PART A: Please provide 1-2 significant or major examples of how your unit’s activities, programs, services, etc., substantively/meaningfully contributed to achieving each of the following: (a) the Division of Student Affairs strategic plan implementation matrix (http://hilo.hawaii.edu/uhh/vcsa/documents/UHHiloDSA2011-15StrategicPlanImplementationMatrix.pdf); (b) UH Hilo’s strategic priorities (http://hilo.hawaii.edu/strategicplan/); and/or (c) the UH System’s strategic priorities (http://www.hawaii.edu/ovppp/uhplan/)? Please be sure to identify/reference specific priorities and provide specific examples and sufficient detail.

Strategy 1.2: Increase the quantity and quality of activities/events/programs which contribute to a sense of student community and to student engagement during the mid-day, in the evenings and on weekends.

Strategy-Related Measures:

- **Increase in proportion of students who participate in co-curricular activities, including but not limited to University-sponsored events, programs, activities, intercollegiate competitive events, and University traditions;**

  The Campus Recreation Department enhances the quality of life and builds the campus community by educating and encouraging participation in co-curricular activities that promote healthy lifestyles, social interactions, and leadership skills. The Campus Recreation Department creates an atmosphere that encourages individuals to develop life-long involvement in recreational activities and is dedicated to meeting the changing needs of a diverse community by offering quality structured and informal recreational opportunities.

- **Increase in the number of students who report participating in at least one outdoor recreation activity**

  Campus Recreation Department offers a wide variety outdoor recreation activities through their Outdoor Adventure Program, SCUBA Program and Aquatics Program and are the lead unit for this Divisional goal. Campus Recreation Department programs have been successful in attracting a significant number of students to participate on and off campus while achieve various learning objectives.

- **Increase in the number of students who report participating in at least one activity that involved Native Hawaiian culture, history, values or perspectives.**

  Campus Recreation Department offers several programs that promote Native Hawaiian education:
  - Ke Alaloa O Kūkini, roughly translated as "The Long Pathway of the Swift Runner". Over 300 students learned Hawaiian history and Big Island geography while trying to emulate in a semester the distance the Kūkini (Kings messengers) ran- 265 miles. A computer tracking
program and web page were created in support of this program. Program details can be viewed at http://hilo.hawaii.edu/rec/KeAlaloaOKukini.php

- Hula and Advanced Hula classes are another program offered through Campus Recreation’s Imua Fitness Program which encourages students to learn the traditional Hawaiian dance. These classes are very successful in attracting a diverse number of students to this art form.

Strategy 1.3: Continue to strive for a comprehensive freshmen living-learning community that fosters academic and social integration of its residents.

Strategy-Related Measures:

- Increase the array of academic and social amenities/offerings available to residential students

Campus Recreation offers a wide array of programs, services and facilities for residential students. In recognition of the need for activities for residential student, particularly at night, the Campus Recreation Department is open 361 days a year and offers numerous late night activities. Participation from residential students in all programs is high. Satisfaction of resident students is positive, but there is a high request for more programs, services and facilities.

- Achieve a first-year retention rate for residential freshmen that exceed that of the freshmen cohort, in particular for Native Hawaiian and other historically underserved students.

Participation in Campus Recreation assists in first-year retention rate. In the 2013-2014 student survey-49% agreed that participation in Campus Recreation programs and facilities positively affected their decision to continue at UH Hilo. (see Campus Recreation Survey fy 2013).

Strategy 1.5: Increase the number and variety of co-curricular experiential learning opportunities that are available to first-year students both on- and off-campus that link classroom content with real-world application, including but not limited to student employment, service learning, student practica, internships and externships, and student exchange programs.

Strategy-Related Measures:

- Increase the number of freshmen, in particular Native Hawaiian and other historically underserved students, who report being involved in experiential learning opportunities, including service learning and global/national exchange programs;

Campus Recreation Department program assessments found that numerous Hawaiian and underserved students were involved in experiential learning opportunities through their participation in Outdoor Adventure, Imua Fitness (see Edventure Report 2013-2014). Experiential learning components are inherent to all Campus Recreation Department programs:

- Academic learning outcomes- improved communication skills, group cooperation skills, concentration, and time management.
- Personal learning outcomes- Sense of belonging/association, ability to develop friendships; self-confidence; stress management; feeling of well-being
- Physical learning outcomes- Ability to get a good night sleep; physical strength; overall health; fitness level; balance/coordination.

