on programs.

### **9) How does your department/program collaborate with other departments/programs?**

We are always looking to create new joint programming opportunities with other campus groups and departments. Examples of cooperative programming are orienteering and GPS way finding with the ROTC Units, Getaway Adventures with the Latin American Outreach Program, close coordination on a variety of events with Student Activities Center and Challenge Course Activities with numerous student groups and departments. We are now the International Programs sole provider for off-campus trips, managing and running all trips – all efforts, and registration handled by our office. We support ROTC PT training and testing in our facilities. We partner with EHPP to offer programs and services that benefit student as well as staff. We refer to/from the SHAC for counseling and physical fitness. We support numerous COE events in the Center.

### **10) Describe improvements your department/program has implemented in the last year to improve services and accessibility of the service you provide.**

#### **Programming Enhancements**

**Intramural Sports** – Increased collaboration with Student Activities in assisting Sport Clubs with the chartering process. Moving to an online process.

**Intramural Sports** – Online registration now available for all Sport Clubs, team sport leagues and tournaments.

**Fitness** – Several group exercise were located on North Campus. Collaborative efforts were made with SHAC in partnering with them in their student weight loss program.

**Accounting** – Increased accountability for individual program spending. This accountability was established through creating individual accounts in order to track spending per program. This will allow transparency when evaluating program costs to maintain and/or which programs contribute to the department as far as revenue.

**Recreation** – Improved services for guests of students. More services are provided to guests that purchase a daily guest pass.

**Getaway Adventures** – New partnership with Global Initiatives to offer their students trips and adventures.

**Outdoor/Bike Shop** – The shop is now are now carrying Skateboards and skateboard accessories. We purchased new tents, sleeping bags, backcountry skis, snowshoes and snowboards. This is an example of our effort to upgrade Outdoor Adventure Program, we continue to add to our inventory and seek avenues to market these popular resources. The Outdoor Shop is now performing snowboard repairs and tune ups.

**Facility** – Added new treadmills, Advanced Motion Trainer's and Summit Trainers in the Cardio Room.

**Open Recreation** – Johnson Field lights remain on longer weeknights and are now on weekend nights. Lights were previously off on the weekend.

**Recreational Services Advisory Council** – To help us provide better programs and services to the University community, we continue to pursue increased involvement of the Recreational Services Advisory Council. The Council provides us with feedback and helps us evaluate our current programs and offer suggestions for future enhancements.

### **11) What role does your department/program play in student recruitment, retention, and graduation?**

We work closely with New Student Orientation offering tours and services for incoming freshman including traditional, nontraditional, graduate and international students.

Recreational Services plays a major role in the recruitment of students to the University. Our Department provides an orientation program in conjunction with various other departments

during their recruitment drives for students, parents and counselors. During the Summer Orientation Program, Recreational Services provides opportunities for incoming students and their parents to visit the facilities and observe the various programs and services that the Department has to offer.

In addition, Recreational Services works closely with the College Prep Program, a state and national School to Work program by providing jobs, mentors and recreational opportunities. The College Prep Program encourages and develops positive attitudes needed for young adults to attend UNM and benefit from a college education. College Prep makes extensive use of Recreational Services' low ropes course and its facilitators as well as receiving access to Johnson Center. Other groups serviced by Recreational Services with prospective UNM students include L.U.L.A.C., College Enrichment Program and American Indian Summer Bridge Program. Recreational Services makes contact with over 1,000 potential UNM students each year.

The following literature review illustrates the influence of participation in campus recreation programs on student recruitment, retention, scholastic success and satisfaction.

The National Intramural-Recreational Sports Association (NIRSA) conducted a study on the impact of participation in recreational sports programs and activities on college campuses. Several key relationships between participation and college success were identified. The study represented the most comprehensive attempt to investigate the impact of participation in recreational sports programs and activities on college satisfaction and performance. More than 2,600 students from sixteen (16) colleges participated in the study ever conducted with respect to the value of participation in Recreational Sports (Downs, 2003, p 9).

