



Campus Activities and Recreation **ANNUAL REPORT FY23**

Wichita State University
Student Affairs



CONTENT

- ▶ **Message From The Director**
- ▶ **Vision, Mission, Values, Goals**
- ▶ **Our Team**
- ▶ **Facilities**
 - ▶ **Usage**
 - ▶ **Visits**
- ▶ **Program Highlights**
 - ▶ **Aquatics & Risk Management**
 - ▶ **Health & Fitness**
 - ▶ **Intramural Sports**
 - ▶ **Sport Clubs**
 - ▶ **Activities and Events**
 - ▶ **Rowing**
- ▶ **Marketing**
- ▶ **Financials**
- ▶ **Partners**
- ▶ **Assessment**
- ▶ **Boats and Bikes**

FROM THE DIRECTOR

Changes: In December we said “goodbye” to our SAC friends as they moved back to the RSC. Together Campus Recreation and SAC ran fun exciting programs for students at WSU. In addition, we said goodbye to three full-time employees. Meredith Dwyer- Administrative Specialist, Andy Sykes-Associate Director, and Kenneth Ewertz-Facility Operations. Kenneth has been a full-time employee in the Department since 1992 and his knowledge, dedication and hard work through the years did not go unnoticed. The department will miss all three!

Participation Numbers *on the rise*: Almost across the board we saw a significant increase in participation and other Key Performance Indicators:

Intramural Sports:

- ▶ Games played up 40%
- ▶ Number of Teams up 28%
- ▶ Intramural Participants up 22%
- ▶ Unique Participants up 16%
- ▶ Student Employees up 12%

Sport Clubs:

- ▶ Total Sport Club Teams up 82%

Shocker Fit Class/Special Events:

- ▶ Total participants up 23%
- ▶ Pumpkin Run up 35%

Facilities:

- ▶ Total Participants swiping into facility up 12%

Community Outreach: this area continues to be a big part of our strategic plan. The Michael Phelps Grant allowed us to teach swimming lessons to over 200 Boys and Girls Club members. Pulling for Youth Horizons is a program for “at risk kids” in partnership between WSU Rowing and Wichita Parks and Recreation held at the River Vista Boathouse completed its second full year.

Student Employees: The minimum wage for Student Employees went from \$7.25/hr. to \$10/hr. Campus Recreation wants to thank the Student Government Association for investing in our students which allowed us to attract and retain high-quality student employees. Campus Recreation employed 129 students and spent \$315,569 on student salaries in FY23. Campus Recreation positions give our employees transferrable skills, life-long learning opportunities, and friendships all within a healthy and active environment.

Student Connections: When thinking about the main strengths of Campus Recreation, having students make lifelong connections with fellow students has been the most rewarding to witness this past year. Whether it was on the badminton courts, the intramural playfields, Shocker Fit classes, swimming, working in the Heskett Center, in a club, or on the rowing team, connections were made every day.



JOHN LEE

VISION, MISSION, VALUES & GOALS



VISION

Shape the lives of all Shockers through diverse events, activities, and experiences that contribute to a healthy and strong community.



MISSION

Be a catalyst for wellbeing by providing fun, safe, and healthy experiences for all Shockers.



VALUES

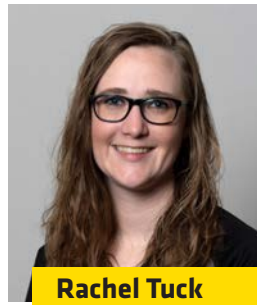
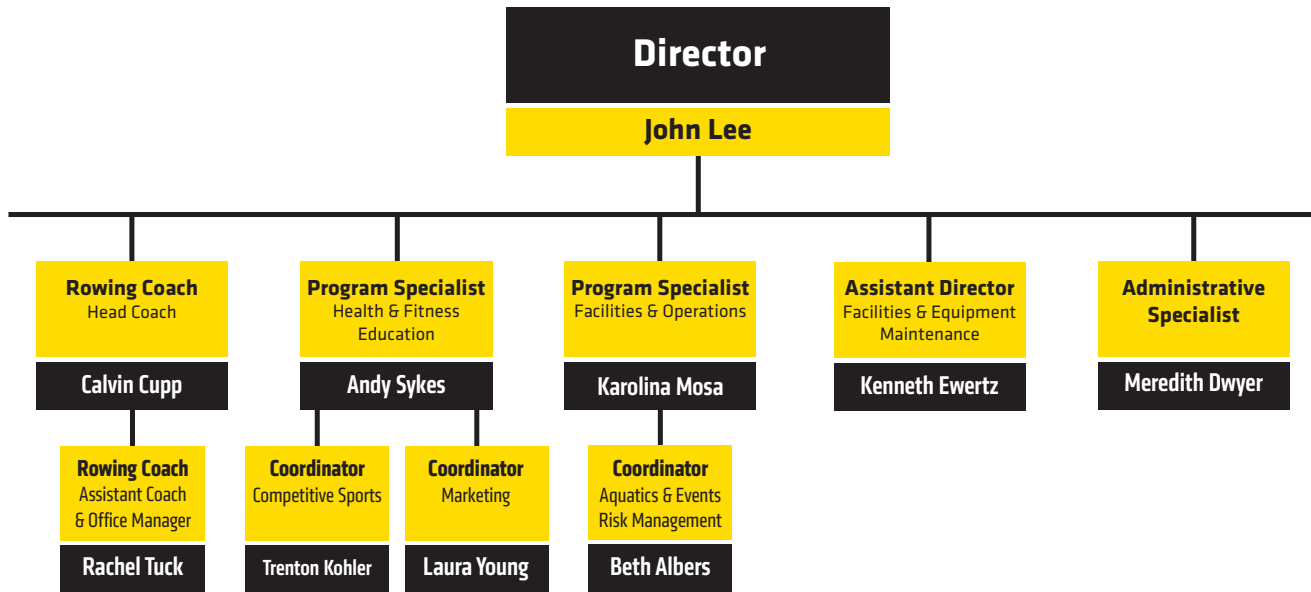
- ▶ Adaptability
- ▶ Diversity
- ▶ Responsibility
- ▶ Sense of Belonging
- ▶ Student Development
- ▶ Wellbeing



