



The Value of Campus Recreation

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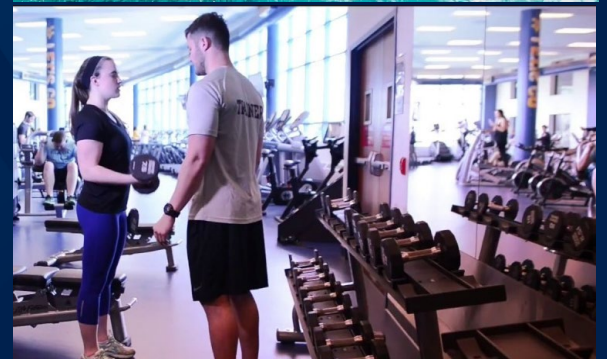
Craig Boegner, *Associate Director*

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WVU Campus Recreation

Outline

1. Who we are
2. Value of engagement
3. Vision for future



Who we are

Student Life: Office of Student Wellness

- Campus Recreation
- Adventure WV
- WellWVU
- Collegiate Recovery



Who we are

WVU Campus Recreation serves the students, faculty/staff and campus community by supporting a culture of well-being. Our commitment to healthy living includes creating and promoting opportunities to be active.



AQUATICS



CLUB & IM SPORTS



CRAFT CENTER



FITNESS



SPECIAL EVENTS



YOUTH PROGRAMS



DOWNTOWN CENTER

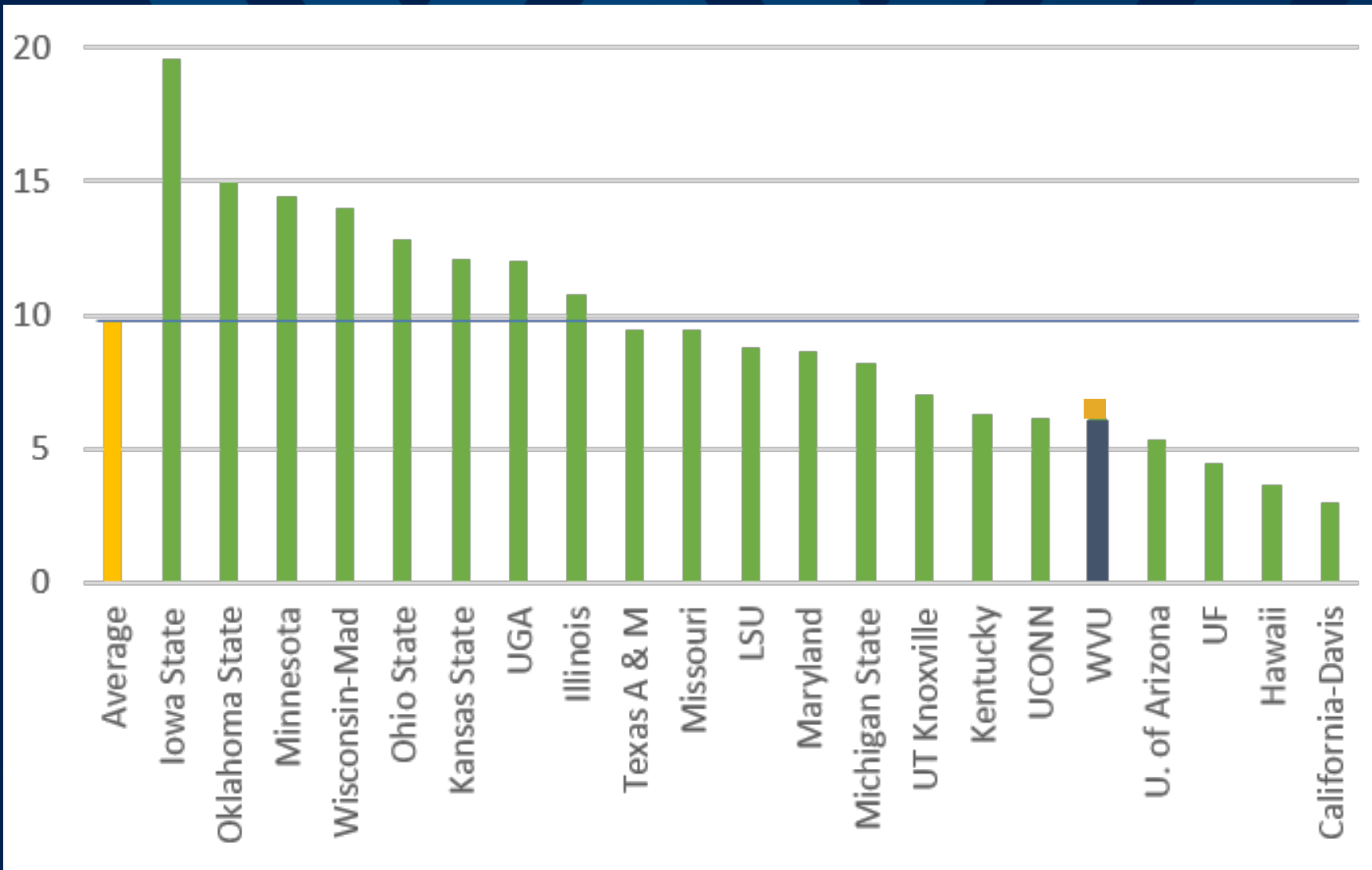


STUDENT RECREATION CENTER

Benchmarking

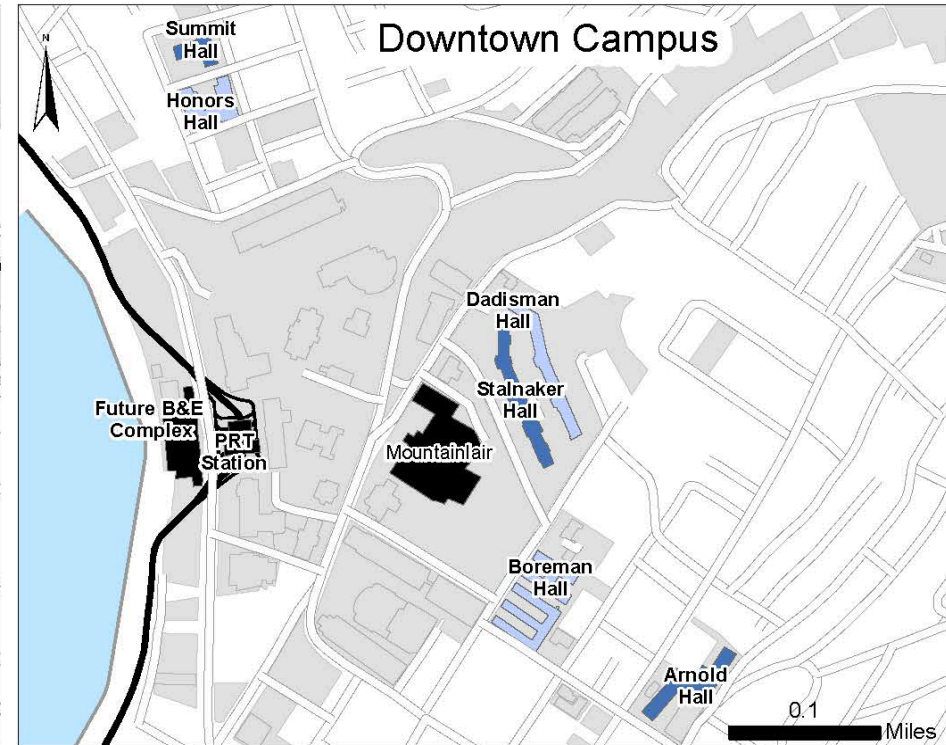
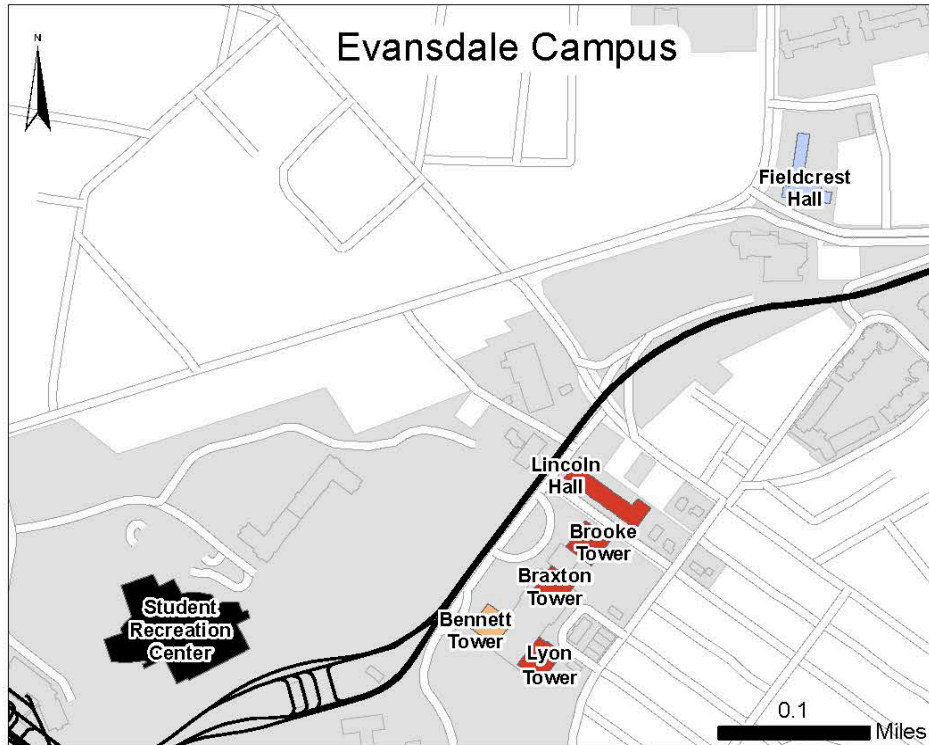
WVU Campus Rec

