

PLAY HARD. GET FIT. LIVE WELL.

ANNUAL REPORT 2019 – 20



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RECREATION
& WELLBEING
UNIVERSITY OF WISCONSIN-MADISON

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MESSAGE FROM THE DIRECTOR.

Wow, what a year this has been! The team from Recreation and Wellbeing experienced several significant challenges including: the departures of beloved senior administrators, a divisional rebrand, a major delay in the opening of the Nicholas Recreation Center, and to top it all off they had to respond – on the fly – to a global pandemic. Throughout it all, the team demonstrated amazing resilience. The Rec Well value of “lean yes” came to the forefront every day, and I could not have been prouder to serve as interim director this past year. This staff’s collective ability to remain positive and committed to our mission and values throughout the daunting challenges was the highlight from my perspective, but I’d also like to take this opportunity to share several others:

FIRST NATIONS WALKING TOUR.

Last November, our friend and colleague Mr. Omar Poler led our staff on the tour and left an indelible impression on us when he said, “There’s evidence of the Ho-Chunk people living well here for 12,000 years.” This perspective has impacted our design for the new Natatorium and will continue to inform our work in the future. With the Natatorium’s proximity to the effigy mounds, we have an amazing opportunity to both honor and learn from this sacred space.

BUILDING CONNECTIONS WITH THE CENTER FOR HEALTHY MINDS.

What an incredible opportunity for us to explore how we can become a partner and vehicle to enhance the flourishing of our students through use of the Healthy Minds program.

PARTNERS IN GIVING CAMPAIGN.

Our team was recognized for a significant increase in participation. One staff member had a father who was experiencing significant health issues and we came together collectively to raise funds for that cause.

RESPONDING TO DELIVERING IN A VIRTUAL FORMAT.

One serendipitous finding in the pandemic response is the rapid progress and success in delivering online synchronous and asynchronous fitness programming. Our staff responded with creativity and diligence and we’ve had nearly 3,000 students and members make use of the offerings. The shutdown of face-to-face also accelerated our response to those students with interest in Esports and other similar programming.

MASTER PLAN PROGRESS.

The Board of Regents and State Building Commission have endorsed the plans for the replacement of the Gymnasium-Natatorium. Abatement and demolition will commence later this summer with construction starting early next year. The entire staff led by the efforts of associate directors Sadat Khan and Jeff Dvorak needs to be recognized for their diligence in this work. Their attention to detail has been phenomenal!



NEW DIRECTOR HIRED.

Aaron Hobson, a UW and Rec Well staff alum, will come back to us after spending the last four years in a leadership role at the University of Florida. He brings breadth and depth of experience in recreation, wellbeing, and Student Affairs in general and will join us in early August.

SOCIAL JUSTICE COMMITMENT.

We hosted a Diversity Forum early last spring on a Sunday afternoon and we had more than 150 student staff participate. I'm also extremely proud of how our professional staff has responded through bi-monthly meetings to unpack issues of privilege, continue to learn, and to brainstorm strategies as to how we can, as individuals, and as a team become engaged as anti-racists. The group has utilized a variety of resources and has also formed a common read group with Robin DiAngelo's book *White Fragility* as the centerpiece.

AMAZING STUDENT LEADERS.

Rec Well typically has nearly 700 student employees and there are fantastic leaders throughout. Two received special recognition this past year:

Allison Dentice, a junior majoring in Spanish with a Certificate in Global Health, was the recipient of the Ginsberg scholarship for her academic excellence, service to others through volunteerism, and her contributions to Rec Well. Allison is a lead Zamboni driver and a member of the Natatorium Design team.

Jackie Elliott, a junior majoring in Life Sciences Communication and Economics with a Math emphasis, was this year's recipient of the Director's Award. Jackie led our Student Recreation Leadership Council and like Allison, also served on the Natatorium Design team.

In closing and on a personal note, I could not be more grateful to Associate Vice Chancellor Mr. Jake Baggott and Vice Chancellor Dr. Lori Reesor for granting me the opportunity to serve as interim director of Recreation and Wellbeing this past year. I also extend my heartfelt gratitude to the entire staff of Rec Well for the grace you extended to me. Throughout my 41-year career, I've learned that what really matters is not where you are; or even what you're doing; but rather with whom you get to work. That premise never rang truer for me than this year. It has been an absolute pleasure and privilege to get to work with and know each of you. I am a better person for it.

*"We're more than a building,
we're building a movement!"*

My very best regards,



MICK MIYAMOTO
INTERIM DIRECTOR



FINANCE.

\$12,387,994
collected in segregated fees

\$1,775,600
in revenue from
services provided

\$24,500
refunded to members
due to COVID-19

THE REBRAND.

New year, new us. In August 2019, we said goodbye to Rec Sports and officially launched our new brand: University Recreation & Wellbeing, or Rec Well for short. This change had been in the works for several years, for a few reasons:

We're more than just sports, and we want everyone to feel like they're able to participate. We think recreation should be accessible to everyone, and our name shouldn't be a reason why people don't join the fun.

We listened to students and our members, who told us that they get way more out of our offerings than just physical benefits. They feel better, sleep better, and have better relationships when they participate.

We often get confused for being part of UW Athletics. While we love the Badgers, share many facilities with the varsity teams, and also have several national championships under our belt, we are two distinct divisions on campus.

As part of the brand launch, we redesigned our website, reworked our brand statements, added graphics to our existing facilities, and celebrated with a marketing campaign for students and members as they came back to campus. Since the launch, we've stressed our belief that wellbeing is each individual's to own. What works for one person might not work for someone else, and we're here to support Badgers to live their best life, even if it means never stepping foot in one of our facilities.

