



FITNESS

GROUP EXERCISE PASSHOLDERS	554
GROUP EXERCISE ATTENDANCE	3,638
GROUP EXERCISE CLASSES	453
UFIT PLAN APPOINTMENTS	197



INTRAMURAL SPORTS

PARTICIPANTS BY SPORT

VOLLEYBALL	1,180
SOCCER	806
FLAG FOOTBALL	687
SOFTBALL	306
BASKETBALL	262
ULTIMATE FRISBEE	152
DODGEBALL	115
GV GAMES	74
CORNHOLE	61
SPIKEBALL	59
TENNIS	29

2,554

UNIQUE PARTICIPANTS

12,895

PARTICIPATIONS

479

TEAMS

1,210

GAMES PLAYED



CLUB SPORTS

51

CLUB SPORT TEAMS

1,279

ATHLETES

60

HOME EVENTS HOSTED

65,179

MILES TRAVELED ACROSS 16 STATES

- **RETENTION:** 96% of non-graduating students plan to continue their education at GVSU next year.
- **WELL-BEING:** 91% of athletes said participation contributed to their academic success, learning and understanding of background and cultures, stress management, self-confidence, connection to GVSU, physical health, and mental well-being.
- **ATHLETE TESTIMONIAL:** "Participating in Club Sports had a positive impact on my education, social life, and physical health and mental health."



WELLNESS

148

MASSAGE APPOINTMENTS

37

NUTRITION APPOINTMENTS

570

INJURY CARE CLINIC VISITS



8 DIMENSIONS OF WELLNESS



OUTDOOR ADVENTURES

CLIMBING CENTER ATTENDANCE	4,134
BIKE SHOP RENTALS	30
BELAY LESSON CERTIFICATIONS	175
EDUCATIONAL WORKSHOP HOURS	58



MARKETING & SPECIAL EVENTS

BRAND & IDENTITY - enhanced department brand to better align with wellness initiatives, keeping strength of current identity in tact

STORYTELLING - Why Do You RecWell and Unplugged campaigns rebranded and updated to better engage with audiences

SOCIAL MEDIA - increased followers by 680+ across 3 platforms, enhanced Instagram story presence and implemented highlights, & streamlined hashtag use for consistency and inclusiveness

EMAIL NEWSLETTERS - revised strategy to include intentional student wellness features each month