



**CAMPUS RECREATION**

**ANNUAL REPORT  
2020-2021**



**TEXAS A&M UNIVERSITY**

**COMMERCE**



## OUR MISSION

---

We connect, educate, and inspire people to lifelong activity and wellbeing.

## OUR VISION

---

We aspire to be leaders in student development and collegiate recreation through programming, services, and facilities that reflect the highest industry standards.

**Active Body. Active Mind.**

# CAMPUS RECREATION BY THE NUMBERS

---





# STUDENT PARTICIPATION

## IN ALL CAMPUS REC PROGRAMS, SERVICES, AND FACILITIES

73%

of on-campus  
residents

34%

of students who  
have in-person  
classes in  
Commerce

31%

of international  
students



# 2,698 Students Engaged



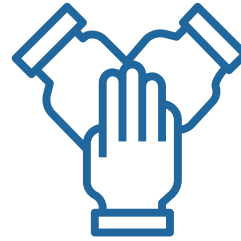
# PROGRAM PARTICIPATION OVERVIEW

Total Participants



**458**

Intramural Sports



**41**

Club Sports



**40**

Aquatics



**155**

Department Events



**629**

Outdoor Adventure



**479**

Fitness and Wellbeing

# FACILITY VISITS

---

**MRC**

**48,445**

**CLIMBING  
WALL**

**2,027**

**MAC**

**2,027**

**TENNIS  
COURTS**

**2803**

**TAMUC  
TRAIL**

**1247**

**CHALLENGE  
COURSE**

**332**

# PROGRAM HIGHLIGHTS

---





# AQUATICS

## HIGHLIGHTS

- Hired Shelbi Waller, Coordinator of Aquatics & Facility Operations
- Hosted first log rolling tournament
- Created the position of Head Guard



**17 Great OutRoars  
Reservations**



**52 Swim Lessons**

# CLUB SPORTS



## HIGHLIGHTS

- Club Fishing got 32 out of 100 teams at B.A.S.S. Collegiate National Tournament
- Club of the Year - Climbing
- Officer of the Year  
Dawson Cassidy

**392**  
**participations**



**7,120**  
**Fundraised**

**Community Service**  
**Prepped 5,000 meals**

**4**

Club Sports

**41**

Unique Participants

**12**

Away Games and  
Tournaments

# FITNESS AND WELLBEING

## HIGHLIGHTS

- Achieved Bronze Level in the ACSM Exercise is Medicine program
- Increased the number of special events offered from 18 to 31
- Replaced 20 pieces of fitness equipment and established a maintenance system



**2,182 participations**



**627**

Group Fitness  
Classes



**156**

Personal Training  
Sessions



# INTRAMURAL SPORTS

## HIGHLIGHTS

- Received a 4.62 out of 5 rating from participants on how they would rate their experience.
- Adjusted schedule to offer more low risk, outdoor sports
- New Sports Offered - Soccer, Tennis, Log Rolling Competition, Volleyball, Battleship, Madden 21, Fitness Combine



**4,061 participations**

**24**

Intramural Sports  
Offered

**718**

Games Played

**430**

Teams

# OUTDOOR ADVENTURE

## HIGHLIGHTS



- Started mountain bike weekly rides
- Created a new mountain bike skills area
- Hosted first ever Wilderness Survival class

**41 attendees on 8 outdoor trips**

**287 participations in 22 clinics and events**

## CHALLENGE COURSE

**332** Visits

**6**

Student Groups

**5**

Non-TAMUC Groups

# MARKETING

## HIGHLIGHTS

DEBUTED NEW WEBSITE

LAUNCHED ACTIVE BODY, ACTIVE MIND MOTTO AND CAMPAIGN

SWITCHED TO SKEDSOCIAL, A SOCIAL MEDIA PLATFORM

NEW GRAPHICS SCREENS AT CAIN SPORTS COMPLEX

## SOCIAL MEDIA

1,380 posts and stories

35,701 total engagements

418, 154 total impressions

## EFFORTS

18 Campaigns

267 productions

16 tabling events with 799 contacts





# DEPARTMENT HIGHLIGHTS

---





**In both the fall and spring semesters, the university offered hybrid courses, which meant that students could attend classes either in-person or online. Within the hybrid classes, most students opted to take the class online. Campus Recreation also modified programming and facilities to limit the spread of Covid-19.**

## **Programming**

Intramural Sports offered mostly non-contact, individual, or outdoor sports. Group fitness limited class sizes. Outdoor Adventure did not have overnight trips for the majority of the year.

