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The last 12 months could easily be described as a year of change, except in the case of Campus Life a more accurate description would be a year of transitions. Upon reflection, change appears to be something that happens. We adjust to it and move forward but transition highlights a process of continued development and adjustments as we have worked to bring Campus Life units together including the addition of Westside Student Life.

Although the transition process has consumed a great amount of time and energy we have continued to focus on the student experience and in many cases we have not only maintained services and programs, we have also been able to grow them. Campus Life has continued to partner on large scale university events including Orientation, Welcome Weekend, Homecoming, Parents Weekend, Student Appreciation Day, and Graduation. We have provided leadership training and development through our Challenge Course program for our students and staff from across the University. University Recreation launched the first ever exercise is medicine program providing at risk students with the support needed to make permanent and lasting improvements to their health.

We have partnered with our academic colleagues to enhance student learning through practicum and internships while also guest lecturing on special topics and co-instructing courses. We have played a supportive role in hosting major components of the Symposium on University Research and Creative Expression (SOURCE) while also producing SOURCE programs and materials to market the rich academic experience of our students. We hosted three different FIRST Robotics conferences bringing more than 4000 prospective students and family members to campus.

Throughout the past year our staff have been fully engaged across the University serving on hiring committees, taskforces, and student success initiatives. The Student Union and Recreation Center has continued to serve as a gathering place for our campus and the greater community. We hosted town hall meetings and provided support services for members of our community displaced by the Taylor Bridge and Table Mountain Complex Fire. We hosted major events including the Kittitas Valley Hospital Fundraiser, Rodeo Hall of Fame Banquet and Rodeo Royal Court.

The summer of 2012 provided an opportunity to fully develop our Associated Student Board of Directors. We developed a comprehensive training program working with past officers of the ASCWU BOD and the Cabinet to establish the expected outcomes. The training process incorporated staff from across the University and a retreat with the cabinet as well as a meet and greet with Trustee members hosted at the President’s residence. We also began the tradition of a BOD Open house. We worked collaboratively with the Center for Leadership and Community Engagement to enhance the BOD presence at the evening of recognition that included a full ceremony.
to swear in each officer to their respective position. We also incorporated the US Bank Maxx scholarship check that highlights student leaders with approximately 14,000.00 in scholarship funds that is now set up through the General Scholarship application process so awards can be distributed consistently.

The year was also one of transitions at the University Centers in Western Washington as we worked to enhance the programming model to include community outreach and further develop our student leadership group. We were able to partner with Disability Services and have developed a new Westside Generalist position to enhance student services beginning in the Fall 2013.

Campus Life completed several facility projects over the past year. Perhaps the most visible sign of this work was the Radio Tower relocation project. This project moved our tower from leased land in Kittitas to the roof of the Student Union and Recreation Center (SURC). The relocation project started in June of 2012 and was completed in January of 2013. We also remodeled the Men’s Sauna in the Recreation Center in June of 2012, worked with the Associated Students to place a permanent ballot box on campus on the East Patio of the SURC, overhauled the auto zips on the Challenge Course and initiated the planning process for a remodel of the SURC including enhanced operational areas for the Student Union and Recreation Center Access Gates. These two remodels will also coincide with flooring improvements that are now scheduled and approved for summer of 2014.

While we are still working to fill key vacancies in the organization, it is important to note that individuals have taken on additional responsibilities and we have augmented some of our service deliveries by providing student staff with enhanced professional development. In February of 2013 we welcomed a new Director of University Recreation, Dr. Andrew Fields. We also hired a new Custodial staff member for the Student Union, Myra Fuqua. During the summer of 2013 we were able to hire a new General Manager of our radio station KCWU 88.1 FM, Travis Box, and we welcomed a new Associate Director for Westside Student Life, Ashlee Norris.

The Campus Life Development Team has worked very hard throughout this year of transition to maintain a positive culture and take steps towards future planning. Over the past year we have updated position descriptions for all member of the Campus Life Development Team and initiated Performance Development Plans. We have initiated a Campus Life Assessment Team that includes staff from across the department and established a new mission statement with feedback and input from students and staff both internally and externally. We have completed a Strengths, Weaknesses, Opportunities, and Threats analysis (SWOT). The results of the SWOT analysis are now driving our strategic initiatives for the 2013-14 academic year.

Over the past year we have worked to provide professional development opportunities for staff including regional and national conferences after nearly a four-year hiatus. In establishing a learning organization it is imperative that we continue to engage in development and training while assessing our programs and services to ensure we are meeting the needs of our students and are appropriately aligned with the mission of the institution. In the coming year Campus Life will begin the process of integrating the Council of Higher Educations Standards (CAS) into our program reviews and assessment.