- 19th percentile ft² per student peer institutions



First-Time Freshmen Use of the Student Recreation Center by Residence Hall

Fall 2014 - Spring 2017 at West Virginia University - Main Campus

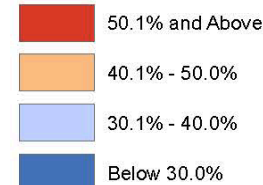


Residence Hall	% user	Campus	Rec Center*	Future B&E*	Mountainlair*
Braxton Tower	57.8	Evansdale	0.3	1.1	1.2
Lyon Tower	52.3	Evansdale	0.2	1.0	1.1
Lincoln Hall	50.7	Evansdale	0.3	1.1	1.2
Brooke Tower	50.4	Evansdale	0.3	1.1	1.2
Bennett Tower	46.6	Evansdale	0.2	1.1	1.2
Fieldcrest Hall	26.9	Evansdale	0.5	1.3	1.3
Honors Hall	34.1	Downtown	1.1	0.2	0.3
Dadisman Hall	32.6	Downtown	1.3	0.2	0.1
Boreman Hall	31.9	Downtown	1.4	0.3	0.1
Stalaker Hall	29.8	Downtown	1.3	0.2	0.1
Arnold Hall	29.3	Downtown	1.5	0.4	0.2
Summit Hall	25.7	Downtown	1.0	0.3	0.3

* Euclidean distance in miles from center point of buildings

Range of Proportional Student Recreation Center (SRC) Users

SRC Users / Total First Time-Freshman per Residence Hall



Data:

Student Recreation Center use based on Student ID swipe data for academic years between 2014-17; users = 1x/week – 3x/week.

Sources:

Data provided by WVU Campus Recreation Fusion SRC use reports, WVU Facilities Management student housing records, and WVU Office of Institutional Research Student-HEPC files.