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student retention, degree aspirations and satisfaction with the college experience (Ryan, 1990, p100). Ryan also found that intramural sports participation was one of the strongest in-college activity predictors of overall college satisfaction.

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Bibliography already cited in Question #2.

## **Student Involvement**

### **12) How are students involved in the decision making process of your department/program?**

#### **Recreational Services' Advisory Council**

The Advisory Council is comprised of students, faculty, staff and alumni of the University of New Mexico. Students hold key leadership positions on the Council including the Council Chair and Vice Chair. The purpose of this council is to recommend and advise the Recreational Services Department on various projects, policies and specific concerns. Students hold six of the 11 seats on the Council: three from ASUNM, two from GPSA and one from RA staff.

#### **Student Supervision**

Recreational Services promotes student employees to student supervisors that have demonstrated leadership, dedication, initiative and loyalty. These supervisors are responsible for overseeing programs and make decisions concerning the day-to-day operation of the facility. Students advance to positions of higher authority through promotions. Four of our current professional staff members started off as student employees at Recreational Services. Student supervisors currently oversee portions of open recreation, intramural sports, Outdoor Shop and Bicycle Shop, and Getaway Adventures as trip leaders. Additionally, there are 4 Head Lifeguards and 2 "Lead"

Head Lifeguards in our aquatics staff. The Center is opened and closed for recreation by student supervisors. They are responsible for all open recreation hours during the week.

### **Marketing Team**

Student lead team specifically assigned to assist our Marketing and Public relations Coordinator successfully promote and advertise all of the programs we offer.

### **Green Initiative**

Student lead initiative working with UNM's Office of Sustainability to conserve energy and increase recycling within Johnson Center. Signs stating turn off lights when you leave any unoccupied room and turn off computers, monitors, printers and other electrical equipment when you leave work have been posted thru out the facility. Additional recycle bins have been located throughout the building.

## **13) How do you plan to increase student participation in your department/program and improve service and accessibility to the students of UNM?**

### **Marketing**

Our Marketing and Public Relations Coordinator attended several workshops and seminars in order to improve our marketing efforts. Several new initiatives are being tested. For example: Twitter, Pintrest and Instagam. We continue to create accounts and post information to social networking sites such as Facebook and You Tube. Extensive effort was put forth in trying to reach incoming freshmen during Lobo Orientation. Again, as part of the Residence Halls Rez Hall-A-Daze, we offered "Got Rec?" night for all residence hall students. We closed the Center to all but the residence hall students and allowed them complete access to the facility. We provided instruction in rock climbing and salsa dance, had personal trainers on hand in the weight room and even played dodgeball. We successfully spotlighted the variety of programs we offer and encouraged this on-campus population to become regular participants.

### **Feedback**

We solicit feedback and suggestions about our programming through several sources. We provide comment cards at our office in Johnson Center. All comments are reviewed; the action taken indicated and then logged in our comment book. Feedback is also accepted through our website and on participant entry forms. We receive a great deal of feedback through our website. The heretofore-mentioned RSAC is an additional source of feedback.

## **14) Describe your program's level of participation.**

### **a) How many students are actively involved in your department/program? Please provide a brief example.**

## **Student Support**

Recreational Services employs between 175 and 190 student employees each semester. Student employees have the opportunity to move up in grade and into supervisory positions based on performance and seniority. We have adopted a student-run center philosophy. A student supervisor is on duty at all times the facility is open and is responsible for all activities in the Center. Students also serve on committees and represent the Department and University in marketing endeavors, conferences, seminars and at the NIRSA. We have adopted the following learning outcomes for our student employees: develop transferable skills in assertiveness, cultural awareness, respect, accountability, responsibility, self-awareness, self-confidence, integrity, problem-solving, decision-making, judgment and wellness.