Some programs have specific learning objectives: beach cleanup, astronomy education, recycling
- Increase the number of student employment positions that are available to first-year and returning students.
Campus Recreation student employment increased by 15% (from an average of 70 to 81 active students on payroll). Campus Recreation is the largest employer of students on campus. Specific statistics were not taken to track academic year of new employees. Campus Recreation Department positions are open to all students, regardless of academic year.

Objective 2. Develop a campus atmosphere that cultivates lasting intellectual, aesthetic, and recreational interests. (Obj. III.A.2)

B. Strategies
Provide access to intramural athletic opportunities, facilities, and equipment to enable students to acquire habits and skills conducive to lifelong health. (Obj. III.A.2)

The Student Life Center was established specifically to meet this objective/strategy. It is the function of the Campus Recreation Department to enhance personal wellness: physical, social psychological and intellectual. The Campus Recreation Department will also foster the development of leadership, interpersonal and communication skills that complement and enhance the academic experience.

Objective 5: (Obj. III.A.5) Create a positive, healthful, resource efficient and sustainable physical environment on the campus.

The Student Life Center and Campus Recreation Programs are a positive influence on the campus community and aids in creating a healthful, vibrant and connected students, faculty and staff.

Statistically, it is proven that students that participate in recreational activities do better in the classrooms. Students who become connected to the university are less likely to engage in high risk activities.

National research found that, on campuses that offer recreational facilities and programs, 75 percent of students participate on a regular basis (NIRSA 2004). What’s more, participation in recreational sports programs and activities was found to be a key determinant of college satisfaction, success, recruitment, and retention. The study also found that students who participate in recreational sports derive three major benefits from their involvement: improved overall emotional well-being, reduced stress coupled with an increased ability to handle workloads, and improved overall happiness. Recreational facilities and programs also build self-confidence and character, promote diversity, teach team building, and improve leadership skills.

UH SYSTEM- GOAL 3: A Model Local, Regional, and Global University,
Objective 1:
Encourage interaction between international students and students from local ethnic groups.
The Student Life Center and Campus Recreation programs are a natural place for people of diverse backgrounds to meet, socialize, compete, play, work together and learn. Sport and recreation brings people together. It is a builder of campus community.
UH SYSTEM- GOAL 4: Investment in Faculty, Staff, Students, and Their Environment

Objective 2:

Ensure that new construction and renovation projects maximize environmental and economic sustainability principles with attention to the health and well-being of occupants.

The Student Life Center was build with the goal of enhancing the health and well-being of the UHH campus community. The benefits of the facility will extend far beyond its social and recreational value. The Center has earned and continues to maintain a silver rating in Leadership in Energy and Environmental Design (LEED) and demonstrates how UH Hilo can be environmentally conscious in how it designs, builds and operates buildings now and into the future.
PART B: Please list and describe your unit’s 2-3 priority areas for focus to improve outcomes or enhance positive impact for students or the constituents your serve. How will you know if you have achieved your desired outcome or impact? Note that both quantitative and qualitative measures are acceptable.

CAMPUS RECREATION DEPARTMENTAL GOALS 2012-2014

Outdoor Adventure  Expand/Enhance Outdoor Adventure programs

1. Continue Outdoor Adventure rental program (Kayaks, paddle boards, bikes, etc.)
   Result- This goal was established. Rental equipment policies and procedures were created. A rental web site established

2. Organize new outdoor adventure trips (paddle boarding, zip line, advanced SCUBA, etc.).
   Result- New trips were organized in 2013-2014. Wilderness and Remote First Aid from the American Red Cross, Assistant Instructor SCUBA classes, Mauna Loa Hiking, Biking Kohala

3. Continue to grow edventure programing. Results from 2012-2013- New programs were created and focus was on attendance and educational outcomes. A record number of out

4. Hire additional Outdoor Adventure Staff
   Result- Outdoor Adventure Staff increased from 14-19 staf. In addition, partnerships were formed with Marine Science and Hilo Sailing Club to provide additional volunteer staff.

Canoe Club  Assess Program and Provide Leadership

1. Develop a working relationship with Coach, Advisory Committee, and RISO Student Club.
   Result- Working relationships were formed and a chain of command was established. The RISO was taken under the advisement of Campus Recreation Department. Coach position and payroll were moved from Housing to Campus Recreation Department. Conducted regular meetings with Advisory Committee.

2. Revise/update Canoe Club reservation and usage policies and procedures.
   Result- A new, on-line reservation system was created and implemented. An on-line Canoe Club calendar was created and implemented. Canoe Club web site was updated and linked on Campus Recreation. Coach was given authority to schedule activities.

