

2020-2021

# ANNUAL REPORT

# WHO WE ARE

Recreation & Wellness provides the community with a wide variety of recreation, fitness, wellness, and social opportunities at all levels of ability, competition, and interest. These opportunities create an environment that supports fun, diversity, teamwork, leadership, health, and well-being, where participants can get involved, be active, and live healthy.

## mission

ENHANCE AND ENGAGE THE GVSU COMMUNITY BY PROVIDING INCLUSIVE AND DIVERSE OPPORTUNITIES THAT INSPIRE PARTICIPATION, PROMOTE HEALTH AND WELL-BEING, AND ENCOURAGE STUDENT DEVELOPMENT AND SUCCESS.

## vision

BE A LEADER WHO INTEGRALLY CONTRIBUTES TO STUDENT SUCCESS THROUGH COMPREHENSIVE AND QUALITY RECREATIONAL PROGRAMS AND SERVICES THAT FURTHER WELL-BEING AND COMMUNITY.

## core values



Collaboration

Diversity & Inclusion

Healthy Lifestyle

Service

Student Learning & Development

Sustainability

## inclusion statement

Recreation & Wellness is committed and welcoming to a culture of inclusion, in which we provide recreational programs and services that are accessible and equitable to the community. We strive to share a diverse array of ideas, opportunities, and experiences for all students.

Recreation & Wellness follows the university policy on discrimination and harassment, which protects from discrimination on the basis of age, color, disability, familial status, height, marital status, national origin, political affiliation, race, religion, sex/gender (including gender identity and expression), sexual orientation, veteran or active duty military status, or weight.

In addition, we advocate for the inclusion of all individuals, including the right to access facilities, such as restrooms and locker rooms, and programming on the basis of asserted gender expression.

# FROM THE DIRECTOR

“This year was certainly one like no other. Students, faculty, and staff continued to navigate the various ways that COVID-19 impacted our lives. Extracurricular activities on campus, which typically provide a wide array of opportunities for connection and enjoyment, were limited as the university navigated through different levels of mitigation efforts. Throughout it all, Recreation & Wellness stayed strong in our firm commitment to providing quality programs and services. Staff found unique ways to provide activities for our students including-

- 100 participants enjoyed a socially distant community outdoor yoga event @ Lubber's Stadium.
- Virtual student wellness workshops through the WIT peer educators.
- Brand new Esports tournaments through our Intramural Sports program.
- A new intramural bouldering league at the Climbing Center.
- Club Sports hosted 16 virtual educational workshops with 327 student and staff participants.
- Over 100 participants for the virtual Family Weekend 5k.

I am incredibly proud of our RecWell team who delivered programs creatively and safely to allow students opportunities to get involved, be active, and live healthy.

Join me in celebrating all the things we were able to accomplish together in 2020-2021.”

- KATE HARMON, DIRECTOR



Photo credit: Amanda Pitts, University Communications

9,458

unique students participated in recreation programs, services, and facilities.

99

student employees, 16 professional staff, and 47 coaches.

131,081

visits to the Rec Center.  
\*during the academic year



# FITNESS

Through a variety of programs and services, participants can foster healthy lifestyles, improve their fitness, and manage stress in a positive way.

## being flexible

Group Fitness Classes were offered both live and virtually all year. Outdoor classes were also offered during Fall 2020 and Spring 2021

## training with technology

Use of Mindbody and Trainerize software launched. This helped improve user experience and increase access to fitness services, such as virtual training.

**4,673**

GROUP FITNESS PARTICIPANTS (GE + SGT)

