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**OUR MISSION**

Happier and Healthier Lives.
Campus Recreation had a very successful 2015 – 2016 academic year. For the purpose of this report, Campus Recreation focused on participation as our main indicator of success. A large part of this year’s success can be attributed to the addition of staff and financial support. We have used these resources to better serve and support our students and this is demonstrated through the growth in both participation and programs offered. Below are some of our most notable achievements from FY ’16.

**PARTICIPATION HIGHLIGHTS**
- Freewheelers rentals increased by 23% to 3,612.
- Bike Shop transactions increased by 97% to 365.
- Kayak Center users grew by 75% to 1,101 and rentals grew by 65% to 832.
- Club Sports participation increased by 13% to 843.
- Group Fitness participation increased by 10% to 9,995.
- EIM clients increased by 267% to 33 and EIM sessions grew by 443% to 434.

**OPERATIONS HIGHLIGHTS**
- Part-time staff grew by 12% to 291 employees.
- Riverview Fitness Center increased usage by 33% to 43,216.
- 98% of Campus Recreation staff (286/292) was CPR/AED & First Aid certified.
- #2 CAMIS user at UMass Lowell submitting 189 work orders in FY ’16.

**TECHNOLOGY HIGHLIGHTS**
- Paperless waivers and registration forms decreased our carbon footprint.
- New Freewheeler app to view available bikes, reserve a bike and register.

**OTHER NOTABLE ACHIEVEMENTS**
- 10 Club Sport teams competed nationally and 4 were regional champions.
- 1 of 127 U.S. universities to have Bicycle Friendly University designation.
- Awarded Bronze status for a BFU by the League of American Bicyclists.
- Submitted Campus Pride Sports Index application.
- Inclusive Campus Pride Sports Index application.
INTRAMURAL SPORTS

New this year, open recreation times were provided at Cushing Field and Mahoney Gym. Our CPR certified staff supervised these locations and provided equipment such as soccer balls, nets, and footballs.

OPEN RECREATION

78 PARTICIPANTS 7 DATES 2 LOCATIONS
PARTICIPATION BREAKDOWN

PARTICIPANTS

843 TOTAL
789 UNIQUE
197 COMMUTERS
592 RESIDENTS

COMMUNITY SERVICE

13 CLUBS
16 PROJECTS

ACTIVE CLUBS

34
26 COMPETITIVE
6 PERFORMANCE
2 RECREATIONAL

CLUB SPORTS

PARTICIPATION

<table>
<thead>
<tr>
<th></th>
<th>FY15</th>
<th>FY16</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Participation</td>
<td>746</td>
<td>843</td>
<td>13%</td>
</tr>
<tr>
<td>Home Games</td>
<td>78</td>
<td>131</td>
<td>40%</td>
</tr>
<tr>
<td>Fundraising</td>
<td>$194K</td>
<td>$205K</td>
<td>6%</td>
</tr>
</tbody>
</table>

COMPARISON

<table>
<thead>
<tr>
<th></th>
<th>FY15</th>
<th>FY16</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>FY15</td>
<td>746</td>
<td>843</td>
<td>13%</td>
</tr>
<tr>
<td>FY16</td>
<td>131</td>
<td>131</td>
<td>40%</td>
</tr>
<tr>
<td>FY16</td>
<td>$194K</td>
<td>$205K</td>
<td>6%</td>
</tr>
</tbody>
</table>

COMPETITIVE

- Brazilian Jiu Jitsu
- Men’s Ice Hockey
- Women’s Ice Hockey
- Women’s Lacrosse
- Men’s Lacrosse
- Men’s Rugby
- Women’s Rugby
- Men’s Soccer
- Women’s Soccer
- Underwater Hockey
- Men’s Basketball
- Women’s Basketball
- Women’s Ultimate
- Regional Champions
- Golf
- Swim
- Tennis
- Cricket
- Rowing
- Quidditch
- Baseball
- Volleyball
- Badminton
- Field Hockey
- Racquetball
- Track and Field
- Men’s Ultimate
- National Competition

PERFORMANCE

- Dance
- Breakers
- Cheerleading
- Ballroom Dance
- Steppin’ in Unity
- Urban Choreography

RECREATIONAL

- Billiards
- Ice Skating
GROUP FITNESS

PARTICIPATION

<table>
<thead>
<tr>
<th>FY15</th>
<th>FY16</th>
<th><em>change</em></th>
<th>Participation</th>
</tr>
</thead>
<tbody>
<tr>
<td>9,088</td>
<td>9,995</td>
<td>10%</td>
<td>9,088</td>
</tr>
</tbody>
</table>

