



OLD DOMINION
UNIVERSITY

Recreation & Wellness

RECREATION & WELLNESS

Impact Report
2021-2022

LETTER FROM THE DIRECTOR

IT is with great pleasure that we present the 2021-2022 impact report for Old Dominion University Recreation & Wellness. Our team was extremely happy to see increased participation in programs and services as students became more comfortable with social activity after a few years of working through the pandemic. In addition to participation numbers, membership revenue increased to pre-pandemic numbers. The energy in our spaces was vibrant as students craved connection and activity to serve their wellness needs.

A notable project this year was the campus wide website rebrand. The new Recreation & Wellness page welcomed a modern look to make the user experience more convenient and our services more attractive to potential users.

After a few years of planning, we finally broke ground on the expansion of the Student Recreation Center. The 17,500 square foot expansion will bring Health Promotion, Student Health Services and Counseling Services under the same roof as Recreation & Wellness. The building will become a one-stop shop for all things related to the wellness and well-being of ODU students.

The new space will provide increased square footage for each unit area, natural lighting, a forest garden and modern equipment and technology to provide improved services to students.

We are also proud to demonstrate our commitment to providing competitive wages to our student employees. As the state minimum wage guidelines increased, we were happy to make adjustments to staffing wages to make our department an attractive place for students to earn money. We will continue our efforts to provide an employment experience where ODU students can develop lifelong skills and experiences while earning money to meet their needs.

The Recreation & Wellness team is thrilled with our accomplishments and is even more excited for the future as we remain focused on the well-being of our campus community.

Coulson Thomas
Director, Recreation & Wellness



OUR MISSION & VISION



Mission

Provide programs, resources, and services that are accountable, well-structured, and ever expanding. While serving the greater community, our focus is student empowerment and development.

Vision

Through quality innovative programs and services, we provide the foundation for lifelong exploration and development of the mind, body and spirit.

STRATEGIC GOALS



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.



ZACH TWITCHELL served as the sport club graduate assistant for Old Dominion University Recreation & Wellness beginning in 2015. During his time as a graduate assistant, Zach gained valuable skills in managing staff, leading meetings, fundraising, and planning. While pursuing his masters degree in sport management, Zach also made meaningful connections with his sport club students and fellow graduate assistants.

Zach has always enjoyed playing sports, but he was introduced to campus recreation at Oregon State University while completing his undergraduate degree. It wasn't until the National Intramural and Recreational Sports Association conference in 2015 when Zach learned about ODU and the sport club graduate assistant position. He was drawn to ODU for the degree program that aligned with his hobbies and professional goals, as well as Norfolk's proximity to the beach.

After concluding his assistantship at ODU in 2017, Zach was thrilled to begin working full-time with the Portland Trail Blazers, his hometown's professional basketball team. Zach currently serves as the Trail Blazers Corporate Ticket Account Manager where he works directly with businesses and stakeholders, identifying ways in which the Trail Blazers can positively impact their clients. Ultimately, his goal is to transition into a leadership role with the Trail Blazers where he can positively impact his clients and other staff members.

Zach credits much of his preparedness for his current professional role to the growth he experienced while working with ODU Recreation & Wellness. He is grateful for the mentorship of Dr. Jean Holt and the friendships with his ODU colleagues and students that he still holds today.

“ One of my favorite memories from ODU will always be living with my roommates who were also graduate assistants for Recreation & Wellness.”



**WHERE ARE
THEY NOW?**

PROFESSIONAL STAFF SPOTLIGHT

A close-up portrait of Jean Holt, a woman with short brown hair, smiling. She is wearing a light blue polo shirt with the Old Dominion University Recreation & Wellness logo.

Jean Holt

Assistant Director for Sport Clubs & Summer Camps

Served as a member of the NIRSA Foundation Board and presented numerous virtual Mental Health First Aid sessions for national and international participants.

A photograph of Brittanie Naff and Sam Paine. Sam Paine is a man in a white shirt and tie, smiling. Brittanie Naff is a woman with curly blonde hair, smiling and holding a blue folder. In the background, a presentation slide titled "Mover of Mountains" is visible, featuring a photo of Brittanie Naff and text that reads: "Brittanie Naff, Assistant Director for Recreation & Wellness" and "Brittanie is forward-thinking, engages students in all her staff members by promoting a proactive, Brittanie Naff Mover of Mountains and...".

Brittanie Naff

Assistant Director for Marketing & Membership

Received the Housing & Residence Life Key Contributor Award and SEES Mover of Mountains Award.

FACILITIES & AQUATICS



Students Belong at Rec Well

79.94%

of student survey respondents have a better sense of belonging at ODU as a result of attending Recreation & Wellness programs.

85.71%

of student survey respondents feel welcome with Recreation & Wellness.

Transition to Blended Learning Safety Courses

To provide more flexible certification options for busy students, the American Red Cross CPR courses that were previously offered fully in person were adapted to the blended learning format. In this structure, lessons are reviewed in self-paced online modules and skills are tested with a brief in-person session.

MARKETING & MEMBERSHIP

Student Employee of the Year Award Display

A large display was installed outside the department main office to recognize outstanding student employees each year. Laura Cilla, facility manager and sport club athlete, was selected as the 2021–2022 Employee of the Year.

All Hail Rec Well!

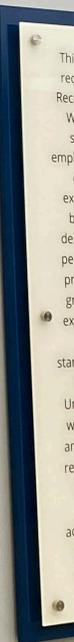
Marketing students Zara Hawkins, Ceira Stewart, and Jasmine Avan decorated a Recreation & Wellness billboard for the Reign Roll Call homecoming event and won “best department billboard”!

