

2023-2024

ANNUAL REPORT



**Campus
Recreation**

A&M-COMMERCE

OUR MISSION

We connect, educate, and inspire people to lifelong activity and wellbeing.

OUR VISION

We aspire to be leaders in student development and collegiate recreation through programming, services, and facilities that reflect the highest industry standards.

Active Body. Active Mind.

CAMPUS RECREATION BY THE NUMBERS



STUDENT PARTICIPATION

IN ALL CAMPUS REC PROGRAMS, SERVICES, AND FACILITIES

89%

of on-campus
residents

57%

of students who
have in-person
classes in
Commerce

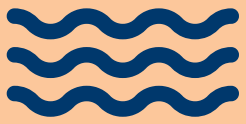
45%

of international
students



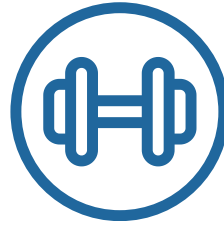
3,680 Students Engaged

PROGRAM TOTAL PARTICIPANTS



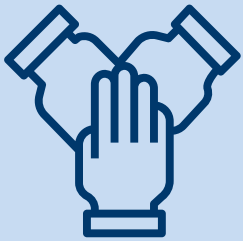
340

Aquatics



220

Fitness



33

Club Sports



675

Intramural
Sports



1,006

Fall and Spring
RecFest



615

Nutrition

**2,026 Total
Participants**



289

Outdoor
Adventure

FACILITY VISITS

MRC

118,227

**CLIMBING
WALL**

3,985

MAC

3,298

**CHALLENGE
COURSE**

414

PROGRAM HIGHLIGHTS



AQUATICS

HIGHLIGHTS

- Held first ever polar plunge event.
- Hosted a dive-in movie event with 162 attendees
- Swim lessons had a record high Net Promoter Score of 85



34 Pool Reservations



506 Swim Lessons

CLUB SPORTS

HIGHLIGHTS



- New Club Sport: Esports
- Men's Club Soccer: Club Sport of the Year and participated in the Texas Club Soccer League

78
participations

\$ **\$7,810**
Fundraised

4

Club Sports

33

Unique Participants

13

Away Games and
Competitions

FITNESS

HIGHLIGHTS



- Achieved Silver Level in ACSM Exercise is Medicine
- Added new format: AquaFit
- Wellbeing events: International Day of Happiness and Body Positivi-Tea

887 participations



235

Group Fitness
Classes



214

Personal Training
Sessions

INTRAMURAL SPORTS

HIGHLIGHTS

- Redesigned Intramural Championship Ring was a hit
- Hosted Basketball Champ Night in the Fieldhouse
- Number of distinct participants increased



4,508 participations

20

Intramural Sports
Offered

460

Games Played

218

Teams

MARKETING

HIGHLIGHTS

Created & hired a new position: Coordinator of Marketing

Created environmental graphics for student staff breakroom

Over 2,200 followers on Instagram

EFFORTS

27k Social Media Reach

16 tabling events

100% increase in content interaction
Instagram from last year



NUTRITION

HIGHLIGHTS

- Kara Nemethy was promoted to Senior Registered Dietitian
- Created a streamlined process for registering for nutritional counseling
- Hosted first ever National Nutrition Month Kickoff Event



32

Nutrition Events

337

Participants

541

Info Event Attendees

OUTDOOR ADVENTURE

HIGHLIGHTS



- Moved gear rental to the climbing wall for easy access
- Led the first climbing trip in two years
- All trips in Spring 2024 were full



67 attendees on 11 outdoor trips



406 participations in 31 clinics and events

CHALLENGE COURSE

10 Reservations

3 Student Groups

7 Non-TAMUC Groups

DEPARTMENT HIGHLIGHTS



STRATEGIC PLAN

2023-24 was the second of three years

EXPAND OUR INFLUENCE

THE MORE STUDENTS WE REACH, THE MORE WE CAN HELP THEM ACHIEVE LIFELONG ACTIVITY AND WELLBEING. EXPANDING OUR INFLUENCE INVOLVES FINDING STUDENTS AND ENGAGING THEM IN OUR PROGRAMS, FACILITIES, AND SERVICES.

