TABLE OF CONTENTS

3. Message from the Director
4. Mission & Values
5. Strategic Initiatives
8. Financial Highlights
9. Achievements
10. Facility Use
11. Master Plan
13. Fitness
15. Aquatics
17. Intramural Sports
19. Sport Clubs
21. Ice
22. Tennis
23. Special Events
25. Marketing & Communications
28. Professional Staff Listing
MESSAGE FROM THE DIRECTOR

On behalf of the Division of Recreational Sports, I sincerely thank all of the wonderful students, faculty, staff and guests that take advantage of the exceptional programs offered by our Division. 2013-2014 will be a memorable year for many reasons, but none larger than the passage of a $236 million dollar referendum to provide students with the recreational and wellness facilities that this great institution deserves. Our members visited us more than 1.5 million times throughout the year, with 74% of participations being by students. 100% of our professional staff participated in the VCFA EID Study, and our Division continues to be proactive in administrative excellence through Administrative Process Redesign and resource stewardship.

We in the Division of Recreational Sports recognize the responsibility that comes to us with a referendum such as the one passed in March, 2014. In meeting that responsibility, the Division is embarking on a 10-year vision over the life of construction of the new facilities to ensure that we are meeting all of our users’ needs. One of the key components of meeting those needs is to offer a Recreational Health and Wellness Program that is available to all UW-Madison affiliated persons. The Division will launch a plan to engage campus partners and provide guidance and leadership in opening these new facilities with top notch Health and Wellness programs.

Once again, thank you for living a healthy lifestyle through your participation in the Division of Recreational Sports. On, Wisconsin!

Sincerely,

John A. Horn

Director of Recreational Sports
MISSION & VALUES

Mission.
The mission of the Division of Recreational Sports is to enrich the UW-Madison experience by providing excellent programs, services and facilities that promote the social, mental, and physical well-being of the campus community.

Values.

- **Innovation and excellence:** We are committed to providing innovative, diverse and high-quality programs, services and facilities that support and enhance the mission of the University.

- **Student development:** We are committed to providing students with developmental opportunities including, but not limited to, leadership, supervision and conflict resolution.

- **Collaboration:** We are committed to fostering relationships by partnering with students, campus departments and community organizations to support projects and events.

- **Resource stewardship:** We are committed to using our financial, human, and physical resources in a responsible manner.

- **Diversity and inclusion:** We are committed to providing rich and unique opportunities for all employees, members, and participants. Through similarities and differences we find in race, ethnicity, age, gender, gender identity expression, sexual orientation, socioeconomic status, ability, religion, experiences, backgrounds, and national origin, we believe that diversity enriches and empowers all of our members and staff.

- **Health and wellness:** We are committed to serving the campus as the recreational health and wellness leader.
A look at the growth and impact of programs, services, personnel and communications on serving the UW-Madison community and fulfilling the Rec Sports mission.
STRATEGIC INITIATIVES

Renovate and expand Rec Sports facilities to better meet the demand of the campus community.

- Passed a $236 million referendum to build new facilities with a final vote of 12,070 to 1,914 in favor of the Master Plan, the largest margin of victory in the history of the University
- Worked closely with the student organization Badgers for Recreational Reform to gain student support for the project
- Gave over 70 presentations to students, campus officials, and community members
- Created and maintained a blog to educate and gain feedback about the plan; the blog will continue to provide updates about design and construction as the project moves forward

Implement Rec Sports marketing and branding strategies to increase communication to and engagement with the campus community.