## **Student Supervision**

Recreational Services promotes student employees to student supervisors that have demonstrated leadership, dedication, initiative and loyalty. These supervisors are responsible for overseeing programs and make decisions concerning the day-to-day operation of the facility. Students advance to positions of higher authority through promotions. Four of our current professional staff members started off as student employees at Recreational Services. Student supervisors currently oversee portions of open recreation, intramural sports, Outdoor Shop and Bicycle Shop, and Getaway Adventures as trip leaders. Additionally, there are 4 Head Lifeguards and 2 “Lead” Head Lifeguards in our aquatics staff. The Center is opened and closed for recreation by student supervisors. They are responsible for all open recreation hours during the week.

## **Recreational Services Advisory Council**

To help us provide better programs and services to the University community, we continue to pursue increased involvement of the Recreational Services Advisory Council. The Council provides us with feedback and helps us evaluate our current programs and offer suggestions for future enhancements.

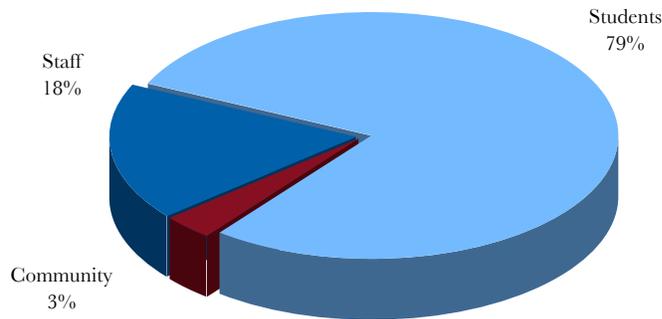
### **a) How many students are impacted by your department/program? Please provide a brief example.**

Recreational Services offers over 200 activities per year serviced by 8 different programs that directly impacts the student population. We provide recreational facilities 16 hours per day, Monday through Friday and 10 hours on the weekend for a total of 83 hours per week for recreation. With the possible exception of the SUB, students more heavily use Johnson Center than any other Auxiliary on campus.

### Total Head Counts in Informal Programs 2012 – 2013

Participant Count	Total Head Counts per Facility
WR - Upper Level Cardio	217,787
WR - Lower Level Strength	206,866
WR- Faculty/Staff	6,709
Gymnasiums	365,804
Racquetball Courts	44,025
Aerobic, Dance and Wrestling	274,003
Natatorium	139,075
Intramural Fields	63,480
<b>TOTAL OPEN RECREATION</b>	<b>1,312,749</b>

### User Groups by Percentage - Open Recreation Head Count



### Total Participants Registration Programs 2011 - 2012

Registrations	Participants	%
38,644	Staff	22%
	Students	76%
	Community	2%

**15) How many students do you employ, including graduate assistants, interns, etc?**

Recreational Services has between 175 and 190 student positions each semester. Student employee positions held include:

Graduate Assistant (not filled)	Gym Attendants
Sports Officials	Coordinator Assistants
Customer Service	Outdoor Shop
Bicycle Mechanics	Trip Leaders (Getaway)
Information Technology	Fitness Instructors
Graphic Artists	Personal Trainers
Building Supervisors	Sport Official Supervisors
Challenge Course	Lifeguards

As our name implies, Recreational Services is a service provider. The services and programs we provide are recreational opportunities for students. This is not as easy as unlocking the doors and letting everyone in to recreate. Supervision and planning are essential to create and maintain a safe and secure facility and provide recreational programming. For example, to open the facility just for open recreation, it requires 10 to 15 student employees depending upon the day and events planned. If an intramural sports league is in season, add an additional 10 to 20 student employees depending on the sport.

**Self-Evaluation**

**16) Describe in detail the systems in place for tracking the UNM student population and non-UNM student populations served by your department/program. This includes how you track the students you serve on a repeat basis and the students that are served just once. Comment on the system's effectiveness, changes made this year, and plans needed for improvement. (Note: We realize that tracking systems will vary across departments/programs.)**

Recreational Services uses a variety of methods to track student and non-student use of Johnson Center and Recreational Services' programming. The services that we provide fall into two separate categories; structured (registration) and informal (drop-in).