- > 5 thou FTF students start at WVU
- > 20% do not return



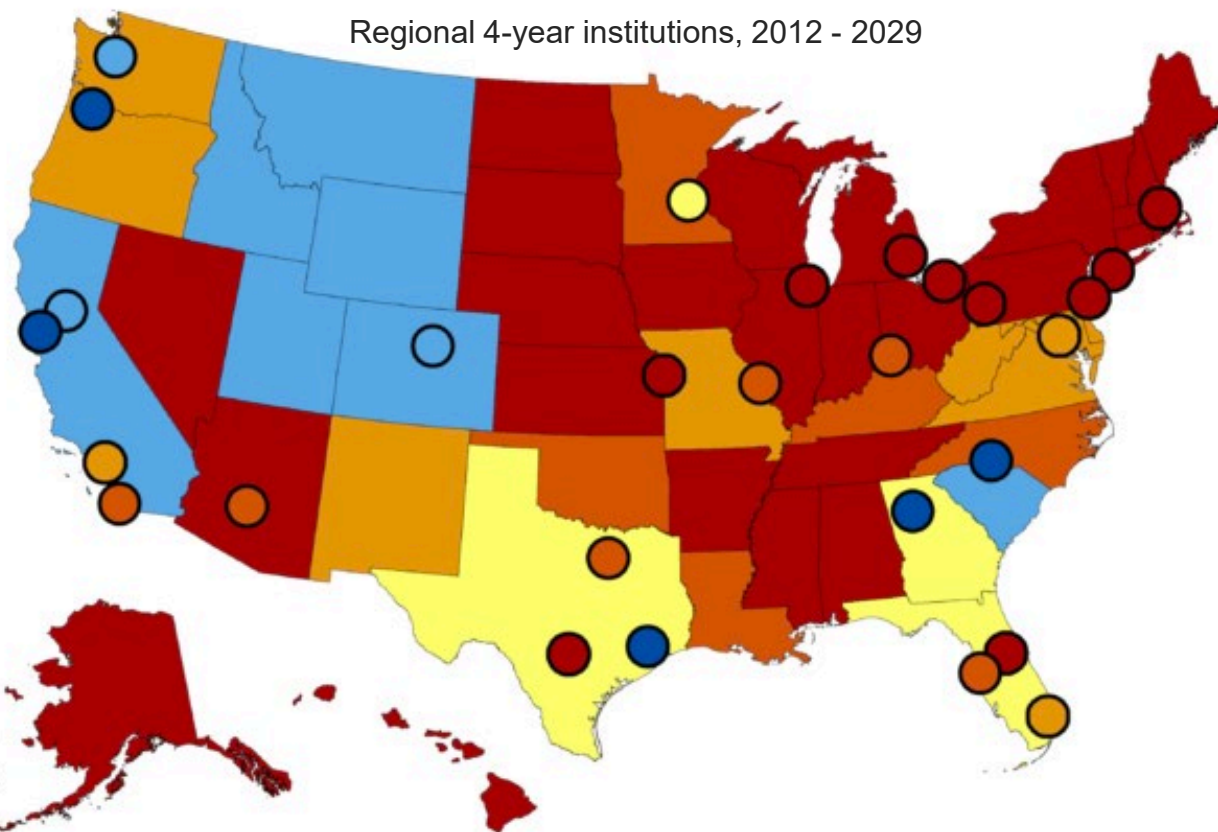
cost of not returning next year

\$16 MILLION

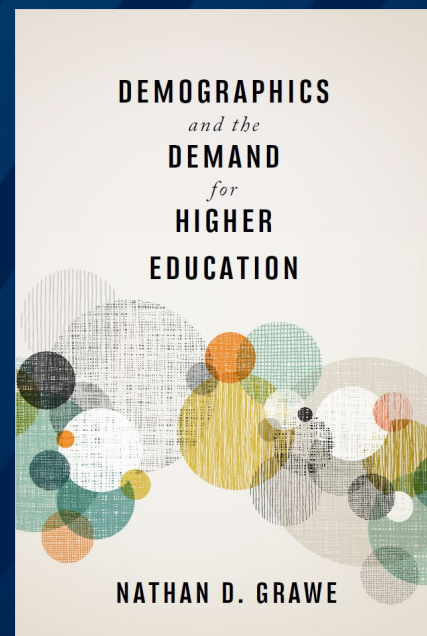
The situation

- Student recruitment
- Projections for WV 3-8% drop of incoming students

Regional 4-year institutions, 2012 - 2029



<-15% **-15% to -7.5%** **-7.5% to -2.5%** **-2.5% to 2.5%** **2.5% to 7.5%** **>7.5%**



Value of engagement

- Retention valued outcome (esp. as student pop. declines)
- Non-academic aspects like campus recreation seen as ancillary in academic success
- Engagement key: academic & social
- Studies show importance of peer group development, co-curricular, extracurricular, outdoor orientation, campus rec



Value of engagement

- Research in campus rec growing, studies lack consistency
- Participants have higher:
 - GPA
 - retention
 - graduation rates
- *RQ: What is the relationship between recreation facility use & first-year retention, cumulative GPA*

