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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 below.
MESSAGE FROM THE DIRECTOR

2014-2015 was a significant year for Campus Recreation. Many enhancements and changes illustrated that we have entered a new and exciting era. As we planned for our future, the 94,000 square-foot expansion to Burdick Hall started to become a reality. The project, which you can read more about on pages 21-22, will provide fitness and recreational opportunities once unimaginable to the TU community. Construction is underway, and we couldn’t be more excited.

While we prepared for our future, our highly qualified and enthusiastic professional staff continued to prioritize planning opportunities for students to engage in health and wellness. Though these programs and the associated physical activities are important, Campus Recreation offers so much more to Towson University.

Grady Sheffield, Campus Recreation Director

Campus Recreation is a vital campus resource, helping everyone in the TU community find a healthy mind-body balance. As a major venue for cross-cultural social interaction, we help students thrive by providing opportunities for personal and interpersonal growth. Through our programs, students foster relationships, refine communication skills, discover teamwork, and use self-discipline. Experiential education and leadership opportunities through Campus Recreation complement the educational mission of the university, and help all involved in growing and developing transferable skill-sets. Serving as a unit within the Division of Student Affairs and part of the Campus Life core, Campus Recreation is a critical partner and collaborator with university units both inside and outside of the division.

Throughout the year, Campus Recreation has continued its efforts to enrich the campus experience. There were many achievements along the way, including:

• Completing the design phase of the facility expansion to Burdick Hall
• Realigning the organizational structure, and adding new positions to enhance operations and better serve the campus community
• Adding facility management technologies to enhance operations
• Completing the Burdick Turf Field Complex, increasing opportunities for internal and external competitive sports programming
• Enhancing facilities including: locker rooms, administrative offices, gym floors, and common areas of Burdick Hall
• Renewing collaboration with academic and university departments, such as Kinesiology, Athletics, and Events and Conference Services

New and renovated recreation facilities, as well as effective and appropriate use of financial, technological, physical, and human resources will drive the department into the future. Campus Recreation strives to be a leader on campus and in the field of university recreation. We believe the results from this year prove that to be true.

This annual report highlights the accomplishments of Campus Recreation. I hope that you enjoy learning about our programs, services, facilities, and student development and see how Campus Recreation impacts the TU community.

In Health,

Grady Sheffield
2015 YEAR-IN-REVIEW

JULY
Andrew Lyburn joins staff as Assistant Director, Outdoor Adventures.

AUGUST
Phase Three of facility enhancement to Burdick Hall is complete.

SEPTEMBER
Katie White joins staff as Associate Director, Programming and Assessment.

OCTOBER
With campus partners, Campus Recreation plans activities for Disabilities Awareness Month.

NOVEMBER
Professional staff show appreciation for student staff with events, including the first chili cook-off.

DECEMBER
The long-awaited 188,000 square foot Burdick Turf Field Complex opens.

JANUARY
Campus Recreation supports Student Activities’ TU After Hours.

FEBRUARY
Women’s Club Hockey wins first place in conference play in its inaugural season.

MARCH
Between January and March, three join the professional staff: Julie Miller, Caroline Morris, and Scott Lehmann.
Outdoor Adventures hosts 75 people for the Baltimore Rampage rock climbing competition.

Campus Recreation honors and celebrates student staff at the “Night of RECognition: Prom 2015.” 115 student staff attended.

Professional staff prepare for construction to begin by moving offices.

2015 By the Numbers

Programming Numbers
Programming numbers indicate that Group Fitness sees the highest participants out of any program, with 10,036 annual check-ins from participants. Intramural Sports had 8,740 players, and students participated in Outdoor Adventures programming 7,111 times. Aquatics recorded participants swimming 2,300 times, and 1,185 students participated in Sport Clubs.

User Type
Seniors were the most frequent users of Campus Recreation facilities. Juniors and sophomores comprised about half of users, while freshman, graduate students, alumni, and faculty/staff only represented a small portion each.
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.
Highlights & Accomplishments

- Implemented the use of GoBoard, a mobile application for tracking facility user counts, as well as accident and injury reports.
- Completed Phase Three of facility enhancements to Burdick Hall in August 2014. In the locker rooms, the renovation provided better accessibility, more showers, sinks and toilets, and new lockers. Gym floors, common areas and administrative offices were also improved during Phase Three.
- Completed the construction of the 188,000 square-foot Turf Field Complex.

Challenges

The university-contracted housekeeping service, American Building Maintenance (ABM) experiences regular staff turnover. The constant change made it difficult to keep up with proper building access and general knowledge of duties and cleaning processes. In addition, the staff lacks follow-through with duties that may be less noticeable, such as tending to the Mezzanine.

Looking Ahead

The facility management software, Fusion, will be ready for implementation in spring 2016. In fall 2015, purchasing of guest passes and certification courses will move to an electronic processing in preparation for Fusion. In addition, locker rental forms will also be completed electronically, decreasing processing time and human error experienced with hand-written forms. In order to improve staff transitioning, standard operating procedure manuals for facilities, reservations, and student personnel are being created.