- Continued to brand across the Division by ensuring materials have the new logo and similar design elements
- Introduced brand mantra Play Hard. Get Fit. Live Well.
- Developed the Hey Badgers photo campaign on Facebook that encouraged students to send a positive, motivating messages to campus by writing the message on a part of their body
- Hired a Marketing Assistant to assist with workload and campaign for the Master Plan
- Increased student marketing staff to include 15 videographers, photographers, and graphic designers
- Collaborated with University Communications on Twitter, The Weekly and Inside UW to promote programs and services
- Introduced a “passport” concept at the Rockin’ with Rec Sports Wisconsin Welcome event to encourage engagement with all program areas with the incentive of receiving a free t-shirt and prizes
- Introduced EZ Texting as an opt-in texting service for members to receive updates about facility closures and cancellations, fitness programs and Intramural Sports
- Communicated with members via emails 2-3 times per semester to all Rec Sports members with program updates
- Organized staged photo shoots of programs and participants in order to build the Rec Sports photo library
- Created an Instagram account with a soft launch of the platform in Summer 2014
- Initiated conversations with DoIT to have Rec Sports included on the upcoming Mobile UW 2.0 mobile application
- Developed branded design templates for all 2014-2015 marketing materials to increase efficiency in design process
Extend the reach of Rec Sports programs and services across campus and the greater Madison community through the creation of outreach and collaborative initiatives and programs.

- Hosted Badgers ADAPT (Ability Diversity Achieved by Partnering Together), an adapted recreation program for students and community members to celebrate and educate students on ability diversity, in collaboration with other campus units and community resources
- Hosted Day of Play in the Fall and Spring, attracting a total of 250 kids (grades K-8) to Rec Sports facilities to engage with student staff in recreational activities
- Integrated Day of Play and Badgers ADAPT into the Wisconsin Wellness Expo, which attracted a total of 800 visitors
- Partnered with the Center for First-Year Experience for the First-Year Flag Football, First-Year Battleship, and First-Year Broomball tournaments
- Partnered with Hoofers and Greek students to host a Pond Hockey Tournament in conjunction with the Winter Carnival
- Expanded Workplace Workouts to include a third location at Grainger Hall in order to provide wellness programming to more UW faculty and staff
- Named the Wisconsin Red Cross training site for Water Safety and Lifeguard Instructors who want to become Red Cross Instructor Trainers
- Increased number and variety of Red Cross certification courses offered to the greater Madison community
- Worked with the Greater Madison Tennis Association (GMTA) to bring Quick Start Kids’ Tennis to Nielsen Tennis Stadium
- Participated in Toys for Tots Toy Run (Sport Clubs)

Execute strategies outlined in the Engagement, Inclusion and Diversity VCFA Initiative to improve representation in Rec Sports.

- Provided inclusive programming that allowed Rec Sports to serve a new population through the Badgers ADAPT program
- Recruited for student positions on UW Job Center, Multicultural Student Center, International Student Services and the African American Students Academic Services Job Board
- Added diversity education and activities to the All-Staff Training for student employees
**Improve the divisional work order tracking system through the implementation and completion of an Administration Process Redesign (APR) project.**

- Improved work order completion rates by 70%
- Trained 75% of professional staff in Lean Six Sigma/APR methodologies to increase efficiencies
- Initiated weekly building rounds with facilities and maintenance staff to identify and document facility operational issues
- Improved customer service by increasing communication between members, program areas, and maintenance staff regarding equipment maintenance using the Rec Sports website
- Implemented a system using student Senior Facility Supervisors to ensure that all projects were complete

**Focus on the development and transferable skills of student staff.**

- Participated in the WiGrow campus initiative to focus on development of students
- Developed a resume writing workshop for student employees through collaborations with the Career Services Center
- Student-run Emergency Action Committee held trainings in all facilities
- Involved students in the process of becoming a worksite program for students with disabilities
- All departments held multiple trainings and in-services for student employees throughout the year
- Trained fitness student staff in trending formats and techniques
- Eleven student officials represented UW at regional and national tournaments, including the first female official to represent the Division at the regional level
- Sent 13 students to campus recreation conferences for professional development and networking
- Secured three students with Graduate Assistantships in campus recreation
More business than usual.

In an effort to develop a business hub to support the Division's financial affairs, Rec Sports filled the vacant Financial Program Supervisor position and hired an additional Financial Specialist this year.

Rec Sports identified and created space for the Finance Department Hub in a central location at the SERF. The office will eventually be the home for the entire Finance Department. Additional improvements were made with the approval of funding for a software license, training, consulting services, and hosting services for Microsoft Dynamics Great Plains, which is currently used by the other auxiliaries at UW-Madison. The new software will greatly increase reporting efficiencies in the preparation of monthly and year-end financial statements for the Division.