GOALS

- **Goal 1:** Insure our facilities provide a safe and welcoming environment.
- **Goal 2:** To continue to be a leader for recreation, fitness, and leisure experiences for the WSU campus community.
- **Goal 3:** To provide innovative student development opportunities through our SHOCKS Recreation program.
- **Goal 4:** Be a department that reflects the evolving diversity of our society.
- **Goal 5:** Provide exciting and fun recreational and fitness opportunities.
- **Goal 6:** To promote a lifelong exploration and development of the mind and body.

OUR TEAM Organizational Chart



FACILITIES



HOSTED
51
COMMUNITY
GROUPS

FOR
VARIOUS
EVENTS

FACILITY USAGE:
11,971 BOOKINGS
28,729 RESERVED HOURS
271,051 ESTIMATED ATTENDANCE
39,707 BOOKING HOURS

EQUIPMENT TYPE

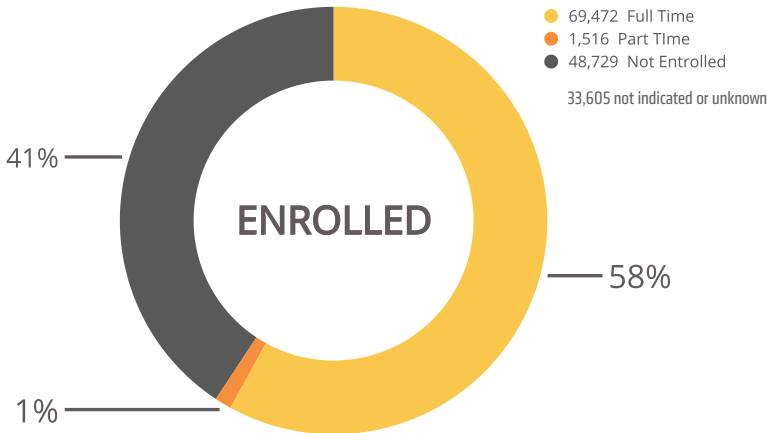
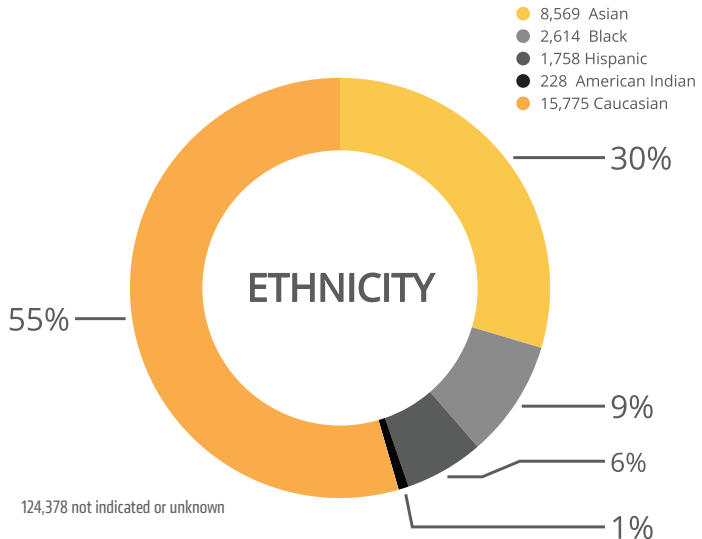
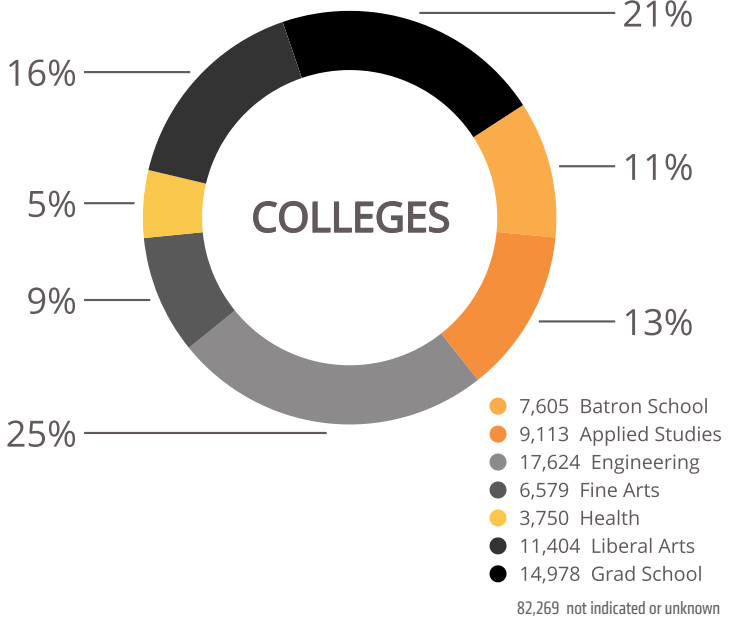
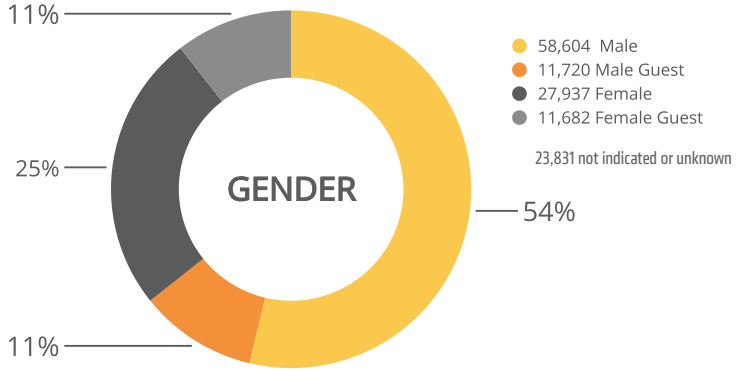
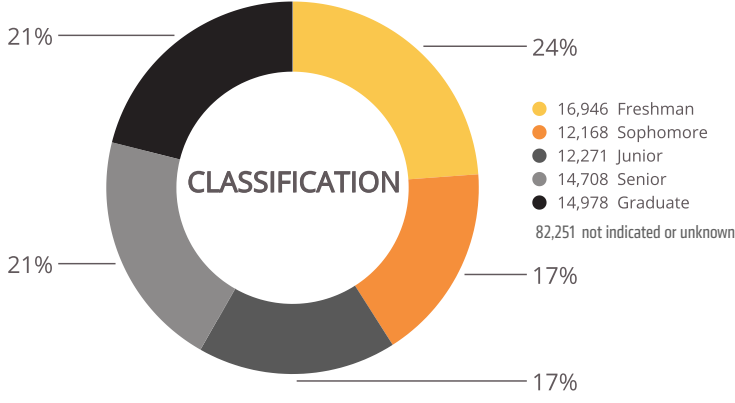
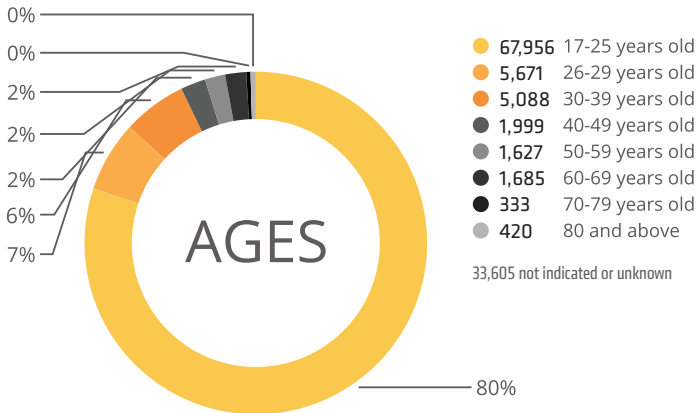
CHECKOUTS

HAMMOCK	50
LOCK	3572
MEN'S BASKETBALL	1544
WOMEN'S BASKETBALL	75
SOCCER BALL	192
VOLLYEBALL	137
PICKLEBALL RACQUET	618
RACQUETBALL RACQUET	227
SQUASH RACQUET	210
TENNIS RACQUET	54
PING PONG PADDLE	459
SPEED BAG GLOVES	30
NINTENDO SWITCH CONTROLLER	292
XBOX CONTROLLER	845