CLASSES OFFERED

<table>
<thead>
<tr>
<th>FY15</th>
<th>FY16</th>
<th><em>change</em></th>
<th>Classes Offered</th>
</tr>
</thead>
<tbody>
<tr>
<td>783</td>
<td>964</td>
<td>23%</td>
<td>964</td>
</tr>
</tbody>
</table>

PARTICIPATION BREAKDOWN

PARTICIPANTS

- 9,995 @ CAMPUS RECREATION CENTER
- 8,825 @ CAMPUS RECREATION CENTER
- 1,170 @ RIVERVIEW FITNESS CENTER

CLASSES OFFERED

- 964 @ CAMPUS RECREATION CENTER
- 802 @ CAMPUS RECREATION CENTER
- 162 @ RIVERVIEW FITNESS CENTER

UNIQUE CLASS FORMATS

- 16
- 6 MUSCULAR CONDITIONING
- 5 CARDIOVASCULAR
- 5 MIND AND BODY

MOST POPULAR CLASSES

- 25.6/CLASS ZUMBA
- 20.2/CLASS INSANITY
- 18.7/CLASS POWER YOGA
- 17.4/CLASS TABATA
- 15.6/CLASS KICKBOX
### PERSONAL TRAINING

#### PERSONAL TRAINING SESSIONS

<table>
<thead>
<tr>
<th>FY</th>
<th>Students</th>
<th>Non-Students</th>
</tr>
</thead>
<tbody>
<tr>
<td>FY15</td>
<td>981</td>
<td>632</td>
</tr>
<tr>
<td>FY16</td>
<td>1,056</td>
<td>424</td>
</tr>
</tbody>
</table>

#### EXERCISE IS MEDICINE CLIENTS

<table>
<thead>
<tr>
<th>FY</th>
<th>Referred</th>
<th>Completed (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>FY15</td>
<td>9</td>
<td>0%</td>
</tr>
<tr>
<td>FY16</td>
<td>33</td>
<td>267%</td>
</tr>
</tbody>
</table>

#### PERSONAL TRAINING SESSIONS BREAKDOWN

- **PERSONAL TRAINING SESSIONS**
  - **FY15:** 981
  - **FY16:** 1,056 (8% increase)

- **EXERCISE IS MEDICINE CLIENTS**
  - **FY15:** 9
  - **FY16:** 33 (267% increase)

- **EXERCISE IS MEDICINE SESSIONS**
  - **FY15:** 80
  - **FY16:** 434 (443% increase)

- **EXERCISE IS MEDICINE CLIENTS**
  - **FY15:** 14 referred (64% completed)
  - **FY16:** 36 referred (92% completed)
**Fitness & Wellness Participation**

FY15: 501  
FY16: 854  
70% increase

**Participation Breakdown**

- **Total Participation:** 854  
  - One Day Events: 459  
  - Rewards Cards: 410  
  - Fitness Programs: 43

**Fitness Programs**

- 23 Women Crush Weights  
- 6 Intro to Weight Lifting  
- 14 Commit to Be Fit

**Rewards Cards**

- 214 Ignite Fitness  
- 138 GFit Results + Rewards  
- 58 UCC Stairs Challenge
OUTDOOR ADVENTURE

PARTICIPATION
327 PARTICIPANTS 57% TRIP FILL RATE

TRIPS OFFERED

44
22 LOCAL
20 REGIONAL
2 NATIONAL

TRIPS BREAKDOWN

REGIONAL
ACADIA, ME
HAMPTON, NH
LONG TRAIL, VT
CASCO BAY, ME
KILLINGTON, VT
WINDBLOWN, NH
RIPLEY FALLS, NH
PORTSMOUTH, NH
PATUCKAWAY, NH
NARRAGANSETT, RI
CONCORD RIVER, NH
BELKNAP RANGE, NH
MT. MONADNOCK, NH
WHITE MOUNTAINS, NH
CROTCHED MOUNTAIN, NH

LOCAL
QUINCY, MA
ORANGE, MA
BOSTON, MA
LOWELL, MA
AUBURN, MA
WOBURN, MA
CAPE COD, MA
DEERFIELD, MA
WALDEN POND, MA
PLUMB ISLAND, MA

NATIONAL
STANTON, KY
GATLINBURG, TN
HOT SPRINGS, NC
10,000 ISLANDS, FL
## Bicycle Programs

### Freewheelers Rentals

<table>
<thead>
<tr>
<th></th>
<th>FY15</th>
<th>FY16</th>
<th>% Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>UNIV</td>
<td>2,939</td>
<td>3,612</td>
<td>23%</td>
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</tbody>
</table>