Since the launch, we've continued to offer our regular programs, but we've also started pursuing new offerings related to overall wellbeing. We've increased our focus on outreach and collaboration with other campus partners, and look forward to another year with our new brand.



MISSION

We move Badgers to
play hard, get fit, and live well.

VISION

To build a movement of healthy
habits through inclusion, education,
innovation, and connection.

VALUES

We put students first.
We celebrate what makes us
different and use it to make us stronger.
We believe recreation is a gateway to wellbeing.
We remove barriers, build community, and push limits.
We strive to make the healthy choice the easy choice.
We practice what we preach. We lean yes.

We are movers. We are motivators.
We are beginners. We are hardcore. We are everyday athletes.
We are more than a building. We are *building a movement*.
We are active. We are Badgers.

We believe *playing hard* is more about
giving our all than it is about winning.

We believe *getting fit* is about being more confident
in how we feel than in how we look.

We believe *living well* is not a destination but a journey to do
what is best for our body, our mind, and our world.

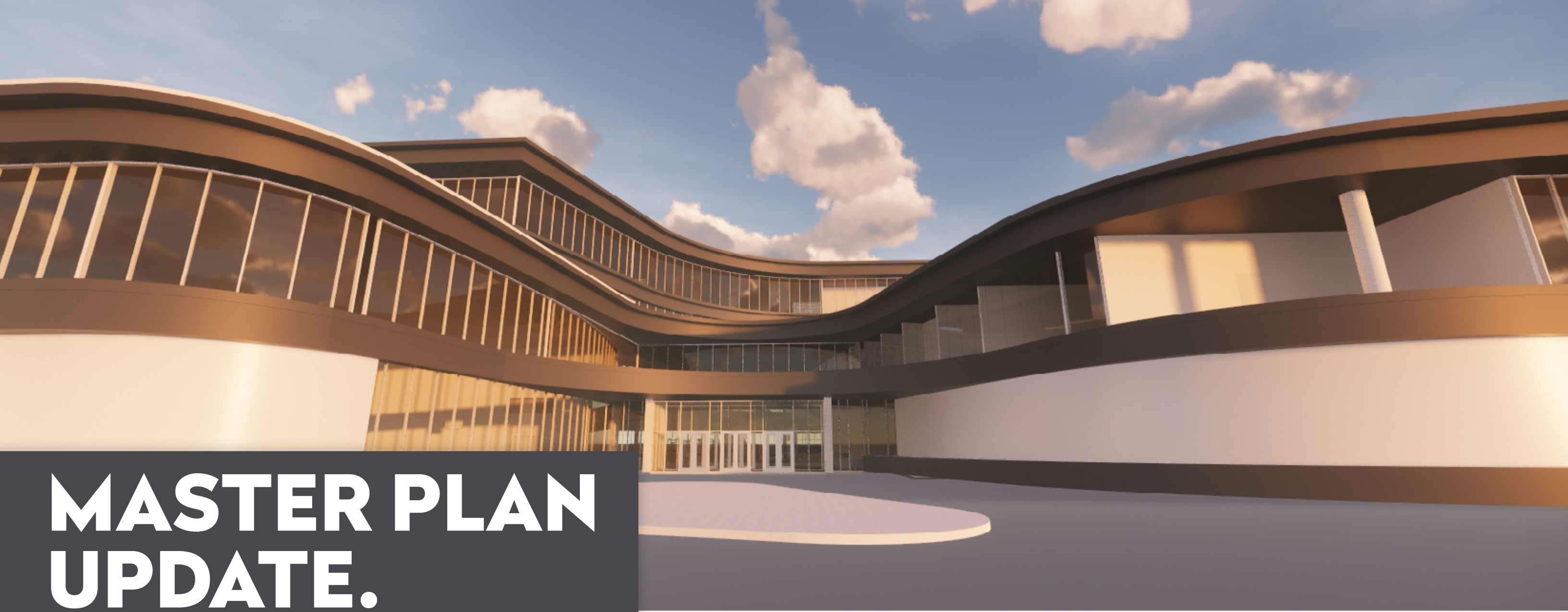
We believe in the power of a team and the strength of a community.
We lift each other up with our words, our actions,
and our attitudes. We celebrate who we are, where we're from,
what we believe, and why we're here. We root for *every body*.

We believe no matter what our goals are, we all have the right to
chase them. Our learning goes beyond textbooks and exams, and
our education is never over. Outside the classroom, we continue to
find our passions, realize our purpose, and flex our potential.
That's where our ideas take shape and our dreams run free.

We believe our choices today
become our habits tomorrow.
We believe we have to push past our
comfort zones to keep moving forward.

We believe practice makes progress. And *we believe in you*.

WE ARE UNIVERSITY RECREATION & WELLBEING.



MASTER PLAN UPDATE.

We continued to make significant progress on the Master Plan this year, even with a few hiccups along the way. In October, we announced a delayed opening of the Nicholas Recreation Center (Nick) due to issues related to the pool tank, interior support structures, fire suppression, and utilities coordination. During construction, Madison experienced a 100-year flood and a record-setting winter with extremely low temperatures

which also contributed to the delay. Instead of January 2020, the opening is scheduled for fall 2020. As a division, we know this facility will have an extremely positive impact on campus and look forward to introducing it to our members and participants. Today, we are completing construction, cleaning, move-in, and staff training. In preparation for opening, we moved out of and closed our satellite space, Ogg Hall Fitness Center.

