Executive Summary:

Program Description:

Campus Recreation at Auraria (CRA) is more than a campus amenity, but is a critical campus partner and resource that supports student success, institutional success and life-long wellbeing. We create convenient, diverse ways to bring participants together that fosters engagement inside and outside the classroom to support student retention and success. Our tri-institutional make-up is unique and complex, but does not hinder our role of supporting all students on the Auraria Campus. CRA’s campus programs are built on a foundation of collaboration and cross-functional efforts with many programs across campus. CRA provides meaningful student employment opportunities that support student development and success. The program is aligned under MSU’s Student Engagement and Wellness and is located in the PER Event Center, a shared facility between Human Performance and Sport (HPS), Intercollegiate Athletics (IA), and CRA.

Program Overview – FY Academic 2015 – 16:

With the passage of the MSU Denver Recreation fee, spring of 2015, CRA was positioned to implement a number of program improvements that positively impacted the engagement and success of our students. We invested over $300,000 in new fitness, strength and conditioning equipment. We expanded our hours of operation too 6:30a.m. – 10:00p.m. Monday – Thursday and we reduced a number of program fees associated with Recreational Sports and Outdoor Pursuits programs. Organizational structure and culture has improved significantly with the implementation of a new message and branding platform to include: message development, new logos / icons, and simplifying organizational structure to improve communication and outreach to our patrons. CRA received approval from each institutions marketing and communications departments to proceed with final marks (logos) and messaging.

Unit worked collaboratively with MSU’s HPS, Athletics and Facilities Planning departments to re-draft a renovation proposal for the PE Event Center. Our goal was to select an architectural design firm to complete a program design study for specific spaces in the facility. This goal was not achieved during the 15-16 academic year because the project was not considered a high priority from MSU Denver’s Board of Trustees; however we did receive support from the Provost/Vice President for Student Affairs to resubmit our request for facility rennovations to improve security, safety and accessibility.

Unit continues to plan for the departure of CU Denver students and administration from our current tri-intuitional service with the completion of their Wellness Center with a projected opening date of Spring 2018. In addition, Unit Director has worked closely with supervisor on drafting a proposal to the Community College of Denver specific to a fee increase for recreation. This proposal has the support of MSU Denver administration and provides two options for CCD. They can choose to incrementally raise their student fee to match MSU Denver or their students can opt into a specific membership plan. This will continue to be a critical conversation that will impact operations and services to CCD students.
Unit Accomplishments:

Student Academic Success:

- **Assessment Planning**: Development of a comprehensive assessment plan with the goals of program improvement, student engagement and student learning. The plan will include new learning outcomes, tools for program evaluation, and rubrics for goal setting. Outdoor Adventure staff will develop and administer learning assessment for Pathfinder backpacking trip that assess formation, reaction, learning, behavior and results. The first two items, formation and reaction, will be assessed during and immediately after the experience. Learning will be assessed immediately after and at various intervals following the experience. Behavior and results will be assessed at various intervals (e.g. six months, one year, and five years). Results are defined as student success measures that address the university’s academic bottom line. Fitness staff will develop and implement a new evaluation and assessment tool to determine learning outcomes for Healthy Pursuits and Personal Training participants. **Goal Achieved**: Associate Director Bryan Ferguson and Specialist Dave Lamothe administered learning-assessments and set program objectives for the 2016 Pathfinder Wilderness Orientation Backpacking trip for incoming freshman, and returning sophomores of MSU Denver College Assisted Migrant Program. Results have been tallied, reviewed, and processed with both the student staff and student participants. Areas of improvement include scaling learning outcomes to assess larger student populations.

- **OA/Pathfinder**: Further advance program development that defines ALP, Pathfinder and OA. Providing clarity regarding how these areas function, interact and who they serve. This is to include building tradition, defining student roles and building a system for advancing students toward leadership roles as Pathfinders and OA student staff. **Goal Achieved**: Bryan Ferguson, Associate Director, and Dave Lamothe, Specialist worked with Sector Brands over the last year and they have redefined the organizational structure of Outdoor Adventure, rebranding the program as Outdoor Pursuits to achieve clarity over all the programs under the new name: Outdoor Adventure, Climbing Wall, Rental Shop, Adventure Leadership Program, and the Pathfinder Leadership Development Program. Under this new structure, students can begin employment with Outdoor Pursuits as a Student-Guide-In-Training in the Pathfinder Leadership Development Program for a full year, ultimately progressing into a guide position that requires a professional level of skill and responsibility. The reorganization and rebranding of Outdoor Adventure into Outdoor Pursuits has provided clarity to our student-staff over what areas they are responsible for, and to our constituents by clarifying what services we provide to the campus and the community.

