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OUR STORY

OUR VISION
We strive to be innovative leaders and providers of dynamic campus recreation programs, services, and facilities.

OUR MISSION
Campus Recreation exists to offer recreation opportunities promoting the development of student leaders and healthy lifestyles through physical activity and experiential education. As we prepare for our future, our mission is to build a facility that engages the university community in recreational opportunities that promote healthy lifestyles and lifelong wellness.

OUR VALUES
Campus Recreation, a department within the Division of Student Affairs, aligns our values with the themes and goals of the division. The division’s goals are: diversity, well-being, safety, experiential learning, and leadership. Campus Recreation’s Values are:

CIVILITY & INCLUSION
We treat everyone with respect and meet the needs of a diverse campus.

FUN
We provide engaging and enjoyable experiences.

SAFETY
We prepare, train, and act to manage risk.

TEAMWORK
We work toward shared goals through communication and collaboration.

INTEGRITY
We lead by example by holding ourselves accountable.

PRIDE & EXCELLENCE
We value our achievements while striving for improvement.
Campus Recreation is led by passionate professionals. Our professional staff is dedicated to our mission and supported by nearly 200 student staff. See our organizational chart from the beginning of FY16 below and our organizational chart from the end of FY16 to the right.
“Change is the law of life and those who look only to the past or present are certain to miss the future.”
—John F. Kennedy
As you have seen by our organizational chart, we also experienced changes in our administrative team since last year. Four valued departmental administrators chose to leave the department for personal growth and opportunity over the course of the year. However, I am pleased to report that all of the positions were filled with equally qualified and enthusiastic team members who are committed to helping Campus Recreation succeed. We also added a new position, Assistant Director – Business & Guest Services, to the department. A needed position as we prepare to maximize support for the growth in operations that we will experience once the expansion is completed. In fact, this position and the Assistant Director- Facilities were filled internally through the promotion of two current team members.

As we experience the day-to-day nuances of preparing the department for what is to come, I know that our goals and objectives for serving our students, faculty, staff and alumni must still be the focus of our efforts. As you read through the pages of this annual report, I am confident you will agree that great things have been accomplished by Campus Recreation, that we strive to hold true to our vision, mission and values, and that we are helping the TU community in the pursuit of lifestyles and lifelong wellness through recreational opportunities found in our programs and services. The 2015-2016 year was a transformational year for us as we took many positive steps in ensuring that Campus Recreation enriches the campus experience now and in the years to come.

In Health,

Grady Sheffield, Director
Facility Operations staff provide supervision and administrative leadership for recreational facilities, equipment, and programs during all hours of operation.

They oversee daily operations management of multiple informal and formal recreation activity spaces to ensure a safe and functional environment for the university community.

Facility reservations and event management services are also offered for internal groups, student organizations, university departments, and community groups.
In January 2016, Campus Recreation (Campus Rec) implemented the Innosoft Fusion software program that improved, specifically for operations, facility access control and equipment check-out. The software will continue to improve operations, data reporting, and customer service.

Day-use locks were made available for check-out for members to secure their belongings, reducing theft and lost property. The 300+ day use lockers are heavily used by patrons and the implementation of lock check-out has been very well received.

The facilities management staff utilize Connect2 software to track usage of different programs and facilities within Burdick Hall, complete tasks, reports and forms, access documents, and communicate internally, improving the efficiency and responsibility of the staff.

With construction beginning in summer 2015, Campus Rec had to adjust the utilization of several spaces within Burdick Hall. This included having only one access point to Burdick Hall, a new pedestrian route to accessing Burdick Field, and managing several shut downs due to construction. The changes altered Campus Recreation policies and procedures which confused members and created operational inconsistencies. Staff needed to learn and carry out new policies and procedures, students needed to learn a new procedure for use of Campus Recreation, and everyone needed to adapt to the scheduling challenges.

The construction zone, occupying the original access space to the fields, significantly impacted Facility Managers while completing their facility checks. Access now takes up to 10 minutes due to the blocked off walk ways which presents challenges related to supervision of the field and response time to emergencies.

In the next year, Facilities Management plans on creating an electronic communication and training platform for all facility staff. This will improve communications between staff and supervisors, provide improved and more frequent trainings, and provide document sharing for reference and collaboration.

