RECREATION & WELLNESS

2018-2019

IMPACT REPORT
This year, we celebrated 10 years of the Student Recreation Center (SRC)! The construction of the SRC allowed the department to expand the variety of programs and services offered, allowing us to better meet the needs of the Old Dominion University community. Today, Recreation & Wellness continues to be committed to the success of all ODU students. We continued to focus on supporting the mission of Student Engagement and Enrollment Services by engaging our students in our dynamic programs on a daily basis.

This impact report provides examples of how Recreation & Wellness enriches the campus experience through wellness programs, collaborations and development opportunities for student employees. As you will read in the following pages, we made a strategic effort this year to highlight our services and make them easily accessible to our campus community. As a result, we saw increases in revenue and participation in memberships, massage therapy, swim lessons and more.

Lastly, this report highlights a number of achievements for the unit areas and recognizes the impact of ODU in the region. ODU Recreation & Wellness was proud to host the annual Virginia Recreational Sports Association (VRSA) workshop in October. This was the second time in three years that our friends from all over the Commonwealth visited our campus for this two-day workshop. We were eager to welcome more than 100 students and professionals to ODU’s campus to share ideas about trends in recreation and higher education, as well as network with peers.

Recreation & Wellness is more than sports, fields and play. We pride ourselves on serving the campus by building supportive communities and doing our part to create environments where students can build social and healthy relationships. I hope you enjoy reading through this report and learning about our impact on campus.

Coulson Thomas
Interim Director of Recreation & Wellness
OUR MISSION
The Recreation & Wellness Department is dedicated to providing programs, resources, and services that are accountable, well-structured, and ever expanding. While serving the greater community, our focus is student empowerment and development.

OUR VISION
Through quality, innovative programs and services, we provide the foundation for lifelong exploration and development of the mind, body and spirit.
1. Global recognition as the comprehensive source for Live Well, Learn Well initiatives that result in meaningful impact.

2. Deliver quality experiences through intentional and inclusive relationships to engage current and future participants, student organizations, departments and the community.

3. Establish a desirable environment dedicated to developing professional and personal growth within each employee, through a comprehensive learning continuum, from recruitment to departure.

4. Maximize use and efficiency of human, financial and physical resources needed to enhance our participants’ experiences of operations, services and programs.
In the spring semester, Recreation & Wellness held a week-long celebration in recognition of the 10th anniversary of the Student Recreation Center. Highlights of the week included a reception with more than 50 guests in attendance, a group exercise master class and commemorative giveaways. The department also updated decor pieces in the building to reflect new branding initiatives.
Danielle Williams has always loved water, but she did not know how to swim. This year, the ODU alumna decided to face her fears and signed up to take private swim lessons with ODU Recreation & Wellness. Danielle took 12 lessons, and in that time, she was able to achieve her goals to tread water, swim basic strokes and feel comfortable in the water.

“It’s always been a stereotype that black people can’t swim,” Danielle said. “For so long, I hid behind that because I was fearful of drowning. As I’ve gotten older, I realize that it’s good to overcome fear, and it’s best that I break that cycle.”

Danielle’s swim instructor, Emily Carella, is a Junior who has been in the aquatics environment her entire life. In fact, she’s a member of the ODU Swim Team and a lifeguard with ODU Recreation & Wellness, in addition to her role as a swim instructor.

After her lessons with Emily, Danielle has conquered her fears and now has the skills and confidence to enjoy her next vacation on the water.
In an effort to make massage therapy and personal training more affordable for students, Recreation & Wellness introduced a pricing restructure for all packages. As a result, the department saw an increase in the number of participants and revenue.

- **130%** increase in massage therapy revenue over previous year.
- **18%** increase in personal training revenue over previous year.
- **11,452** participations in group exercise classes.

Interval Ride was the most popular group exercise class with an average of 95 participations each week during fall and spring semesters.
Flag football championships were played in Foreman Field before the stadium was demolished to begin reconstruction and expansion. More than 350 fans attended the six championship games, with the largest turnout for the Greek finals.
As part of the Eastern Edge Climbing Series, the 10th Annual Climb On Competition saw record participation, with students from six institutions in attendance.
SPORTS CLUBS

Sports Club Spotlight

Mikhala Dougher, a first-year graduate student for sport clubs, represented ODU Recreation & Wellness as a presenter at the NIRSA Collegiate Sport Club Institute in June in Anaheim, Ca. Mikhala's presentation, “Creating Sport Club Culture,” focused on initiatives she led to help participants feel connected to the sport club program as a whole, rather than just their individual sports and teammates.