3. Develop severe weather emergency policy for boats
   Result- This goal was achieved. A severe weather policy was established, discussed and adopted by the Canoe Club Advisory Committee.

Student Life Center  Expand/Enhance Programs, Services and Facilities.

1. Establish solar heating for the SLC pool (design/development, bidding, construction, funding, etc.)
   Result- Design/Development of the project was determined by the assigned architect/engineer. The priced the project 6 times the original estimations. Therefore, the project has been put on hold.
2. Work with Business Office to enable SLC to accept payment for Haw C.C. student memberships (POS/credit card terminal, Banner access, etc.).
   
   Result- This goal was achieved. Credit Card policies and procedures were established; a new cash register with credit card options was implemented; new credit card option was advertised to campus community.

3. Maximize Imua Fitness Classes participation (facilitate new classes, implement new equipment, recruit great instructors).
   
   Result- Imua Fitness class participation increased by 16% for the fall and 8% for the spring. Total participation has risen to over 15,000 participations per year. The average number of students per day rose to 132, and the max number of student per week rose to 632. Total number of classes offer stayed at 54 per week. Classes and instructors are continually evaluated, added and dropped based on popularity and participation.

4. Utilize the sand volleyball court.
   
   Result- This goal was achieved and will continue to remain a focus. The sand court has been host to many volleyball games and orientation activities.

5. Explore options to increase Faculty/Staff participation.
   
   Result- Faculty/Staff membership incentives were established: 5 day punch pass; spouse/partner discount membership. Ohana Weekends were extended to include spouses. Faculty/Staff seminars/classes were held for members and non-members: therapeutic yoga; swim technique clinics; adult swim lessons; aqua aerobics, meditation sessions.

6. Continue to press for SALTO ID card implementation
   
   Result- This goal was not achieved. Discussions have begun to form a committee to explore a one-card option

**Administration Assessment of Unit**

1. Create a detailed reserve account report to accurately estimate the replacement/repair cost for facility and equipment.
   
   Result- A comprehensive replacement/repair report was created for the weight and fitness equipment. Aquatic and Outdoor Adventure reserve/repair report will be added in the next year. Once established, a comprehensive and more accurate reserve budget plan can be implemented.

2. Draft a formal request for BOR to increase student fees for the Campus Recreation Department.
   
   Result- This initiative is being postponed.

   Conduct satisfaction/feedback surveys for all areas of Campus Recreation
Result- Satisfaction surveys were conducted. Participation with the survey was high (695). Survey results-

- **Campus Recreation facilities, programs, and services are important in student’s decision to continue attending UH Hilo**
- **Overall students are very satisfied with the Student Life Center facility, services, staff, and programs.**
- **Students listed their top recreational need as a multipurpose gym that could host various court sports (volleyball, badminton, basketball, etc.), as well as a wide range of recreational and social activities (hula, martial arts, dances, concerts).**
- **Participation at the Student Life Center was reported to have improved students:**
  - Stress management, feeling of well-being, sense of belonging, ability to develop friendships, stress management
  - Ability to get a good night’s sleep, physical strength, overall health, fitness Level
  - Communication skills, group cooperation skills, concentration, time management skills (see 1 Campus Recreation Survey fy2013).
PART C: How are you reallocating your fiscal, human, facility, technology and other resources to support your priorities?

Outdoor Edventure number of programs dropped in the year 2013-2014 and a focus on volume and educational productivity. **Result** - 2942 students participated in Edventure activates in some form, this is a record number for Edventure. By reallocating some of the less educational programs to higher volume educational programing we are able to reach more Students. (See Edventure Report 2013-2014)

IMUA Fitness relocated fitness classes to focus on learning outcomes. **Result** - Hula and Advanced Hula classes are another program offered through Campus Recreation’s Imua Fitness Program which encourages students to learn the traditional Hawaiian dance. These classes are very successful in attracting a diverse number of students to this art form

Additional student staff has been added every year (3 years) to support the increase in programs, services and student participation.

Student Staff salaries have risen 18% due to the increase of total staff and increase in programs and services. This is a $58,000 increase (up from $382,000 in 2012 to 440,561.46 in 2013-2014). See **Student Payroll- 2013-2014**

Additional fitness equipment has been added to meet student needs. Do to the high usage, various weight equipment and cardiovascular machines are being traded out sooner than projected (averaging 3 years on treadmills and elliptical machines). Adjustments to the equipment replacement/repair report were calculated accordingly.