**152**

VIRTUAL CLASSES

**165**

PERSONAL TRAINING SESSIONS

**293**

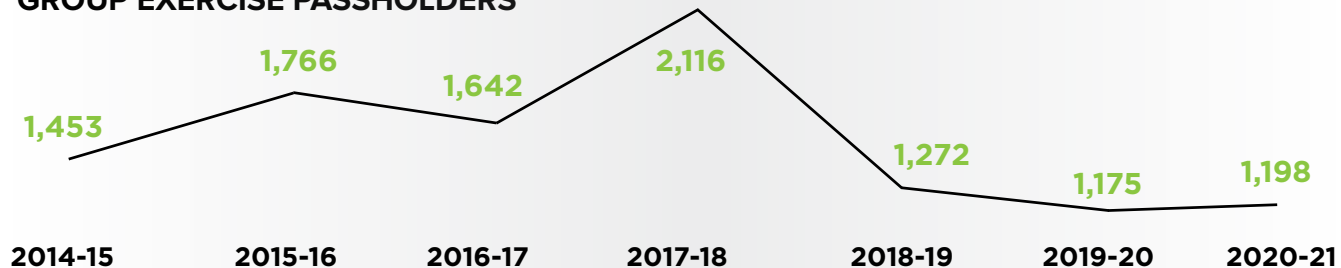
UFIT APPOINTMENTS

- + GROUP EXERCISE (GE)
- + PERSONAL TRAINING
- + SMALL GROUP TRAINING (SGT)
- + UFIT PLAN
- + ADULT SWIM PROGRAM

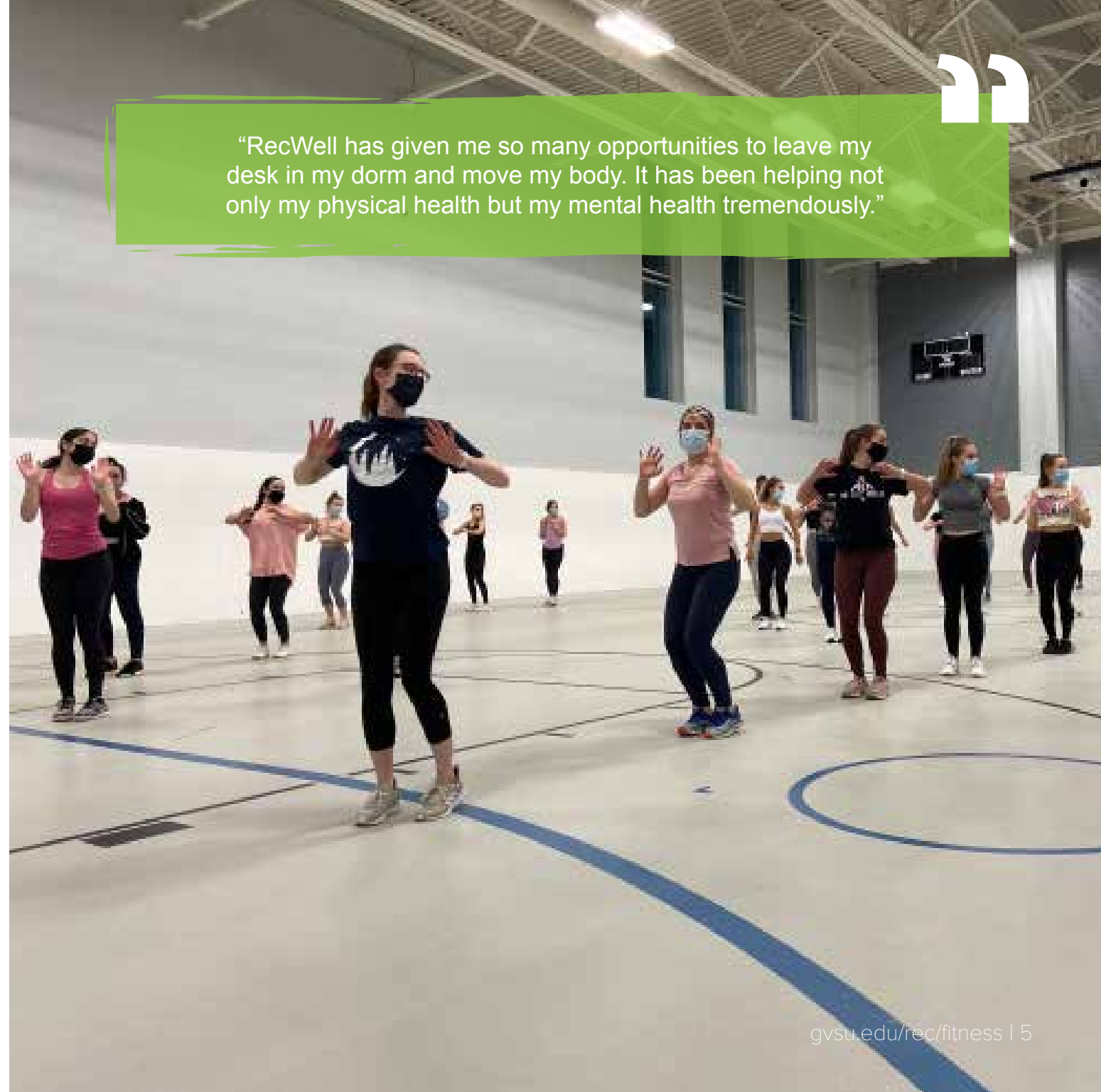
## in-person events

Three large in-person events were held during the 20-21 academic year: August 2020: Lubber's Yoga- 100 participants, October 2020: Lubber's Dance Party- 40 participants, and March 2021: Workout your Wellness Zumba- 60 participants.

## GROUP EXERCISE PASSHOLDERS



“RecWell has given me so many opportunities to leave my desk in my dorm and move my body. It has been helping not only my physical health but my mental health tremendously.”







# WELLNESS

We empower students to make positive changes and healthy decisions that improve their well-being by offering wellness services that provide tools, strategies, and opportunities to support a healthy campus environment.

- + **NUTRITION**
- + **MASSAGE**
- + **OUTREACH**

## WIT

The Wellness Information Team (WIT) peer educator program launched in Fall 2020. Focusing on peer-led programming in sexual health, nutrition and the 8 dimensions of wellness, WIT is a dynamic group of GVSU students ready to connect with others to support wellness on campus and beyond. Programming includes presentations, an Ask WIT forum, Sex Ed Series and more.

## press pause

Expectations of work, school, and life can make resting seem nearly impossible. In Winter 2021, the Press Pause campaign was launched to encourage the GVSU community to rest, relax, & refresh.