Fund 101 instructional support revenue totaled $401,229 and the related expenses were $401,227.

### Financial Highlights

#### Revenue

- Student Segregated Fees: $2,866,751
- Programs & Memberships: $2,092,904
- Related Sources: $155,054

Total Revenue: $5,114,709

#### Expenses

- Student wages: $1,093,930
- Other salaries & wages: $964,879
- Fringes: $405,689
- Staff education & training: $63,473
- Technical support: $179,863
- Supplies & equipment: $151,058
- Communication & purchasing: $59,321
- Instructional support materials: $139,097
- Maintenance & repairs: $287,545
- Capital expenditures: $173,807
- Insurance: $83,404
- Utilities & special purpose: $237,361
- Miscellaneous: $183,939

Total Expenses: $4,023,366

#### Revenue and Expenses

- Revenue from all membership sales: $833 thousand
- 44 percent of revenue generated by program-related sources
- 27 percent of expenses returned to students in wages
Facilities

The front line.

The addition of a full-time coordinator at the Natatorium (Suzanne Merrill) allowed for increased support for daily operations and attention to student staff.

In April, Megan Holman, Sandy Terhune, and two student staff members were recognized by Dean of Students Lori Berquam with the Exceptional Citizenship Award for “outstanding public service” after they responded to an incident at the SERF. Additionally, the student-led Emergency Action Committee completed at least two mock emergency responses each week during the school year.

With the continued growth of the Division, five professional office spaces were created in renovated spaces at the SERF. A student coordinator hub replaced the former conference room to provide students with their own workspace.

Weekly walkthroughs improved relationships between maintenance and campus custodial staff members as well as overall facility cleanliness and upkeep.

A capital equipment inventory project accounted for 100% of divisional assets.

Total participations per facility.

<table>
<thead>
<tr>
<th>Facility</th>
<th>Total Participations</th>
</tr>
</thead>
<tbody>
<tr>
<td>SERF</td>
<td>752,500</td>
</tr>
<tr>
<td>Natatorium</td>
<td>392,000</td>
</tr>
<tr>
<td>Shell</td>
<td>255,200</td>
</tr>
<tr>
<td>Nielsen Tennis Stadium</td>
<td>81,800</td>
</tr>
<tr>
<td>Outdoor Fields</td>
<td>29,300</td>
</tr>
<tr>
<td>Lathrop Hall</td>
<td>6,500</td>
</tr>
</tbody>
</table>

1.5 million total participations across all facilities

Facility use by member type.

- 74% students
- 13% special events
- 10% faculty/staff, emeritus/retired, alumni, & guest audit
- 3% spouse & domestic partner, general public, & guest

185 students on the Rec Sports Facilities staff
When students voted to support the $236 million Master Plan in March, they not only voted for improved facilities but for an improved Wisconsin Experience that extends beyond the classroom. Rec Sports is extremely grateful for those who envisioned a better experience for future generations of Badgers and this great university.

All facility renderings were created by architects Kahler Slater out of Milwaukee.
We did it!

Perhaps one of the greatest points of pride regarding the success of the Master Plan is the involvement of students throughout the process. Rec Sports staff collectively gave over 70 presentations during the school year and consistently met with student government leaders to maintain transparency and solicit feedback.

With a limited budget for marketing and promoting the Master Plan, Rec Sports used a primarily “grass roots” campaign strategy. The Division maintained a blog that compiled news and updates, plan details, video marketing and comments from site visitors. In total, the blog received over 95,000 views and 470 comments.

The student organization Badgers for Recreational Reform (BRR) played a vital role in educating campus about the project. From distributing flyers and making presentations to posting on social media, BRR was very influential in building momentum leading up to the vote.

Now that Rec Sports has acquired the support of students, the projects awaits approval by the Board of Regents. An architectural firm will be selected, and Rec Sports will continue to engage students in the design process.