Planning for the new \$113.2 million Natatorium, our second major facility project of the Master Plan, began this year as we selected our architects, HOK and Kahler Slater, and completed up to 35% of design. In collaboration with University Health Services (UHS), we secured additional funding to expand the footprint of wellbeing services in the new facility. While the Natatorium is closed for demolition and construction later this summer, we have partnered with

University Housing to offer a satellite fitness space at Holt Commons, which is expected to open in fall 2020.

Finally, we started advanced planning and design to inform the budget and scope for the Near East Fields project with SmithGroup, the same architecture firm who designed the Near West Fields. This is the fourth and final project of the Master Plan.

DIRECTOR'S AWARD.

Jackie made an immediate impact when she started with the division in 2017 as a swim instructor. She quickly immersed herself with the Rec Well culture and took advantage of development opportunities and by the end of the year she had earned the promotion to become a student lead within Instructional Programs. In her first year as a lead she developed a new, more advanced curriculum that aligned both American Red Cross-certified and best practices in adult lesson programming to create a new program that better fits Wisconsin. She also developed a program for youth swim lessons, to be implemented when the Nick opens.

Fast forward to this year, when she earned the title of Miss Rec Well. Currently she is one of two students who serves on the core team for the new Natatorium design. In the meetings that I have sat in, and follow up conversations that I have had with her, I am impressed by how she has approached this responsibility. Being the voice for more than 40,000 of her peers



JACKIE ELLIOTT
SWIM INSTRUCTOR LEAD
BRAND AMBASSADOR
COMMUNICATIONS ASSISTANT
PRESIDENT OF SRLC

and future Badgers is an immeasurable responsibility. Jackie has managed it elegantly, all while increasing her GPA. Jackie is also currently serving as the president of the Student Recreational Leadership Council. As the adviser of that group of students I have been able to watch from afar as Jackie has controlled the room, directed her peers in a positive direction, and has laid the foundation for what this group will be for many years to come. She has instituted fundraisers and has empowered everyone to be involved in different work teams to accomplish the goals set forth. Her biggest impact

though is the culture she has created. We have had a major attendance increase because of the culture she has created in that group. I am incredibly thankful that we have students and young leaders like Jackie. She embodies our values and without a doubt will carry on and make unimaginable impacts on this world. She is one of the best students that I have had the pleasure of working with. As this year closes and she gets ready to

enter her senior year, I am excited to see what it will bring her. She will get to see the fruits of her labor and watch youth swim lessons start in our program. She will see the Natatorium be demolished and begin to rebuild, based off the plans and designs she oversaw. At such a young age she has left her imprint on UW-Madison for generations to come. If that doesn't embody someone deserving of the Director's Award, I don't know what does.

- Nomination from Chad Schultz,
Assistant Director of Instructional Programs & Staff Development

“ Jackie has been an outstanding staff member in both the Instructional Programs and Marketing and Communications teams. In addition, she has demonstrated true leadership as president of the SRLC and has led that group in their efforts to raise funds for the organization. Furthermore, Jackie has devoted tremendous time and energy as one of our student representatives on the Natatorium design core team. I've been so completely impressed with her contributions to that group. In fact when I was attending one of my very first design core team meetings I leaned over to Jeff Dvorak and said, “I haven't met all of the professional staff yet; but what department is that woman in, she really knows her stuff!”

- Mick Miyamoto
Interim Director

ENGAGEMENT, INCLUSION, & DIVERSITY.

Throughout the year, our internal Engagement, Inclusion, & Diversity (E.I.D.) Committee engaged with professional staff, students, and the campus community in a variety of ways. After George Floyd's death in May, our entire staff came together to start an ongoing conversation about racial justice and committed to taking action through the form of self-work and discussions, led by the E.I.D. Committee.

5TH ANNUAL STUDENT DIVERSITY FORUM.

This year, in an effort to create space for more students to talk about diversity and inclusion, we opened registration to all student employees in Student Affairs. Associate Vice Chancellor for Identity & Inclusion Gabe Javier kicked off the event, which was focused on Allyship, with a land acknowledgement, followed by Mo Kappes from Adventure Learning

Programs, who provided inclusive bonding activities. Caitlyn LoMonte from the Multicultural Student Center wrapped up the forum with content about bystander intervention during conflict. To end the event, students had the opportunity to ask questions of a panel of professional staff from various backgrounds, which gave insight into some of their current issues and concerns.

PROFESSIONAL STAFF SELF-WORK.

In June, the E.I.D. Committee began leading a group of professional staff through a series of TED Talks, podcasts, and other resources focused on social justice. Through biweekly discussions, staff members can explore how systemic racism impacts their daily lives, share experiences, and learn from one another. The larger goal is to compile all resources

into a content library that can be added to and shared in the future. Additionally, staff organized a book read for the book *White Fragility* by Robin Diangelo, meeting biweekly for discussions. This is one part of our commitment to sustained change for racial and social justice.

VCFA E.I.D. SURVEY.

96% of our staff participated in the fifth iteration of the Vice Chancellor of Finance and Administration's E.I.D. employee survey. Our scores this year were above the VCFA average in all indices, including: workplace environment, diversity and inclusion, and overall satisfaction, among others. In the next two years, our E.I.D. committee will focus on survey areas where staff felt that we could improve, including: performance-based recognition and creating a more inclusive work environment.



STUDENT EMPLOYEE E.I.D. SURVEY.