Mikhala's efforts included incentivizing attendance for players at other team sport events, providing communication platforms that resonate with student-age groups and encouraging officers from different clubs to work together to problem solve similar issues they were facing.

“I was pleased to have the opportunity to present what we are doing at ODU to the sport club community,” Mikhala said. “I find that sport clubs at other schools often operate in silos. We have done our best at ODU to break down those silos and show officers the connections they have as leaders on campus.”

ODU had the largest student representation at the Institute, with four undergraduate students attending with Mikhala.

572 sport club participants.

128 sport club participants used the Athletic Training Clinic.
The Student Recreation Center launched a new towel service in August 2018. Members can purchase a daily, semester or annual towel service, or it is included at no extra cost with a locker rental package. As a result, locker rental revenue increased 102% over the previous year, in addition to the revenue from towel service packages.

TOTAL MEMBERSHIP REVENUE: $278,663

3.6% increase from last year

170% increase in facility rental revenue from the 2017-2018 fiscal year.

**BY THE NUMBERS**

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<thead>
<tr>
<th>Segment</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>UNIVERSITY FRIENDS &amp; PARTNERS</td>
<td>2%</td>
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<tr>
<td>EMERITI &amp; RETIREES</td>
<td>2%</td>
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<tr>
<td>STUDENT + 1</td>
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<td>19%</td>
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<td>FACULTY/STAFF</td>
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For many of the graduate students who work for Recreation & Wellness, their experience at ODU is a stepping stone to launch their career in campus recreation. Megan Mulligan (’17) is no exception to that.

Megan joined the Recreation & Wellness team as the Facility Operations Graduate Assistant in 2015 when she moved to Norfolk to pursue a master’s degree at ODU. Originally from Wisconsin, Megan chose ODU because she was ready for a new adventure outside of the Midwest.

“My experiences at ODU greatly affected my professional journey and personal growth as a young professional,” Megan said. “My graduate assistantship provided me with the firsthand opportunity to tap into learning critical thinking skills—something that I have learned to be absolutely necessary in my career today.”

Now, as the Coordinator of Aquatics at the University of Minnesota, Megan has found the most rewarding part of her career in campus recreation has been knowing that she can make a difference in the lives of the students that she interacts with.

“If you love serving and inspiring others to be their best self, higher education is for you!”

Megan Mulligan
Coordinator of Aquatic Programs
University of Minnesota | Recreation & Wellness
In May, Shane Sykes was one of 10 participants who traveled to Ireland with the Outdoor Adventure Program. The group hiked the Dingle Peninsula, staying in rural towns each night. Highlights of the trip included strolling along the beach in Inch Strand, passing ancient forts dating back more than 2,500 years and stunning cliff-top views over the Blasket Islands. 

“The trip to Ireland with the OAP was amazing, it connected me with some great people with whom I had some fantastic travel experiences with. It was a great way to see Ireland in a way that a lot of people do not get to experience.”
In October, ODU Recreation and Wellness hosted the Virginia Recreational Sports Association State Workshop. More than 100 professionals and students attended from 16 institutions across the Commonwealth.
Improving their personal development skills 76%
Building a healthy lifestyle 80%
Developing their leadership skills 61%
Improving their resiliency 76%
Positively affecting their sense of belonging to ODU 80%

Survey Says
After participating in programs with Recreation & Wellness, students rated outcomes from their experiences as “Excellent” or “Good” in the following areas:

- Improving their personal development skills: 76%
- Building a healthy lifestyle: 80%
- Developing their leadership skills: 61%
- Improving their resiliency: 76%
- Positively affecting their sense of belonging to ODU: 80%

Recreation & Wellness student employees obtained a higher average cumulative GPA (2.92) compared to their peers (2.82).

Our Participants

- 51% Females
- 49% Males
- 19% Seniors
- 20% Juniors
- 22% Sophomores
- 37% Freshmen
- 1% Unclassified

CRUNCHING NUMBERS
Taking a look at how we're doing in Recreation & Wellness

324,673 entrances to the Student Recreation Center.
16,912 entrances to the University Fitness Center.
62% of undergraduate students participated in Recreation & Wellness programs.
STUDENT DEVELOPMENT

Recreation & Wellness recognizes the value of investing in development opportunities for students. Every effort is made to encourage students to apply for these opportunities and to assist with funding for registration and travel.