### Bike Shop Transactions

<table>
<thead>
<tr>
<th></th>
<th>FY15</th>
<th>FY16</th>
<th>% Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>UNIV</td>
<td>185</td>
<td>365</td>
<td>97%</td>
</tr>
</tbody>
</table>
YOUTH PROGRAMS

RECKIDS CAMPERS

FY15 310  FY16 336  8%

GROUP SWIM PARTICIPANTS

FY15 318  FY16 324  2%

PARTICIPATION BREAKDOWN

GROUP SWIM LESSONS

324

157  FALL SEMESTER
167  SPRING SEMESTER

RECKIDS SUMMER CAMP

336 CAMPERS  84 WEEKLY AVERAGE
# KAYAK CENTER

## PARTICIPATION

<table>
<thead>
<tr>
<th>Year</th>
<th>FY 15</th>
<th>FY 16</th>
<th>Change</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>626</td>
<td>1,101</td>
<td>475</td>
<td>75%</td>
</tr>
</tbody>
</table>

## RENTALS

<table>
<thead>
<tr>
<th>Year</th>
<th>FY 15</th>
<th>FY 16</th>
<th>Change</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>504</td>
<td>832</td>
<td>328</td>
<td>65%</td>
</tr>
</tbody>
</table>

## PARTICIPATION BREAKDOWN

<table>
<thead>
<tr>
<th>Category</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>PARTICIPANTS</td>
<td>1,101</td>
</tr>
<tr>
<td>RENTALS</td>
<td>832</td>
</tr>
<tr>
<td>PROGRAMS</td>
<td>269</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Category</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>COMMUNITY MEMBERS</td>
<td>676</td>
</tr>
<tr>
<td>UMASS LOWELL</td>
<td>156</td>
</tr>
</tbody>
</table>
PART-TIME EMPLOYMENT

EMPLOYEES

<table>
<thead>
<tr>
<th>FY 15</th>
<th>FY 16</th>
<th>% Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>261</td>
<td>291</td>
<td>12%</td>
</tr>
</tbody>
</table>

STUDENT PAYROLL

<table>
<thead>
<tr>
<th>WORK</th>
<th>NON WORK STUDY</th>
<th>TOTAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>$360K</td>
<td>61%</td>
<td>61%</td>
</tr>
<tr>
<td>$231K</td>
<td>39%</td>
<td>39%</td>
</tr>
</tbody>
</table>

PART-TIME EMPLOYMENT BREAKDOWN

- FITNESS: 73
- CLUB SPORTS: 63
- FACILITIES: 54
- YOUTH PROGRAMS: 35
- INTRAMURAL SPORTS: 29
- OUTDOOR & BIKE: 24
- MARKETING: 13
- TOTAL STAFF: 291
FACILITIES

TOTAL USAGE

- CAMPUS RECREATION CENTER USAGE
  - FY15: 278K
  - FY16: 297K (7% increase)

- RIVERVIEW FITNESS CENTER USAGE
  - FY15: 32K
  - FY16: 43K (33% increase)

USAGE BREAKDOWN

- CAMPUS RECREATION CENTER
  - 254,400 USERS
    - Commuters: 100,836 (40%)
    - Resident Students: 81,484 (32%)
    - Other: 25,400 (15%)
    - CRC Paid Members: 12,520 (5%)
    - Faculty/Staff: 20,252 (8%)

- RIVERVIEW FITNESS CENTER
  - 43,216 USERS
    - Riverview Residents: 19,018 (44%)
    - Commuters: 10,949 (25%)
    - Non-Riverview: 9,692 (23%)
    - Other: 2,661 (6%)
    - Faculty/Staff: 996 (2%)

297,616 TOTAL SCANS
### Social Media

#### Engagement Breakdown

<table>
<thead>
<tr>
<th>Platform</th>
<th>FY 15</th>
<th>FY 16</th>
<th>Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Facebook</td>
<td>4,232 Fans</td>
<td>5,167 Fans</td>
<td>22%</td>
</tr>
<tr>
<td>YouTube</td>
<td>14,098 Views</td>
<td>20,973 Views</td>
<td>49%</td>
</tr>
<tr>
<td>Twitter</td>
<td>303 Followers</td>
<td>403 Followers</td>
<td>33%</td>
</tr>
<tr>
<td>Instagram</td>
<td>130 Followers</td>
<td>340 Followers</td>
<td>162%</td>
</tr>
</tbody>
</table>

Marketing and Promotions