Every year, we work hard to welcome students, adequately train them, and give them meaningful employment opportunities and responsibilities. This year, 168 of our student employees responded to our survey asking about E.I.D. within Rec Well. After learning that 54% of respondents reported harassing or intimidating behaviors from members and participants, the E.I.D. committee will focus on ways to train student employees to be better equipped to handle and report those situations.

In collaboration with and under the guidance of the Office of Strategic Consulting, the E.I.D. committee focused on revamping our midterm and annual professional staff evaluations. Feedback from staff indicated the previous evaluation was too lengthy and redundant. The E.I.D. committee found it was an appropriate time to create a more simplified form and update the evaluation to better align with the new vision from the rebrand. After engaging with our entire staff through meetings, document reviews, and polling, the evaluation better represents who we are and can be executed in a far more efficient manner.

5TH ANNUAL STUDENT DIVERSITY FORUM.

131 student staff in attendance, a 16% increase from last year

95% found the forum either moderately or extremely useful in broadening their understanding of allyship

VCFA E.I.D. SURVEY.
OF THOSE WHO RESPONDED TO THE SURVEY...

94% feel the unit produces high quality products and services

98% feel safe in the workplace

100% believe that their unit successfully accomplishes its mission

STUDENT EMPLOYEE E.I.D. SURVEY.
OF THOSE WHO RESPONDED TO THE SURVEY...

99.4% would recommend working at Rec Well to their friends

86% agreed that their employment enhanced their ability to work as a member of a team

92% agreed that they were developing transferable skills to help them in the future

88% agreed that their employment enhanced their sense of belonging to UW-Madison

STUDENT RECREATIONAL LEADERSHIP COUNCIL.



The Student Recreational Leadership Council (SRLC) is a student-led campus organization made up of 15 student leaders from Aquatics, Sport Programs, Fitness, Instructional Programs, Member Services, Operations, and Marketing & Communications. During the 2019-20 school year, the SRLC focused on professional development, community outreach, and fundraising, while providing a communication bridge between student and professional employees.

A FEW HIGHLIGHTS FROM THE YEAR

- > Reimbursed student employees for a CrossFit Level 1 certification, American Red Cross certification, and several American Council on Exercise Personal Training certifications
- > Volunteered at the Run Santa Run Race, the WIAA Girls State Swim Meet, the WIAA State Wrestling Meet and UW Men's Basketball games
- > Planned and hosted a professional development series for student employees
- > Restructured executive board positions and duties to share leadership and create task forces
- > Provided critical feedback regarding design plans for the new Natatorium
- > Met with and discussed the importance of Rec Well in student life with Vice Chancellor for Student Affairs Dr. Lori Reesor
- > Enjoyed pizza during mid-year workshop as our social

\$1,090

fundraised for future professional development opportunities and social events

\$1,363

reimbursed to student employees for professional development opportunities

ATHLETIC TRAINING.

It was a busy second year for Athletic Training, with a focus on coverage and outreach. During the year, 96% of all home Sport Club events had athletic training medical coverage as well as all fall intramural sports champ nights - for the first time ever. We worked with the Women's Club Soccer and Women's Club Ultimate teams to develop and implement ACL preventative injury and enhancement programs to decrease the risk of ACL tears. At the same time, in-person visits to all three Athletic Training clinics across campus increased. Compared to last year, usage at the UHS Clinic increased 36%, usage at the Dejope Drop-in Clinic increased 39%, and usage at the Natatorium Clinic increased by 129%. To improve the athlete experience, all medical resources for sport club athletes moved online.



In addition to coverage, we took on several continuing education efforts: presenting at the 2019 UW-Madison Wellness Symposium on assisting the everyday athlete; leading an Injury on Ice Spine Board Clinic for athletic trainers in collaboration with UW Health; and presenting to the 2020 American College Health Association Virtual Symposium on Sport Clubs & Campus Health.

32 concussions tracked

449 visits to clinics at the Natatorium, Dejope Residence Hall, and University Health Services

328 events covered by Athletic Training staff

59 telemedicine appointments during closure

AQUATICS.

After 57 years, the historic Natatorium pool closed this spring. Before it shut down due to the pandemic in mid-March, the pool was busy with open rec swimming, Sport Club practices, and events. One highlight event is always Roll Into Finals, a stress-relieving event during Finals Week with log rolling, Stand-up Paddleboard (SUP) Yoga, cannonball contests, and an aquatic obstacle course, among other on-deck activities and giveaways.

We look forward to opening the Soderholm Family Aquatic Center at the Nicholas Recreation Center, a space guaranteed to make a splash.



3% increase in pool usage between July 2019 and March 2020

140 participants at 2019 Roll Into Finals

51% of pool usage attributed to open rec swimming

“My favorite event of the year is Roll Into Finals at the Nat. I have been going with my friends since it started my sophomore year and I’m sad that this semester will be our last one. It’s so much fun and it is a great way to interact with people and get some exercise in during a stressful time of the year.”



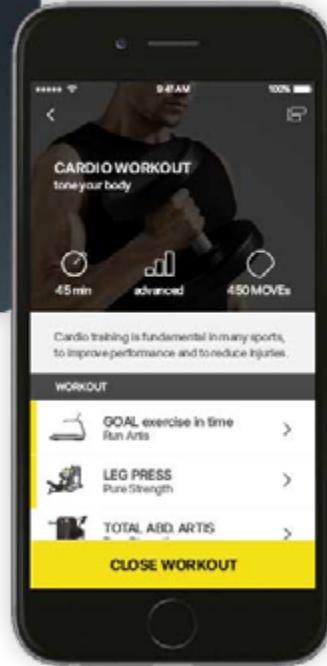
FITNESS.

