

## **Campus Recreation Advisory Committee**

### **Minutes**

Tuesday, February 24, 2009

4 PM, Large Conference Room, ARC

**Attendees:** Scott Havlir (Chair), LaWanda Cook, Becki Galarly, Alyssa Ramirez, Judith Martinez, Kenneth Wang, Ashley Rodriguez

**Absent:** Bill Goodman, Jen Themanson, Paul Cruse III, Sheena Johnson, Michael McDonough, Pat Szuta, Dan Marcus, Kirstin Phelps, Jesse Jones, Dinah Armstead

**Guests:** Michael DeLorenzo, Gary Miller, Bill Williamson, Janet Kroencke, Heather Horn, Doug Boyer, Kristin Duitsman

#### **1. Reflection's Body Image Training – Janet Kroencke**

- This is a research-based training about body image.
- Robyn Deterding first spotted this training on CNN.
- Historically, there are a lot of eating disorders within the Campus Recreation facilities.
- The choice for sororities was decided because the training can be tied into the core value systems of the houses.
- A group of representatives from the UIUC campus went to a training session in Texas.
  - i. This training taught about cognitive dissonance, and how it affects women so much.
  - ii. For example, there is a huge difference between the thin ideal and actual reality re: photos.
  - iii. The healthy ideal is the goal.
  - iv. The results are successful when we change the way we think about what the media portrays.
  - v. There are more on-campus trainings at a handful of universities, including: UC Irvine, Cornell, Kansas State and Miami.
  - vi. This program has grown fast over the last two years as a peer-to-peer training with great feedback.
  - vii. Currently, others are assessing how to incorporate with training with fitness staff
  - viii. If anyone is interested, please contact Janet Kroencke at [jlk@illinois.edu](mailto:jlk@illinois.edu)
- Questions?

- i. Is this training owned by sororities? A: Trinity University in Texas came up with this research, and they have publicized it.
- ii. Has this training been done with other groups? A: So far, this training has not shown to work with sports groups, but they are still investigating the potential for other groups in the future. The reason that this has shown to work well with sororities is because the women live together and can keep each other accountable. Since “fat talk” is very prevalent in the houses, the training can be tied into the core value systems in order to decrease this type of talk. Campus Recreation’s goal is to do a similar training with employees.
- iii. Have you considered an outreach focus with this training as well as an in-reach? For example, if representatives were sent to local schools to talk about these issues, it may be possible to make changes early on. A: This is a great idea. We are looking into partnering with Housing and doing Housing programs. However, we are always looking for other ways to impact the community.

#### **The Wellness Center**

- Currently, the Wellness Center is hosting sporadic events.
  - i. On a daily basis, the center sees about 10-20 people; we are aiming to increase these numbers, specifically by focusing on staff and employees.
  - ii. The athletic trainers are very popular.
  - iii. We would like to see more activity and participation across campus.
  - iv. The Cookbook Club is looking for more options to increase participation.
  - v. We also partnered with University Housing on their sponsored “Wellness Challenge” by offering single-use handouts for group fitness classes. There were about 400 student participants
  - vi. Wellness Wednesdays: exploring more programs and ways to tie into classes. Incentives are making this work.
  - vii. One potential incentive-based offering for the future is health screenings.
- The Wellness Showcase is part of the future initiatives for the Wellness Center. We also want to continue with “Love Your Body” week and with peer educators.
- Overall, we would like to see more traffic in this space, and we are looking into many options in order to this is happen.
- Questions?
  - i. How does the Wellness Center fit into the greater Champaign-Urbana or campus community? A: The focus is currently on students, but we are looking for more opportunities to do employee outreaches. More communication and dialogue across campus will help us to understand the needs of the campus community as a whole, which will allow us to provide more adequate programs and

offerings. Currently, financial wellness is a big focus because it relates to both students and employees; therefore, we hope to use this branch as a platform for more employee opportunities.

## 2. 201 Express – Doug Boyer

- The main goal for this semester is to promote and market the space more effectively.
  - i. For example, we now have ads based on the “Got Milk?” slogan
- The definition of this space: concessions and pro-shop offerings. However, the store has been given the opportunity to expand beyond typical concession products.
- Challenges:
  - i. The original hours were from 10a – 8p daily, but due to the observed traffic trends, the hours were adjusted to 3p – 8p daily.
  - ii. All staff that runs 201 Express are very well trained; no new students are ever staffed in this area.
  - iii. The most profitable date was the first day of classes for this semester
- In the fall, the store averaged about \$75/day. Currently, we are earning similar figures, but with the reduced hours; this shows that we are moving in the right direction.
- Since September, the store has seen about \$13,500 in sales. Overall, pro-shop items have earned Campus Recreation \$20,000 this year; about 65% of that was from the store, indicating that the student staff are doing a great job of re-directing sales to the store.
- Based on the budget situation, we are exploring the question of how to expand the store from here. Right now, we are in a good position because we do not keep much inventory on hand (it is ordered on almost a weekly basis). Also, as it pertains to magazines, we have the desirable situation of recycling unsold copies at no cost to us; we simply return old issues and receive the most recent ones.
- There are 17 vendors that we use for the store; they provide trend items. In the future, we want to focus on the “convenience” aspect of the store so that we can cater to the constituents in the area i.e. Housing, residence halls, etc.
- Questions?
  - i. Have you considered different hours for different time periods? A: Absolutely. For example, whenever there are large events in the facility, the hours of the store / café change. We really want to make an effort to work with and for the groups that rent out space in this facility. The great thing about our inventory flexibility is that we can cater to the traffic that we know will be coming through.
  - ii. How does the \$75/day earned by the store balance out with the overall budget? A: It is a low number. This is why we have cut out hours and changed the staff who work in there (now it is only entry level workers). We also have been asking the other student staff to refer patrons to the store more frequently.

iii. How did Campus Recreation decide to lease the café and not the store? A: This decision was made because of a lot of research that was done by exploring the experiences of peer universities. Similarly, Campus Recreation has experience with concessions – from the Ice Arena activities – and this was a competency that we felt we could use to run the store internally. Moreover, we did not feel that this decision had a negative effect on the local community, because the campus engages local franchising companies for the coffee shop enterprises, etc.

### 3. General Questions and Comments

- How well are specific spaces being promoted and used within the ARC? A: We have rovers that track the usage and different times of the day.
- Why has there been so much construction in the building recently? A: All of these items have been to improve safety conditions within the facility. For example, there were tiles that were broken on the Concourse Level; this was an easy fix, but required some blockage for a day or two.
- **OPEN REC HOURS!**
  - Due to the new FieldTurf installed on the play fields along First St, we are happy to announce that Open Rec hours will begin this week, and this is the earliest that Campus Recreation has ever been able to open the fields!
  - The hours are as follows: T/R 3p-6p and Sa/Su 1p-6p