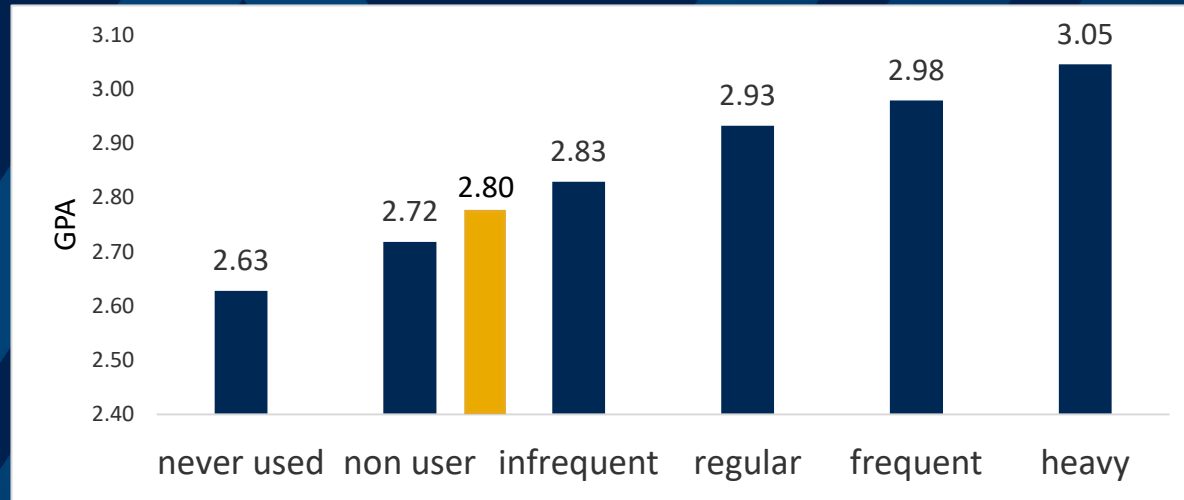


Value of engagement

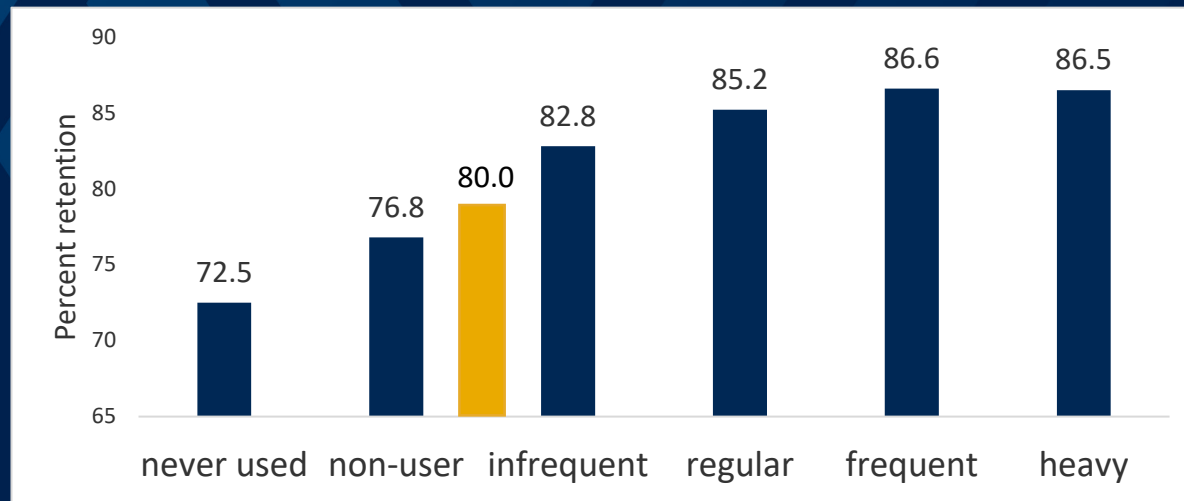
FT, FTF 2014-17
n = 15,079

	Use group	# of visits
non-user	Never used	0
	Non-user	1 to < 1 / mo.
	Infrequent	1 / mo. to < 1 / wk.
user	Regular	1 / wk. to < 2 / wk.
	Frequent	2 / wk. to < 3 / wk.
	Heavy	3+ / wk.