QUALITY ENGAGEMENT

WE MUST DELIVER THE VERY BEST CUSTOMER SERVICE, QUALITY PROGRAMS, CLEAN FACILITIES, AND EFFICIENT PROCESSES. WE WANT PARTICIPANTS TO EXPERIENCE DELIGHT, HAVE MEMORABLE MOMENTS, AND HAVE SUCH A GREAT EXPERIENCE THAT THEY REFER THEIR FRIENDS TO ENGAGE WITH US.

STRATEGIC PLAN

Key Results

EXPAND OUR INFLUENCE

Increase our face-to-face presence with students by 5% each year, to go from 53% to 58% in 2023-24

57% ✓

70% of students that engage with Campus Rec will engage at least 4 times a semester.

78% ✓

Invest in a platform to engage with our online students.

**Fitness
On-Demand** ✓

QUALITY ENGAGEMENT

Net promoter score (NPS) measures the loyalty of customers to an organization

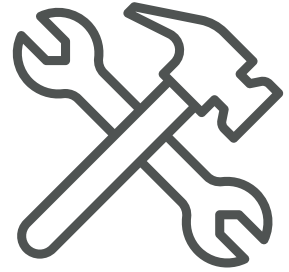
Receive a participant Net Promoter Score of 75 or higher in each area of Campus Rec.

Area	NPS
Aquatics	61
Fitness (PT and GF)	52
MRC Patrons	46
Outdoor Adventure	67
Sport Programs	41



MAJOR INITIATIVES

MRC EXPANSION: DESIGN PHASE. HIRED SMITHGROUP AS THE ARCHITECT AND HOAR CONSTRUCTION AS THE CONSTRUCTION MANAGER IN FALL 2023. SCHEMATIC DESIGNS WERE DEVELOPED IN SPRING AND SUMMER 2024.



HOSTED CELEBRATION EVENT FOR THE MORRIS RECREATION CENTER 20TH ANNIVERSARY

INSTITUTED SOME CHANGES TO IMPROVE RETENTION OF FULL-TIME STAFF, INCLUDING SKIP-LEVEL MEETINGS AND PROMOTION OPPORTUNITIES.



CREATED DASHBOARDS FOR EACH AREA TO ENABLE BETTER DECISION-MAKING BASED ON DATA.

PROMOTIONS

JISY DELEON

**Promoted to Assistant
Director of Facility
Operations and Aquatics**



KELLEN DION

**Promoted to Assistant
Director of Outdoor Adventure**

EMPLOYMENT & DEVELOPMENT



CERTIFICATIONS

→ 6 Lifeguard Certifications



→ 5 Basic Swim Instructor certifications



→ 1 Barre Above Certification

→ 9 Wilderness First Aid certifications



**78 CPR/AED &
First Aid
certifications**



SUPPORT/SCHOLARSHIPS



Supported 3 student employees to attend NIRSA Region IV Conference in Denton, TX in 2023



Supported four student employees to attend NIRSA Annual Conference in Phoenix, AZ in 2024

Supported eight fitness student employees to attend TexFit in Austin, TX in 2024



Dr. James Stahl Scholarship - \$ 1,000 each
Emily Dick
Mukesh Rajasekar
Kaitlyn Johnson
Jaden Nelson
Emma Selke



Charles Goodall Scholarship - \$400
Jaylene Balderrama-Borunda

Robin Sullivan Memorial Scholarship - \$600
Jada Burke

EMPLOYMENT

173

STUDENTS EMPLOYED

Fall 2023 GPA

129 STUDENTS

3.2

Spring 2024 GPA

108 STUDENTS

3.1



71%

RETENTION RATE

95%

**INCREASED A LITTLE OR
SUBSTANTIALLY**

on teamwork during the year.