Facility Management staff schedules will be expanded to account for the challenges with accessing Burdick Fields and the operational changes. Two Facility Managers will be staffed for a longer period throughout the day to will improve the supervision, customer service, risk management, and security of the facility.

Campus Recreation will look to increase informal recreation opportunities and participation by offering specific open recreation times for sports other than basketball. Alternative sports include badminton, table tennis, indoor soccer, and volleyball.

In Madeline’s Words

“Campus Rec has not only provided me with many skills that I can used beyond my college experience, but has also given me the opportunity to develop strong relationships with many of the staff members. I can’t imagine my college experience without Campus Rec.”

-Madeline Caffrey, ’16
Facility reservation and event management is offered for our internal programming and events, TU student organizations and departments, and external groups of the greater University and Towson community. Groups may request space including two hardwood gymnasiums, two turf fields, a multipurpose Mezzanine, and swimming pool.

The student staff Event Managers set-up, monitor, and tear-down a variety of large and small scale events. These include sport club competitions, TU Athletic swim and dive meets, student organization fundraisers and tournaments, external summer sport camps, and our own annual homecoming 5K race. These students serve as the point of contact during both internal and external events. The Event Managers are comprehensively trained in facility operations, supervisory skills, and emergency response.
RESERVATIONS AND EVENTS

Highlights & Accomplishments

- There was a 53% increase in reservations as compared to FY15, predominantly from the renovation of the Burdick Turf Field which allowed an increased number of available space to be scheduled for events and programming. Sport Clubs heavily utilized the space in fall and spring and external groups booked up the summer schedule. In FY2015, the turf fields were only available in the spring and summer.
- Risk management audits of event managers evaluated the effectiveness of staff risk management training by testing employee recall on the skills needed to respond to emergencies associated with Campus Recreation operations. The assessment resulted in 91.3% of employees meeting the targeted performance, signifying that staff is retaining their training knowledge and skills. The data gathered from the assessment will be used to continue to improve training methods, the evaluation of risk management skills and knowledge, and future assessment projects.

Challenges

In summer 2015 the Assistant Director of Facilities and Aquatics left Towson and those responsibilities were given to the Coordinator of Reservations & Events. This change in leadership style resulted in challenges for the student staff related to different training methods, communication, philosophy, and management.

Looking Ahead

Reservations and Events will experience another change in supervision as the new Coordinator is brought on staff in the late summer of 2016. The new Coordinator will be asked to focus on the leadership and training of the Event Managers, and the customer experience during the rentals. In addition, fine tuning the hosting and execution of home sport club events and managing spectators will also be a major planning item.

Fun Facts

With FY16 being the first full year that the Burdick Turf Fields were open, there were 129 special events and reservations hosted at this facility, the most ever in a Campus Recreation facility.

During 177 special events reserved by Sport Clubs (61), Student Organizations (25), TU Departments (18), Athletics (6), Campus Rec (12), and Non-TU affiliated (55).

In Lyndsey’s Words

Every student should know that Campus Rec at Towson University offers something for everyone and a friendly yet satisfyingly competitive environment in which one can thrive and meet new people. It is an overall worthwhile experience.

—Lyndsey Walker
At Campus Recreation, student training and development is paramount. We ensure students are prepared to serve the campus community while on duty. Students gain skills such as communication, teamwork, leadership, and customer service that will help them throughout their careers.

Some programs, such as Aquatics, Fitness, and Outdoor Adventures, require specialized certifications demonstrating program-specific knowledge, emergency preparedness, and safety awareness.
Highlights & Accomplishments

- A whiteboard video software program was used to create an interactive New Employee Orientation (NEO) video for use in our student onboarding procedures. It will permit new student employees to learn and be tested on the Student Employee Handbook and Emergency Action Plan (EAP) in a creative way, remotely, prior to their first day of work.
- The launch of the new STRIPES (student employee incentive) program allows for professional staff and fellow student employees to nominate one another for going above and beyond the call of duty for Campus Recreation. Employees can “cash-in” their STRIPES for branded Campus Recreation gear such as jackets, cell phone holders, and gym bags.

