UMass Lowell Campus Recreation is committed to excellence in supporting the development of healthier and happier lifestyles. Through experiential education we strive to teach students the importance of exercise and recreational activities in preparation for a productive, balanced and rewarding life. We will offer diverse and dynamic recreational programming and facilities in order to meet the needs of our students and create a fun and connected University Community.
Campus Recreation had a very successful 2014 – 2015 academic year. For the purposes 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. While we have seen achievement throughout all areas, the following bullets are some of our most notable highlights from this past year.

- Intramural Sports has seen a dramatic increase in participation over the past three years rising from 3,500 participants to nearly 6,000 this year.
- The number of Sport Clubs grew 46%, expanding from 24 clubs to 35.
- The Outdoor Adventure Program set a record with 388 students participating in 37 different local, regional, and national trips.
- The Free Wheelers Bicycle Share was recognized by the Massachusetts Department of Transportation with their Pinnacle Award for encouraging sustainable commuter options.
- Campus Recreation employed over 270 part time student and professional staff members. Ninety percent were trained in CPR/AED & First Aid.
- A student safety team was created to help train all 34 student supervisors in emergency response. Safety team members tested supervisors with mock emergency situations that tested CPR/AED and First Aid skills.
- In collaboration with the Wellness Center, Campus Recreation piloted an Exercise is Medicine Program. The Wellness Center identified students that would most benefit from increased exercise and provided these students with prescriptions for free personal training. The program has evolved into an internship opportunity for Exercise Physiology students which will make this program financially sustainable and allow more students to be referred in 2015-2016.
INTRAMURAL SPORTS

PARTICIPATION

<table>
<thead>
<tr>
<th>FY15</th>
<th>FY14</th>
</tr>
</thead>
<tbody>
<tr>
<td>5,917</td>
<td>5,012</td>
</tr>
</tbody>
</table>

8% increase

TOTAL TEAMS

<table>
<thead>
<tr>
<th>FY15</th>
<th>FY14</th>
</tr>
</thead>
<tbody>
<tr>
<td>939</td>
<td>869</td>
</tr>
</tbody>
</table>

8% increase

PARTICIPATION BREAKDOWN

<table>
<thead>
<tr>
<th>Fall 2014</th>
<th>Spring 2015</th>
</tr>
</thead>
<tbody>
<tr>
<td>5,917</td>
<td>3,050</td>
</tr>
</tbody>
</table>

TOTAL PARTICIPANTS

<table>
<thead>
<tr>
<th>Fall 2014</th>
<th>Spring 2015</th>
</tr>
</thead>
<tbody>
<tr>
<td>939</td>
<td>563</td>
</tr>
</tbody>
</table>

TOTAL TEAMS REGISTERED

<table>
<thead>
<tr>
<th>Fall 2014</th>
<th>Spring 2015</th>
</tr>
</thead>
<tbody>
<tr>
<td>1,840</td>
<td>931</td>
</tr>
</tbody>
</table>

TOTAL GAMES PLAYED

<table>
<thead>
<tr>
<th>Fall 2014</th>
<th>Spring 2015</th>
</tr>
</thead>
<tbody>
<tr>
<td>37</td>
<td>20</td>
</tr>
</tbody>
</table>

TOURNAMENTS

<table>
<thead>
<tr>
<th>Fall 2014</th>
<th>Spring 2015</th>
</tr>
</thead>
<tbody>
<tr>
<td>15</td>
<td>2</td>
</tr>
</tbody>
</table>

LEAGUES/RACES
**Club Sports**

<table>
<thead>
<tr>
<th>Participation</th>
<th>Clubs</th>
</tr>
</thead>
<tbody>
<tr>
<td>FY14</td>
<td>FY15</td>
</tr>
<tr>
<td>497</td>
<td>735</td>
</tr>
<tr>
<td>48% increase</td>
<td>46% increase</td>
</tr>
</tbody>
</table>

**Participation Breakdown**

- **Total Participants**: 735
- **Unique Participants**: 695
- **Total Clubs**: 35
- **New Clubs**: 11

**Competitive**

- Ice Skating
- Tennis
- Volleyball
- Quidditch
- Golf
- Field Hockey
- Cricket
- Rowing
- Billiards
- Racquetball
- Track and Field
- Badminton
- Baseball
- Swim

- Women’s Ice Hockey
- Men’s Ice Hockey
- Women’s Lacrosse
- Men’s Lacrosse
- Women’s Rugby
- Men’s Rugby
- Women’s Soccer
- Men’s Soccer
- Underwater Hockey
- Men’s Soccer
- Women’s Ultimate Frisbee
- Men’s Ultimate Frisbee

