



RECREATION & WELLNESS

Impact Report 2023-2024

Letter from the Director

This year has been a remarkable period of **growth, collaboration, and impact** for our Recreation & Wellness programs. Through innovative initiatives, community partnerships, and a steadfast commitment to enhancing the **well-being** of our students, members, and broader community, we have made meaningful strides in fostering physical, mental, and emotional health. From expanding swim lessons to cultivating leadership opportunities within sport clubs, hosting state championships, and facilitating crucial conversations around mental health, our efforts have left a lasting imprint on those we serve.

This year also marked a significant milestone with the completion of the new **Well-Being expansion**, bringing our partners Student Health Services, Office of Counseling Services, and Health Promotion together in one centralized location. This integration enhances accessibility, streamlines care, and fosters a holistic approach to student well-being. By uniting these essential services, we are better equipped to support students in achieving their **personal and academic goals** through comprehensive health and wellness resources.

The following highlights showcase the collective accomplishments of our **dedicated team** and the vibrant community we support. Together, we've turned challenges into opportunities and laid the groundwork for continued success in the years to come.

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

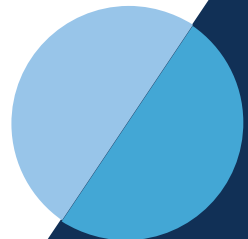
Deliver quality experiences through intentional and inclusive relationships to engage current and future participants, student organizations, departments and the community.

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.



Life After Rec

Thomas Lail, an alumnus of Old Dominion University (ODU), exemplifies how Recreation & Wellness can shape a successful career. Today, Thomas is the Associate Director of Recreation and Wellness at Stony Brook University (SUNY), where he combines his passion for student engagement, health, and sports into a fulfilling career.

Thomas graduated from ODU in 2016 with a major in Sports Management and a minor in Marketing. Initially a civil engineering major, he found his calling after joining Recreation & Wellness as an intramural official during his sophomore year, later advancing to intramural supervisor. This role ignited his passion for higher education and student development. ***“Working for the rec center gave me a sense of community and belonging on campus,”*** Thomas recalls. ***“It became my second home.”***

Thomas had many mentors along the way and credits much of his growth to the connections he made at ODU, from friends to mentors like Grant Deppen and Jean Holt. ***“I owe a lot to them for helping me along my journey and being someone I can always count on for advice,”*** he shares.

His experiences at the Student Recreation Center laid the foundation for his career. ***“I discovered a passion and purpose in higher education,”*** he explains. ***“I love working with students and staying involved in sports, health, and wellness. It’s the perfect combination.”***

When asked to describe his time with ODU Recreation & Wellness in five words or less, Thomas said, ***“Life Changing.”*** The department provided him with opportunities for growth and lasting memories, showcasing how ODU shapes futures and fulfills dreams.



Thomas Lail

**Associate Director | Recreation and Wellness
Stony Brook University**

Aquatics

High Impact Programming

The swim lesson program saw increased participation and continued to offer strong programming this year, including multiple levels of each swim lesson category to members and the community. These services continue to promote water safety awareness and education.

Fostering Strong Partnerships

Strong professional partnerships were upheld with Norfolk Christian High School (NCHS) and the Special Olympics. A strong partnership with NCHS led to the successful coordination of five high school meets this year. The Special Olympics hosted their annual swim meet, which was staffed by ODU lifeguards.

7,514

TOTAL PARTICIPANTS

2,083

TOTAL UNIQUE PARTICIPANTS

Aquatics Revenue Recap

Safety Courses: 22.4% increase from FY23

Group Swim Lessons: 31.9% increase from FY23

**Private and Semi-Private Swim Lessons:
31.4% increase from FY23**



Facilities & Memberships

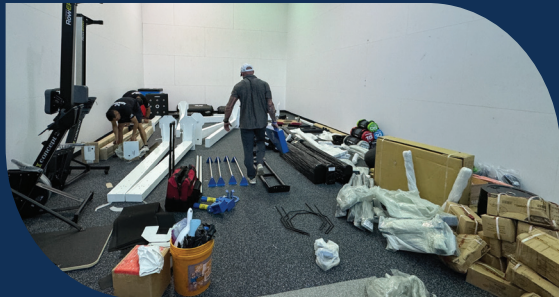


317,006

**ENTRANCES INTO THE
STUDENT RECREATION CENTER**

10,752

**UNIQUE PARTICIPANTS USED THE
STUDENT RECREATION CENTER**



Maximizing Gym Spaces

Racquetball Court B was converted into a versatile functional fitness space, equipped with rolled rubber flooring and \$70,000 worth of functional fitness equipment. This space is available for informal use, group fitness classes, personal training, and small group training.