Challenges

Employment Information Sessions experienced a huge increase in student attendance, so much so that securing a room large enough for all interested students became quite difficult. For the spring information sessions, an additional day was added to accommodate the large numbers.

While the launch of the STIPRES program brought excitement to the students for being recognized for their efforts, it came with a significant increase in the tracking administration of the reports. It will be important for this position to explore an easier way to track this information (outside of an excel database).

Looking Ahead

With the planned launch of the NEO video in September 2016, this will help to ensure all student employees complete all required education before beginning work with Campus Rec. This will alleviate Student Personnel from having to plan, attend and track student’s attendance at monthly orientations.

The Fall All Staff Training will be extended and improved in 2016 to provide training on active shooter protocol and add a civility and inclusion component to enhance our employee’s awareness of and service to the diverse needs of our patrons. It has also been requested that more time be provided for program area specific training to ensure our students provide top service and knowledge from day one.

Fast Facts

- 125 student employees attended the annual banquet
- 5 New Employee Orientations were offered
- 53% increase in attendance for fall information sessions
- 7 publications of REConnect, the student newsletter

In Jessica’s Words

“My involvement in CR is going to make an amazing impact on my future, since I am gaining management skills, events and planning skills, involvement within sports and partial administration skills. My growth here will look great on a resume for any job I am looking into applying for.”

–Jessica Giangiulio
Through Aquatics programs, Campus Recreation offers open swimming, swim challenges, swim lessons, and the Tigerfish Swim Program.

Safety courses also offered through aquatics include: American Red Cross CPR/AED for the Professional Rescuer, Water Safety Instructor, and Lifeguarding. Many of these courses are taught by student instructors.

Sport Clubs use the pool through its water polo and swim club teams. The Outdoor Adventures program also makes use of the pool, offering weekly kayaking clinics.

The pool is shared with the Varsity Men’s and Women’s Swimming and Diving teams. The Head Swim Coach also serves as the water manager.
AQUATICS & SAFETY CLASSES

Highlights & Accomplishments

- Three lifeguards successfully completed the Lifeguarding Instructor course in January, 2016. The certification allowed them to teach Lifeguarding/First Aid/CPR/AED, CPR/AED for Professional Rescuers with First Aid, and Adult CPR/AED courses. This created a learning experience pivotal to each student’s employment with Campus Recreation.
- From January, 2016 to May, 2016, five student Lifeguard Instructors certified 24 participants in Adult CPR/AED and 99 participants in CPR/AED for Professional Rescuers with First Aid. This created an opportunity for well-being, safety and experiential learning to all participants.

Challenges

The Assistant Director - Facilities and Aquatics resigned in August 2015 and the Pool Manager resigned in December 2015. These positions remained vacant throughout the remainder of the fiscal year. Many duties and responsibilities were divided among other professional staff members and a graduate assistant. In addition, there were inconsistencies of the chemical levels in the pool after the Pool Manager departed.

Looking Ahead

In FY17 there will be seven (7) additional open swim hours added to the weekly pool schedule. This will allow additional hours for staffing as well as additional hours for the Towson University community to utilize the pool for Open Swim.

To place an additional emphasis on safety and water management, the Assistant Director - Facilities and Aquatics will be separated into an Assistant Director - Facilities and an Assistant Director - Aquatics and Safety. The Pool Manager position will be folded into the Aquatics position.

Who uses the pool?

On a typical day there were four main user groups accessing the pool, which included Athletics (swim and dive teams), Kinesiology (Water Aerobics and Basic Swim), Open Recreation (the Towson community) and Tigerfish. With so many different users, 18 lifeguards were employed to ensure participants safety.

Fast Facts

- 123 individuals certified in CPR/AED
- 18 Lifeguards
- 48 hours of open swim time per week
- 11 private swim lessons
- 23,140 total participations in the pool

In Adonis’s Words

“I have had the chance to meet a lot of people. It’s helped me transition as a transfer student. A lot of people on staff are who I first started talking to. I have also met a lot of people just working out in the fitness center.”

—Adonis Andrade ’18
The Fitness program is comprised of the Fitness Center, Personal Training program, and Group Fitness classes.