Tips and tools for resting were created for blogs, website, social media, giveaways, and face-to-face connections to support GV in taking breaks for their well-being.

**24**

PEER EDUCATOR  
PRESENTATIONS

**92**

STI SCREENINGS

**527**

WELLNESS  
PROGRAM  
PARTICIPANTS

**696**

VIEWS RECEIVED ON  
15 BLOG POSTS FROM  
SEX ED SERIES

**1180**

CONDOMS  
DISTRIBUTED IN  
7 MONTHS

## sexual health

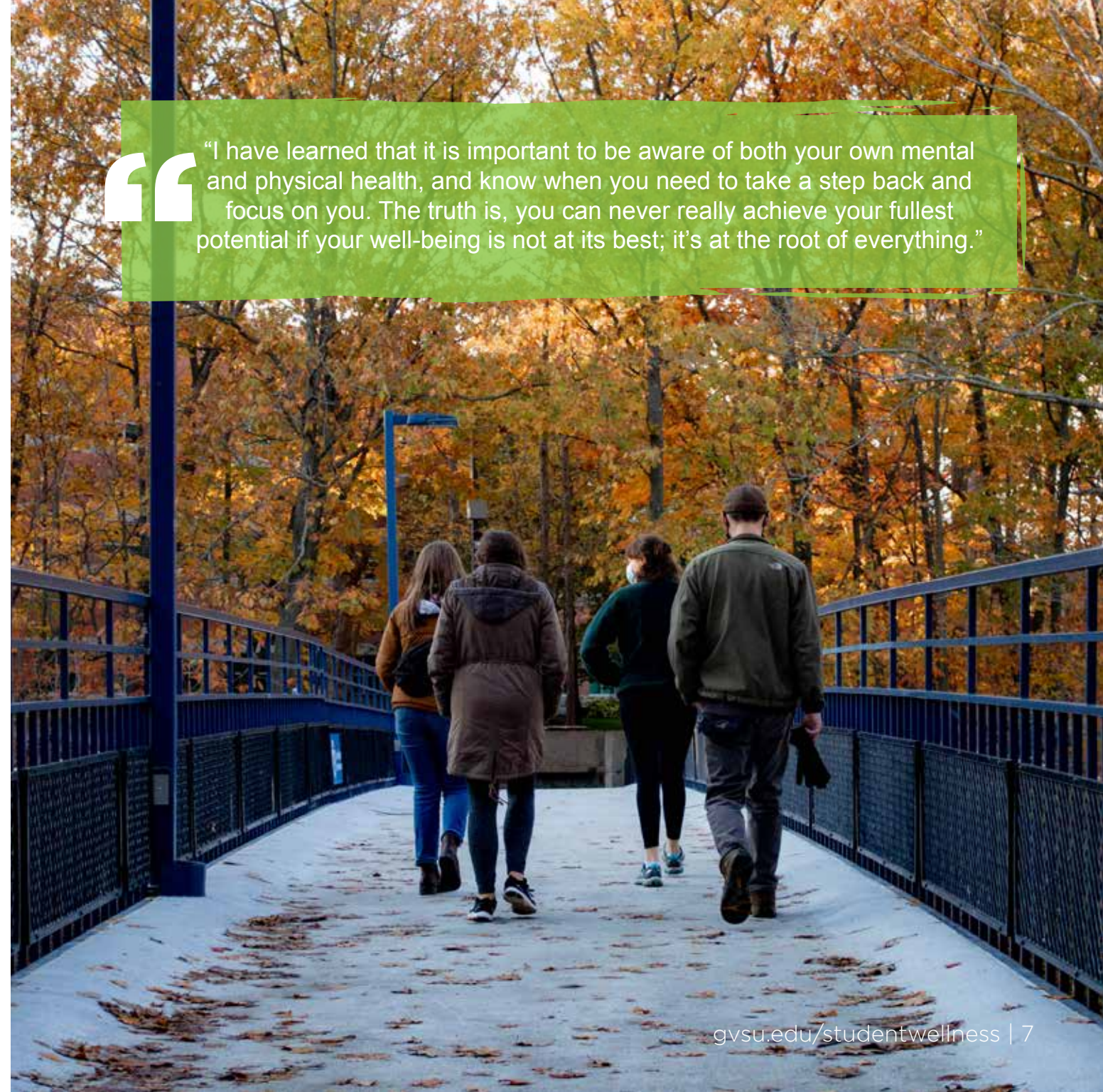
In collaboration with the Ottawa County Department of Public Health, sexual health programming continued on campus and in-person this year. 7 STI testing events were held with 92 screenings in addition to our on-going Wear One condom distribution mail program which sent 1180 condoms to students around campus. Our Sex Ed Series was also launched to engage in evidence-informed, sex-positive, inclusive & empowering messages to support students making the best decisions for themselves.



8 DIMENSIONS OF WELLNESS  
[gvsu.edu/studentwellness](https://gvsu.edu/studentwellness)



“I have learned that it is important to be aware of both your own mental and physical health, and know when you need to take a step back and focus on you. The truth is, you can never really achieve your fullest potential if your well-being is not at its best; it’s at the root of everything.”