This year in Fitness, we introduced MyWellness by Technogym, an app for personal trainers and their clients, in group fitness classes, and as a resource for all members. We began offering new group fitness formats including Barre, Les Mills Grit, and Les Mills CXWORX and increased our summer outdoor fitness opportunities and Workplace Workout locations through our partnership with the Wisconsin Union and Outdoor UW. Finally, we launched a new Olympic Weightlifting Course to educate participants through both in-person lectures and hands-on practical training.

After our facilities closed due to COVID-19, we had to rethink our offerings. With the help of our group fitness instructors, we successfully offered a virtual group fitness schedule with 23 weekly classes. Additionally, with MyWellness, we created a new virtual personal training experience to allow clients to work with their trainers via Zoom.

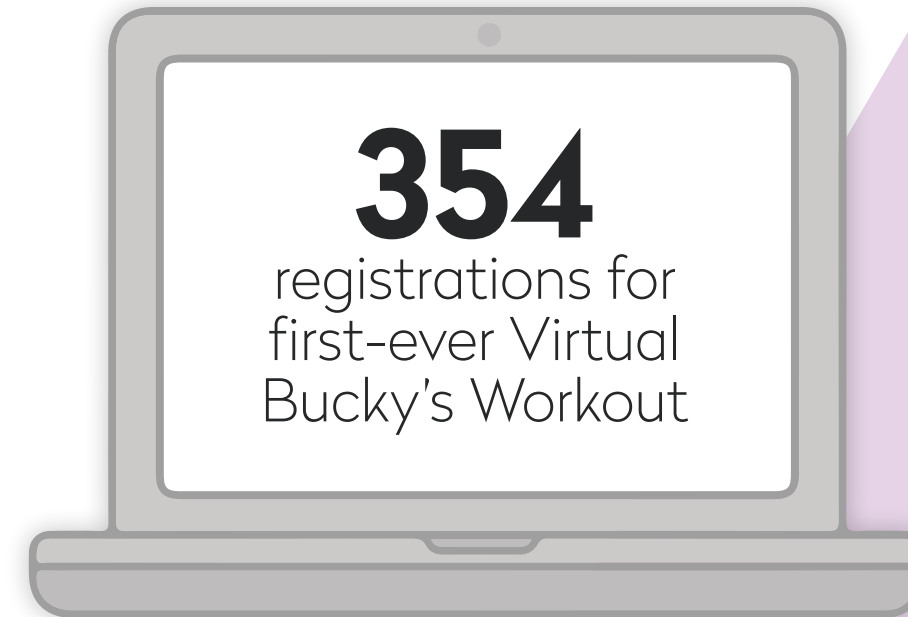


2,202
personal training
sessions



39,104

group fitness participations



354

registrations for
first-ever Virtual
Bucky's Workout



6,722

virtual group fitness
participations between
March – July

INSTRUCTIONAL & INCLUSIVE PROGRAMS.



168 ice skating lesson participants

1,125 tennis lesson participations

49 participants in swimming workshops

“ Since starting tennis lessons, I’ve met so many new friends with whom I now play regularly! ”

414 American Red Cross First Aid/CPR/AED certifications

In December, we added staff to the Instructional Programs department to grow and support inclusive programs within the division. Since then, we’ve worked with campus and community partners to develop programs and initiatives to better serve our members,

and this spring, we completed an internal review of policies and offerings to guide future initiatives. Inclusion continues to be a top priority for us. This year, we were one of 34 schools in the nation to be honored by Special Olympics and ESPN as a National Unified Champion School. Growing our youth offerings is another priority for our division. In the fall, we launched a new program, Start Smart, in which parents and children learn basic sports - together. Our sport development and tennis classes were some of our most successful offerings this year, and we look forward to continued growth for Youth Programs in the future.

Our largest youth program, Summer Camp, was trending very positively for its fourth consecutive year before the pandemic hit. As of late March, we had 343 campers registered and were on track for our largest summer yet. While we had to cancel camp, we’ve been able to connect with campers and their families in new ways: a weekly newsletter, a Facebook Group for families to connect, and weekly Live videos to lead families through the activities of the week. While it’s not the summer we had planned, we have been busy connecting with our families virtually.



INTRAMURAL SPORTS.

Although our spring season was cut short, we were able to pivot and offer more virtual offerings than we have in the past. In fact, we increased our virtual programming offerings from one to 12. We also hosted our first livestream of a Champ Night this spring, offering a new opportunity for participants. We also engaged with our participants on social media, offering a virtual trick shot challenge: students submitted videos of their trick shots, and we had our followers vote on social media. Throughout the four rounds of voting, we averaged 436 votes.

One of our intramural sports officials, Lizzy Shinnars, was one of six student officials selected to officiate at the NIRSA National Soccer Championships. For the first time ever, the students were able to learn from soccer officiating professionals from across the country while also gaining experience officiating the Unified division.



38,142
intramural sports
participations

2,259
intramural sports teams



7,169
intramural sports
participants

MARKETING & COMMUNICATIONS.

It was an exciting start to the school year launching our new brand and sharing months of hard work in the form of a new website, new look, and new brand statements. We introduced campus to Recreation & Wellbeing as part of Wisconsin Welcome and received incredible feedback from students and campus partners. In addition to this year's Wisconsin Welcome series being our most successful in terms of attendance, we also worked with a multitude of new corporate partners during the events.