The Group Fitness program offers fitness classes in both large and small settings, with class size ranging from 19 to 40 participants. Students, Faculty, and Staff may participate in Zumba, cycling, Barre, yoga, kickboxing, boot camp, cardio hip hop, and other strength-based classes. The fitness center has a full range of cardio, free weight, and selectorized equipment.

All instructors and trainers are nationally certified, and must go through in-house training and auditions before leading others. This ensures quality instructors and trainers. The fitness floor staff is trained to offer equipment orientation and spotting for our patrons.
Highlights & Accomplishments

- Campus Rec successfully hosted five (5) nationally recognized fitness certification workshops that expanded offerings to include yoga, POUND Fit, TurboKick and primary group fitness classes.
- Fitness played a key role in the inaugural Homecoming Tiger Trot 5k. This race was initiated as part of the 150th anniversary celebration of Towson University with the goal of it become a long standing homecoming tradition and partnership between Campus Recreation and Alumni Relations.

Challenges

The Assistant Director- Fitness resigned in September 2015 and the position remained vacant until mid-March 2016 creating a lapse in supervision and progression within the Fitness program(s).

The relocation of the Fitness Center to Gym 1 presented challenges for space, policies and procedures along with decreased attendance in Group Fitness classes due to exposure to the Mezzanine and various construction closures that forced use of alternative class locations.

Looking Ahead

The creation and initiation of one incentive program per semester will provide more diverse offerings to get the students involved with physical activity and present opportunities to engage students in new types of programs and services.

The creation of an operational calendar that will include all essential events, programs and services that need to be completed in the fitness department will keep the Fitness program organized, allow for items to be completed in a timely manner, increase transparency in processes and present an overall picture of what needs to be completed.

The Fitness program will develop the personal training program through skills and knowledge based in-service trainings, a written curriculum, and increased marketing efforts.

Fun Facts

- 140 pieces of equipment in the Fitness Center
- 40 Personal Training Sessions in the Spring semester

In PJ’s Words

“Campus Rec has impacted me positively by increasing my network of friends, and it has taught me to handle different types of situations whether customer service, or emergency situations.”

–PJ Silva ‘16
The Intramural Sports program offers Towson students the opportunity to participate in organized recreational sports against other Towson students on campus.

The goal of this program is to provide students a convenient means to participate in sport-based activities with a low commitment level. Students can participate in open or co-recreational leagues and typically play one game a week per sport.

Weekend and one-day tournaments are also offered every term for some of the most popular sports, as well as for the non-traditional sports, such as Kan Jam.

While faculty and staff are permitted to participate in regular season play, most wait until the summer faculty, staff, and alumni softball league to get out and play.
INTRAMURAL SPORTS

Highlights & Accomplishments

- Hosted two regional events, Inaugural Towson Flag Football Official’s Clinic (20 student officials representing 7 different institutions) and Battle of Baltimore Flag Football Tournament (flag football champions from 4 other institutions including Johns Hopkins, UMBC, Loyola, and UMB).
- Introduced Recreational (just for fun) and Competitive (in it to win it) Divisions for all team sports in Open and Co Rec Leagues to improve league placement, eliminate some of the disparity that previously existed within divisions (i.e. eliminated games with scores of 62 - 0), and improve the overall player experience.
- Improved participant registration process by eliminating the need for students to register in person. Registrations are now entirely online through the integration of Fusion and IMLeagues.
- Eliminated the use of paper forms, with the exception of waivers, through the use of iPads and the Connect2 application which improved organization, communication, and sustainability.

Challenges

Waivers still needed to be completed on paper. Transitioning the waivers to an online system (IMLeagues/Fusion) would allow for more efficient tracking and processing, as well as improve sustainability.

Marketing efforts were focused heavily on current and past participants. This limited the amount and diversity of new participants.

Looking Ahead

Indoor Intramural Sports take place from 5 - 9 p.m. on weekdays, which limits some student participants due to class times. Working with the Sport Clubs practice schedule, Intramural times will be moved later in the evening in order to avoid conflicts with class times.

An increased marketing presence throughout the university (i.e. Resident Life, Greek Life, and Student Organizations) will help us to reach more students and increase our number of unique participants.