# INTRAMURAL SPORTS

Through a variety of sports and events offered in leagues, tournaments, or contests, participants of all skill levels can join co-rec, men's, women's, or open competition in an inclusive, fun, and recreational environment.

## COVID cautious

IM Sports provided safe, in-person programs during the academic year. 94% of participants report IM Sports took the appropriate precautions to keep them safe during COVID-19.

## Esport programming

Two Rocket League tournaments were hosted, one per semester. A Discord channel was also facilitated for drop-in gaming days weekly from February-April.

**1,434**

UNIQUE PARTICIPANTS

**7,219**

PARTICIPATIONS

**533**

TEAMS

**1,132**

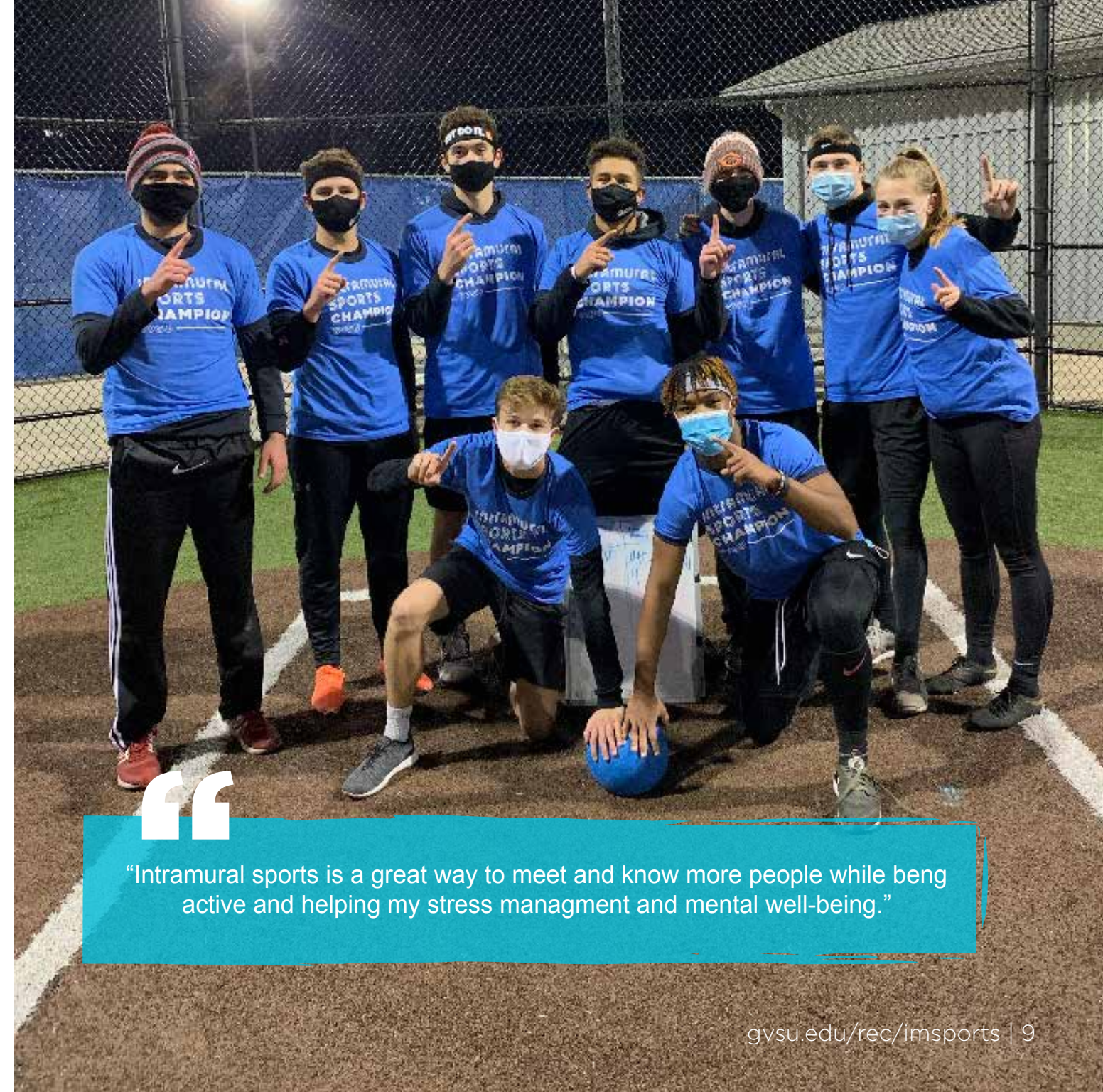
GAMES PLAYED

**89.2%**

RETENTION OF FTIAC PARTICIPANTS

### PARTICIPANTS BY SPORT

CORNHOLE	200
GV GAMES	138
SAND VOLLEYBALL	460
VOLLEYBALL	647
SPIKEBALL	81
4V4 FLAG FOOTBALL	206
INDOOR SOCCER	302
TENNIS	39
TABLE TENNIS	30
BOULDERING	50
KICKBALL	215



“

“Intramural sports is a great way to meet and know more people while beng active and helping my stress managment and mental well-being.”