HESKETT CENTER VISITS

153,322 Entries
 12% increase over FY 22



AQUATICS & RISK MANAGEMENT



11,267
SWIMMERS
VISTED THE
POOL

Wichita Area Nitros Swim Team
60 Team Members

Wichita Area Masters Swim
20 Participants

48
HOURS OF
OPEN SWIM
PER WEEK

92 GUARDS CERTIFIED OR RECERTIFIED

708 SWIM LESSONS

21 LIFEGUARDS ON STAFF

42 DIVING LESSONS

7 LIFEGUARD INSTRUCTOR CANDIDATES

RISK MANAGEMENT

- emergency drills - aquatics, facilities, fitness, intramurals
- 104 first aid/CPR classes taught
- instructor development courses (IDC)
- 2 all staff in-services for student staff
- 9 red manikin
- 21 facility inservices
- 12 aquatic inservice
- 19 intramural trainings

188
MASSAGES
SOLD

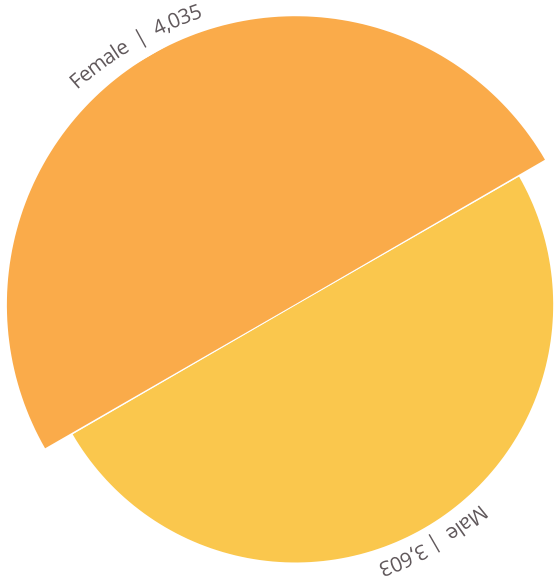
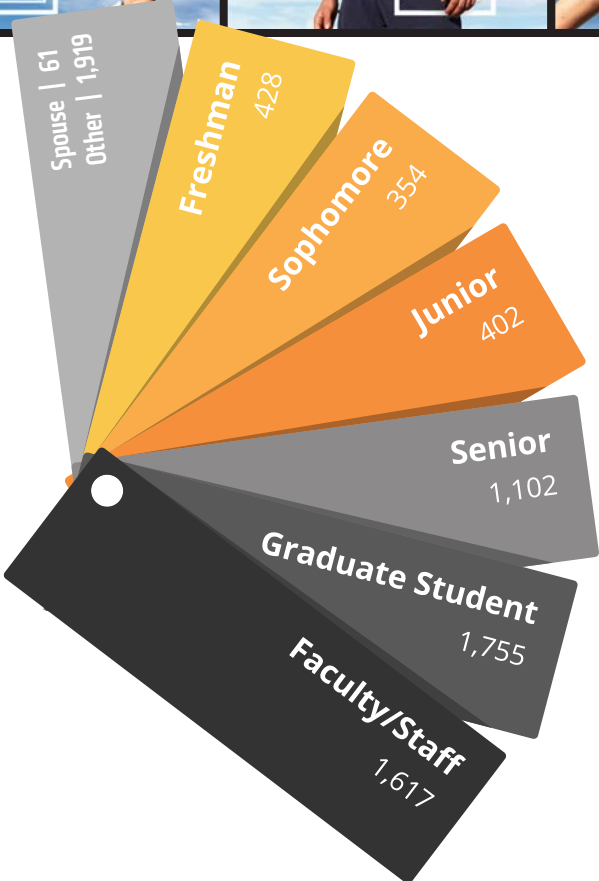
60
BODY COMPS
DONE



F45 PLAYOFF PARTICIPANTS

FALL - 47 SPRING - 58

7,638 TOTAL SHOCKER FIT PARTICIPANTS



INTRAMURAL SPORTS



SPORTS

- 3 v 3 Outdoor Basketball
- 4 v 4 Sand Volleyball
- 6 v 6 Indoor Volleyball
- 6 v 6 Outdoor Soccer
- 8-ball pool
- Basketball
- Bowling
- Chess Tournaments
- Cornhole
- Disc Golf
- Dodgeball
- E-Sport Tournaments
- Flag Football
- Futsal
- Golf
- Golf Scramble(s)
- Pickleball
- Softball
- Tennis Singles
- Tennis Doubles
- & many more