Fast Facts

- 369 teams
- 830 games played

In Grant’s Words

"I think Campus Rec has really had a positive effect on my college experience. I was able to make a lot of great friends through Camps Rec and met a lot of great students through intramurals. Campus Rec helped me feel more involved with my university and introduced me to a lot of great people.

–Grant Taylor"
Through Outdoor Adventures programs, Campus Recreation offers a Climbing Wall and Challenge Course, and offers programs including Gear Rental, Bike Share, Educational Clinics, and Outdoor Trips.

In summer 2014, the program area name was changed from Adventure Pursuits to Outdoor Adventures. This aligned with a department re-brand, and provided an updated identity and focus.

The Outdoor Adventures program provides students the opportunity to explore the natural environment, embark on self-discovery, learn new skills, and develop new passions for the great outdoors and landscape in Maryland and surrounding areas.
Highlights & Accomplishments

- Outdoor Adventures (OA) offered its first ever Spring Break road-trip style programming. Seven students registered and spent the week hiking, camping, and rock climbing in Southern Utah and Nevada.
- “Open session” challenge course programming was implemented for the first time as part of the “Labor Stay” and “Halloweek” university-wide initiatives with over 90 unique participants.
- The Outdoor Outreach program was created to better promote OA and educate the Towson University community about outdoor recreation. Outreach programs occurred on campus and allowed for informal participation and education in topics such as belaying for rock climbing, Leave No Trace, a spring break photo contest, and a two-week series on bicycle commuting, maintenance, and safety.

Challenges

The closure of the Climbing Wall due to construction, posed a serious challenge for Outdoor Adventure as overall program participation saw a significant drop. Creative promotion and training efforts had to be implemented to overcome the loss exposure to Outdoor Adventure that came from losing the Climbing Wall.

The relocation of gear rental storage to the Dowell building across campus created logistical challenges in regards to customer service, equipment maintenance, and trip preparations.

Looking Ahead

With the rebranding of Project Marj to Project Explore, there will be three additional sessions to accompany new orientation initiatives from the New Student Programs office. This creates an opportunity for a greater number of students to participate in a pre-orientation experience with enrollment in Project Explore able to increase by as much as 350%.

Outdoor Trip Leader training will be revised to include a longer and experiential interview component. Candidates will participate in a challenge course program and overnight trip prior to hiring. This change will allow Outdoor Adventures, as well as the applicants, to better assess fit for the position and program.

Fun Facts

- 20 different groups used the challenge course, a 100% increase
- 93 gear rental participants

In Jenna’s Words

“The staff was really patient when teaching us new skills. I never felt like there was some hard itinerary that we had to stick to and you all made it fun.”

–Jenna Soltzfus, ’19
The Sport Clubs program is comprised of sport-based organizations partially funded by the Student Government Association.

Sport Clubs teams compete at the local, regional, and national levels. All clubs are competitive in nature and must be affiliated with an approved governing body. Each club is led by an executive board consisting of student participants.

Campus Recreation’s Sport Clubs office provides oversight, resources, and leadership development to the clubs as they plan and execute club operations. Clubs are required to fundraise and participate in community service.
SPORT CLUBS

Highlights & Accomplishments

- Men’s Rugby earned a spot in the USA Rugby Collegiate Club Final 4 tournament in Furman, SC. They lost in the first round of the tournament to the University of Wisconsin-Whitewater.
- Men’s Lacrosse also participated in NCLA National Final 4 in Annapolis, MD. They earned the runner-up trophy with a tough loss in the championship game to the United States Naval Academy.
- The Sport Club Council (SCO) improved the club budgeting process by approving four new policies that add funding opportunities for lowest tier clubs and increase of fundraising requirements across the board.

Challenges

Limitations on indoor space as a result of the expansion project impacted the number of available hours indoor clubs had to practice and host home events. This resulted in a decrease of home events and an increase in travel for indoor clubs to maintain a similar schedule to previous years.

Tracking paper waivers/liabilities for our clubs on a semesterly bases was cumbersome and used thousands of pieces of paper. In addition, away team waivers at home events have been difficult to collect in their full completion.

Looking Ahead

Sport Clubs intends to revise the Safety Officer Training for club participants to include an online quiz and additional training and risk management outside of CPR/AED and First Aid.