93%

AGREE

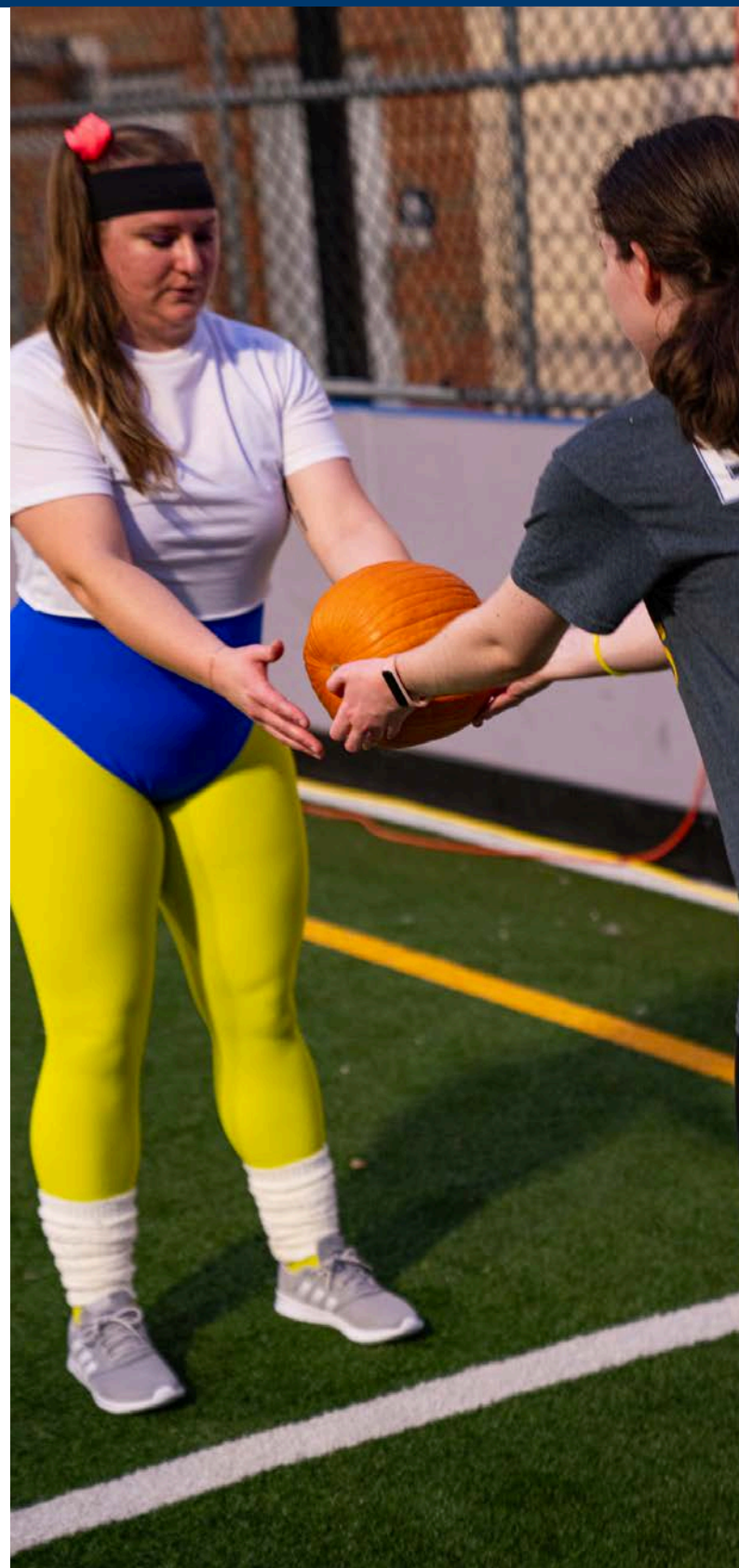
The mission of Campus Recreation makes them feel their job is important.

