

GRAND VALLEY STATE UNIVERSITY **2018-19 ANNUAL REPORT**
RECREATION PROGRAM ATTENDANCE AT A GLANCE



FITNESS

GROUP EXERCISE PASSHOLDERS	1,272
GROUP EXERCISE ATTENDANCE	9,715
GROUP EXERCISE CLASSES	1,700+
UFIT PLAN APPOINTMENTS	774



INTRAMURAL SPORTS

PARTICIPANTS BY SPORT

VOLLEYBALL	1,976
SOCCER	1,429
FLAG FOOTBALL	983
BASKETBALL	968
SOFTBALL	505
ULTIMATE FRISBEE	214
KICKBALL	203
FUTSAL	178
DODGEBALL	148
FLOOR HOCKEY	121
GV GAMES	67
SPIKEBALL	37

3,431

UNIQUE PARTICIPANTS

27,302

PARTICIPATIONS

883

TEAMS

2,236

GAMES PLAYED



CLUB SPORTS

52

CLUB SPORTS

2,026

ATHLETES

88%

GVSU RETENTION OF FTIAC PARTICIPANTS

18,900+

FANS AT 180+ HOME EVENTS

- **RECRUITMENT:** 65% strongly agree or agree that having the opportunity to participate in club sports affected their decision to attend GVSU.
- **RETENTION:** 97% of non-graduating students plan to continue their education at GVSU next year.
- **CHAMPIONS:** Dance Team & Rowing Club won National Championships, while Club Dodgeball, Men's D3 Ice Hockey Club, Men's Roller Hockey Club, & Rifle Club were National Runner-Ups.



WELLNESS

337

MASSAGE APPOINTMENTS

100

NUTRITION APPOINTMENTS

1,480

INJURY CARE CLINIC VISITS



8 DIMENSIONS OF WELLNESS



OUTDOOR ADVENTURES

CLIMBING CENTER ATTENDANCE	7,979
BIKE SHOP RENTALS	100
BIKE MAINTENANCE VISITS & TUNE-UPS	164
EDUCATIONAL WORKSHOP HOURS	222



MARKETING & SPECIAL EVENTS

UNPLUGGED - launched marketing campaign to encourage less time on technology & more time with others/recreation

EMAIL NEWSLETTERS - increased frequency to monthly and grew audience to 24,500+ with 40.3% avg. open rate

SOCIAL MEDIA - surveyed 2,100 random students (with 80% response rate) to build intentional content and improve audience engagement & increased followers by 1,110+ across 3 platforms

WHY DO YOU REC - campaign that gathered 100+ participant success stories and testimonials