Utilizing Involved@TU, a student engagement tracking platform, and creating additional online forms will increase ease of submitting forms for club officers by decreasing paper forms. It will also make club information more accessible to the campus community.

Sport Clubs that participated in national tournaments

- All Star Cheer – Buy In
- Pom Squad – Buy In
- Dodgeball - Qualified
- Track – Buy In
- Boxing – Buy In
- M. Lacrosse – Qualified
- M. Rugby - Qualified
- Wrestling – 1 participant qualified
- M. Basketball – Buy In
- W. Volleyball – Buy In
- Gold – 1 participant qualified

Points of Pride

- Former Sport Club Supervisor, Brittney Blazicek, ’15, was recently appointed as the Sport Club Graduate Assistant at the University of Central Florida.
- 6,435.5 community service hours
- $154,581.83 in fundraising to support the clubs

In Madi’s Words

“Campus Rec was the best part of my Towson experience. I had never enjoyed Towson as much as I did while working for Sports Clubs. I would recommend a job in Campus Rec to anyone I came across because the clubs, staff, and coworkers finally made me feel like I found my place at Towson. Filling out a job application was the best thing I could have done for myself.”

–Madi Schantz
Campus Recreation offers a variety of guest services to ensure TU students, faculty, staff and alumni members make the most of using facilities for a comfortable and enjoyable experience. Business and Guest Services are comprised of membership access and eligibility, guest passes, annual locker rental, and program registration. The Guest Services Attendants staff the Campus Recreation Main Office providing customer service to all guests, in person and over the phone.
Highlights & Accomplishments

- Guest Services added a Guest Services Manager to its student personnel hierarchy. This position provided additional employment and leadership opportunities for Towson University students.
- Implementation of a new facility management software, Fusion, provided easier access to program and facility offerings for students and stakeholders. This software enhanced the department’s ability to collect assessment information related to Campus Recreation offerings, that is valuable in identifying and addressing student needs.

Challenges

Guest Services staff was challenged with learning a new software system, that changed and altered current policies and procedures. This learning was accelerated due to weather related facility closures that cancelled a majority of the scheduled trainings devoted to this software.

The staff were challenged by communication issues related to the separation of staff between the facility and the trailer annex.

Looking Ahead

Expanding training opportunities for staff related to credit card and payment management will be exposed to a more comprehensive training that includes university supported videos on credit card security and payment card industry compliance.

Fast Facts

- 28,663 equipment check-outs
- 20,397 day use locks rented
- 582 guest passes sold
- 6 employee appreciation events

Burdick Breakdown of Participants

- Female 41%
- Male 59%
- Senior 24%
- Freshman 26%
- Sophomore 22%
- Junior 22%

Unlabeled:
- Faculty/Staff 3.3%
- Graduate 1.9%
- Alumni .2%

In David’s Words

“I first learned about Campus Rec through friends on campus. They told me about all the exciting things that Campus Rec offers and I’ve been satisfied ever since.”

–David Mendelson
In 2015-2016, Campus Recreation is STEEL at it.
**Highlights & Accomplishments**

- Site renovations, foundation support and utilities were installed by late spring
- Installation of steel structures to support vertical walls and foundations began in May and June, giving the expansion the beginning looks of an actual building. This also set the stage for our continuation of the Bigger Better Burdick tagline by saying, “We’re Steel At It!”
- All fitness center equipment was relocated to Gymnasium 1 to provide a viable fitness space. The wood floor in the gymnasium was covered with a combination of plywood and rubber flooring to provide a workout space for the TU community during construction.

**Challenges**

Planned and unplanned outages required facility closures. The climbing wall and fitness center had to be closed for the duration of the project due to renovations in these areas.

Eight administrative staff members were relocated from Burdick Hall to a temporary office location made up of four construction trailers. This separation of staff made regular staff meetings and connection opportunities all the more important.

**Looking Ahead**

The building will start to take shape as steel foundations and walls continue to be installed, concrete slabs and floors will be poured in the fall semester, and finally, glass walls/glazing will be installed over the winter months with an expectation that the building will be enclosed by early spring 2017! Once the exterior is completed, interior work will begin in the spring with the final touches occurring over summer and early fall.

**Construction Photos**