> Chancellor Rebecca Blank on the value of campus recreation. She has committed to raising $55 million for the project.
The addition of a full-time Group-X coordinator and a student coordinator allowed for growth in a variety of programs. Fitness trends such as high-intensity workouts and functional/bodyweight training were incorporated into fitness classes. Personal trainers also paired with sport club teams to offer sport-specific training programs.
High Intensity Interval Training (HIIT) and Tabata were added as new high intensity Group-X formats and were consistently well attended. In total, Rec Sports offered 11 formats and over 100 classes each week.

Let’s talk about tech.

Personal trainers used technology to enhance their clients’ experience with heart rate monitors and a variety of apps, including Seconds Timing, My Fitness Pal, and Coach’s Eye.

The professional staff also used Coach’s Eye to provide feedback on Group-X instructors’ performance (execution and teaching skills).

62 percent

of Personal Training clients returned from last year.

82 Fitness Consultants

81 Group-X Instructors

29 Personal Trainers

Wellness outreach initiatives expanded to include collaboration with Residence Life as instructors led classes for housefellows during summer training.

Workplace Workouts nearly doubled from 2012-2013, with a third location being added at Grainger Hall and an increase to 7 sessions.

"She is simply amazing. I am blown away by how attentive, flexible, and competent she is. She is unequivocally the best thing that has happened to my health in over ten years."

> Client feedback about her Rec Sports trainer.

Trainers are UW-Madison students with national American Council on Exercise certifications.
This year the Aquatics program broadened the variety of aquatic lessons for students and faculty, helped meet the community demand for Red Cross certification courses, and promoted new aquatic activities for students on campus.
It’s amazing the skills lifeguarding has given me for the healthcare field. It prepared me well for some of the basic things employers are looking for such as teamwork, leadership, communication, customer service, and composure. ⌈

“Rec Sports student lifeguard

> 54 student lifeguards and instructors

Over 300 participants joined the swim lesson program this year. Instructors used the Coach’s Eye app to enhance feedback on skill development and technique.

Instructional classes expanded with the addition of a Springboard Diving course.

Participation in the Scuba program increased by 76% from 2012-2013.

Safety first.

Rec Sports became a state-recognized Red Cross Instructor Training site this year. In addition to training and developing student staff, Assistant Director of Aquatics Bonnie Griswold added Lifeguarding Instructor, Waterfront Lifeguarding, and several Lifeguarding Review courses to meet community demand. Griswold also worked with the National Red Cross on a prototype for a weekend Instructor Training School.

Aquatics partnered with Competitive Sports to host an Intramural Swim Meet.

16 percent of swim lesson participants are satisfied with their experience.

2 thousand more lap swimmers than in 2012-2013.
The participant’s experience was enhanced through improved communication efforts, offering more exciting championships, initiating adaptive programming and partnering with other campus units. These efforts appeared to be successful, as 75% of participants said they plan to return for more fun next year.
Rec Sports hosted the second annual WIRSA State Flag Football Officials Clinic in conjunction with the First Year Experience Flag Football Tournament.

Over 8,800 individuals participated in Intramural Sports, with many of them playing multiple sports.

Three student staff members from the Intramural Sports program were placed in graduate assistantships in campus recreation.

I loved playing in Camp Randall this year. It was a great experience... keep that up!

> Participant feedback on hosting championship events in major venues this year. Other improvements included warm-up music, line-up announcements, play-by-play calls, and halftime events.

2263 teams participated in 49 sports this year.

24 Competitive Sport Supervisors

10 Student Coordinators

326 Sport Officials

26 Inner Tube Water Polo, Battleship (pictured), Wallyball and a Swim Meet were added to the wide variety of sport offerings already available. Over 320 students participated in these new sports throughout the year.
Sport Clubs and Intramural Sports were combined to form the Competitive Sports department. This integration provides additional support and resources for both programs. An additional full-time coordinator position was added to provide the support needed to improve the Competitive Sports experience for all participants.
Ready...set...grow.

The program grew as Swimming, Boxing, Men’s Basketball, Men’s Volleyball, and Gymnastics were added or reinstated as clubs.