658 Games | ⬆️ 40%

358 Teams | ⬆️ 28%

1,935 Participants | ⬆️ 22%

7, 213 Participations | ⬆️ 55%

923 Unique Participants | ⬆️ 16%

29 Students Employees | ⬆️ 12%

SPORT CLUBS



Men's Volleyball

20 Clubs | 11 NEW Clubs

Shooting



- Barbell
- Baseball
- Basketball
- Fishing
- Cricket
- Disc Golf
- Gaming
- Golf
- Shooting
- Soccer : Men
- Soccer : Women
- Table Tennis
- Taekwando
- Ultimate Frisbee
- Volleyball : Men
- Volleyball : Women
- Waterski
- Wrestling
- WSSOA
- STARTED AND DISBANDED**
- Ice Hockey
- Tennis
- POTENTIAL NEW CLUB**
- Polo

ACTIVITIES & EVENTS

ACTIVITY/EVENT | ATTENDANCE

Clash of Colleges | 749

Esports Hub Open House | 61

F45 Playoffs | 105

Fright Night | 412

Gamefest | 46

Late Night Swim | 157

Plains Regional Regatta | 201 *athletes competed*

Pumpkin Run 5k/1k | 446 *crossed the 5k finish line*

RecFest

Sporting KC Tournament | 26

S'mores and Oars | 70

Wellness Expo | 135

WU Lifts

& More





10 Races/Regattas

3,774 Total Miles Traveled

- Oklahoma City, OK
- Wichita, KS
- Oak Ridge, TN
- Nashville, TN
- Lawrence, KS

Awards

All-Regional: Bailey Wise, Kaliana Gartelos, Gonzalo Campos Vega
All-Academic: 1st team: Bailey Wise, Shelby Fuqua;
2nd team: Alex Sterzing, Andrew Bobbitt, Kylie

65
STUDENTS
PARTICIPATED

31
COMPETITIVE
ATHLETES

10 TEAMS

201+
ATHLETES

1.6k
LIVESTREAM
VIEWS

44+
VOLUNTEERS
& STAFF



MARKETING on SOCIAL MEDIA



FACEBOOK

WICHITASTATECAR

34,368 Reach

20,293 Paid Reach

2,791 Page Likes

2,932 Followers



TWITTER

@CARWICHITASTATE

113,724 Impressions

1,630 Followers



INSTAGRAM

WICHITASTATECAR

15,992 Reach

1,750 Followers

Highest reach on a post



Facebook post

Wichita State Campus Recreation added 14 ne...

May 12, 2023, 11:12 AM

This post's reach (1,119) is **574% higher** than the median post reach (166) on Facebook

Highest reactions on a post

Date	Author	Post Image	Reactions	Comments	Shares	Reach	Impressions	Engagement Rate	Post Type	Post Text	Post Location	Post Time
5/12/2023	Wichita State Campus Recreation	Wichita State Campus Recreation added 14 new...	14	0	0	1,119	1,119	0.012	Image	Wichita State Campus Recreation added 14 new...	Wichita State Campus Recreation	May 12, 2023, 11:12 AM
5/4/2023	Wichita State Campus Recreation	Thank you for everyone coming out to our F45...	23	0	0	1	1	0.023	Image	Thank you for everyone coming out to our F45...	Wichita State Campus Recreation	May 4, 2023, 12:53 PM

Facebook post

Thank you for everyone coming out to our F45...

May 4, 2023, 12:53 PM

This post received **2,200%** more reactions (23 reactions) than the median post (1 reaction) on Facebook.

Business Operations

Total Expenditures \$560,698
Total Revenue \$582,030

Aquatics

Total Expenditures \$78,451
Total Revenue \$87,250

Facilities

Total Expenditures \$199,970
Total Revenue \$256,024

Fitness & Wellness

Total Expenditures \$49,118
Total Revenue \$50,456

Marketing

Total Expenditures: \$33,071
Total Revenue: \$43,413

Intramural Sports

Total Expenditures: \$67,566
Total Revenue: \$78,411

Rentals/Events

Total Expenditures: \$97,944
Total Revenue: \$140,008

PARTNERS

University Partners

Admissions
Applied Studies
Athletics
Bowling program
Community Education
Counseling and Prevention Services
Dance Department
Esports
First Year Programs
WSU Foundation
General Counsel Office
Human Performance Studies
ITS
Media Resources
Rhatigan Student Center
Shocker Support Locker
Sport Management
Strategic Communications
Student Health
Student Engagement, Advocacy & Leadership
WSU Police Department

Community Partners

American Red Cross
Amplify
Arkansas River Coalition
Boys and Girls Club of South-Central Kansas
City of Wichita Public Works & Utilities
Club Parkinson's Inc.
CLX
Connect2Concepts
F45
Festivals Inc
Fuzzy's
NIRSA
PBS Kansas Channel 8
River Vista - Maxus Properties
Spectrum Promotional
Sporting KC
Visit Wichita
Wichita Area Masters Swim Team
Wichita City Parks and Rec
Wichita Clean Streams
Wichita Rowing Association
Youth Horizons

Campus Activities and Recreation

ASSESSMENT



ASSESSMENT FY23

Campus Recreation programs and services enhance the student experience in many ways and evidence continues to demonstrate the degree to which various forms of activities and recreation influence multiple, student-related outcomes.