# GV CLUB SPORTS

Bridging the gap between Varsity Athletics (NCAA) and Intramural Sports, student-athletes join recreational or highly competitive club teams that compete regionally and nationally.

## virtual workshops

Club Sports hosted 16 virtual workshops with 327 student and staff participants. These workshops included Cultural Impact of Alcohol & Drugs with Athletes, Making Connections, Wellness Series, Eat Like an Athlete, & Conflict Resolution.

## field day

Club Sports teams hosted booths with games for students to participate and learn about organizations. 83 students attended.

**46**

CLUB SPORT ORGANIZATIONS

**91.1%**

GVSU RETENTION OF FTIAC PARTICIPANTS

**99%**

REPORTED INCREASED TRANSFERRABLE SKILLS

**35.7%**

OF STUDENT-ATHLETES LIVE ON CAMPUS.

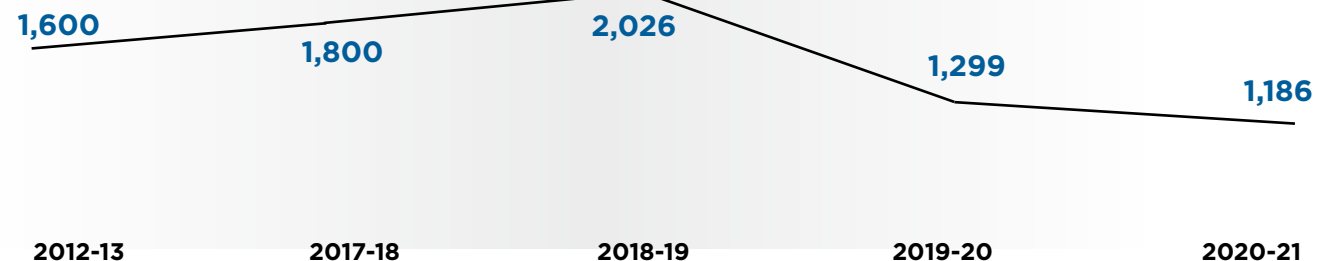
## club sports olympics

Club Sports put on a 9 week Olympic event that first started with virtual trivia night and moved through multiple sports and activities for different Club Sports to compete with one another. There were 160 unique participants that attended.

## positive feedback

99% of student-athletes stated that participation in Club Sports increased development of lifelong transferable skills (teamwork, time management, communication, conflict resolution). 98% of athletes reported that participation positively impacts their connection to the GVSU community.\*

## TOTAL STUDENT-ATHLETES



“Club Sports has allowed me to develop my love for a new sport. It has taught me numerous life lessons that I would not have learned if I had not had the opportunity to join a club sport.”



“I think Club Sports is a great way to spend your time outside of school. It has gained me friends, roommates, and experiences I will never forget.”





# OUTDOOR ADVENTURES

With a mission to empower and inspire the GVSU community through adventure-based opportunities, participants enjoy a variety of ways to get connected and explore the outdoors.

- + CLIMBING CENTER
- + OUTDOOR TRIPS
- + EDUCATIONAL WORKSHOPS

## outdoor engagement

Outdoor Adventures hosted two scavenger hunts that encouraged exploring and getting outside. These programs generated more participation than most other programs offered prior.

## bouldering league

Outdoor Adventures partnered with Intramurals to offer the first ever IM Bouldering League, which was a 6-week competition with 47 participants.

**2,713**

CLIMBING CENTER ATTENDANCE

**94.8%**

RETENTION OF FTIAC PARTICIPANTS

**60.5**

ACTIVITY & EVENT HOURS

**114**

BELAY LESSONS

**2,520**

OPEN CLIMB PARTICIPANTS

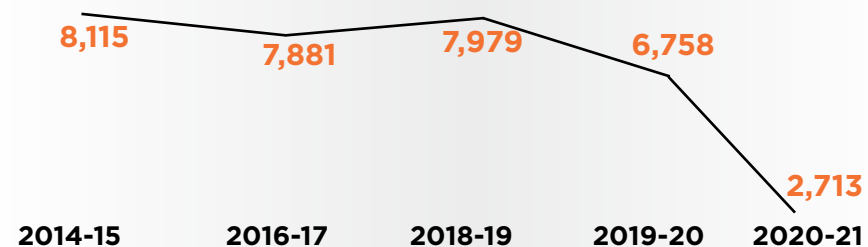
## OA collective Facebook group

A collective Facebook group for Outdoor Adventures was created and launched in the Winter. The group acts as a place for Grand Valley students with a passion for the outdoors to connect, discuss, & collaborate.

## Wilderness First AID

Wilderness First Aid courses were hosted May 7th through the 11th with 17 total participants.

### CLIMBING CENTER ATTENDANCE



“

“Climbing has made my experience at GVSU a lot more enjoyable, it is one of my favorite places and activities to participate in on campus.”