83

OVERALL NPS SCORE

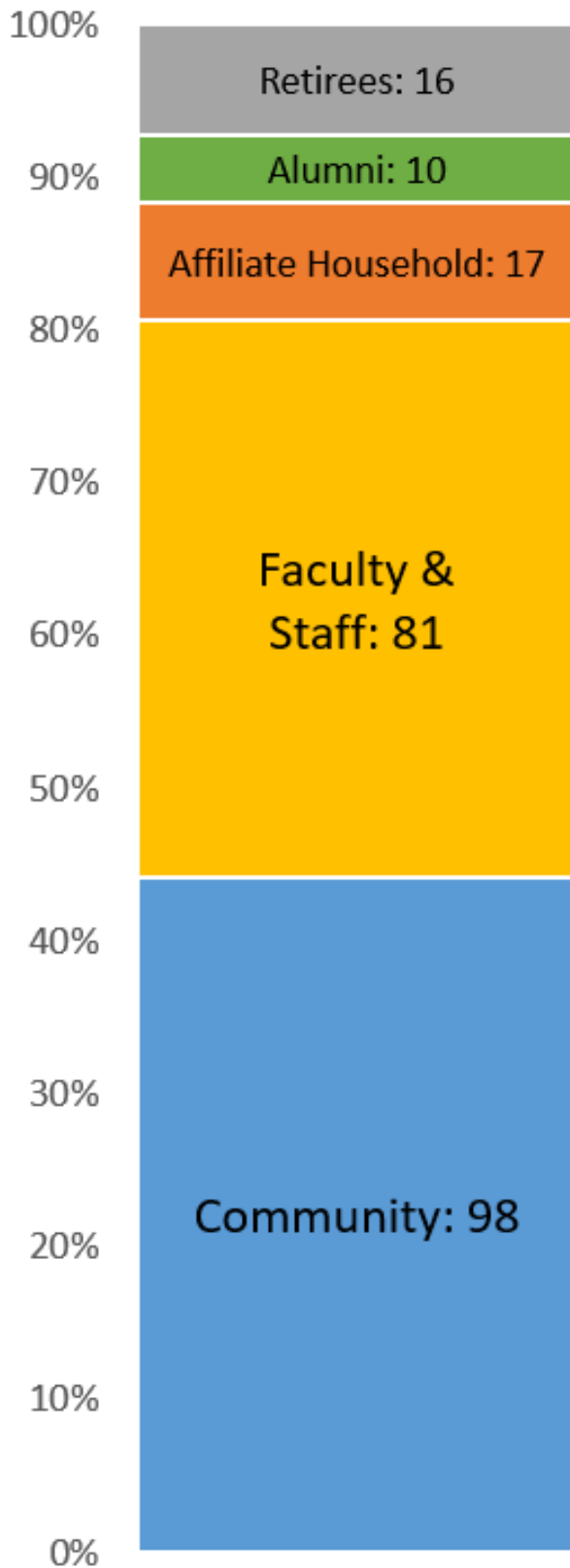
**NET PROMOTER SCORE (NPS)
MEASURES THE LOYALTY OF
EMPLOYEES TO AN
ORGANIZATION**