**Performance**

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

**Martial Arts**

- Brazilian Jiu Jitsu
- Shotokan Karate
GROUP FITNESS

PARTICIPATION BREAKDOWN

<table>
<thead>
<tr>
<th>TOTAL PARTICIPANTS</th>
<th>CLASSES OFFERED</th>
<th>RFC</th>
<th>CRC</th>
<th>PARTICIPANTS</th>
<th>CLASSES</th>
<th>AVERAGE CLASS SIZE</th>
</tr>
</thead>
<tbody>
<tr>
<td>9,088</td>
<td>662</td>
<td>888</td>
<td>121</td>
<td>888</td>
<td>541</td>
<td>7.3</td>
</tr>
</tbody>
</table>

18 UNIQUE FORMATS

4 MUSCULAR CONDITIONING
- Ignite Strength
- Abs Butt & Core
- Piloxing
- Bootcamp

9 CARDIOVASCULAR
- Kickboxing
- aROWbics
- Row & Flow
- Insanity
- Tabata
- POUND
- Spin

MOST POPULAR CLASSES

- 22.1/CLASS ZUMBA
- 26.1/CLASS HATHA YOGA
- 27.0/CLASS POWER YOGA
- 22.9/CLASS ABS BUTT/CORE
- 21.2/CLASS INSANITY

GROUP FITNESS

RIVERVIEW

CLASSES

FY14 13
FY15 121

PARTICIPATION

FY14 146
FY15 888

508% INCREASE

RIVERVIEW

YOGA

- Vinyasa Yoga
- Beginner Yoga
- Pilates

PILATES

- Yoga
- Power Yoga
- Vinyasa Yoga

MIND & BODY

- Yoga
- Power Yoga
- Vinyasa Yoga

MUSCULAR CONDITIONING

- Ignite Strength
- Abs Butt & Core
- Piloxing
- Bootcamp

CARDIOVASCULAR

- Kickboxing
- aROWbics
- Row & Flow
- Insanity
- Tabata
- POUND
- Spin

CARDIOVASCULAR

- Kickboxing
- aROWbics
- Row & Flow
- Insanity
- Tabata
- POUND
- Spin
PERSONAL TRAINING

Campus Recreation offers the following personal training options:

- INDIVIDUAL PACKAGES
- PARTNER PACKAGES
- COMPREHENSIVE FITNESS EVALUATION
- BODY COMPOSITION TESTS

PARTICIPATION BREAKDOWN

<table>
<thead>
<tr>
<th></th>
<th>FACULTY/STAFF</th>
<th>STUDENTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>CLIENT SESSIONS</td>
<td>981</td>
<td>620</td>
</tr>
<tr>
<td>NEW CLIENTS</td>
<td>44</td>
<td>34</td>
</tr>
</tbody>
</table>

EXERCISE IS MEDICINE

<table>
<thead>
<tr>
<th>REFERALS</th>
<th>PARTICIPANTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>14</td>
<td>9</td>
</tr>
<tr>
<td>10 COUNSELING SERVICES</td>
<td>3 HEALTH SERVICES</td>
</tr>
<tr>
<td>80 CLIENT SESSIONS</td>
<td></td>
</tr>
</tbody>
</table>
WELLNESS PROGRAMS

501
TOTAL PARTICIPANTS

13
PROGRAMS OFFERED

7
FITNESS

6
WELLNESS

PARTICIPATION BREAKDOWN

325
FALL PROGRAMS

117
HEALTHY HABIT

51
NFL COMBINE

16
INTRO TO WEIGHTLIFTING

10
ASK THE TRAINER Q&A

8
INFO SESSION TO BECOME FITNESS INSTRUCTOR

73
GFIT RESULTS & REWARDS PROGRAM

50
GFIT KICKOFF EVENT

176
SPRING PROGRAMS

35
WOMEN CRUSH WEIGHTS

12
COMMIT TO BE FIT

70
SUNSET ZUMBA

43
GFIT RESULTS & REWARDS PROGRAM

7
GFIT INSTRUCTOR WORKSHOP

9
COUCH TO 5K
OUTDOOR ADVENTURE PROGRAM

PARTICIPATION

FY14 285
FY15 388

19% INCREASE
75% TRIP FILL RATE

TRIPS BREAKDOWN

BY LOCATION

NATIONAL 2
Mojave Desert National Preserve, CA
Summeme River, FL

LOCAL 16
Mount Watatic, MA
Merrimack River, MA
Ipswich, MA
Westport, MA
Merrimac, MA
Mount Tom, MA
Concord River, MA
Orange, MA
Quincy Quarries, MA
Annisquam River, MA