# MARKETING

With a strategic focus on brand consistency, digital presence, and inclusive experiences, marketing efforts increase exposure and support the department in successfully promoting all programs, services, and events.

## staying social

Positive storytelling from participant submissions, along with motivational content, became a main focus in the midst of a pandemic. Why Do You RecWell, self-care, and Unplugged stories continued to be shared weekly on platforms to maintain a social media presence. Facebook Live options were implemented for different program areas as well.

## growing numbers

Total followers on Instagram grew by 791, Facebook grew by 75, & Twitter grew by 17.

**8,100+**

SOCIAL MEDIA  
COMMUNITY ACROSS  
FACEBOOK, TWITTER,  
& INSTAGRAM

**147,300+**

ANNUAL WEBSITE  
VISITS

**266,900+**

TOTAL EMAILS SENT

**140+**

STORIES SHARED TO  
DATE THROUGH WHY  
DO YOU RECWELL  
CAMPAIGN

## revamped

Self-care stories were launched as a part of the continued Why Do You RecWell campaign. The overall campaign recieved a revamped and simplified look and feel.



Assisted in a revamp of *gvsu.edu/studentwellness*, including an addition of a new Guides and Brochures section for use across the GVSU community.



Conducted a complete overhaul of the existing Campus Health Center website (*gvsu.edu/campushealth*) into a “GVSU Health Hub” that houses all health related content across GVSU for enhanced student experience.







# EVENTS

With the goal of attracting and engaging new participants, Recreation & Wellness events provide fun ways for the campus community to get involved in healthy activities.

## staying #gvlakerstrong

#GVLakerStrong Daily Activity Challenge was launched in April 2020 to create an active space for participants during COVID. The Family Weekend 5K was transitioned to a virtual event to align with the #GVLakerStrong Challenge. Participants walked/ran over the course of 3 days and recorded their results.

**TREK100**  
Participants are encouraged over the course of 8 weeks to log their miles and ultimately complete 100 miles through any activity similar, but not limited to, running, walking, biking, swimming, rowing, sports, etc. Participant Elizabeth Kalafut logged an amazing 610 miles!

**176**

STUDENTS REGISTERED FOR  
FIRST VIRTUAL RECFEST

**111**

PARTICIPANTS FOR  
#GVLAKERSTRONG  
FAMILY WEEKEND  
VIRTUAL 5K

**4,771**

MINUTES WERE LOGGED  
BY 12 PARTICIPANTS FOR  
THE #GVLAKERSTRONG  
CHALLENGE

**53**

TREK100 PARTICIPANTS  
TRAVELED 7,733 MILES

## transition to virtual

...

### RECFEST

Transitioned to a virtual "fair" as part of Campus Life Night. 64 students attended across program areas.

...

### PARENT ORIENTATION

moved to a virtual event this year for parents and supporters. New webpages were created and an Instagram Story Q&A was implemented every Tuesday from mid May to the end of July.





# STUDENT DEVELOPMENT

Student employees play a valuable role by providing customer service, safety, and fun.

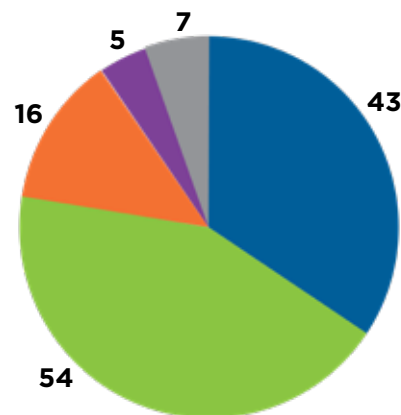
## ambassadors

Updated the 'Brand Playbook' to train student staff on who we are and their role in our mission. We are a welcoming community, unmatched experiences, thousands of stories, student success, transforming lives, and fun; Our students make this possible. They share the RecWell story, while enhancing teamwork, communication, critical thinking, time management, and leadership skills.

## employment opportunities

Sports Supervisors • Climbing Center Staff • Outdoor Adventure Leaders  
LCA Ambassadors • Intramural Sports Officials • Graphic Designers  
Marketing Assistants • Office Assistants • Group Exercise Instructors  
Event Staff • Fitness Specialists • Swim Instructors • Personal Trainers

SPORTS PROGRAMS  
FITNESS & WELLNESS  
OUTDOOR ADVENTURES  
MARKETING  
OFFICE ASSISTANTS



TOTAL STUDENT STAFF  
BY PROGRAM AREA

3.4

AVERAGE GPA FOR  
STUDENT EMPLOYEES

27.3%

OF STUDENT STAFF  
MAJOR IN  
EXERCISE SCIENCE



"THIS WAS A GREAT JOB TO GAIN EXPERIENCE AND LEARN HOW TO BE PART OF A TEAM. I HAVE NEVER WORKED A JOB QUITE LIKE THIS AND WITH THIS TYPE OF ATMOSPHERE. IT WAS VERY BENEFICIAL TO ME AND I WOULD LOVE TO WORK SOMEWHERE LIKE THIS AGAIN!"