In conclusion the past year has been full of challenges and successes. Campus Life has continued to make a positive impact on the lives of our students. We have reinforced our commitment to student success and are looking forward to an exciting year ahead.
Staff members from Campus Life and SURC Accounting enjoy a day of team building. June, 2013
Campus Life Mission Statement

The department of Campus Life enriches students’ university experience by providing a diverse array of programs, services, facilities and learning opportunities that are vital and integral to the university community and its education mission.

Campus Life accomplishes this through:

• Offering programs that contribute to students’ social, personal and educational development

• Support and delivery of arts, entertainment and cultural experiences

• Providing recreation, health and fitness opportunities

• Supporting student governance and involvement throughout the university

• Responsible stewardship of student resources through developing and enhancing sustainable programs, services and facilities responsive to student and program needs

• Providing professional skill development, leadership and co-curricular opportunities

• Promoting and supporting an inclusive environment that fosters a sense of community and belonging

2012-2013 Themes

Four themes emerged as key areas of focus. These themes are identified by number in the Campus Life unit highlights beginning on page

(1) Large-scale, collaborative events that create/contribute to community and welcoming environment

(2) Academic collaborations

(3) Leadership development and initiatives/student and staff development

(4) Facility and service improvements and projects
Campus Life Operating Budget FY2013

- University Recreation: $1,920,852
- Student Union Operations: $1,125,277
- Campus Life Administration: $322,679
- KCWU 88.1 The 'Burg: $318,146
- Publicity Center: $271,997
- Westside Student Life: $215,830
- Campus Activities: $160,709

Campus Life Revenue Sources FY2013

- Operating Revenue (Soft Revenue): $1,461,946
- S&A Allocation: $2,237,347
- State Fund Allocation: $873,823
- Dedicated Student Fees: $77,023
Campus Life Student Staff FY2013

Campus Life Professional Staff FY2013

Staff
Campus Activities

Scott Drummond, Director
Associate Director of Campus Life
FALL 2012

Wildcat Welcome Weekend: Provided significant program and staff support including securing contracts for keynote speaker and entertainer, and primary coordination of SURC-Us event. Keynote Will Keim presented to approximately 2,000 new students, families, professional staff, and student staff; entertainer Shimshi presented to over 900 new students. (Themes 1, 3)

Homecoming: Chaired campus Homecoming committee; provided primary leadership for Homecoming Dance and presented special Homecoming entertainer, Patton Oswalt. (Themes 1, 3)

Zombie Zone: Advisory assistance and oversight of late night event including coordination of movie “Shawn of the Dead,” (Theme 1)

Boo Central: Coordination of annual event for campus and community children and families. Over 500 children, over 500 parents/family members, and 25 clubs and organizations representing over 200 CWU student volunteers. (Theme 1)

NACA West Regional Conference: Campus Activities Programming Agency staff (six students) attended Portland, OR conference. (Theme 3)

Ware Fair: Three day event with over 50 professional and student vendors, artists and craftspeople. Approximately 6,000 patrons from CWU, Ellensburg, and surrounding communities. (Theme 1)

Student Internship: Recreation and Tourism major with emphasis on Event Management completed 480-hour internship and successfully graduated Fall Quarter. (Themes 2, 3)

Latino Studies film series: Provided assistance, funding, and securing of four films. (Theme 2)

Presentation at University 101 (Theme 2)

Monday Movie Madness: 8 movies shown to over 4,000 patrons

Michael Stagliano: Winner of Bachelor Pad performed music and provided “back stories” from the TV show. 194 attendance
WINTER 2013

Presentation at University 101 (Theme 2)

Monday Movie Madness: 7 movies shown to over 3,000 patrons total

Asif Ali, Welcome Back to Winter Comedy Night: Over 400 audience

Raining Jane concert: Two performances for approximately 300; staff workshop

Seafarers concert: Two performances for approximately 300

SPRING 2013

Family Weekend: Over 200 registered families, 700+ individual family members. Each event offered near capacity or sold out. Activities included Sunrise Zumba, downtown and campus tours, river floats, Chimposiums, Theatre Ensemble production of “Jesus Christ Superstar,” Comedian (300), Brunch and musical performance (600). Collaborations with Ellensburg Downtown Association, CHCI, University Recreation, Dining Services, Wildcat Shop, Chamber of Commerce, Recreation and Tourism, CWU Theatre Department. (Theme 1)

Student Appreciation Day: Annual collaboration with University Recreation, KCWU and University Dining Services to present a series of events and activities to nearly 2,000 students. (Theme 1)

Presentation at University 101 (Theme 2)

Practicum Student from Recreation and Tourism, with emphasis in Event Management (Themes 2, 3)

Provided contract and production support for ASCWU College Civics Week celebration concert presenting top Seattle band, “Hey Marseilles” (Theme 1)

Monday Movie Madness: 6 movies presented to over 2,000.