In order to support 42 clubs, Competitive Sports added six student coordinators and two full-time professional staff members.

Each club was required to add a Safety Officer position and have at least two members certified in CPR/AED/First Aid.

80% of Sport Club participants indicated they plan on participating in the program next year (14% of respondents are ineligible next year due to graduation).

98% of club leaders self-reported that the Sport Club program impacted the development of their leadership skills.

“A endowment of this magnitude is a complete ‘game changer’ for the future of our Sport Clubs program... it will allow future generations of Badgers to have more enriched experiences playing the sports they love.”

> Director John Horn on the anonymous $2.15 million endowment given this year to support club operations, uniforms, equipment, travel, tournament fees, and lodging.

21 clubs represented UW-Madison in competition at the regional and/or national level.

54 years after it was banned from campus, boxing was approved as a sport club and a multi-purpose space was created for practice at the Natatorium.
Learn to Skate, Stick and Puck, and Late Night Open Rec Skate continued to be popular ice programs with high attendance and interest on campus. In order to continue to support excellent programs and opportunities on the ice, Rec Sports also replaced its aging Zamboni with a brand new machine for the upcoming season.
A total of 429 participants took part in instructional tennis programs, including classes and lessons, this year. Programs for all skill levels provided an introduction to the sport as well as technique refinement and increased motivation for more frequent play. Cardio Tennis offered non-traditional instruction set to music.
Badgers ADAPT.

Badgers ADAPT introduced students of all abilities to adaptive and Paralympic sports, events, and activities. Rec Sports partnered with the Adapted Fitness Program within the School of Education’s Department of Kinesiology, the Division of University Housing, and the McBurney Disability Resource Center.

Besides being more inclusive to all populations, ADAPT aimed to educate all participants on the different skill sets a person must develop to adapt to different situations and circumstances in life.

“The goal of Badgers ADAPT is for all students on campus to have a place where they feel comfortable pursuing recreational activities. The fun, learning, and development that come with participating is secondary to students feeling welcome in our facilities and programs.”

My hope is that campus and community partners will continue to work with the Division to provide this safe and inclusive environment for UW-Madison’s students and community.

— Event creator and Coordinator of Competitive Sports, Ashley Lax

128 participants in two Badgers ADAPT events this year

54 volunteers from across campus helped with the events

Students identified teamwork, communication and flexibility as important skills during the activities.

This year’s featured events included Sitting Volleyball, Adapted Biathlon (pictured), Goalball, Sledge Hockey and an ADAPT Challenge Course at the Wisconsin Wellness Expo.
Day of Play.

The Day of Play outreach initiative grew to two events during the school year. The fall event adopted a Halloween theme and included a visit from Bucky. In the spring, Day of Play was a featured activity at the Wisconsin Wellness Expo. Rec Sports partnered with NFL Play 60 and the Wisconsin Milk Marketing Board to further demonstrate the importance of physical activity and create a more memorable experience for all the participants.

More than 50 student volunteers gave their time to the Day of Play initiative this year. UW student athletes from the Badgers Give Back program also volunteered at the event alongside the Rec Sports student staff. These students brought energy and excitement while being a positive representation of the mission of Rec Sports.

“Day of Play is an opportunity for us to share our passion with the greater community. We have the chance to be positive role models to kids and show that physical activity is fun and important. Partnering with NFL Play 60 was a unique opportunity for us to really grow our event and join a national initiative. I am very excited about the potential for growth of Day of Play!” — Day of Play co-creator Hannah Curley, UW Class of 2013

Every year the Wisconsin Wellness Expo draws a crowd to learn more about wellness resources in the community.

More than 250 children attended the events this year. NFL Play 60 provided new games and giveaways.

200 more visitors attended the Wisconsin Wellness Expo than in 2013 (total of 800 this year)

Other events.