# SAFETY & TRAINING

Because we believe students learn best in a safe and fun environment, Recreation & Wellness provides opportunities to learn lifesaving skills. We also provide affordable and accessible athletic training support for injured participants.

## COVID-19 risk management

Responded to identify risk mitigation strategies for COVID-19 and pivoted to transition programs and services to virtual and outdoor platforms.

## free injury care

The Injury Care Clinic (ICC) is a collaborative with Metro Health University of Michigan Health where free injury care services are provided to the GVSU community. Both in-person and tele health visits were available during the academic year. Limited competitive sports and recreation participations impacted the overall numbers in the ICC.

8

LAKER COMMUNITY  
AMBASSADORS HIRED

155

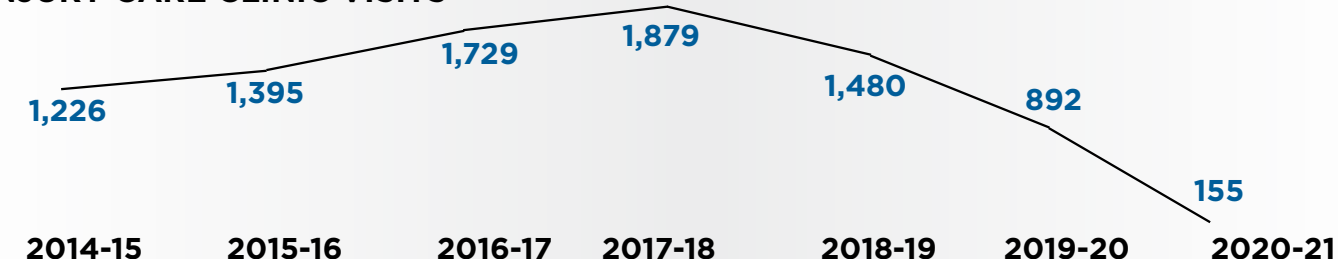
PATIENT VISITS  
TO THE INJURY  
CARE CLINIC

103

PARTICIPANTS  
TAUGHT IN CPR &  
FIRST AID CLASSES



## INJURY CARE CLINIC VISITS





# PARTICIPANT STORIES

As part of our ongoing WHY DO YOU RECWELL campaign, we continued SELF-CARE stories to encourage and motivate our community to stay well even in the unknown.



“I ACTIVELY PURSUE WELLNESS BY MAKING SURE THAT I INCORPORATE SOME SORT OF MOVEMENT INTO MY DAY, TAKING BREAKS FROM STARING AT MY COMPUTER SCREEN AND MAKING SURE THAT I SCHEDULE MYSELF A LITTLE BIT OF FREE TIME EACH WEEK.” -MEGAN



“I HAVE STRUGGLED WITH MY SELF-IMAGE AND WELLNESS IN THE PAST. I THINK IT CAN BE HARD TO PUT YOUR HEALTH FIRST SOMETIMES IN LIFE, ESPECIALLY WHEN IT SEEMS LIKE YOUR WORLD IS SPINNING AT ONE HUNDRED MILES AN HOUR. HOWEVER, I HAVE LEARNED THAT IT IS IMPORTANT TO BE AWARE OF BOTH YOUR OWN MENTAL AND PHYSICAL HEALTH, AND KNOW WHEN YOU NEED TO TAKE A STEP BACK AND FOCUS ON YOU. THE TRUTH IS, YOU CAN NEVER REALLY ACHIEVE YOUR FULLEST POTENTIAL IF YOUR WELL-BEING IS NOT AT ITS BEST; IT'S AT THE ROOT OF EVERYTHING. FOR ME, A HEALTHY LIFESTYLE CREATES A HAPPY LIFE, AND ROUTINELY CHECKING-IN WITH MYSELF HAS HELPED ME BE THE BEST VERSION OF MYSELF.” -SAMANTHA



“THERE ARE MANY THINGS I DO TO PURSUE MY WELLNESS AND STAY ON TOP OF MY MENTAL HEALTH. MUCH OF WHAT MAKES ME HAPPY INVOLVES BEING ACTIVE OUTSIDE, WHETHER IT'S TAKING A HIKE OR CLIMBING. I FIND THAT WHEN DOING THESE ACTIVITIES I BLOCK OUT OTHER DISTRACTIONS AND AM ABLE TO FOCUS ON WHAT I AM DOING, WITHOUT THE STRESS OF SCHOOL OR OTHER FACTORS.” -OWEN



#whyIGVrec

# STUDENT RECOGNITION

Recreation & Wellness opportunities allow students to grow in many ways, including leadership, communication, and problem solving. In turn, students lead our programs by mentoring fellow students, delivering events and services, and inspiring participation.