GPA by recreation facility use

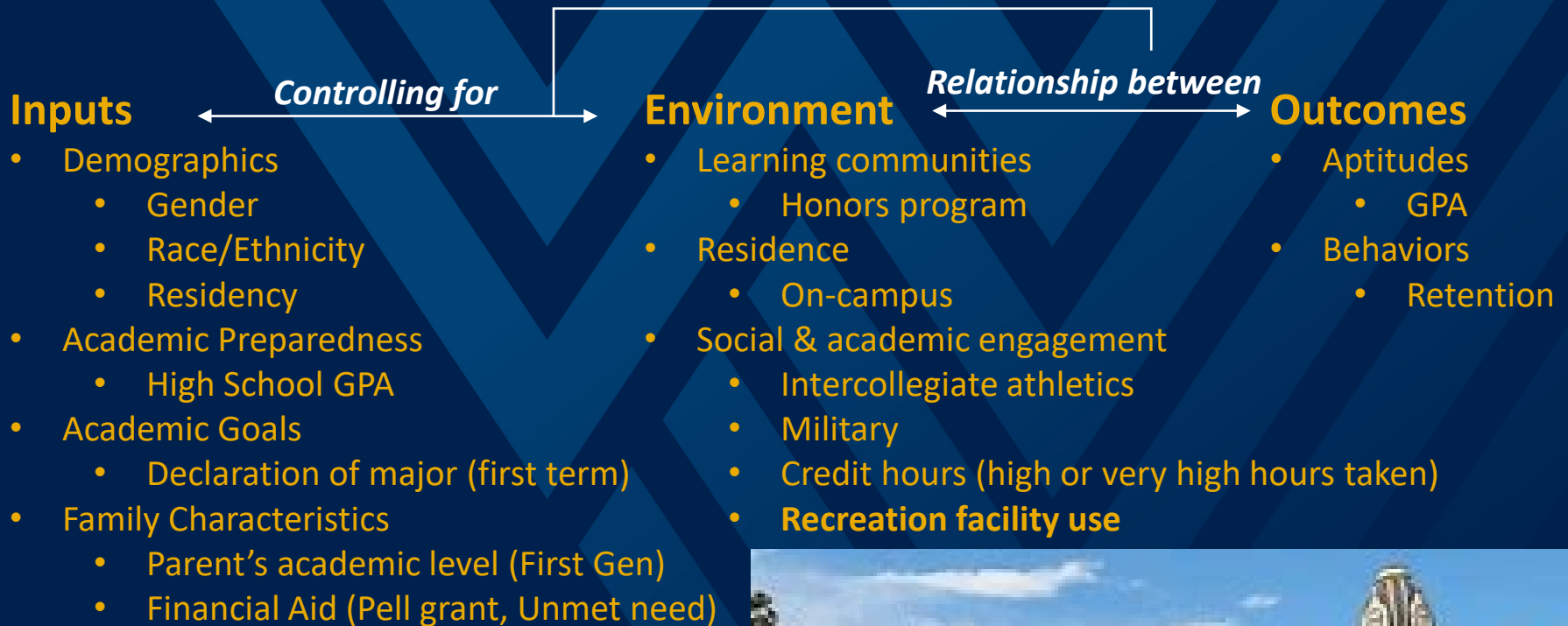


First-year retention by recreation facility use



Campus rec study

Analysis model



Campus rec study

Sample $n=13,096$

- FT undergraduates at WVU (2014-17)
- Users & non-users of rec facility
- excludes infrequent users (1/mo to <1/wk)

Analysis

- Ordinary least squares & logistic regression in Stata
- *Outcome variables*: retention, GPA
- *Key regression variable*: facility use
- Controls for demographic, academic preparedness, family characteristics



Campus rec study

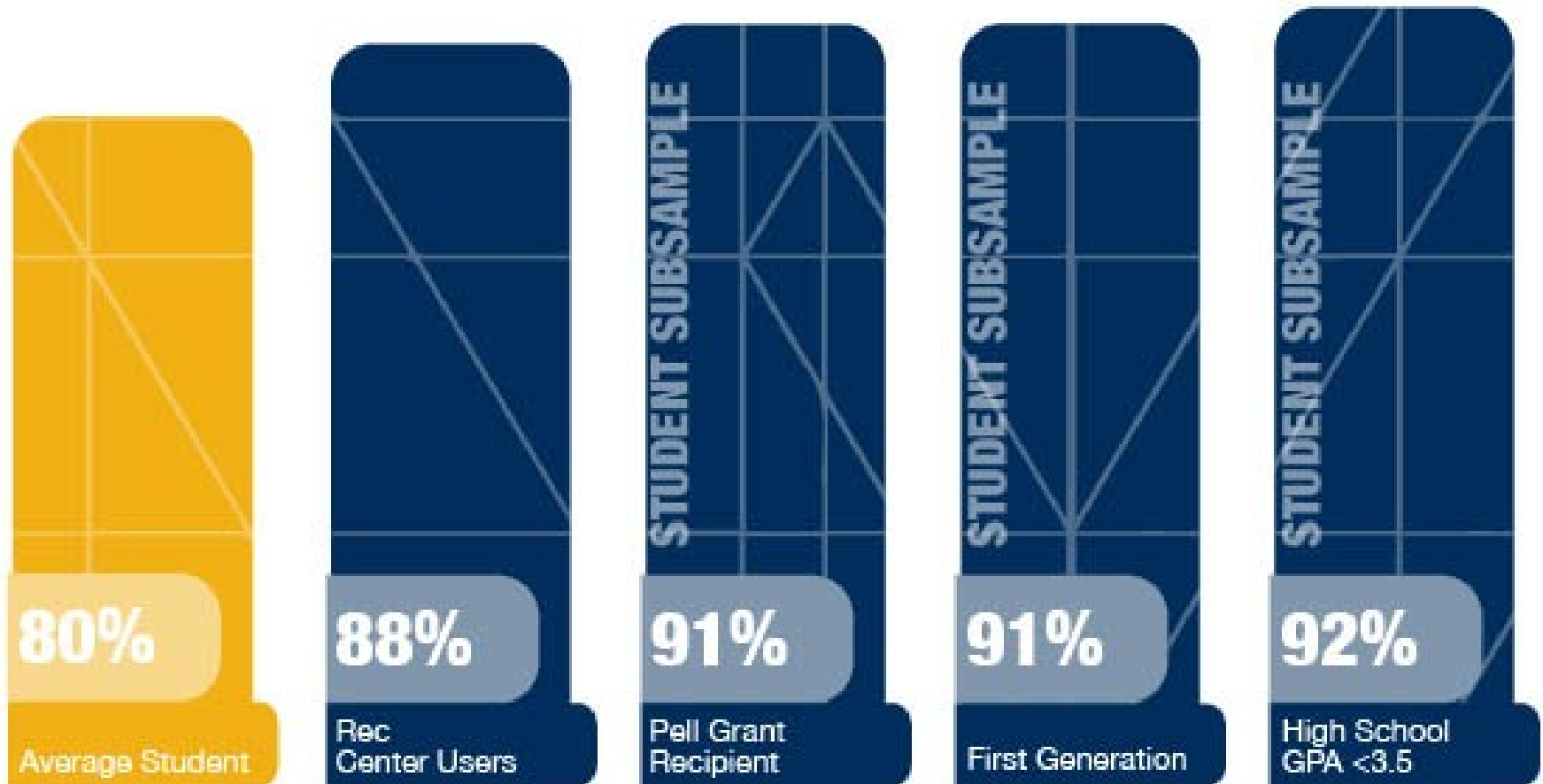
Holding model variables constant, FT undergrad users (1/wk.+):