Fast Facts

- 294,865 access swipes
- 97.5 operating hours/week
- 42% of students used the facility at least once
- 12 alumni memberships

Reservations & Events

91% of reservations not related to Campus Recreation programming are for the TU community. 11,560 people in the university and community enjoyed Campus Recreation facilities during 116 special events.

In Melanie’s Words

“The staff greatly exceeded our expectations. Each individual was extremely helpful, patient, and proactive. The event would not have been able to happen without them.”
-Melanie Lutz, TigerTHON. (1,741 participants, 12 Campus Recreation student staff)
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

- Reconnected with Campus Recreation staff alumni, including an alumna who spoke to staff at the Night of RECognition banquet.
- Increased student involvement during hiring by encouraging staff to wear promotional buttons. Additionally, staff members participated in employment interest sessions by speaking about their positions and experiences.

Challenges

Tracking was complicated by insufficient student personnel data, including incomplete information for alumni and event attendance records. The data is stored in a shadow database, which can result in inaccurate information, and information not adequately secured or backed up. Shadow databases also lack stringent data entry/control standards that could be used in a central system.

Looking Ahead

In fall 2015, Student Personnel will launch a new employee incentive program, STRIPES. The program is designed to reward students who go above and beyond their daily job duties. Student Personnel will implement a student staff development programming initiative in 2015-2016, as well. Additionally, Student Personnel will increase efforts for reaching a more diverse student population for hiring.

Fast Facts

- 183 student employees across 7 program areas
- 5 info sessions generating more than 200 applications
- 91 positions involving peer leadership
- 6 employee appreciation events

In Kim’s Words

“I spent a semester as a recreation attendant and then a year as a facility manager. Those positions required strong communication skills as well as leadership skills to enforce the rules and regulations that maintained the safety of Burdick Hall. As I took on the various roles at Campus Rec, I thought I was just doing it to fulfill personal interests in fitness and special events. I didn’t realize how much I was building my resume.”

Right: Kim Szondy, Campus Rec Alumna ('09), Assistant Director of Marketing at the Maryland Science Center
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.
With lifeguards often working independently, it can be a challenge to hold lifeguards accountable to a consistent and high standard of performance. Recruiting enough lifeguarding staff to sustain operations has been difficult.

Aquatics staff is focused on increasing participation in the Swim Lesson program. The Fall 2015 term will have two sessions each of the adult group lessons and children group lessons. As more sessions and lessons are offered, the service should be more accommodating to participant schedules. The Aquatics program is also looking to increase open swim hours to better serve participants.

Staff recruiting will also be a focus for 2015-2016 as the Aquatics program improves marketing efforts for the positions and increases lifeguarding certification courses. A free certification course will even be offered to ease the barriers to employment.

**Fast Facts**

- 179 individuals certified in CPR/AED
- 22 group lessons
- 31 hours of open swim time per week
- 9,219 swimmers
- 3,648 swimmers through collaborative programs

**Collaborative Aquatics Activities**

In 2014-2015, the pool in Burdick Hall was used for a variety of activities beyond open swim and Aquatics programming. The pool was used by internal organizations for events including “TU Splash” and “TU Later,” both of which were collaborative activities with University Residence Government and New Student Programs, respectively. TU Athletics also hosted six swim meets in Burdick Pool. External organizations, including the Catonsville YMCA and Maryland Special Olympics also used the pool in 2014-2015.
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 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.
Recruitment for student fitness instructors and personal trainers is difficult with so many competing fitness clubs in the surrounding area. Establishing a Group Fitness class schedule that meets the demands of the busy student schedule was also a challenge. Students tend to prefer classes in the evening, which leads to classes quickly filling maximum capacity. Conversely, attendance at early afternoon and morning classes is minimal.

Lastly, two student managers graduated in May, and there was lack of interest by the staff to take on the leadership positions. This required the Group Fitness position to be split into two jobs.

The Fitness program will work to build up the instructor and trainer base by working with the exercise science program at TU. Students in exercise science will be targeted through presentations highlighting internship and practical employment opportunities. Additionally, Campus Recreation will host a variety of fitness certifications, bringing modern and exciting group fitness formats to Towson. The program will also offer enhanced training and education for the fitness floor staff to increase confidence on the fitness floor when assisting patrons with their workout needs.

Challenges

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Looking Ahead

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Fast Facts

- 10,036 Group Fitness participants
- 44 Personal Training sessions in spring 2015
- 5,050 pounds of free weight plates
- 13 nationally certified fitness instructors & trainers

In Jennifer’s Words

“Thanks to your group exercises classes, I’ve reached my fitness goals. I’ve lost weight and waistline size. I appreciate all the instructors who have motivated me during the exercises.”

-Jennifer Fuentes ‘18
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.
Disparity in competition level was a challenge for the Intramural Sports program. Although previous experience is not required to participate, team members often have vastly different skill levels, which can lead to frustrating experiences for beginner and advanced athletes alike.