- **Personal Training**: Expand CRA personal training staff learning opportunities through partnerships for learning with Cybex, AFAA, ACSM and Ptonthenet. Personal trainers will have access to free comps to Ptonthenet as well as scheduled workshops on the Auraria campus. In addition, Personal Trainers can receive free continuing education units through their membership on Ptonthenet. **Goal Achieved**: Associate Director, Louie Morphew, expanded CRA personal training staff learning opportunities through trainings with Cybex, ACSM and training/membership to Ptonthenet.com. He established a personal trainer prep program through American Council on Exercise. We had 10 participants in the Spring 2016. He also contracted, Chris Tetro, Human Performance and Sports Professor to provide instruction for the course. Currently, 4 of the participants in the course have reported that they have successfully passed the certification exam.

Additional Accomplishments:
Collaboration with the Human Performance and Sport Department by Fitness Specialist, Rowan Velasquez, guest lecturing for Physical Fitness Techniques and Programs (HPS 1640) presenting on basics of group fitness instruction.
In 2015-2016, four out of five of the Fitness Specialist’s employees who were in their last year of college graduated on time as scheduled. She had a total of five senior students in 2015/2016 and four students graduated in accordance with their degree plan and the fifth student graduated a semester later.

Fitness Specialist accompanied five group fitness student instructors in attendance to the Fitness in the Rockies continuing education workshop presented by the Colorado Parks and Recreation Association at the Paul Derda Recreation Center in Broomfield, CO. Instructors attended workshops on Cueing and Personalizing Group Fitness.

Membership to Fitnessassets.com has allowed for better tracking of fitness center equipment maintenance and learning opportunities for fitness center staff.

Louie Morphew collaborated with the HPS department to provide support for the course HPS 4780 during both Fall and Spring semesters. In addition he Assisted with the Super Star program and was responsible for the budget, location and awards at the end of the year employee celebration. A dedicated continuing education budget for personal training staff was established.

**Community Engagement and Regional Stewardship:**
- CRA will continue to support learning opportunities for students, faculty, staff and community participants through expanded CPR courses held by Campus Recreation. Professional rescuer and Saturday courses will be added to provide more opportunities for the community to use CRA as a resource. **Goal Achieved:** Louie Morphew added several new Saturday options for Adult and Pediatric CPR, First Aid, AED instruction. 90 students, faculty, staff and guests were certified during the academic year.

**Additional Accomplishment:**
Rowan Velazquez mentored and supervised one Colorado I Have a Dream Foundation (CIHADF) intern in Summer 2016.

**Institutional Culture:**
Brand Messaging: CRA is in the process of re-branding department messaging that accurately reflects program offerings, our critical role for supporting student success and campus collaboration. Primary outcome of new messaging is to provide more outreach to Auraria students by connecting them to our programs and services. Print and digital promotion reflecting new brand messaging will be complete by spring 2015. **Goal in progress:** rebrand to include new mission, vision, logos and reorganization of services is complete. However, unit is in the process of implementing rebrand through print and digital promotions. This collateral will be available October 2016.

Risk Management: Current draft of risk management plan will be completed and implemented. Student employees will be required to keep current in CPR, given drills throughout the semester and subjected to refreshers if they score low. **Goal in Progress:** A majority of the plan has been completed and current staff has been trained within a number of procedures within plan, but document has a number of sections that need to be complete.

**Additional Accomplishments:**
Rowan Velasquez coordinated with Be Well Auraria and Health Center to present a variety of successful events, such as Fall into Fitness, Spring into Wellness, Bike to Work Day, Wellness Workshops and two Zumbathon events. In addition she collaborated with the Health Center to present the Healthy Pursuits Path to Health program, which included a Walktober Challenge and Wellness Passport Challenge.
Sustained Healthy Pursuits group fit class offerings at 17 classes weekly. Added a new format called Oula, which is a dance fitness class.

**Institutional Resources:**
Facility Improvement Plan, PE Event Center: As a result of the recent referendums for CU Denver and MSU Denver specific to Wellness and Recreation. CRA is pursuing a request for qualifications for architectural design plans for significant improvements of the PE Event Center. It would be the goal to have the study completed by spring 2016. **Goal not Achieved:** Request for qualification to hire an architectural design firm to complete a program design study was placed on hold by MSU Denver’s administration until the project could be further vetted.