- 8.4% points higher retention
- 0.28 points higher GPA
- \$1.2 mil annually in 1-year increase retention
- Statistical matching supports findings, moves to causation



Campus rec study

*Predicted Retention Rate for Rec Center Users
Compared to Average Student*



Campus Rec Study

- Social engagement key to retention
- Campus rec linked to student & institutional benefits
- Program is an investment vs. expense
- Results are from “business as usual,” no retention focus
- Value social engagement, include indicators in early warning systems
- Increase impact through intentional programs & facilities



Vision for future

WVU Campus Recreation serves the students, faculty/staff and campus community by supporting a culture of well-being. Our commitment to healthy living includes creating and promoting opportunities to be active.

Ensure facilities & programs:

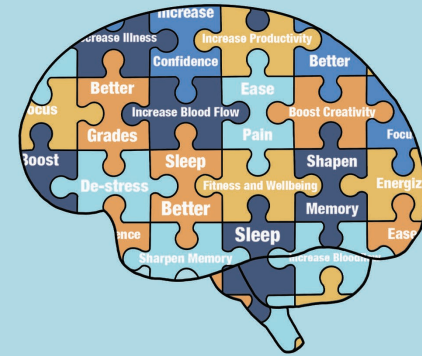
- Intentional
- Strategically placed



Vision: Active Study Room

- **Feb 2020:** SGA talk
- **Mar 2020:** SGA resolution to create active study rooms, explore bike desks at Downtown Library
- **2021:** Covid pause; Campus Rec moves stationary bikes to Downtown (6) & Evansdale (3) Libraries
- **Now:** Study room poster done
- **Future:** Install, market, assess

Stimulate Your Studying



MAT

Leg Stretches



Lift your shoulders off the ground.
Push your lower back to the ground.
Alternate legs.

Flight



Gently lift your chest off the floor.
Look a few inches in front of you.

Glute Bridge



Push with your heels to bring hips off the ground. Make a straight line through your body from your shoulders to your knees.

Heel Taps



Push your lower back against the floor.
Tap your heel to the ground.
Extend your leg for a challenge.

BALL

Hamstring Curl



Place heels on the ball.
Lift your hips off the ground.
Pull your heels to your body.

Sit Up



Place your hands behind your head.
Place your shoulders and back on ball.
Lift your upper back off the ball.

Back Extension



Start with your chest on the ball.
Lift your chest off the ball.

Plank



Place your forearms on the ball.
Challenge: Push up, making a straight line from your shoulders to your heels.



Vision: Outdoor fitness

- Opened Fall 2021
- Fitness Court
- 3 new Sand Volleyball courts
- 2 new Basketball courts
- *Future: Fitness programming*
- *Future: Club & IM Sports opportunities*



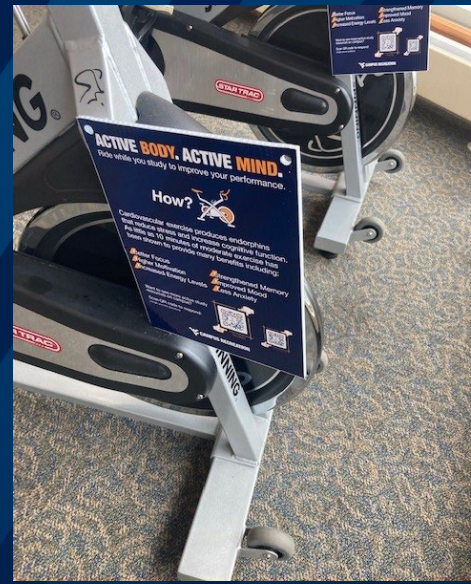
Vision: Downtown Fitness Center at Reynolds Hall

- *Summer 2022*: Open
- 9,000 ft² facility downtown in Reynold's Hall
- 7,292 ft² fitness floor space
- *Now*: Marketing & assessment
- *Now*: Other opportunities?