## DIRECTOR'S AWARD: RYLEIGH EMELANDER

Presented to the top student employee in the department

## PROGRAM EMPLOYEES OF THE YEAR:

Recognizes the outstanding work of individual students in each program area

**FITNESS:** KATIE MESSING

**WELLNESS:** ANNIE SEEBER

**MARKETING:** KATIE BURICK

**OUTDOOR ADVENTURES:** LOUIS VIEREGGE

**SPORTS PROGRAMS:** TRISTAN SZAFRANSKI



**11 GRADUATING SENIORS  
WERE RECOGNIZED VIRTUALLY  
BY EACH PROGRAM AREA  
FOR THEIR CONTRIBUTIONS  
TO THE DEPARTMENT.**

**“WORKING FOR RECWELL HAS BEEN A HIGHLIGHT  
OF MY COLLEGE EXPERIENCE! THE CONNECTIONS,  
STAFF, AND OVERALL WORK ENVIRONMENT ARE  
GREAT. IT TRULY IS ONE OF THE BEST PLACES TO  
WORK ON CAMPUS!” - MATTHEW STEWART**



# COLLABORATIONS

Recreation & Wellness works with a variety of internal and external partners to provide exceptional programs, services, and events, cross-promote campus activities, build and enhance relationships, generate awareness about the benefits of recreation, and create a greater impact on the campus and local communities we serve.

## INTERNAL

Admissions  
Alcohol & Other Drugs Services  
Alumni Relations  
Athletic & Recreation Facilities  
Athletics  
Business and Finance  
Campus Activities Board  
Campus Dining  
Campus Health Center  
Career Center  
Center for Women & Gender Equity  
Children's Enrichment Center  
Community Service Learning Center  
Copy Center  
Dean of Students Office  
Department of Public Health

Department of Public Safety  
Disability Support Resources  
Division of Student Affairs  
Event Services  
Facilities Planning  
Facilities Services  
Family Health Center  
Housing & Residence Life  
Human Resources  
Information Technology  
Kirkhof College of Nursing  
Laker Store  
LGBT Resource Center  
Money Smart Lakers  
Movement Science  
Office of Student Conduct  
& Conflict Resolution

Office of Student Life  
Office of Sustainability Practices  
Office of the President  
Office of the Provost  
Parking Services  
Risk Management  
Sports Management Program  
Student Ombuds  
Student Organizations  
Student Senate  
Surplus Store  
University Counseling Center  
University Development  
University Libraries  
Whale Radio  
Writing Center

## EXTERNAL

American Alpine Club  
Bill & Paul's Sporthaus  
Blue Cross Blue Shield of Michigan  
Competitive Edge  
CVS Pharmacy  
Earth's Edge  
Family Fare  
Gift of Life Michigan  
Grand Rapids Gymnastics  
Grand Rapids Rifle & Pistol  
Griff's Georgetown  
Hansen-Dyke Automotive  
Higher Ground Climbing Center

Holiday Coach  
Hudsonville High School  
Hulst Jepsen Physical Therapy  
Jenison High School  
Kent County Health Department  
Lake Michigan Credit Union  
Macatawa Yacht Club  
Mancinos of Allendale  
Meadows Golf Course  
Merrell  
Metro Health - University of  
Michigan Health  
NovaCare

Ottawa County Health Department  
Prime NRG  
Priority Health  
Special Olympics Michigan  
Stitchtime  
Tea Time Café  
Thomet Stables  
Victory Apparel  
Walker Ice & Fitness  
Wanderheart Project  
West MI Sports Commission  
White Oak Farm

# GIVING BACK

With participants in mind, Recreation & Wellness promoted Giving Tuesday, highlighting 3 key areas: SCHOLARSHIP, PROGRAMS, and CLUB SPORTS.

## **scholarship**

The Recreation Leadership Endowed Scholarship recognizes and rewards student leaders who are involved in recreational sports, programs, services, and activities, and who demonstrate a high degree of leadership aptitudes, initiative, and dedication to university recreation.

## **programs**

The Recreation Program Fund supports the offerings of quality recreation programs and services to current GVSU students, faculty, staff, and community members.

## **club sports**

Since Club Sports are funded primarily by participant dues, all contributions make a difference in students' ability to compete at the highest levels by offsetting out-of-pocket costs. 100% of donations go directly to any club sport of choice.

**"THIS SCHOLARSHIP HAS BEEN A HUGE BLESSING AS I ENTER MY FOURTH YEAR AT GVSU AND MY FOURTH YEAR AT THE REC! AS MUCH AS THIS HELPS ME FINANCIALLY, I AM JUST AS THANKFUL FOR THE FRIENDSHIPS AND COMMUNITY I HAVE FORMED HERE OVER THE YEARS. YOUR GENEROSITY IS AN EXAMPLE OF THE GIVING AND HARDWORKING SPIRIT OF THIS CAMPUS AND THIS SCHOOL. THANK YOU!" -SAM**

**160**

TOTAL GIFTS TO  
CLUB SPORTS



**13**

FIRST-TIME  
DONORS TO  
CLUB SPORTS

**\$17,166**

RAISED FOR  
CLUB SPORTS

**\$4,700**

RAISED FOR CLUB  
SPORTS ON GIVING  
TUESDAY

## **scholarship recipient SAM BEAGLE**

Sam is majoring in Finance and is a member of the Seidman Investment Portfolio Organization as well as Campus Ministry at GVSU. He has been a Student Buildings Supervisor at the Recreation Center since 2019.







1 CAMPUS DRIVE  
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