Outdoor adventure equipment was expanded to meet user demands and support new programs (i.e. basketball court, golf net, kayaks, paddleboards, water sport trailer, expanded boxing area). A 53 passenger bus was purchased to facilitate an increase in Outdoor Adventure trips, complimenting the three vans purchased in 2009.
PART D: What strategies have you implemented, if any, to either increase efficiency and productivity in your unit, reduce waste and unnecessary cost, and/or increase your access to alternative funding sources, including extramural funding? What new strategies do you have planned in the coming year?

- Purchased a touch screen cash register with credit card capability to better track sales and increase credit card purchases.
- Created an on-line facility reservation system- to better track and respond to facility request and promote facility reservations.
- Created an on-line UHH Canoe request form- to better track and respond to canoe usage.
- Created a Canoe usage calendar on the Web- so participants and requestors can see schedule and availability of canoes.
- Created a detailed equipment report to accurately estimate the replacement/repair cost for facility and equipment.
- Hosted the state weight equipment repair seminar for Life Fitness. This enabled Rec staff to be trained in weight and cardio equipment repairs so that we could reduce the number of service calls.
- Conducted satisfaction/feedback surveys for all areas of Campus Recreation, to ensure the funding is focused on programs, facilities and services that are in line with students demands.
- Solicited experienced fitness instructors from the Hilo community to work as volunteer fitness instructors. Free gym access was given in exchange for their volunteering.
- Work Study funding was requested and awarded $12,000 was quickly utilized by student employees.
- HGI funding for 12,000 new student positions to help grow the department in responsible ways.
  - HGI Positions for CDL Bus Driver- Saves on van transportation and bus rental costs
  - HGI position for Boat Captain- Saves money on rental of boat and crew for SCUBA activities.
  - HGI- Sailing Safety Staff member- Improves safety and allows for the sailing program to grow!
- Summer Swim program and Summer SCUBA programs were expanded by 58 percent (379 students to 653 students)
- Initiated in-house training of staff in CPR-First Aid, Oxygen Training and Lifeguarding and instructor levels (massive cost savings to students) and provides additional education and staffing opportunities for students.
- Partnered with National Student Exchange to provide transportation for Outdoor Adventure Trips.

Future Initiative:

- Partnered with National Student Exchange, International Student Services, International Student Exchange to provide 3-way/ collaborative Outdoor Adventure Trips and programs.
- Initiate paperless registration/waiver for Outdoor Adventure and Imua fitness.
- Explore opportunities to rent the pool for visiting swim teams and Universities.
- Explore opportunities to rent Outdoor Adventure equipment to visiting Universities.
- Rental of Boat and Bus
PART E: So that we can better plan and prepare for future UH

System biennial budget and supplemental budget requests, please indicate your most urgent resource needs (e.g., human, fiscal, facility, etc.) in the next several years and provide an estimate of the annual recurring funds required, i.e., base dollars, and justification for the need.

Please refer to strategic plan matrix- campus recreation for full report.

Most urgent:

1) Build a Multi-purpose facility to facilitate: recreational sports and activities (basketball, volleyball, hula, school dances); athletic tennis team practice/games; athletic weight training hosting large events (graduations, banquets, concerts, expositions, etc.). Funding from Campus Recreation and Athletics. Estimated cost - $2.7 million. Additional funding would be required for University conferences goals (seating, catering facilities, etc.) Additional parking may be needed. Additional funding (student fees) may be required. Annual recurring funds- estimated $170,000 (primarily utilities). Facility revenue could off-set the operational cost.

2) Increase the number of activities, variety of programs and services and hours of Campus Recreational facilities to meet student demand. Additional student staffing will be required – estimated 5% - $20,000 (not able to be covered by Campus Rec. operating budget). Operational and program cost will also increase (estimated 5% - $15,000). An increase in student fees may be required to meet this goal. Proposed increase- $8 per semester.

3) Building of satellite facility on Kona side of Island for Outdoor Edventure base of operations, equipment storage and facilitate overnight experiences. Funding source to be determined. Estimated cost- $250,000. Annual recurring funds- estimated $5,000.

4) Secure Bay Front property and build UHH Halau for Ocean Operations (Sailing, Kayaking, Paddle Boarding, Canoeing, meeting area) Funding source to be determined. Estimated cost- $250,000. Annual recurring funds- estimated $5,000.

PART F: (if applicable) please describe at least one learning outcome that you intended to achieve for students who interface/interact with your unit’s functions, programs, and/or services for the coming year. How will you measure student learning relative to this outcome? (For units who are exempt, please note what efforts you made to assess program outcomes, e.g., conduct self-study using CAS standards. Units may conduct both learning and program assessment.)