SALES & BUDGET

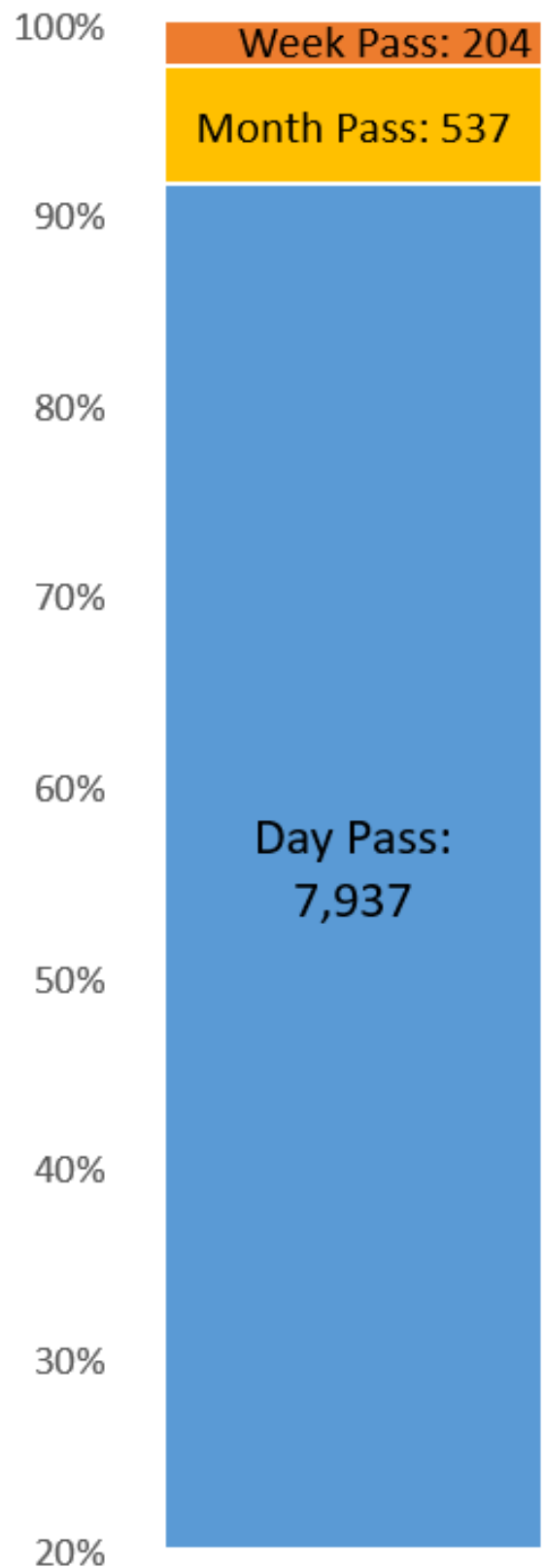


ANNUAL SALES

MEMBERSHIPS SOLD

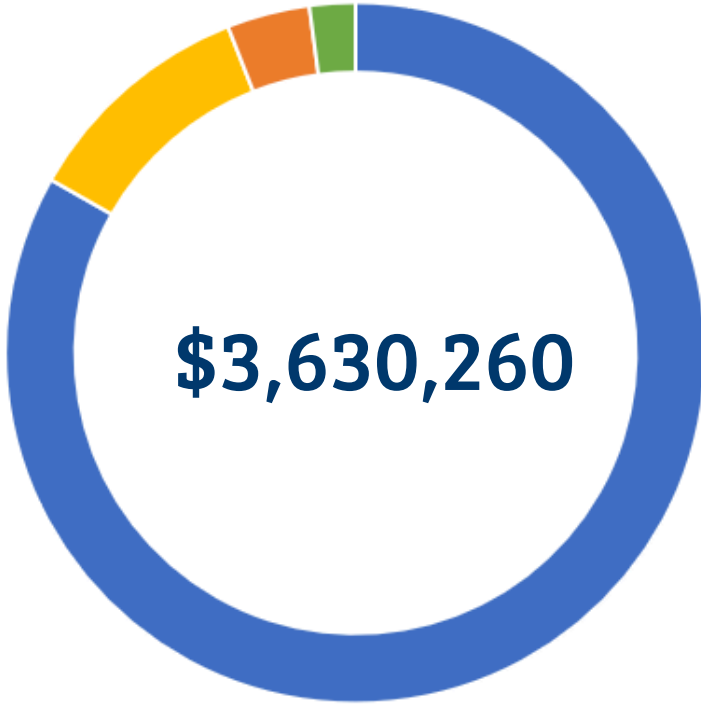


PASSES SOLD



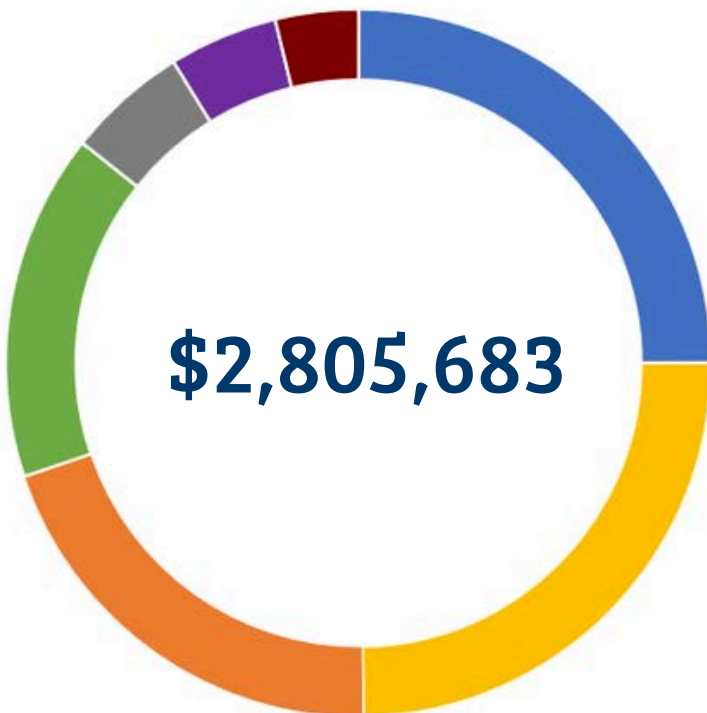
BUDGET FY24

REVENUE



- Recreation Fee 83%
- Student Service Fee 11%
- Memberships 4%
- Reservations, Programs, Endowment 2%

EXPENSES



- Building Debt 25%
- Full-time Staff Wages & Benefits 25%
- Student Staff Wages, Benefits & Scholarships 20%
- Facility Operations 16%
- Administration 6%
- Programming 5%
- Deferred Maintenance 4%

Savings will go towards Fitness Equipment for the MRC Expansion



Campus Recreation

A&M-COMMERCE

Active **Body.** Active **Mind.**