---

## **Operations**

Changes made the previous year for disinfectant wipes and limited capacity were kept in place. In addition, half of the cardio machines and some weight machines were moved onto a basketball court to keep physical distancing.

---

## **Risk Management**

Risk management changes made the previous year were kept in place, including emergency protocols, Red Cross professional rescuer, and additional PPE.



# **COVID-19 RESPONSE**



# STRATEGIC PLAN

---

2020-21 was the second year of a 3 year strategic plan developed over the summer of 2019.

## STUDENT PREPAREDNESS

FACILITATE AN ENVIRONMENT FOR OUR STUDENT EMPLOYEES FOR THE ATTAINMENT AND DEMONSTRATION OF CAREER READINESS SKILLS.

## COLLABORATION

LEVERAGE THE STRENGTH OF CAMPUS RECREATION TO CULTIVATE AND SUPPORT THE A&M-COMMERCE COMMUNITY.

## ENGAGEMENT

ENGAGE STUDENTS, FACULTY, AND STAFF WITH CAMPUS RECREATION THROUGH PROGRAMS, SERVICES, AND FACILITIES.

## WELLBEING

TRANSFORM THE HEALTH AND SUSTAINABILITY OF OUR STUDENTS AND CONTRIBUTE TO THE WELL-BEING OF THE A&M-COMMERCE COMMUNITY.

# STRATEGIC PLAN ACTIONS

14

## COMPLETED ACTION ITEMS

### Highlights

- ➔ Student preparedness for student employees was enhanced through a career readiness skills plan and implementing an entrance and exit survey.
- ➔ To increase engagement, all department data was merged to determine the number of distinct users, policies and procedures were revised, outreach events were done, and fitness challenges were created.
- ➔ Work was accomplished to create an inclusive environment through an EveryBODY campaign, increased aquatic programming, accessible fitness equipment was purchased, and the fitness floor plan was remodeled.
- ➔ Collaboration was increased with social events with other departments, communicating with colleagues about their needs, recreational events were coordinated across department areas, and a sponsorship plan was created.

**In progress: 8**

**Not done: 5**

**ACTIONS ITEMS THAT WERE IN-PROGRESS AND NOT DONE  
WERE SHIFTED TO 2021-2022**



# FACILITY ENHANCEMENTS



**PAINTING  
UPGRADES  
THROUGHOUT  
THE MRC**

**REPLACED  
INDOOR TRACK  
SURFACE AND  
ADDED  
SYNTHETIC TURF**



**REPLACED GYM  
SCOREBOARD**

**UPGRADED  
WIFI  
SYSTEM**



**INSTALLED  
SOFTBALL  
FIELD BACK  
STOP SCREENS**

**INSTALLED NEW  
OUTDOOR  
BASKETBALL  
GOALS**



**INSTALLED  
SOFTBALL OUTFIELD  
FENCE SLATS**

# EVENTS AND COLLABORATIONS

## HIGHLIGHTS

- Recfest - 157 Attendees
- Wellbeing – KETR morning radio shows
- Fitness – referral program with Counseling Center, providing programs for sororities and LLC's, ACSM Exercise is Medicine with HHP, Commerce ISD outreach program
- Outdoor Adventure – Commerce Parks and Rec for disc golf tournament, student orgs at challenge course, HHP classes guest instructor, equipment, and facilities
- Operations – Lion Food Pantry – popup location, Athletics facility rentals, Winter storm showers for university community, HHP classes,

## EVENTS

Recfest  
Resolution Roar  
Summer Jam  
Exploring Wellbeing  
Destress Fest  
Student Health fest  
Rising Lions  
Disc Golf Tournament  
Family Weekend  
Holiday Market  
Orientation Showcases

## PARTNERS

Campus Activities Board

Rayburn Student Center

Intercultural Engagement and Leadership

Counseling Center

Fraternity and Sorority Life

Staff Council

Health and Human Performance

Lion Food Pantry

Commerce Parks and Rec

New Student and Family Programs

Enrollment Management

Athletics

# ASSESSMENT

WE ASKED PROGRAM PARTICIPANTS AND MRC PATRONS IF THEY HAD A POSITIVE EXPERIENCE WITH US...