The excitement of our new brand continued at the start of the spring as we focused on a phrase from our brand statements, "We root for every body." and launched a messaging campaign focused on body positivity and inclusion. In partnership with Kate Phelps, a lecturer in the Gender and Women's Studies department, we offered two well-attended talks focused on capitalism and body politics, in addition to weeks of visual and written content on social media and our website. As our facilities closed and we transitioned to a virtual world, our team worked closely with group fitness instructors to create a library of 13 on-demand group fitness classes.



2 NIRSA Creative Excellence Awards

\$17,400 in revenue from corporate partnerships

30% increase in Instagram followers

4,531 views of on-demand group fitness videos on YouTube

MEMBER SERVICES.

This year in Member Services, we continued to focus on removing barriers, engaging with our members, and celebrating our community. Our first order of business was changing our Spouse/Domestic Partner Membership to a Household Adult Membership, allowing those living in the same household as a current member to purchase a membership. Additionally, we began to offer a monthly recurring payment option for members. In March, at its peak, we had 1,191 memberships and passes on the program. To improve communication, we launched a mobile app through FusionGo, making it easier for members and students to check information, stay connected, and register for programs. Additionally, we created a Facebook Group for tennis participants to meet other players, improve their skills, and build community - the group currently has 96 members.

As we have in past years, we facilitated three Member Appreciation Days to allow our staff to thank students and members with snacks, giveaways and prizes. Additionally, we engaged members through the Think Big Member Panel with various departments and with the design team for the new Natatorium, to include member feedback in the process. Of course, with the pandemic and closure of our facilities, we had an influx of questions and requests from our members. In two months, we assisted more than 350 members with cancellations and partial refunds due to COVID-19. While the circumstances were less than ideal, our commitment to our members and students remains strong.

450 mobile app downloads

6,000+ court reservations in new online system

\$311,760 in service revenue

\$596,606 in membership revenue

119 participations in monthly Student Nights at Nielsen Tennis Stadium

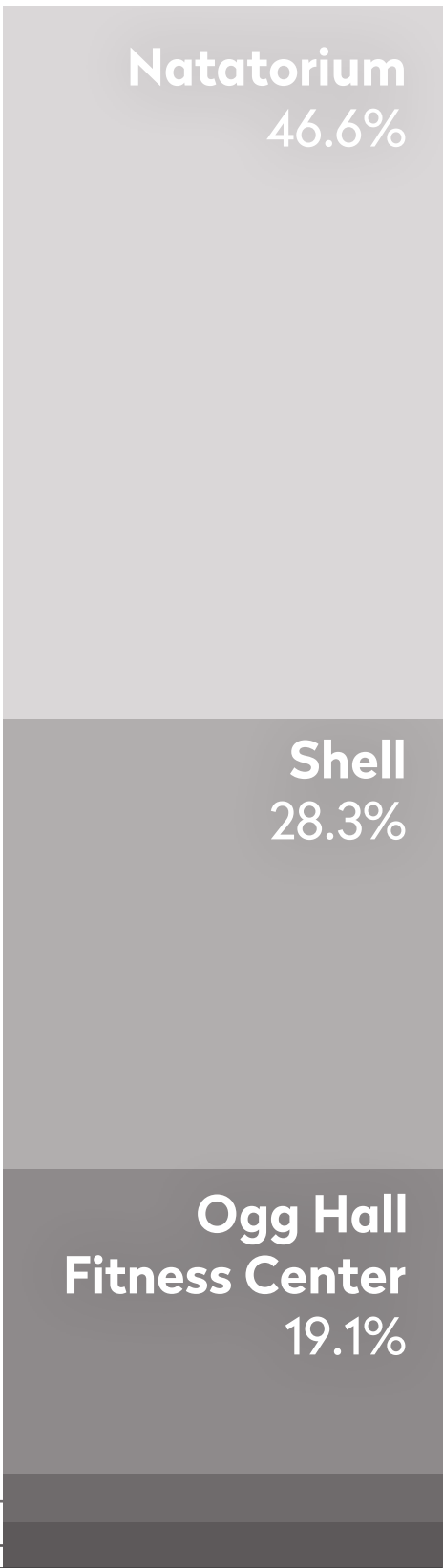
OPERATIONS.

Even with our facilities closing due to the pandemic, it was a busy year for Operations. Before the closure, we successfully decreased thefts at the Shell by adding additional security cameras, revamping the procedure for guest passes, and providing member education in collaboration with UWPD. We also celebrated Allison Dentice, a facility supervisor at the Shell, being named the division's winner of the Ginsberg Award, which recognizes students who have made outstanding leadership and service contributions to the University while maintaining a record of academic excellence.

906,170
total facility participations

- Outdoor Fields**
3.0%
- Nielsen Tennis Stadium**
2.9%
- Lathrop Hall**
0.1%

PARTICIPATIONS BY FACILITY



UW Students
78.6%

PARTICIPATIONS BY USER TYPE



When campus shut down in mid-March, we represented the division on the campus-wide Emergency Operations Center (EOC), working closely with Emergency Management to prepare our facilities for sheltering and point of distribution locations. In May, we successfully moved out of Ogg Hall Fitness Center, a satellite facility open during construction of the Nicholas Recreation Center, and returned the space back to University Housing. We also moved out of the Natatorium to allow for its scheduled demolition in August 2020 and worked with University Housing to offer another satellite fitness space in Holt Commons, near the Lakeshore side of campus. At the same time, we prepared operations for the opening of the Nicholas Recreation Center while coordinating the Furniture, Fixtures, and Equipment for the building and led the internal work team and planning for COVID-19 future operations. This included planning for a safe reopening and updating standard operating procedures and cleaning protocols.