FITNESS/WELLNESS
- Cycle for Sight

SWIM & DIVE
- Badger Aquatics Holiday Splash & January Classic
- WIAA State Swim & Dive
- USA Swimming 12 and Under State Swim Meet
- UW Swim & Dive camps
- UW vs. Minnesota

TENNIS
- Badger Open Tennis
- WIAA State Tennis
- USTA Campus Championships

OTHER
- American Cancer Society Relay for Life
- West Relays High School Indoor Track

149 thousand participants at special events (includes spectators)
69 percent growth in Facebook “Likes” since 2012-2013

14 percent growth in Twitter followers since 2012-2013

98 followers on Instagram with a soft launch in summer 2014

Capitalizing on popular trends such as memes and infographics was an essential strategy in connecting with over 40,000 college students.

Identifying trends and making friends.

In its first full year as a Rec Sports department, Marketing and Communications continued to form and improve processes to better develop the Division’s brand on campus. While the majority of the year was dedicated to creating and managing the Master Plan campaign, the Marketing and Communications team grew to include 15 student employees who developed a variety of print and digital (including video) content for the Rec Sports website, social media, internal signage and other promotional materials.

Rec Sports initiated conversations to be included in the next version of Mobile UW, to be released in Fall 2014.

3,000 students attended Rockin’ with Rec Sports, where a passport was issued to students to encourage them to visit each of the Rec Sports program tables.
hey badgers

Inspired by the *Dear World* project that launched after Hurricane Katrina, the *Hey Badgers* campaign asked Rec Sports members to send positive and inspiring messages to campus and encourage others to live happy, healthy lives. Photos were posted to Facebook so that people could tag themselves and share with their friends.

Because of the success of the Hey Badgers campaign and the overall impact of social media on passing the Master Plan, peer-to-peer marketing will play a large role in the 2014-2015 marketing strategy. Surveys indicate that referrals from friends are effective in marketing Rec Sports programs, and social media provides college students with a large and popular platform to reach out to their friends.

This year, Rec Sports officially launched a cleaner and more versatile version of its logo, as well as its new mantra, *Play Hard. Get Fit. Live Well*. Both elements were included on all promotional materials in an effort to further solidify and improve recognition of the Rec Sports brand on campus and in the community.
hey badgers

messages from the Rec Sports professional staff
**Director’s Office.**

**JOHN HORN**
Director

**MIKE WARREN**
Senior Associate Director

**Human Resources.**

**WHITNEY THUECKS**
Human Resources Assistant

**Finance.**

**MARGARET LANIGAN**
Financial Program Supervisor

**BILL RIGGINS**
Financial Specialist

**BETH WACHTER**
Financial Specialist

**Facilities.**

**JEFF DVORAK**
Interim Associate Director of Facilities

**MEGAN HOLMAN**
Interim Assistant Director of Facilities

**SUZANNE MERRILL**
Coordinator of Facilities (Natatorium)

**SANDY TERHUNE**
Interim Coordinator of Facilities (SERF)

**Facilities (continued).**

**SAMANTHA FELSINGER**
Coordinator of Special Events (LTE)

**DAVE BORGRUD**
Operations & Service (Nielsen Tennis Stadium)

**DAVE SUPPLE**
Operations & Service (Nielsen Tennis Stadium)

**Aquatics & Safety.**

**BONNIE GRISWOLD**
Assistant Director of Aquatics & Safety

**Competitive Sports.**

**AARON HOBSON**
Assistant Director of Competitive Sports

**ASHLEY LAX**
Coordinator of Competitive Sports

**CHAD SCHULTZ**
Coordinator of Competitive Sports

**Fitness/Wellness.**

**LORI DEVINE**
Assistant Director of Fitness/Wellness

**ELLEN DIXON**
Coordinator of Fitness/Wellness

**Marketing & Communications.**

**ALEX PEIRCE**
Coordinator of Marketing & Communications

**HANNAH CURLEY**
Marketing & Communications Assistant (LTE)

**Buildings/Grounds.**

**TONY BRETL**
Buildings/Grounds Superintendent

**BRIAN MCGUIRE**
Buildings/Groups Supervisor

**Maintenance.**

**TIM CROY**

**GREG GOLBACH**

**LARRY MILLARD**

**HERBERT ROTH**

**GARY VOLKMAN**