NET PROMOTER SCORE MEASURES THE LOYALTY OF CUSTOMERS TO AN ORGANIZATION. ANYTHING ABOVE 0 IS CONSIDERED GOOD, 50 IS EXCELLENT, AND 70 IS WORLD CLASS.

99%

OF PROGRAM PARTICIPANTS STRONGLY AGREED TO AGREE THEY HAD A POSITIVE EXPERIENCE

75

NPS FOR PROGRAM PARTICIPANTS

100%

OF MRC PATRONS STRONGLY AGREED THEY HAD A POSITIVE EXPERIENCE

67

NPS FOR MRC PATRONS

49 MRC PATRON RESPONSES



133 PROGRAM PARTICIPANT RESPONSES



# STUDENT EMPLOYMENT & DEVELOPMENT

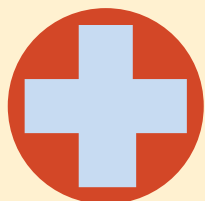
---





# CERTIFICATIONS

- 44 Lifeguard Certifications
- Five Water Safety Instructor certifications
- Five ACE Group Fitness certifications
- Three ACE Personal Training certifications
- Five Wilderness First Aid certifications



**31**  
**CPR/AED/FA**  
**courses with**  
**144**  
**participants**

# SCHOLARSHIPS/SUPPORT



## SUPPORT

**Fitness: Two student employees received \$100 each to get an additional fitness certification.**

**Fitness: Supported 15 student employees to attend the virtual TexFit 2020 Conference.**



## SCHOLARSHIPS



**Dr. James Stahl Scholarship - \$1,000 each**  
Shelby Gerner, Mehrdad Asadi, Justin Montgomery, Jacob Campbell, Breeanna Kirk, Bharath Gunamgari