SCHEDULING, EVENTS, & AV.

In Scheduling, Events, & AV this year, we added a student staff and two key professional positions: an audiovisual specialist and coordinator of scheduling and events. These positions are vital in anticipation of expanding technology and increased facility reservations, events, and programming due to the Nick opening. With the extra support, we executed our best fall ever. We added two free events to our Wisconsin Welcome line-up: Late Night Skate and Laser Tag. At one point during Late Night Skate, we had 200 pairs of skates rented and still almost 400 people in line outside. To add to the success, at Laser Tag, which was hosted at the Near West Fields, we had 487 participants in two hours.



59,511

special event attendees

Unfortunately due to COVID-19, we were unable to host various external events, including: USA Ultimate Regional and Sectional Tournaments, WIAA Individual and Team Tennis Championships, Wisconsin State High School Ultimate Championships, US Veteran Affairs Golden Age Games Swim Meet, American Society of Civil Engineers Bridge Building Competition, and Area High School Indoor Track & Field Meets, to name a few. We were also planning to host our third annual Active Badger Day, a divisional event across campus, with many new activities planned.

645

registrations for
Light of the Moon 5K, a
25% increase from 2018-19

COVID-19 IMPACT

713

event and facility
reservations canceled

\$136,000

revenue loss approximated

While it's disappointing we weren't able to host some of these events, we're very excited about the future of Scheduling, Events, & AV. Our new facilities and new technologies will allow us to enhance the participant experience and bring more unique events to campus in the future.

SPORT CLUBS.



3 new sport clubs

49 total sport clubs

Our Sport Club family grew by 3 clubs and 126 athletes this year: Roundnet, Esports, and Powerlifting joined the ranks to put us at a total of 49 clubs. A few of our existing clubs were conference and regional champs, including Men's and Women's Basketball, Men's Ice Hockey, Irish Dance, Golf, Men's Lacrosse, Men's & Women's Soccer, Table Tennis, and Men's Volleyball. Members of the Water Ski & Wakeboard Club were selected to represent the Midwest region in the All Stars Tournament, and currently, two of their members are ranked in the Top 10 in the region for Trick and Jump.

This year we hosted two NIRSA Championship Series: the NIRSA Midwest Women's Soccer Regional and the NIRSA Club Basketball Conference Midwest Division. These events allowed us to showcase our staff, facilities and services on a regional scale while also providing professional development opportunities for our professional and student staff. We were also granted hosting rights for USA Ultimate regionals and sectionals, which we haven't hosted in at least 10 years, but they were unfortunately cancelled due to the pandemic.

2,486 hours of community service, a 9% increase from 2018-19



WELLBEING.

This year in Wellbeing, we continued to gather information on future needs for campus while starting to implement new offerings. After we launched an interest survey in the spring of 2019, we spent the year digging deeper into the data. Lee Weintraub, our wellbeing intern and Masters of Public Health student, completed her capstone requirements by compiling all the data. Some of our most significant findings were: most respondents live well through physical activity and good nutrition; most respondents feel the biggest challenges for people their age are time and mental health; and students requested increased recreational facility access, programs, and improving food and nutrition services on campus. We're using the survey results to develop programs, policies, and services that best fit the needs of our campus community.