Competitive and recreation leagues will be offered beginning in fall 2015. These options should provide a solution to the current challenge with skill level disparity, while simultaneously increasing team numbers and diversifying participants. Marketing and outreach targeting student groups will increase in the year ahead to boost participation.

Additionally, officials will be integrated into traditional roles with the Campus Recreation staff, following the same hiring timeline and new employee orientation process. The purpose is to retain the same officials staff over the course of the entire year.

Fast Facts

- 8,740 Intramural Sports participants
- 703 games played
- 13 different sports offered
- 408 teams

Intramurals Offered

In 2014-2015, a total of eight different sports were played throughout 13 Intramural Sports leagues or one-day tournaments. Sports offered included: 1v1 basketball, 3-point shot contest, 5v5 basketball, dodgeball, faculty/staff softball, flag football, indoor soccer, Kan Jam tournament, softball, team handball, team handball tournament, volleyball, and volleyball tournament.

In Stanley’s Words

“Intramurals helped me a lot with expanding my friendships, meeting new people, and learning new things about myself that I didn’t know before. It has definitely helped me get to where I am in regards to my personality and developing who I am.”
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.
Turnover in student leaders limited the number of Outdoor Trips offered. A lack of awareness of the Challenge Course and its purpose have made it difficult to attract participants.

The Outdoor Adventures program will reinstate the Pre-Orientation Project Marj Wilderness Experience Trip for incoming freshman. The increase in trip leaders from four to nine will allow the program to offer eight Outdoor Trips in the Fall 2015 term.

An outdoor outreach position will be created in an effort to promote all Outdoor Adventures programs, particularly the Challenge Course. In addition, Outdoor Adventures will host Challenge Course open sessions where students can come experience the Challenge Course at no cost.

Trips Taken
During the 2014-2015 year, Outdoor Adventures went on four trips, including hiking at Billy Goat Trail, backpacking at Sleepy Creek Wilderness, rock climbing at Annapolis Rocks, and kayaking at Muddy Creek.

Fast Facts

| **544** Challenge Course participants | **120** gear rentals | **9** trip leaders certified as wilderness first responders | **7,111** total participants in all OA programs |

In Robin’s Words

“If you want to go on an adventure, this is the place to be. Just give it a shot. Give it a chance. Meet some cool people who you may not have ever crossed paths with before, and that should be enough right there.”

ROBIN PAGUIA, ‘16
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.
The increase in the number of home events created difficulties in providing athletic training coverage for all Sport Club home events. This increase also created challenges with the reservation and scheduling process for one-time events. Home events were scheduled and hosted before formal standard operating procedures were created.

Sport Clubs plans to partner with MedStar Health in order to simplify the process of acquiring athletic training coverage for all Sport Clubs home events.

A new policy for home event requests and cancellations has been added to the Sport Clubs handbook. The new process assists clubs with submitting their event requests. It will also ease reservation issues with Campus Recreation professional staff. The policy addresses timeline requirements for hosting and canceling events in order to prevent last-minute changes to schedules, while holding clubs accountable to their proposed schedule.

Challenges
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Looking Ahead
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Fast Facts

| 675% increase for Sport Clubs home events (from 4 to 31) | 1,800 participants | $145,069 raised | 6,411 community service hours |

In Claire's Words

“If I didn’t get involved in Sport Clubs, I probably would have transferred or took a year off. It helped me stay on track to get my degree.”

CLAIRE REIDER ’17
In 2014-2015, Campus Recreation staff underwent extensive planning in preparation to expand its facilities in Burdick Hall.

As the Department prepared for the expansion-related construction, plans, ranging from building design plans to communications plans, were put into place to ensure a smooth process in years to come.
CAMPUS RECREATION EXPANSION

Highlights & Accomplishments

- Researched flooring options and created equipment layouts to minimize user impact when moving the Fitness Center to Gym 1.
- Finalized construction drawings in April 2015.
- Worked closely with consultants from CORE Unlimited to create a strategic plan to prepare for the building’s opening.
- Identified key stakeholders related to the project and devised a communications plan for providing construction updates and need-to-know information.

Challenges

Finding adequate office space for staff who had to move out of their offices during construction was a challenge. Additionally, a decision was made to close of the Climbing Wall for the entire 27 months of construction, because of a lack of HVAC, electricity, and safe means of egress during construction. Other challenges included budget limitations. This required changes to the design of the expansion, including placing some major items on the add-alternate list such as dasher boards for the multipurpose gym, an outdoor patio for the mind-body studio, and an exterior corridor that will connect the old areas of the building with the new areas of the building.

Looking Ahead

The 94,000 square-foot expansion is essential for accommodating Towson’s growing population. The expansion will increase space for student recreation and programming opportunities within Campus Recreation. Upon completion, Burdick Hall will feature a modern, open floor plan and design. It will also include unique features, such as: an elevated sprint hill and functional fitness course.

Fast Facts

- 2 multi-activity courts
- 35-foot climbing wall reopened
- 22,000 square feet of fitness training space
- 5 fitness studios

Design Renderings