ASSOCIATION OF OUTDOOR RECREATION EDUCATION NATIONAL CONFERENCE
IN SNOWBIRD, UT
PETER AHL
CHANDLER BERRY
KAYLA COOPER
RACHEL RESH
JAMES RICE
EMMANUEL SMITH

NATIONAL ATHLETIC TRAINERS’ ASSOCIATION SYMPOSIUM
IN LAS VEGAS, NV
FRANCESCA HARVEY
MARSHALL MOZENA

AMERICAN CAMP ASSOCIATION NATIONAL CONFERENCE
IN ORLANDO, FL
ROWAN WILLIAMS

SOUTHEAST FITNESS EXPO
IN WILMINGTON, NC
ASHER AREY
BLAKE BONNER
OLIVIA GREER
EMILY LAROCK
HALIE MAASS
ABBY ROSSITER

VIRGINIA RECREATIONAL SPORTS ASSOCIATION ANNUAL WORKSHOP
IN NORFOLK, VA
KAYLA COOPER
COLLEEN DEWING
MIKHALA DOUGHER
LUKE FANITH-FROST
JACOB FINCH
CORY GREENSPAN
OLIVIA GREER
SIERRA GUTIERREZ
FRANCESCA HARVEY
GABRIELA JIMENEZ
EMILY LAROCK
MARSHALL MOZENA
MANELL ROBINSON
JOHN SEWE
JAY SIERRA
JASMIN TAYLOR
TAYLOR THOMAS
NOAH WARE
KINSEY WEAVER
ROWAN WILLIAMS

NIRSA: LEADERS IN COLLEGIATE RECREATION ANNUAL CONFERENCE
IN BOSTON, MA
CORY GREENSPAN
SIERRA GUTIERREZ
JACOB FINCH
EMILY LAROCK
KINSEY WEAVER
ROWAN WILLIAMS

NIRSA: LEADERS IN COLLEGIATE RECREATION REGION II CONFERENCE
IN BIRMINGHAM, AL
CORY GREENSPAN
KINSEY WEAVER

NIRSA: LEADERS IN COLLEGIATE RECREATION SPORT CLUB INSTITUTE
IN ANAHEIM, CA
MIKHALA DOUGHER
MADELYNN GROUNDS
CECILIA KELLY
SHAWN WHITE

NATIONAL CONSORTIUM FOR BUILDING HEALTHY ACADEMIC COMMUNITIES
IN COLUMBUS, OH
OLIVIA GREER
In early June, construction began on the Student Recreation Center field, converting the grass to artificial turf. The new, durable surface will allow members to access the field year-round, even after inclement weather. This expansion of the high-quality facilities offered by Recreation & Wellness will allow for increased program opportunities.
In April, the Outdoor Adventure Program and Membership teams hosted a kayaking event for the ODU Alumni Association. Twenty alumni and their family members attended. Recreation & Wellness also offers membership deals for new alumni after each semester and promotes these opportunities at events hosted by the Alumni Association.
RECREATION & WELLNESS

PROFESSIONAL STAFF

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INTERIM DIRECTOR

HEATHER BLAKE
OFFICE ASSISTANT

TRACY CONDER
DIETICIAN

GRANT DEPPEN
ASSISTANT DIRECTOR OF INTRAMURAL SPORTS

ERIK EDWARDS
COORDINATOR OF OUTDOOR ADVENTURE PROGRAMS

RYAN JUMPER
COORDINATOR OF MEMBERSHIP SERVICES

ADRIANE LOTT
FINANCIAL BUDGET MANAGER

JEAN MCCLELLAN-HOLT
ASSISTANT DIRECTOR OF SPORT CLUBS & SUMMER CAMPS

KAITLIN LYNCH
ASSISTANT DIRECTOR OF MARKETING & MEMBERSHIP

NICOLE MERCHANT
ASSISTANT DIRECTOR OF FACILITY & EVENT OPERATIONS

TAMARA MORGAN
ASSISTANT DIRECTOR OF FITNESS & WELLNESS

CRAIG STENGEL
EQUIPMENT SERVICES TECHNICIAN

CONNIE THOMAS
OFFICE MANAGER

MELISSA TURNAGE
COORDINATOR OF FITNESS & WELLNESS

VICTORIA WEST
COORDINATOR OF AQUATICS

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_INTRAMURAL SPORTS

OLIVIA GREER
FITNESS & WELLNESS

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SPORT CLUBS - ATHLETIC TRAINING

EMILY LAROCK
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