Retention directly correlates with a student's sense of community on campus. At Wichita State University, Campus Recreation fosters that community through the events, programs, and services offered annually. In the past year Campus Recreation hosted over 20 plus social, cultural, and educational events; students challenge themselves physically and mentally through participation in over 25 intramural sports; students developed leadership skills and comradery through participation in sports clubs and Shocker Rowing; we fostered a sense of belonging to hundreds of students, faculty, staff, and community members who visited our facilities, and supported over 100 student employees. Our staff take pride in developing a sense of community to all students we engage with by creating a supportive environment that fosters applied learning and helps students reach their goal of becoming a Wichita State graduate.

Finding a community and being active has proven to help with mental health. Campus Recreation is uniquely situated through exercise, activities, programs, and services to have a positive impact on mental health. Over 7,500 participated in our F45 classes this past year. Exercise is well known to support mental health by reducing anxiety, enhancing mood, increasing self-esteem, and strengthening cognitive function. There are numerous studies noting the benefits of utilizing exercise protocols in mental health initiatives from improved energy and sleep to reduced stress and better weight management. Positive mental health significantly improves retention at Wichita State University.

Campus Recreation supports the university in recruiting future Shockers through our many community-based initiatives like Boats and Bikes, partnerships with USD 259, swim lessons and large events like our Pumpkin Run and Health Fair. Additionally, our staff participates in recruitment by attending Admissions "Road Shows" throughout the state and region. At these events Campus Recreation informs potential Shockers of the unique programming that is offered through our department. Campus Recreation also welcomes the Student Shocker Navigators who host tours of the Heskett Center facility frequently throughout the year and highlights all CAR's program and services. Furthermore, Campus Recreation runs events in collaboration with Admissions on Black and Yellow days (high school juniors, seniors, and college transfer students' recruitment). The Rowing team directly recruits students to come to Wichita State University who otherwise would not attend.

Campus Recreation outcomes are directly in line with the University goals and initiatives. The programs and services we offered and executed in this last year contribute towards being Student Centered, creating a vibrant Campus Culture, working towards inclusive excellence, and being an active partner who engages with the local community.

STUDENT EVENTS, PROGRAMS AND SERVICES

Campus Activities & Recreation contribute to a vibrant campus life that contributes to the retention of students through a variety of events, programs, and services. The Student Activities Council, the university student led programming board, is enhances the Shocker experience through the execution of over 50 social, educational, and cultural events. The department supports a sense of belonging for students through the execution of staff driven programs, initiatives and services such as F45, intramural sports, and spaces that support an active lifestyle.

SEM Goals: 1.1, 1.4; 3.7, 3.9, 3.10

PROGRAM HIGHLIGHTS

Number of Spaces Rented by Student Groups
Estimated Student Attendance at Rentals
Intramural Games Played
Sport Clubs

BY THE NUMBERS

799
10,785
658
20

COMMUNITY ENGAGEMENT

CAR actively engages the community in meaningful experiences that connect them to life at Wichita State through a variety of programs and initiatives on-campus and in the community. These programs have a positive impact on the community and shape how prospective students see the university. We have current partnerships with the Boys & Girls Clubs, Club Parkinson's, and many schools within the Fairmount Neighborhood and USD 259. Many of our events and services are open and available to the community including our Pumpkin Run 5K, Spring Concert featuring Wale, and swim lessons sponsored through our Michael Phelps Grant.

SEM Goals: 1.3; 2.3, 2.5; 4.4

PROGRAM HIGHLIGHTS

Number of Boats & Bike Unique Participants
Number of Space/Venue Bookings to the Community
Number of Middle/High School Partnerships
Swim Lessons Given
YMCA Visitors

BY THE NUMBERS

1,331
3,032
6
708
4,267

STUDENT DEVELOPMENT

CAR employs over 100 students in a variety of positions over the course of the year including student supervisors. Students receive training and certifications that equip them to perform their jobs and prepare them for careers beyond graduation. Our volunteer leaders in SAC gain essential career readiness skills through the hands-on experience of planning and executing a variety of events.