Learning outcomes are planned and assessed in all areas of the Campus Recreation Department’s programs, facilities and services.
LEARNING OUTCOME: Student will experience an increased level of competency with academic, personal and physical skills though their participation in Campus Recreation Department Programs, Facilities and services.

- Academic learning outcomes- improved communication skills, group cooperation skills, concentration, and time management.
- Personal learning outcomes- Sense of belonging/association, ability to develop friendships; self-confidence; stress management; feeling of well-being
- Physical learning outcomes- Ability to get a good night sleep; physical strength; overall health; fitness level; balance/coordination.

Measure of Success and Results- Participants
A survey of 695 students was conducted to determine if learning outcomes were realized with student participants (see 1 Campus Recreation Survey for full results).

Summary:
- The majority of students surveyed were able to identify learning outcomes associated with their participation in Campus Recreation programs and facilities (academic, personal and physical).
- The majority of students surveyed sited a significant impact on their academic, personal and physical skills as a result of their participation in Campus Recreation programs and facilities.

Sample of Results-
Question- Rate the impact of participation in Campus Recreation programs, facilities and services on your Academic Skills
60% agree participation impacts communication skills
59% agree participation impacts group cooperation skills
71% agree participation impacts concentration
70% agree participation impacts time management

Question- Rate the impact of participation in Campus Recreation programs, facilities and services on your Personal skills.
67% agree participation impacts sense of belonging/association
64% agree participation impacts ability to develop friendships
76% agree participation impacts self confidence
83% agree participation impacts stress management
84% agree participation impacts feeling of well-being

Question- Rate the impact of participation in Campus Recreation programs, facilities and services on your Physical Skills.
81% agree participation impacts ability to get a good night sleep
86% agree participation impacts physical strength
88% agree participation impacts overall health
86% agree participation impacts fitness level

See 1 Campus Recreation Survey fy2011 for full survey results.

STUDENT STAFF

LEARNING OUTCOME - Students staff will develop an increased competence with their job duties and be able to articulate Campus Recreation policies and procedures.

• Increased competence areas- Customer Service, Recreation Center Program Offerings, Point of Sale, Patron Safety, Emergency Preparedness, Facility Management, Equipment Inventory, Equipment Maintenance and Inter Staff Relations.
• Staff will be able to understand articulate the policies and procedures for their programming area and the general rules for the SLC. Staff will be able to articulate duties of their position and will be able to perform those duties.

Measure of Success and Results- Student Staff

An employee quiz was given each semester to assess learning outcomes for employment (see Student Employee Quiz). Student participants were surveyed as to their satisfaction with Campus Recreation Student Staff.

Results:

Overall, student staff performance was excellent. Staff knowledge of the policies and procedures is high (82% avg. on test), largely because of a veteran staff. This is the third year of on-going staff training to assist students in gaining competence in their job duties and to develop leadership/management skills. Building managers and Head Lifeguards and Outdoor Adventure Trip Leaders received additional leadership/management training (monthly). In addition, certifications and workshops were made available to staff for personal and work related development (CPR, AED, oxygen aid, aerobic certification clinic, First Aid, Lifeguard, WSI, and Fitness Instructor Training). Job specific training was also held (i.e., new credit card touch screen cash register, SCUBA air compressor training, van driving, etc.)

Student participants (695) were surveyed as to their satisfaction with Campus Recreation Student Staff.

86% agree that student staff are friendly
74% agree that student staff are knowledgeable
76% agree that student staff are available to answer questions
PART G: How can the Office of the Vice Chancellor for Student Affairs better assist with or support your unit’s mission, goals, priorities, etc.? Examples might include helping to change/update a policy, establishing a pathway for better communication with another unit on campus, receiving information about a particular issue, etc.

PART H: Are there additional comments or information you wish to provide? List attachments included with your submission.

Continued support from Student Affairs is needed in the following areas:

1. Provide executive support on initiatives/proposals for capital improvement projects to the BOR and Legislature.
2. Continue to educate UH Administration on the importance of student Health and Wellness programs/facilities and how it impacts the Universities’ business plan and philosophical goals.
3. Provide executive support in the establishment and continued sheltering of Campus Recreation Department reserve accounts and assist in defending them from financial raids.
4. Continue to support new organizational and program improvements/changes in Campus Recreation Department.
5. Assist in centralizing the management of fitness and sports programs on campus.

Please submit report electronically to your cluster leader (if applicable) with copy to the VCSA by Friday, June 20th at 5:00 PM HST. Additional sheets may be attached. All reports will be posted online.