**Registration Programs**

These programs are defined as any activity that requires registration and has a recreation professional or contractor directly overseeing the activity or service. Examples include Getaway Adventures, Fitness and Specialty classes, Excel: Adaptive Fitness, Challenge Course Program, Recreational Sports and the Outdoor Shop/Bicycle Shop.

## Total Participants Registration Programs 2012- 2013

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38,644	Staff	22%
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	Community	2%

### Informal Program

An informal program is defined as any activity where the participant uses the services or facilities on a drop-in basis. Examples include the use of the weight room, gymnasium, pool or dance areas. Head counts are also taken daily on an hourly basis to determine the number of participants in each facility. Finally, we get a daily turnstile count for all individuals that enter Johnson Center. **Data indicates that approximately 80-percent of all visitors to Johnson Center are students.**

Recreational Services is currently working with Lock Shop to purchase a module to compliment BANNER and c-cure so we can use card-swipe data to create reports. We will be able to track users of Johnson Center in several categories such as class, gender and ethnicity (if reported). We anticipate this feature to come online next fiscal year.

Note: Lock Shop manages the UNM c-cure access control system. They store the data generated by card swipes in our access control systems.

### **17) What methods have been used in evaluating your department/program (for example, surveys, focus groups, interviews), and have these methods proved to be effective?**

Surveys and evaluations by the participants of structured and open recreation programs allow participants to give feedback to the Department. Several times a year, evaluations are sent out by the various programs to the participants to give them the opportunity to help us improve our services. The number of participants who respond varies from year to year from 200 to 500 depending on what programs are involved. Data is also collected and analyzed from each programming area and is used to compile our annual report. We can track participation and cost effectiveness of these programs.

We have done extensive research into the programs and services that our peer institutions offer. This provides great insight identifying current trends in recreation programming and facility use.

Data is also collected and analyzed from each programming area and is used to compile our annual report. We can track participation and cost effectiveness of these programs. Our website is also a very useful tool. Participant feedback via our website is very strong. See question #16.

## Use and Effects of Funds and Action on Prior Recommendations

**18) State your objectives for the funding you received through the previous SFRB process. Describe how you met those objectives, and if you did not, please explain why.**

Recreational Services strives to be recognized by the University as an outstanding advocate for fitness and wellness and the leader in offering recreational and leisure activities on campus. We strive to offer and constantly improve a comprehensive recreation program that supports student learning and life-long participation in fitness and wellness. To accomplish these objectives, we use SFRB funding to hire train and employ students that will help the students of UNM achieve their fitness, wellness and recreational goals. And as previously illustrated, participation in recreational programming has a positive influence on student success. We believe we are accomplishing our objectives.

**a) Provide a short outline of each program/project SFRB funds are used for. How long has each program/project been in operation? What are the outcomes of each program/project?**

SFRB funds are used for student employee salaries and a percentage of our O&M. They are not use for a specific project or program. Programs that employ students whose salaries are covered by SFRB funds include Open Recreation, Intramural Sports, Office and Customer Relations and Marketing.

**19) Specifically address and comment on each recommendation made to your departments/program by last year's SFRB.**

Our award letter came from the Office and Planning and Budget Development. There were on recommendations indicated from ASUNM or GPSA.

### Summary

**20) Provide any other information or a narrative that will assist the SFRB in making a decision to grant your department/program funding.**

We realize the SFRB's task of determining funding for requesting departments is daunting at best. We appreciate your efforts. Being a service provider, our main expense is salaries with student salaries being a large part of our expenses. If we have to reduce hours, that will negatively impact students in two ways: 1) reduced recreational opportunities and 2) less student employees.

Any funds available, i.e. reserves, at the end of a fiscal year are used to create additional student positions the next year or purchase equipment primarily used by students during intramurals or open recreation.