SEM Goals 1.4; 3.7, 3.8, 3.9,3.10

PROGRAM HIGHLIGHTS

Students Employed by CR
Student Salary Total - FY23
Number of Student Leads (student staff)
Number of Student Staff Training Hours Completed
Number of Certifications Earned

BY THE NUMBERS

129
\$338,623
39
6,923
116

WSU SEM GOALS CONTINUED

STAFF DEVELOPMENT

Creating a culture of learning and engagement is important for the growth of individual staff members and the department. Staff serve on campus committees, participate in trainings/workshops, and engage in annual retreats to strengthen the department, focus on student services, and enhance their knowledge of current trends facing students.

SEM Goals 1.1, 1.5, 3.3

PROGRAM HIGHLIGHTS

Number of University Committees Staff Serve On	7
Number of Conferences/Workshops Attended	3
Number of Trainings/Retreats Individuals Participated In	54
Number of Certifications Earned	6

BY THE NUMBERS

DEPARTMENT HIGHLIGHTS & GOALS

ACCOMPLISHMENTS IN FY 23

- ▶ 22% INCREASE IN INTRAMURAL PARTICIPATION
- ▶ 82% INCREASE IN SPORT CLUB TEAMS
- ▶ 12% INCREASE IN SWIPES INTO THE HESKETT CENTER
- ▶ LIVE SOCIAL MEDIA POST AT 70% OF INTRAMURAL ACTIVITIES
- ▶ GREAT PLAINS REGIONAL – LARGEST COLLEGIATE REGATTA IN THE REGION

GOALS FOR FY 24

- ▶ UPDATE STRATEGIC PLAN FOR CAMPUS RECREATION
- ▶ INCREASE LIVE SOCIAL MEDIA POST AT SPORT CLUB COMPETITIONS
- ▶ PLAN FOR THE 50 ANNIVERSARY OF SHOCKER ROWING
- ▶ RE-ORGANIZE, RE-PURPOSE, RE-DO THE EQUIPMENT ROOM STORAGE AREA TO MAXIMIZE EFFICIENCY AND STORAGE NEEDS FOR ALL PROGRAMS.
- ▶ ASSESS LEARNING GOALS FOR EACH STUDENT STAFF.
- ▶ HAVE AT LEAST ONE SOCIAL MEDIA POST FIVE DAYS A WEEK IN THE FALL AND SPRING SEMESTER
- ▶ DIGITALIZED MEMBERSHIP AND LOCKER RENTAL FORMS WITH HELP FROM THE IT DEPARTMENT OR CONNECT2

STAFF & PROGRAM AWARDS AND HIGHLIGHTS

CAMPUS ACTIVITIES AND RECREATION AWARDS

Laura Young: LaVona Spencer Friend of SAC Award

COMMITTEE WORK:

Rachel Tuck: Unclassified Senate
Youth Council
Plains Regional Rep for ACRA

Karolina Mosa: Diversity, Equity and Inclusion Committee
LGBTQ+ Task Force
Youth Outreach Council

Beth Albers: Clash of the Colleges Committee

Andy Sykes: Prevention Service Advisory Board

John Lee: Critical Incident Planning Group

STUDENT AWARDS



Directors Award: Morgan Zimmerman

Jose Vidal Service: Patrick Foley

Pride and Quality: Lailani Lemus

AQUATICS

Emerging Leader of the Year: Kate Avalos

Leader of the Year: Lailani Lemus

HEALTH & WELLNESS

Emerging Leader of the Year: Madi McClain

Leader of the year: Lauren O'Donnell

SPORT PROGRAMS

Leader of the Year: Davis Willenborg

FACILITIES

Emerging Leader of the Year: Patrick Foley

Leader of the Year: Nick Guerrero

SHOCKER ROWING

Oarsman of the Year: Andrew Goodwin

Oarswoman of the Year: Kylie Meier

Scholarship Award Winners:

Golden Whistle Scholarship

Xavier Westbrook | Kim Stuerke

Health & Fitness

Victor Nguyen

Bob & Darlene Anderson Scholarship

Riley McCandless | Kate Avolos | Kayden Rawls

Gerald Sinsel Scholarship

Hayden Bloessner

Carol Wilkening Gamble Memorial Scholarship

Trevor Fruci

Club Parkinson Scholarship

Morgan Zimmermon

ASSESSMENT RESULTS

Name of Assessment: **Post-Event Evaluation**

Purpose: Sent to student following their participation in a select number of Campus Recreation Activities sponsored over the course of the academic year. Evaluation measures students' satisfaction in the programs, their connection to campus as an outcome of the program and what marketing they may have noticed for the event.

Key Takeaways:

- ▶ 97% agreed or strongly agreed that the event was well organized.
- ▶ 84% agreed or strongly agreed that the event was outstanding.
- ▶ 81% agreed or strongly agreed that the event contributed to their overall campus experience.
- ▶ 62% agreed or strongly agreed that the event will make them more likely to continue at WSU
- ▶ 66 % agreed or strongly agreed that the event made them feel included and accepted on campus.
- ▶ 89% agreed or strongly agreed that the experience was inclusive and accepting of them.