PE Event Center Renovation / Equipment Procurement: Unit will renovate two of the four existing racquet court floors. Phase 2 of the replacement plan for the fitness center and fitness loft will begin. This will include the sales of old equipment, research & selection of new cardiovascular and resistance training equipment and the purchase of equipment. Renovation project will include the renovation of the current fitness center control center. **Goal Partially Achieved:** Phase 2 of the fitness equipment re-sale and replacement was complete. The racquetball courts were refinished however the control center within the fitness center was not replaced because unit Director did not want to invest funding if fitness center would be relocated within next two years.

CCD Funding: Unit will be intentional with strategic outreach to CCD students and administration regarding a recreation fee increase for CCD students. Unit will work on specific messaging tactics to reinforce the value of our campus partnership and how a fee increase would support program and facility improvement and the overall engagement of our students. The goal would be for CCD’s Student Government to approve and equitable fee increase by Spring 2016. **Goal not Achieved:** Unit Director faced a number of communication challenges with CCD’s SGA and Administration regarding procedures for requesting a recreation fee referendum for Spring 2016. Director is working with supervisor and MSU reading a proposal for CCD Community regarding options for a fee increase effective fall 2017.

Group Fitness / Healthy Pursuits: Improved Recruitment and Retention of New Group Fitness Instructors: Continue to evolve the group fitness instructor training program, recruit and retain at least 4 new fitness instructors per academic year, coordinate an on-site group fitness certification. **Goal Achieved:** Fitness Specialist recruited, hired, trained and evaluated four new fitness instructors to teach a variety of group fitness formats. Coordination of an on-site group fitness certification is in progress.

Budget: Complete an estimated budget for drop-in staff and the group fitness program for the 2015/2016 academic year and create a tracking system to accurately record true costs and cost savings from work-study funding. **Goal Achieved:** Fitness Specialist, Rowan Velasquez, contributed to a budgetary savings of $77,146 by strategically hiring, retaining and scheduling work-study staff from MSU Denver, CU Denver and CCD for the fitness center, equipment checkout and group fitness program. In Fall 2015, the Fitness Specialist directly supervised 38 student employees and 4 part-time administrative employees. Of those 38 student employees, 31 of those students were awarded work-study funding through MSU Denver, UCD and CCD. At the beginning of the Fall semester, 82% of Rowan’s student employees had work-study funding and by the end of the Spring semester, she increased that number by 10% to 92% of her student employees being awarded work-study funding.

Intramural Sports: CRA will expand intramural sports programing by reducing IM fees by 50%. In addition unit plans to pilot soccer, ultimate frisbee and flag football programing at the new Regency Athletic Complex. Participation from these activities will be tracked to determine possible expansion of programming from informal recreation to intramural league play. **Goal Achieved:** IM basketball offered Fall and Spring leagues at the discounted rate and both leagues sold out with a total of 16 teams both semesters. We partnered with Athletics last spring to offer drop-in soccer at the new.
Regency Athletic Complex one night a week and we have continued that into this Fall semester. We are aiming to start a formal intramural soccer league Spring 2017 and will host a flag football tournament this semester as well to increase awareness of the engagement opportunity and build interest around starting a league in the Spring.

**Supporting Metrics:**
5-year enrollment and/or participation trends. *See Attachment*

Employee Professional Metrics (digital measures reports):

**Professional Development:**

**Tony Price, Director**
Enrolled in MSU Denver’s Human Performance and Sports, Basketball Officiating Class. Received a grade of A and past certification exam.  
Attended Region V NIRSA Conference at Colorado State University  
Attended MSU Denver Professional Development Conference

**Louie Morphew, Associate Director**
Attended NIRSA Triventure in October in Indianapolis. 
Presenter and attendee at the Region V conference in Ft. Collins. Presented with Dr. Quatrochi from MSU Denver

**Dave Lamothe, Outdoor Recreation/Intramural Sports Specialist**
Attended the annual National Outdoor Leadership School’s Wilderness Risk Management Conference in Portland, OR.  
Completed a 3-day course for the American Mountain Guide Association’s Single Pitch Instructor for rock climbing, and will take the certification exam in October, 2016.  
Research a Wilderness First Responder course to enroll in for Summer 2017 with the Wilderness Medicine Institute.

**Rowan Velasquez, Fitness Specialist**
Attended American College of Sports Medicine’s (ACSM) National Health and Fitness Summit in Orlando.  
Completed Trigger Point Therapy Myofascial Release certification in Phoenix.  
Attended Colorado Parks and Recreation Association’s (CPRA) Fitness in the Rockies Conference.  
Attended CPRA Fitness Section Retreat.  
Completed Parkinson’s Foundation Exercise Training Program certification at the Buck Recreation Center in Littleton.