REGIONAL 19
Sperry Falls, NH
Cannon Mountain, NH
Welch Hickory Loop, NH
Hampton, NH (2)
Beech Mountain, ME
Eastern Trail, ME
Acadia, ME
Narragansett, RI
Connecticut River, VT

BY ACTIVITY

3 Cross Country Skiing
4 Surfing
6 Kayaking/Canoing
8 Rock Climbing
4 Expeditions
3 Snowshoeing
6 Hiking/Backpacking
3 Downhill Skiing
## BIKE SHOP AND BIKE SHARE

<table>
<thead>
<tr>
<th></th>
<th>FY 14</th>
<th>FY 15</th>
<th>Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>BIKE SHOP</td>
<td>56</td>
<td>185</td>
<td>+230%</td>
</tr>
<tr>
<td>TRANSACTIONS</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>FREE WHEELER</td>
<td>2,752</td>
<td>2,939</td>
<td>+7%</td>
</tr>
<tr>
<td>RENTALS</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

## FREE WHEELER USAGE BREAKDOWN

- TOTAL RENTALS: 2,939
- BICYCLES: 36

## FREE WHEELER RENTALS BY LOCATION

- CRC: 1,962
- LYDON: 320
- O’LEARY: 326
- RIVERVIEW: 210
- U-CROSSING: 31
- TSONGAS: 90
Campus Recreation offers the following youth programs:

- **RecKids Summer Camp**
- **Group Swim Lessons**
### COMMUNITY PROGRAMS

Campus Recreation offers 8 different non-credit instructional programs:

<table>
<thead>
<tr>
<th>Programs</th>
<th>Participants</th>
</tr>
</thead>
<tbody>
<tr>
<td>CERTIFICATION CLASSES</td>
<td>38</td>
</tr>
<tr>
<td>DANCE PROGRAMS</td>
<td>24</td>
</tr>
<tr>
<td>PERSONAL TRAINING CERTIFICATION</td>
<td>18</td>
</tr>
<tr>
<td>GROUP FITNESS CERTIFICATION</td>
<td>21</td>
</tr>
<tr>
<td>SOLO WILDERNESS FIRST AID</td>
<td>17</td>
</tr>
<tr>
<td>SOLO WILDERNESS FIRST RESPonder</td>
<td>14</td>
</tr>
</tbody>
</table>

Total Participants: 132
The UMass Lowell Bellegarde Boathouse accommodates the following users:

- Lowell High School
- National Historic Park
- Tsongas Industrial History Center
- Merrimac River Rowing Association
- Kayak Center
- UMass Lowell Rowing

KAYAK CENTER Usage Breakdown:

- Kayak Rentals
  - Public: 343
  - UML: 161

- Kayak Programs
  - Public: 84
  - UML: 20
  - CRC Members: 7

Participation:

- Summer 2013: 517 participants
- Summer 2014: 626 participants

Increase:

- 21% increase in participants
## STUDENT EMPLOYMENT

Campus Recreation has 18 various student positions, 5 different internship opportunities, and over 235 part-time staff.