Memberships On Air

Brittany Williams and Brittanie Naff appeared on Channel 13 News for the Wellness Wednesday Noon Show in efforts to promote community gym memberships, the Try Before You Buy promotion, and an Open House.

Turning Trials into Memberships

Nearly 350 Try Before You Buy trial memberships were sold in January and February 2024, leading to over 60 new paid memberships. Trial members were encouraged to take advantage of discounted Small Group Training and Personal Training packages as part of a partnership between Fitness & Wellness and Memberships.



Health Promotion

Fostering Important Conversations

Barbershop Talks events created space for over 200 men to participate in meaningful conversations about mental health and well-being.

Valuable Partnerships

Health Promotion collaborated with campus and community partners to advance health and wellness. Key initiatives included co-planning a health fair with the Governor's Asian American Taskforce and ODU's Nursing program.



3,420

**TOTAL PARTICIPANTS IN
HEALTH PROMOTION EVENTS**

Most Popular Health Promotion Events

267 *SMASH ROOM*

246 *GLOBAL MONARCH FEST*

176 *HAPPY HOUR WITH A TWIST*



Fitness & Wellness

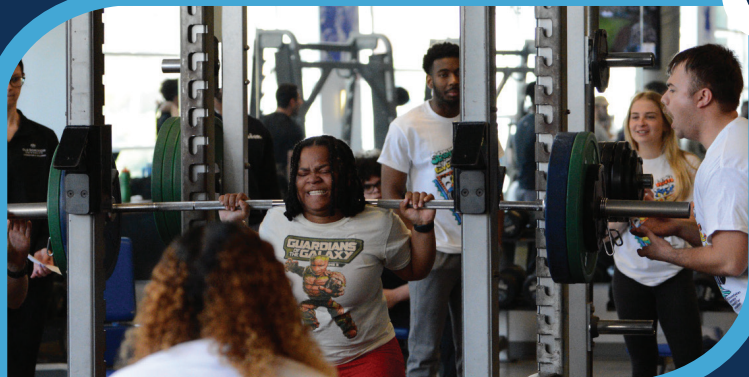


Wellness Wins

Fitness & Wellness offered a variety of programs throughout the year aimed at enhancing participants' mental, emotional, and physical well-being, aiming to create lasting, positive health outcomes for students and members.

Scholarship Achievement

Julia Bohlman, group fitness instructor, earned the NIRSA Group Fitness and Personal Trainer Scholarship to receive a complimentary fitness certification.



Most Popular Fitness Classes

431 *YOGA Individuals*
1,312 *CHECK-INS*

164 *MIXXEDFIT Individuals*
957 *CHECK-INS*

299 *CYCLE Individuals*
907 *CHECK-INS*

88 *HIIT BOOTCAMP Individuals*
693 *CHECK-INS*

111 *TOTAL BODY TONE Individuals*
688 *CHECK-INS*

Intramural Sports

2,074

FLAG FOOTBALL

2,069

BASKETBALL

1,149

VOLLEYBALL

1,004

INDOOR SOCCER

751

OUTDOOR SOCCER

111

DODGEBALL

73

PICKLEBALL

Beginner or Pro, Join the Game

This year proved to be another successful one for intramural sports with strong participation from the campus community.

Merging for Success

The transition to a new leadership structure successfully brought Sport Clubs and Intramural Sports under one unified umbrella.



7,273

TOTAL PARTICIPATIONS

2,163

TOTAL UNIQUE USERS



Sport Clubs & Esports

Strengthening Leadership

The number of sport club officers and executive board members increased, one-on-one leadership meetings were implemented with club officers, and club constitutions were reestablished.

Focusing on Excellence

Selecting a focused number of varsity and junior varsity game titles allowed for increased attention on primary collegiate esports games and greater support for the talented players on the teams.