**Charles Goodall Scholarship**  
Ben Huynh - \$866

**Robin Sullivan Memorial Scholarship**  
Brittany Laird - \$598



# EMPLOYMENT

**192**

STUDENTS EMPLOYED



**Fall 2020 GPA**

144 STUDENTS

**2.89**

**Spring 2021 GPA**

156 STUDENTS

**3.04**



**78%**

RETENTION RATE

**87%**

**STRONGLY AGREE**

They understand how their work impacts Campus Recreation mission

**82%**

**STRONGLY AGREE**

Campus Recreation has given staff a sense of community

**Teamwork**

HIGHEST IMPROVED SKILL



# MEMBERSHIPS & BUDGET

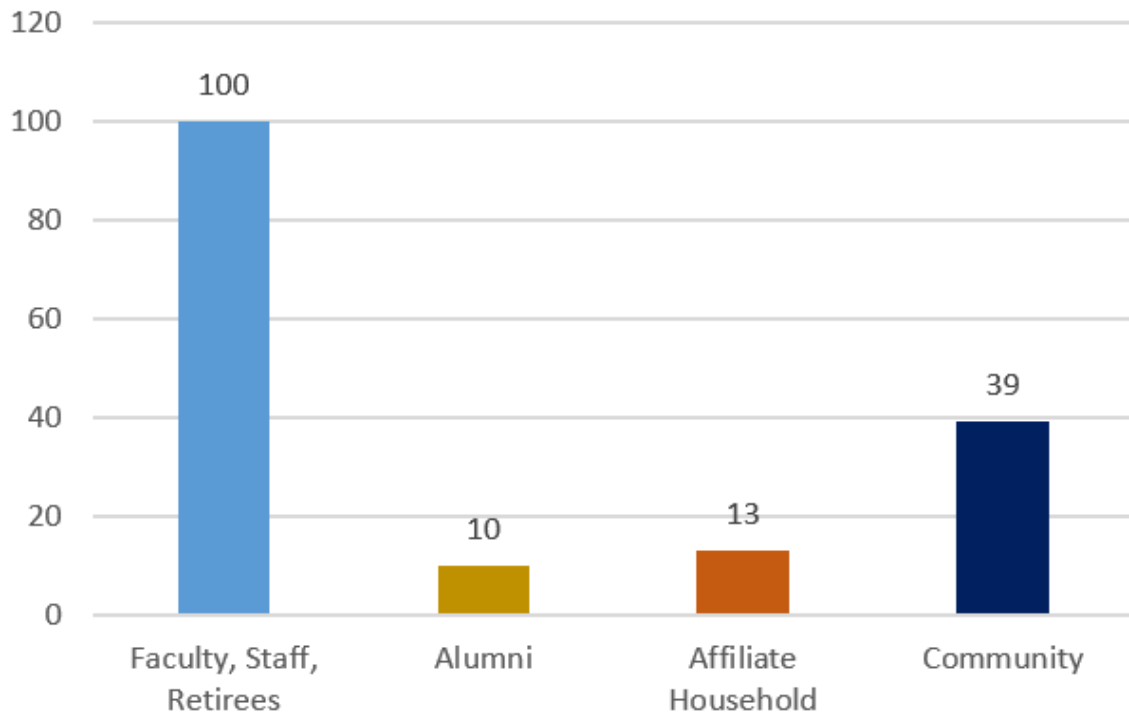
---



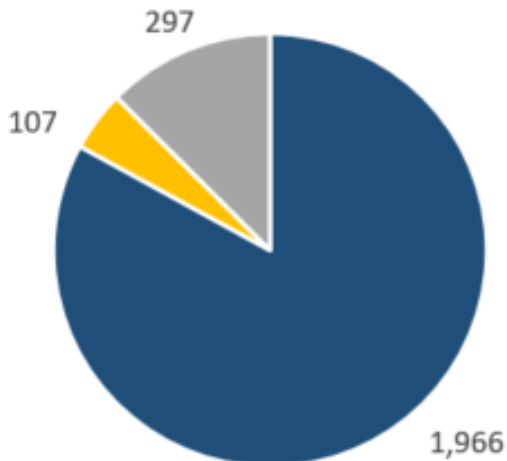


# MEMBERSHIPS

## TOTAL MEMBERSHIPS

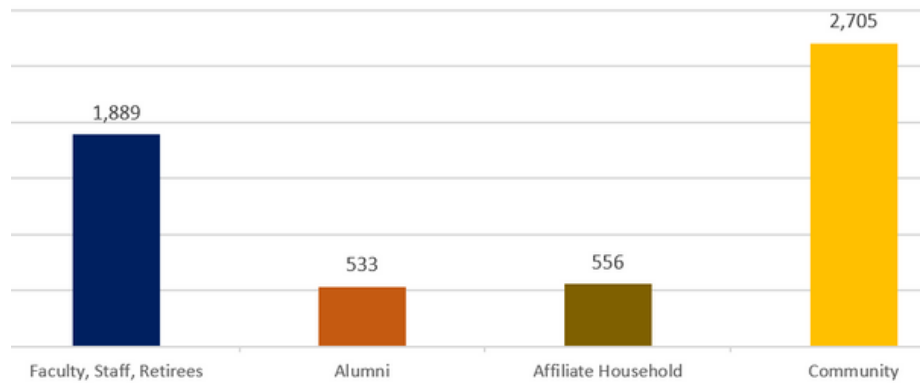


## PASSES SOLD



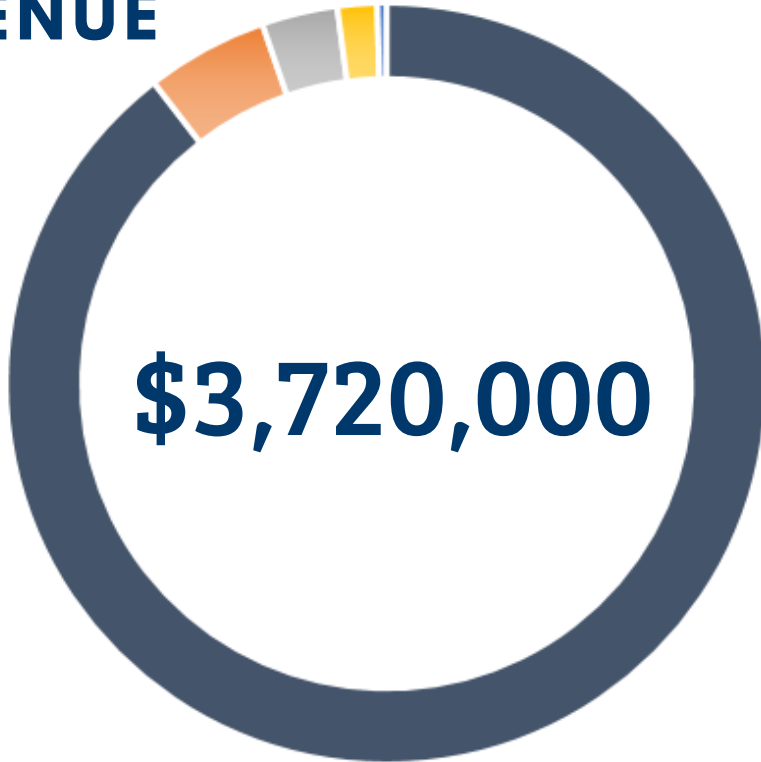