### STUDENT PAYROLL

- **$271,914** Work Study
- **$93,914** Work Study
- **$258,431** Departmental

### PART-TIME EMPLOYMENT BREAKDOWN

<table>
<thead>
<tr>
<th>Department</th>
<th>Employees</th>
</tr>
</thead>
<tbody>
<tr>
<td>Facility</td>
<td>36</td>
</tr>
<tr>
<td>Fitness</td>
<td>70</td>
</tr>
<tr>
<td>Club Sports</td>
<td>47.5</td>
</tr>
<tr>
<td>Intramural Sports</td>
<td>30.5</td>
</tr>
<tr>
<td>Group Swim Lessons</td>
<td>21</td>
</tr>
<tr>
<td>Marketing</td>
<td>11</td>
</tr>
<tr>
<td>Outdoor Programs</td>
<td>21</td>
</tr>
<tr>
<td>Reckids</td>
<td>17</td>
</tr>
<tr>
<td>Kayak Center</td>
<td>7</td>
</tr>
<tr>
<td>Total Staff</td>
<td>261</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Position</th>
<th>Employees</th>
</tr>
</thead>
<tbody>
<tr>
<td>Welcome Desk Attendants</td>
<td>30</td>
</tr>
<tr>
<td>Facility Supervisors</td>
<td>6</td>
</tr>
<tr>
<td>Fitness Center Coaches</td>
<td>42</td>
</tr>
<tr>
<td>Group Fitness Instructors</td>
<td>13</td>
</tr>
<tr>
<td>Personal Trainers</td>
<td>13</td>
</tr>
<tr>
<td>Work Study</td>
<td>42</td>
</tr>
<tr>
<td>Club Sports Supervisors</td>
<td>10</td>
</tr>
<tr>
<td>Athletic Trainers</td>
<td>4</td>
</tr>
<tr>
<td>Life Guards</td>
<td>24</td>
</tr>
<tr>
<td>Interns</td>
<td>6</td>
</tr>
<tr>
<td>Marketing and Promotions Supervisor</td>
<td>20</td>
</tr>
<tr>
<td>Graphic Design Interns</td>
<td>1</td>
</tr>
<tr>
<td>Video Graphic Design Interns</td>
<td>4</td>
</tr>
<tr>
<td>Photographer</td>
<td>1</td>
</tr>
<tr>
<td>Social Media Manager</td>
<td>1</td>
</tr>
<tr>
<td>Trip Leaders</td>
<td>10</td>
</tr>
<tr>
<td>Freewheeler Attendants</td>
<td>6</td>
</tr>
<tr>
<td>Bike Shop Mechanics</td>
<td>5</td>
</tr>
<tr>
<td>Summer Camp Counselors</td>
<td>16</td>
</tr>
<tr>
<td>Interns</td>
<td>1</td>
</tr>
<tr>
<td>Kayak Center Attendants</td>
<td>4</td>
</tr>
<tr>
<td>Interns</td>
<td>3</td>
</tr>
</tbody>
</table>
FACILITIES

Campus Recreation manages the following facilities at UMass Lowell:

- CAMPUS RECREATION CENTER
- RIVERVIEW FITNESS CENTER
- UMASS LOWELL BELLEGARDE BOATHOUSE

RIVERVIEW FITNESS CENTER

USAGE BREAKDOWN

<table>
<thead>
<tr>
<th>FACILITY TYPE</th>
<th>COUNT</th>
</tr>
</thead>
<tbody>
<tr>
<td>RIVERVIEW STUDENTS</td>
<td>11,176</td>
</tr>
<tr>
<td>NON-RIVERVIEW STUDENTS</td>
<td>10,108</td>
</tr>
<tr>
<td>COMMUTER STUDENTS</td>
<td>8,813</td>
</tr>
<tr>
<td>FACULTY/STAFF</td>
<td>1,098</td>
</tr>
<tr>
<td>OTHER</td>
<td>619</td>
</tr>
<tr>
<td>CONFERENCE ATTENDEES</td>
<td>526</td>
</tr>
</tbody>
</table>

*CRC Turnstile was broken
MEMBERSHIPS

Campus Recreation offers CRC memberships to the following affiliates of UMass Lowell:

- Alumni
- Immediate family members (ages 18+)
- Part time / continuing-ed students
- Community members 55+
- Aramark + Tsongas Center staff
- Middlesex Community College students/faculty/staff

RISK MANAGEMENT

- Certified over 90% of Campus Recreation staff in CPR/AED & first aid
- Certified 34 student supervisors and OAP trip leaders in BBP
- Added padding to perimeter of Mahoney Gym improving player safety
- Provided Certified Athletic Trainers at all Club Sport home games
- Purchased + required portable AED’s at all Club/Intramural events
- Created student safety team to assist with CPR/AED & first aid drills

**FALL**

Drilled 33 supervisors on CPR/AED (minimum of 2x each)

**SPRING**

Drilled 27 supervisors on First Aid (minimum of 2x each)
### SOCIAL MEDIA BREAKDOWN

<table>
<thead>
<tr>
<th>Platform</th>
<th>Total Fans</th>
<th>Total Followers</th>
<th>Total Posts</th>
<th>Total Subscribers</th>
<th>Views</th>
</tr>
</thead>
<tbody>
<tr>
<td>FACEBOOK</td>
<td>4,232</td>
<td>532</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>TWITTER</td>
<td>303</td>
<td>436</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>INSTAGRAM</td>
<td>130</td>
<td>26</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>YOUTUBE</td>
<td>29</td>
<td>14,098</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**FACEBOOK FANS**

<table>
<thead>
<tr>
<th>FY</th>
<th>Fans</th>
</tr>
</thead>
<tbody>
<tr>
<td>14</td>
<td>2,460</td>
</tr>
<tr>
<td>15</td>
<td>4,232</td>
</tr>
</tbody>
</table>

72% increase