**Service Activities:**

**Tony Price, Director:**
National Intramural Sports and Recreation Association (NIRSA), Member  
Cleo Parker Robinson Dance (CPRD), Board Member  
Colorado I Have a Dream Foundation (CIHADF), Board Member  
Campus Service: Co-Chair MLK Jr. Peace Breakfast Committee, Be Well Auraria Committee. Served on the following search committees: High School Upward Bound Program Assistant, B2B Program Coordinator and the search the Associate Director of Athletics.

**Bryan Ferguson, Assistant Director**
Colorado Mountain Club and CCD Outdoor Education Minor Steering Committee  
Academic and Student Affairs Unit Review Committee (Campus Service)
Louie Morphew, Assistant Director
National Intramural Sports and Recreation Association (NIRSA), Member National Strength and Conditioning Association (NSCA), Member

Dave Lamothe, Outdoor Recreation/Intramural Sports Specialist
Served on MSU Denver’s Recreation Professions Advisory Board

Rowan Velasquez, Fitness Specialist
Colorado Parks and Recreation Association Fitness Section (CPRA)– Board Member
Be Well Auraria Committee- Member
American College of Sports Medicine (ACSM)-Member
Search Committee Chair for Student Employee Coordinator position in the Human Resources Department
Organized and led the CPRA Fitness Section Retreat in Silverthorne, CO

**Measurements of Progress:**

a. Update on progress toward program or unit review outcomes. *See Attachment*
b. Program or unit assessment report. *See Attachment*

**List the strategic priorities (goals) for your unit for the upcoming academic year.**

**Student and Academic Success**

- Collaborations with the MSU Denver Access Center for training of student employees to increase competencies by working with and supporting persons with disabilities.

- Outdoor Pursuits: Continue the development and improvement of program assessments and learning objectives to build a strong foundation for measuring student engagement and success with MSU Denver. Assessment of the Pathfinder Wilderness Orientation trip will continue to be implemented before, during, and after the event, in addition to various intervals throughout the year. Regular trips will be assessed in a routine manner with the Ouray Ice Climbing trip being our next focus for assessment development.

- Pathfinder: Start to build a tradition around progressing students through the OP programs as a guide-in-training in order to achieve student-guide responsibilities. This will include defining their training roles an implementing the system for advancement into leadership roles.

- Improved Recruitment and Retention of New Group Fitness Instructors: Continue to evolve the group fitness instructor training program, recruit and retain at least 4 new fitness instructors per academic year. Coordinate and schedule an on-site group fitness certification and attempt to get all existing instructors certified

**Community Engagement and Regional Stewardship**

- Unit will continue to foster and enhance campus and community partnerships that support pre-collegiate programs, community health and wellness, high-quality service learning/volunteer opportunities, and organizations that reflect the mission and values of MSU and the Auraria Campus. These partnerships will be tracked and measured by quantitative and qualitative data.
Institutional Culture

- Risk Management- Current draft of risk management plan will be completed and implemented. Student employees will be required to keep current in CPR, given drills throughout the semester and subjected to refreshers if they score low.

- Unit will continue to advocate for Program Design Plan for specific spaces with in the PE Event Center. Unit will provide leadership and open communication to the multiple stakeholders representing the shared facility and all the institutions at Auraria. It would be the goal to have the study completed by spring 2016 and solicit support for future renovation.

- Coordinate a new Healthy Pursuits physical activity promotion program using an online platform. The program is called “Fit for Fall Challenge” and the primary outcome of the program is to encourage regular participation in Healthy Pursuits classes and regular accessing the fitness center.

Institutional Resources

- Campus Recreation Administrative Renovations: Unit will renovate main administrative office, suites, conference room and Outdoor Pursuits to improve operations, access and aesthetics. The work will commence during the winter, interim break.

- Unit Rebrand: Unit will complete message development and rebrand by fall 2016. This will include generation and print and digital promotions that incorporate all of the messaging gathered from our work with Sector Brands and Met Media. This new promotional collateral will clearly reflect that value of our programs specific to health, wellness, and academic / personal success.

- CCD Funding: With the support of MSU Denver’s administration, unit will propose two options for the Community College regarding access to recreational service. Option one is to agree on an incremental fee increase that aligns with the MSU Denver fee. Option 2 is to suspend services to CCD students and have them opt into an individual membership program. Unit will work on specific messaging tactics to reinforce the value of our campus partnership and how a fee increase would support program and facility improvement and the overall engagement of our students. The goal would be for CCD’s Student Government to approve and equitable fee increase by Spring 2017.