Varsity and Junior Varsity Game Titles

Call of Duty

Rocket League

League of Legends

Super Smash Bros. Ultimate

Overwatch 2

Valorant

Virginia High School League Championship Host Site

In April 2024, 150 attendees from teams across the commonwealth gathered in the Monarch Esports Arena and Webb Center North Cafe to represent their schools at the VHSL State Championships.

291 *Sport Club Members Participated in Practice*

9,990 *Hours of Participation in Sport Club Practices*

17,700 *Hours of use by drop-in users and teams at the Monarch Esports Arena*



Outdoor Adventure Program



Wilderness First Aid

The Outdoor Adventure Program continued its partnership with SOLO Schools and the ODU Park, Recreation & Tourism Studies program in providing a Wilderness First Aid certification course during the fall semester. This course allowed several trip leaders and one professional staff member to receive or maintain the certification.

Black History Month Day Hike

This hike around Norfolk was a collaborative event between the Office of Intercultural Relations, the Black Student Alliance (BSA), and the OAP. BSA secured a professor from the African American Studies department to join the hike and provide historical information about locations along the way.

Virginia Recreational Sports Association



2023 State Workshop Host

Old Dominion University hosted the 2023 Virginia Recreational Sports Association State Workshop in early October. The Recreation & Wellness team organized two days of educational sessions and networking opportunities for over 60 collegiate recreation professionals and students.



Olivia Morse Named VRSA Student State Representative

Olivia Morse, Graduate Assistant for Intramural Sports, was elected to serve as the VRSA Student State Representative from May 2024 to April 2025. In this role, Olivia assists with the recruitment of new VRSA and NIRSA student members, collaborates with the Region II student leader to plan the Region II Student Lead On, communicates information with VRSA and NIRSA student members, and manages VRSA social media accounts.

Department Partnerships

Friends of ODU

City of Norfolk
Department of Motor Vehicles
Drive Safe Hampton Roads
Governor's Asian American Taskforce
LGBT Life Center
Minority Aids Support Services
Sentara Norfolk General Hospital
Surfrider Foundation
Tidewater AAA
Virginia Department of Health
Virginia High School League

On-Campus

Athletics
Eastern Virginia Medical School
Facilities Management
Fraternity & Sorority Life
Housing & Residence Life
Human Movement Sciences Department
Human Resources
Information Technology Services
International Admissions
Master of Science Athletic Training Program
Military Connection Center
Monarch Dining
National Panhellenic Council
Nursing Department
ODU Police Department
Office of Counseling Services
Office of Educational Accessibility
Office of Enrollment Management
Office of Finance
Office of Intercultural Relations

Office of Student Accountability & Academic Integrity
Office of Student Health Services
Psychology Department
Public Health Student Association
ROTC
Student Activities Council
Student Engagement & Enrollment Services
Student Engagement & Traditions
Transportation & Parking Services
Women's & Gender Equity Center



Recreation & Wellness Professional Staff



Professional Staff

Bridget Weikel

Associate Vice President for Learning

Coulson Thomas

Director, Recreation & Wellness

Jean Holt

Associate Director, Programs & Wellness

Erica Sawyer

Financial Budget Manager

Connie Thomas

Office Manager

Thomas Wilkinson

Office Assistant

Ryan Jumper

Assistant Director, Facility & Event Operations

Lexi Ricciuti

Coordinator, Aquatics & Operations

Craig Stengel

Equipment Services Technician

Brittanie Naff

Assistant Director, Marketing & Memberships

Brittany Williams

Coordinator, Membership Services

Chantal Matthews

Assistant Director, Health Promotion

Steven Gunzelman

Health Educator

Brittany Allens

Coordinator, Monarch Wellness

Karintha Cary

Coordinator, Monarch Wellness

Tracy Conder

Registered Dietitian

Mike Willett

Assistant Director, Outdoor Adventure Program

Erik Edwards

Coordinator, Outdoor Adventure Program

Grant Deppen

Assistant Director, Intramurals & Esports

Byron Hinson

Coordinator, Esports

SheAyre Gavin

Coordinator, Sport & Youth Programs

Brittany Brandt

Assistant Director, Fitness & Wellness

Rachel Lowery

Coordinator, Fitness & Wellness

Graduate Assistants

Key White

Facilities

Molly King

Facilities

Jayden Lilly

Fitness & Wellness

Shasa-Gay Clarke

Health Promotion

Olivia Morse

Intramurals

Shelby Cromity

Sport Clubs

Meghan Matheny

Aquatics



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