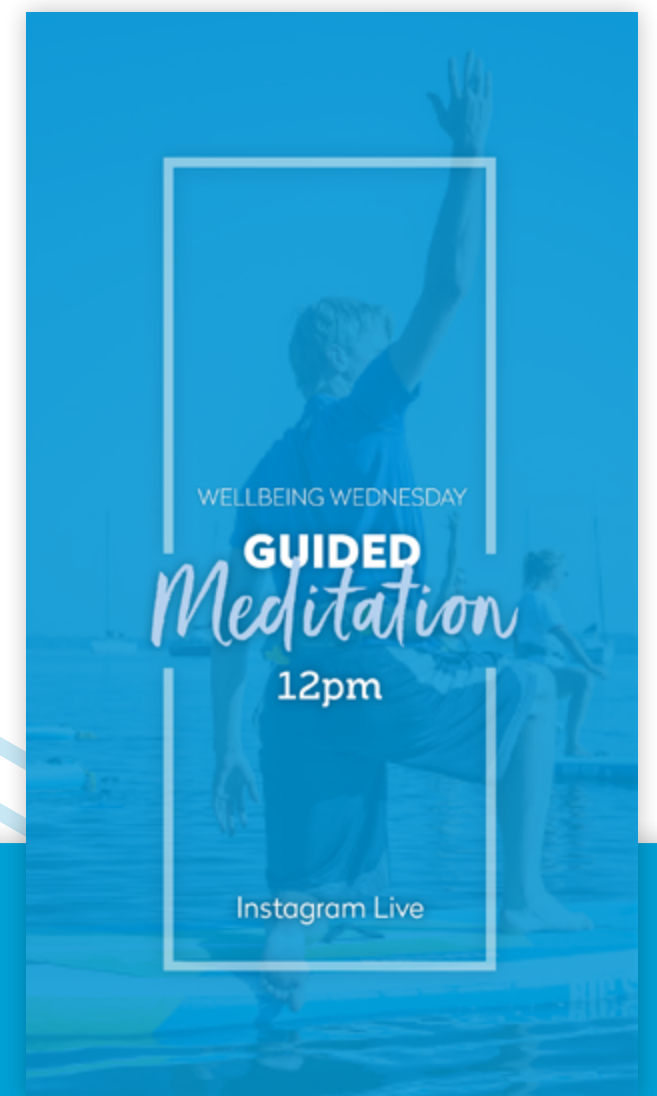


30 registrants
for first-ever
Wellbeing Workshop

282 responses to sport club athlete
nutrition survey

In January, we successfully inherited massage therapy services from our campus partner University Health Services (UHS). In the eight weeks we offered appointments at the Natatorium before closing due to COVID, we had more than 120 appointments. Also in collaboration with UHS, our entire professional staff participated in a Suicide Prevention Training called "Recognize. Respond. Refer." After an online module, more than 30 of our staff members met in-person for a 2 hour training which included skill-building, didactic learning, and group discussions. We became one of the first units at UW to pilot the online training.

With the Fitness department, we created a new group fitness class, Unplugged, which combines meditation and yoga. Finally, before the pandemic, we had intended to pilot in-person Wellbeing Workshops on campus. During the summer, we switched to offer an online workshop about Self-Care Strategies to Build Resilience. We had 30 spots available and all were filled within the first week after registration opened.



120+ massage therapy
appointments

THE TEAM.

NEW EMPLOYEES

Amy Meyer, Audiovisual Specialist
Mick Miyamoto, Interim Director
Jesse Moshure, Facility Repair Worker - Advanced
Emily Pomykalski, Coordinator of Scheduling & Events
Xzaveion Price, Coordinator of Fitness
Alec Triggiano, Coordinator of Member Services

TITLE CHANGES

Matt Morrell, Maintenance
Abby Van Note, Coordinator of Instructional & Inclusive Programs

PROMOTIONS

Noel Becraft, Accountant
Erin Clark, Assistant Director of Athletic Training
Lauren De Carolis, Assistant Director of Marketing & Communications

RESIGNATIONS

John Horn, Director
Tori Landron, Coordinator of Sport Programs
Alex Peirce, Associate Director of Strategic Engagement & Wellbeing

DIRECTOR'S OFFICE

Mick Miyamoto, Interim Director
Jeff Dvorak, Associate Director of Facility Planning & Aquatics
Erik Jaeke, Associate Director of Programs
Sadat Khan, Associate Director of Member Experience
Alex Peirce, Associate Director of Strategic Engagement & Wellbeing

ATHLETIC TRAINING

Erin Clark, Assistant Director of Athletic Training
Jerod Keene, Athletic Trainer

AQUATICS

Aaron Kroth, Assistant Director of Aquatics & Projects
Racheal Weiland, Coordinator of Aquatics
Demetris Ogburn, Aquatics Intern

BUILDINGS & GROUNDS

Brian McGuire, Buildings & Grounds Superintendent
Al Fredericks, Buildings & Grounds Supervisor
Tom Cline, Facility Maintenance Specialist - Advanced
Josh Greeno, Facility Maintenance Specialist - Advanced
Matt Morrell, Facility Maintenance Specialist - Advanced
Greg Golbach, Facility Repair Worker - Advanced
Tim Kottka, Facility Repair Worker - Advanced
Jesse Moshure, Facility Repair Worker - Advanced
Gary Volkmann, Facility Repair Worker - Advanced
Mike Worden, Facility Repair Worker - Advanced

FINANCE

Jeff Sailor, Financial Program Supervisor
Noel Becraft, Accountant
Joan Kazel, Financial Specialist - Senior
Peter Schneider, Financial Specialist

FITNESS

Emily Gartland, Assistant Director of Fitness
Xzaveion Price, Coordinator of Fitness
Raquel Sancho Solis, Coordinator of Fitness
Kaitlyn Cooper, Fitness Intern

HUMAN RESOURCES

Whitney McMonigle, Human Resources Manager
Allyson Nysted, Coordinator of Human Resources

INSTRUCTIONAL PROGRAMS

Chad Schultz, Assistant Director of Instructional Programs & Staff Development
Abby Van Note, Coordinator of Instructional & Inclusive Programs
Katie Miller, Instructional Programs Intern

MARKETING & COMMUNICATIONS

Lauren De Carolis, Assistant Director of Marketing & Communications
Powers Spees, Coordinator of Digital Media & Design
Josh Ayala, Graphic Design Intern
Maddy Eppli, Outreach Intern

MEMBER SERVICES

Sandy Wilson, Assistant Director of Member Services
Mackenzie Lucius, Coordinator of Member Services
Alec Triggiano, Coordinator of Member Services
Dave Borgrud, Day Manager at Nielsen Tennis Stadium
Alex Hofstetter, Member Services Intern

OPERATIONS

Suzanne Brandt, Assistant Director of Operations & Risk Management
Gabrielle Murphy, Coordinator of Operations
Bill Riggins, Coordinator of Operations
Courtney Sharbaugh, Operations Intern

SCHEDULING, EVENTS, & AV

Karen Lux, Assistant Director of Scheduling & Events
Emily Pomykalski, Coordinator of Scheduling & Events
Trevor Smith, Coordinator of Scheduling & Events
Amy Meyer, Audiovisual Specialist

SPORT PROGRAMS

Ashley Lax, Assistant Director of Sport Programs
Lane Goodwin, Coordinator of Sport Programs
Tori Landron, Coordinator of Sport Programs
Haley Maxwell, Sport Programs Intern

WELLBEING

Abby Diehl, Assistant Director of Wellbeing
Lee Weintraub, Wellbeing Intern

