

GRAND VALLEY STATE UNIVERSITY **2017-18 ANNUAL REPORT**
RECREATION PROGRAM ATTENDANCE AT A GLANCE

 **FITNESS & WELLNESS**

GROUP EXERCISE PASS HOLDERS	2,116
GROUP EXERCISE ATTENDANCE	11,222
INJURY CARE CLINIC VISITS	1,879
APPOINTMENTS (MASSAGE, UFIT, ETC)	1,443

 **OUTDOOR ADVENTURES**

CLIMBING CENTER ATTENDANCE	5,187
OUTDOOR ADVENTURES EQUIPMENT RENTALS	38
BIKE SHOP RENTALS	165
BIKE MAINTENANCE VISITS & TUNE-UPS	192

 **INTRAMURAL SPORTS**

PARTICIPATION BY SPORT

3,746
UNIQUE PARTICIPANTS

30,116
PARTICIPATIONS

929
TEAMS

2,303
GAMES PLAYED

VOLLEYBALL	2,133
SOCCER	1,743
BASKETBALL	1,443
FLAG FOOTBALL	1,086
SOFTBALL	487
ULTIMATE FRISBEE	268
DODGEBALL	217
KICKBALL	206
FLOOR HOCKEY	168

 **CLUB SPORTS**

HIGHLIGHTS

54
CLUB SPORTS

1,800
ATHLETES

99TH
PERCENTILE IN THE COUNTRY FOR PROGRAM SIZE*

- **RECRUITMENT:** 66.03% strongly agree or agree that having the opportunity to participate in club sports affected their decision to attend GVSU.
- **RETENTION:** 96.69% of non-graduating students plan to continue their education at GVSU next year.
- **CHAMPIONS:** Club Dodgeball, Gymnastics, & Dance won team national championships for GVSU during the 2017-18 academic year.
- **ATHLETE TESTIMONY:** "Club Sports at GV has been the biggest and most helpful part of my transition to college and life beyond. Being able to stay involved and committed to a sport helped anchor the chaos of freshman year. I was lucky enough to be able to try multiple club sports, allowing me to meet new friends and find new meanings to fitness and staying healthy beyond college."

*ACCORDING TO NIRSA DATA

 **MARKETING & SPECIAL EVENTS**

WHY DO YOU REC? - launched first marketing campaign, gathered testimonials and shared participant success stories

EMAIL NEWSLETTERS - designed first-ever newsletter & sent 6 throughout the last year to 10,000+ audience

TREK100 - created new year challenge, 98 participants with a total of 77 who completed all 100 miles in the 2-month period

SPONSORSHIP PROGRAM - implemented to maintain existing and cultivate new partnerships and funding opportunities