■ Day Pass ■ Week Pass ■ Month Pass

## TOTAL VISITS



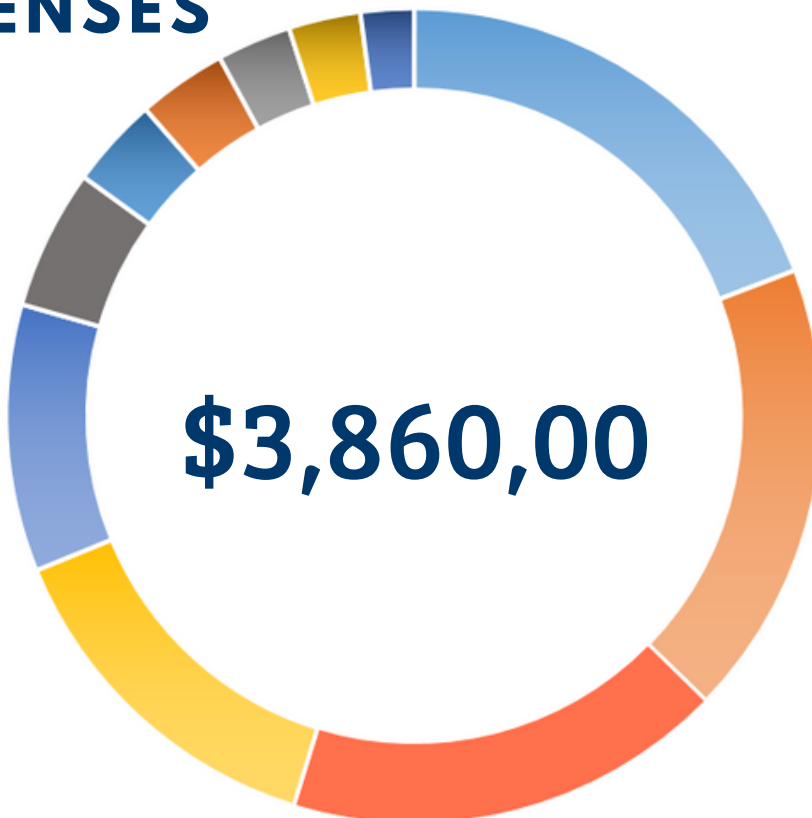
# BUDGET FY20

## REVENUE



- Recreation Fee: 89.5%
- Student Service Fee: 5.2%
- Memberships: 3.2%
- Programs: 1.7%
- Endowments: .4%

## EXPENSES



- Building Debt: 19%
- Full-time staff wages/benefits: 18%
- Savings - Rec Expansion: 17%
- Student Wages/Benefits/Scholarships: 14%
- Savings - Building Maintenance & Projects: 10%
- Custodial/Maintenance: 5%
- Facility Operations: 4%
- Administration: 3%
- Programming: 3%
- Deferred Maintenance: 3%
- Equipment Replacement: 2%

**Difference between revenue and expenses is due to encumbrances from FY20.**



# Campus Recreation

---

A&M-COMMERCE

Active **Body.** Active **Mind.**