WVU Libraries: Bike Desk Tests

Downtown Library

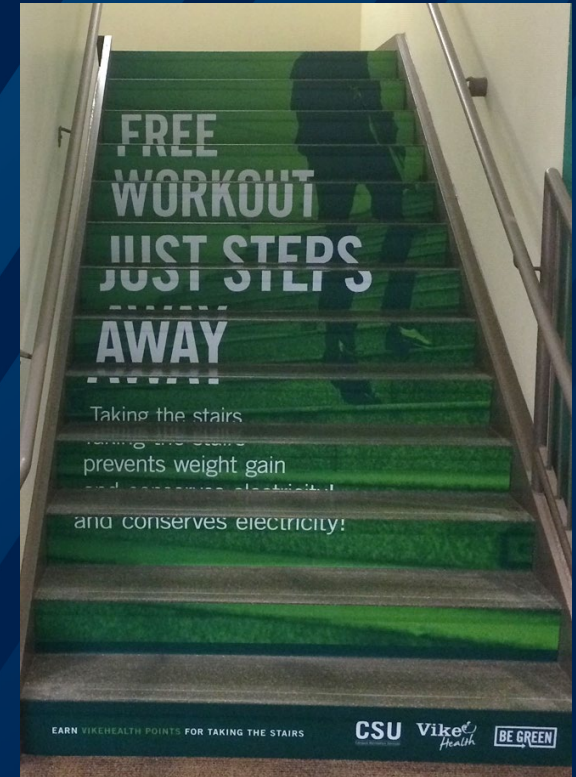


Evansdale Library



Vision: What's your legacy?

- Campus Rec research, resources, data, programs & support – just ask!
- Active study rooms
- Study bikes
- “Free workout” stairs
- Programming
- Other student engagement – let's go!



PROGRAMS

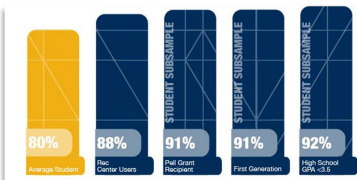
Campus Recreation seeks to serve WVU students, staff, employees and community with a safe and inclusive space to improve personal health, well-being, and to increase participants' engagement with the university.



STUDENT SUCCESS

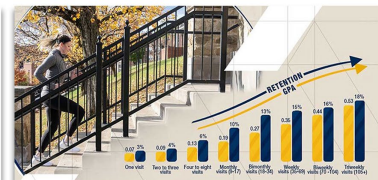
Campus Recreation participation strengthens student engagement. Studies show student campus recreation participants have higher GPA, retention, and graduation rates, as well as health and wellness benefits.

Our ongoing research seeks to contribute to the growing published peer-reviewed literature connecting recreation participation with student outcomes. We use data-driven statistical approaches, connecting study findings to implications for professionals and campus leaders across colleges and universities. Given we employ over 300 students, we also focus on leadership development and impact assessment of our student employees.



Predicted retention rate for rec facility users compared to the average

Results show a positive and significant relationship between recreation facility use and retention. Subsample analyses using matched sample suggest larger impact of facility use (up to 12% points retention) for students at risk for drop out.



Recreation facility visits and academics: outcomes compared to non-user

Recreation facility use has significant relationship with GPA and first year retention: .03 points higher retention and .07 points higher GPA at one visit, with stair step pattern to 18% points higher retention and .53 points higher GPA at triweekly.

FAST FACTS | 2021-2022



300,000+

Visits to Student Rec Center annually



3,000+

Aquatics counts monthly average



28

Intramural sports offerings for all students, faculty, staff and spouse



46

Clubs in Club Sports program, such as Competitive Cheer, Dodgeball, Lacrosse, Quidditch and Weightlifting



50+

Fitness offerings, from a fully-equipped F45 studio to stress-relieving yoga



243

Kids Night Out Participations

STUDENT SUCCESS

FAST FACTS | 2014-2017

8%

Points higher first-year retention for weekly+ recreation facility users

12%

Points higher first-year retention for weekly+ recreation facility users with drop out risk

+0.35

Points higher GPA at weekly recreation facility visits compared to non-user

3.17

Average GPA 2018 campus rec employee 0.16 points higher than non-campus rec employees, controlling for various student demographics, including high school GPA and income