Name of Assessment: **Intramural Sports Evaluation**

Purpose: Sent to Students at the end of the academic year. Evaluation measures students' satisfaction & their connection to campus as an outcome of their participation in Intramural Sports.

Key Takeaways:

- ▶ 25% of students were First Gen.
- ▶ 96% agreed or strongly agreed competing in intramural sports helps them live a healthier lifestyle.
- ▶ 96 % agreed or strongly agreed Intramural Sports positively contributed to their overall Campus experience at WSU.
- ▶ 65% agreed or strongly agreed they more likely to continue at Wichita State University because of Intramural Sports
- ▶ 87% agreed or strongly agreed Intramural Sports made them feel included and accepted on Campus
- ▶ 91% agreed or strongly agreed Intramural Sports was inclusive and accepting of me.

Name of Assessment: **Rowing Participation Survey**

Purpose: Sent to Rowers at the end of the academic year. Evaluation measures rowers' satisfaction & their connection to campus as an outcome of their participation on the Rowing Team.

Key Takeaways:

- ▶ 100% agreed or strongly agreed that they formed positive connections with other students through their participation on the rowing team.
- ▶ 91% agreed or strongly agreed that competing on the rowing team helped them live a healthier lifestyle.
- ▶ 96% agreed or strongly agreed that the rowing team was inclusive and accepting of them.
- ▶ 17% of participants were first Gen Students.
- ▶ 82% agreed or strongly agreed that participating on the rowing team made them feel more connected to campus.

Campus Activities and Recreation

BOATS & BIKES



BOATS & BIKES



1,331 Unique Participants

333+ Season Pass Holders

Rental Inventory

- 10 SUPs ▶ 32 rentals
- 8 Kayaks ▶ 403 rentals
- 8 Pedal Boats ▶ 177 rentals + peek
- 4 Adult/Youth Bikes ▶ 13 rentals
- 3 Scooters ▶ 3 rentals
- 3 Trikkes ▶ 12 rentals
- 2 Recreational Rowing Shell ▶ 11 rentals
- 2 Tandem Kayaks ▶ 102 rentals



- 156 rentals from season pass holders
- Lockers = 37 paid + season pass holders

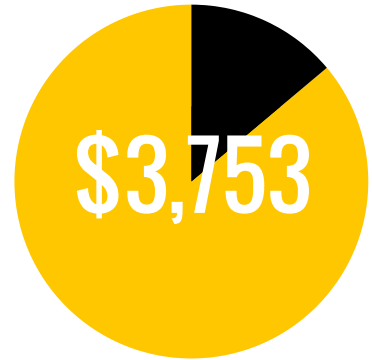
INCOME & EXPENSES



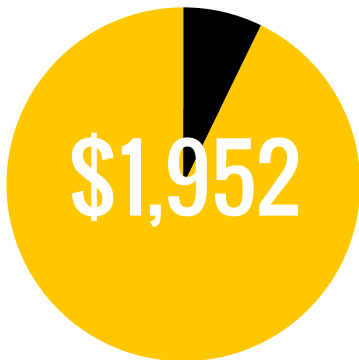
INCOME



Rentals



Passes



Shocker Rowing
Merchandise



B & B Merchandise



Concessions



Days Open = 120

Student Employees = 5

Unclassified Employees = 2

Way2Work Employees = 5

Total Hours Worked = 3,082.75

Expenses : \$29,607.88

Advertising and Promotion | 3,568.30

Credit Card Processing Fees | 794.56

Dues and Subscriptions | 119.95

Meals and Entertainment | 707.19

Office Supplies | 1,091.76

Professional Fees | 22,003.42

Repairs and Maintenance | 640.59

Small Tools and Equipment | 260.84

Utilities | 421.27

COLLABORATIONS

River Vista

Safe
Streets LLC

Wichita
Clean Streams

Festivals Inc.

Visit
Wichita

Wichita
Parks &
Recreation

Youth
Horizons

Wichita
Rowing
Association

City of Wichita
The Way
To Work

WSU
Housing &
Residence
Life

WSU
Shocker
Navigators

Wichita
Travel
Writers

Ark River
Clean -Up



Salvation Army

Safe Street LLC

Wichita Clean Streams: the Big Float

Wichita Clean Streams: Lights on the River

Festivals Inc: Riverfest

Paddle under the Fireworks

WSU Women's Basketball

Shocker Navigators

Visit Wichita: *Commercial and photo shoot for the cover of 2023-2024 programs*

Visit Wichita: Partner Event

WSU Housing and Residence Life

Youth Horizon, City of Wichita, and the WRA:

Pulling for Youth Horizons (summer rowing camp)

Wichita Optometry

Arc River Clean-Up

The Way to Work Program

Birthday Parties