New Department Guide

The document that outlines all department programs and services was redesigned from an 18-page booklet into a one-page document with updated branding. This update provides brief program descriptions with website links to learn more.

New Website

To offer an enhanced user experience, the department website was reconstructed. The new website focuses on serving current students and community members with the addition of a menu, better navigation, more photos, and other features.



OUTDOOR ADVENTURE PROGRAM

Trip Leader Training

Fall 2021 Trip Leader Training took place on the South Fork of the Shenandoah River. Seven student trip leaders, two graduate assistants, and two full time staff members were in attendance. Student trip leaders assumed leadership blocks, presented teaching topics, received feedback, and refined skills in wilderness first aid and canoe camping.



Extended May Trip

The first extended/out-of-state trip since the beginning of the pandemic was to Moab, Utah in May. Students stayed in Yurts at a local state park and participated in hiking, mountain biking, whitewater rafting, and canyoneering.





FITNESS & WELLNESS

Goat Yoga

“FUN with Goats” brought goats to campus to provide students with a fun, interactive yoga experience to create therapeutic responses for participants. The event was very popular and all three session offerings were well attended.

Queer Yoga & Private Programs

Fitness & Wellness collaborated with SPECTRUM LLC to provide a private yoga class for LGBTQ+ and their allies. The goal was to show the club members that there is a place for all people in our department. Other collaborations included private yoga classes for members of the Women & Gender Equity Center for stress relief.

Student Staff Development

Four student staff members attended a nationally accredited personal training certification held at ODU. Students who passed the exams were interviewed and hired in their new roles as personal trainers. Additionally, three student staff members attended the Southeast Collegiate Fitness Expo at UNC-Charlotte to experience fitness programs from other universities.

HEALTH PROMOTION

National College Health Assessment

The National College Health Assessment, a survey conducted to better understand the health habits and needs of current students, received over 700 responses from a diverse group of students.

COVID-19 Mini-Grant

Efforts to continue educating ODU about COVID-19 were strengthened when the department received a mini-grant from the American College Health Association.



ESPORTS

Metafy Coaching Platform

To enhance player development and team success, the use of coaching platform Metafy.gg started in spring 2022. The coaches work remotely with varsity players throughout the year. Not only does this partnership benefit current players, but it helps to lend credibility to the ODU Esports program for recruits.

Virginia High School League Esports State Championships

At the end of April 2022, the Virginia High School League Esports State Championships took place at the Monarch Esports Arena. The event brought 20 teams from around the Commonwealth to ODU to compete in Rocket League, League of Legends, and Super Smash Brothers.



CRUNCHING THE NUMBERS

4,763

ODU students
engaged with
Recreation &
Wellness four or
more times.

8,649

ODU students
visited the
Student
Recreation
Center.

37%

of ODU student
participants were
first-generation
college students.

DEPARTMENT PARTNERSHIPS

Friends of ODU

Chesapeake Diving
Eastern Virginia Medical School
Elizabeth River Trail Foundation
Granby High School Swimming
Hampton Roads Sports Commission
K2 Diving
Norfolk Christian Swimming
Norfolk Downtown Council
Norfolk Public Schools
Norfolk State University
REACH
So Field Hockey
Virginia High School League
Warwick High School
YMCA of Hampton Roads

On-Campus Partners

Admissions
Alumni Relations
Athletics
Department of Biological Sciences
Department of Human Movement Sciences
Department of Human Resources
Housing & Residence Life
Information Technology Services
Military Connection Center
ODU Physical Therapy
ODU Research Foundation
ODU Virginia Modeling, Analysis & Simulation Center
Office of Counseling Services
Office of Enrollment Management
Office of University Advancement
ROTC
Strategic Communications & Marketing
Student Engagement & Enrollment Services

Student Engagement & Traditions
Student Health Services
Student Support Services
Student Transition & Family Programs
Transportation & Parking Services
Webb University Center
Women & Gender Equity Center

RECREATION & WELLNESS

PROFESSIONAL STAFF

Professional Staff

Bridget Weikel

Associate Vice President for Learning

Coulson Thomas

Director

Adriane Lott

Financial Budget Manager

Connie Thomas

Office Manager

Jesse Braxton

Office Assistant

Ryan Jumper

Assistant Director, Facility & Event Operations

Lexi Ricciuti

Coordinator, Aquatics & Safety

Craig Stengel

Equipment Services Technician

Brittanie Naff

Assistant Director, Marketing & Memberships

Abena Agyapomaa

Coordinator, Memberships

Chantal Matthews

Assistant Director, Health Promotion

Shanice Alexander

*Alcohol, Tobacco & Other Drugs
Health Educator*

Meshon Davis

Coordinator, Monarch Wellness

Tracy Conder

Dietitian

Mike Willett

Assistant Director, Outdoor Adventure Programs

Erik Edwards

Coordinator, Outdoor Adventure Programs

Grant Deppen

Assistant Director, Intramurals & Esports

Jean Holt

Assistant Director, Sport Clubs & Summer Camps

Mary Healey

Assistant Director, Fitness & Wellness

Chris Gutierrez

Coordinator, Fitness & Wellness

Graduate Assistants

Cierra Vann

Group Exercise

Nick Mundy

Intramurals

Byron Hinson

Esports

Dylan Scott

Facilities

Katie Beth Tudor

Fitness & Wellness

SheAyre Bowles

Sport Clubs

Lesley Gore

Health Promotion

Laura Christian

Health Promotion

Nick Wilson

Outdoor Adventure Programs

Old Dominion University
4700 Powhatan Ave., Ste. 1207
Norfolk, VA 23529

recwell@odu.edu

(757) 683-3384