Kris Orlowski Band concert: performed one show in the Pit to over 150 students.

Comedian Rob Paravonian show: performed to nearly 200 in the Theater

“Couponomics” presentation

J. Thoven, concert to over 150 student in the SURC Pit.
CAMPUS ACTIVITIES ASSESSMENT RECAP

Last spring each of our departments sought feedback from professional and student staff of Campus Life. We found that many of our folks seem to participate and enjoy Campus Activities programs. There was some feedback that suggested areas of improvement. In particular we used feedback from the following areas for change:

I know who each program contact is in Campus Activities.

As with many responses, we saw a mix. Our response was to make more intentional contact happen by having my programmers do more of their reservation requests, publicity requests, etc. in person rather than just via email. We also made sure to do follow up when requests, events, etc. were near their show date.

How familiar are you with the following programs and services offered by Campus Activities?

We found that most surveyed are very familiar with our movie and music programs. However, we found that many assumed any or all lecture programming were done exclusively by other offices or didn’t fully realize that we were the primary folks “in charge” of events like Student Appreciation or Ware Fair. We believe that the Scheduling Center and Event Support are very aware. Unfortunately, I believe many “assume” other areas are solely responsible for other major programs.

Our response to the above was to make sure the Campus Activities name/brand was visibly and significantly included on all of our advertising. Our programmers were also more physically involved in the promotion of their events -- tabling, street teaming, hand billing, classroom announcements, pod casts, facebook announcements, etc.

Campus Activities programmers also sought anecdotal feedback during Discover, movie nights, open mic nights, Ware Fair vendors, Family Weekend to see further feedback from participants to gather their points of view regarding the preparation, enjoyment, and over all value of their experiences during activities. We continue to use all of those responses to help guide us in the successful future planning of activities and events. As a result of some feedback we received last year, we began planning outdoor movies during the summer quarter for CWU and community members. We presented two last summer to very nice response. We determined to try again during summer of 2013/14.
Peter Ortega is a Puyallup-raised hip-hop enthusiast. Pursuing a degree in business administration, Peter aspires to apply this knowledge to a career in the music industry. Peter joined The ’Burg as an on-air personality in April, 2012, and he continues to shine in all aspects. Upon his arrival to The ’Burg, he co-hosted a hip-hop show with former DJ, Queen Beats.

Music is a major passion for Peter. He prides himself in discovering new and unique music, particularly in old school and contemporary hip-hop. Peter knows his beats so well that his friends call him “the human jukebox,” because he can recite the lyrics to a variety of different songs!

Peter appeared on the airwaves as “P-Lo” every Friday afternoon from 3-6 p.m. during Fall quarter, 2012. His show, called “In the Flo,” will move to the 1-3 p.m. Friday afternoon slot for Winter, 2013. “P-Lo” specializes in showcasing hip-hop of the 80s, 90s and today. His on-air excitement brings a positive energy to those who listen in. “I just want people to enjoy the music I put on as much as I do when I am in the studio,” he says.

When not on the air, Peter enjoys playing basketball and experimenting with making his own music.
FALL 2012

‘Burg Mobile App launched (Android and iOS) (Theme 4)
Fred Meyer Night & Bite of the ‘Burg promotions (Theme 1)
Zombie Zone promotion with ASCWU (Theme 1)
13 student employees (Theme 3)
12 new DJ applicants; 30 volunteers (Theme 3)
Wildcat Pre-Game Rallies before home football games
Chat live with DJs, via www.881theburg.com (Theme 4)
Watch your favorite DJ online, live, with U-Stream (Theme 4)

WINTER 2013

Weekly Free Hot Cocoa on the SURC West Patio with Hype Street Team/Publicity
Promotional presence during home CWU Men’s & Women’s Basketball games
Added student engineering position bringing paid student staff to 14 (Theme 3)
7 new DJ applicants; 14 additional volunteers (Theme 3)

SPRING 2013

Tower relocation to SURC, decommissioning of previous site completed (Theme 4)
Weekly Free Energy Drinks on SURC West Patio with Hype Street Team/Publicity
Publicity Center

Lola Gallagher, Publicity Manager
Assistant Director of Campus Life

Mindy Holliday, Marketing and Wildcat Access

Justin Beckman, Graphic Design
SUMMER 2012

Three summer design interns completed major projects and campaigns for University Recreation, University Housing and New Student Programs, Wellness Center (Themes 1, 2, 3, 4)

Provided all signage support for Discover Orientations (Themes 1, 4)

Provided all graphic design support for Wildcat Welcome Weekend and First Six Weeks program (Themes 1, 4)

Created Publicity Center satisfaction/needs survey to improve and enhance service (Theme 4)

Provided signage support for Taylor Bridge Fire town meetings

Worked with SURC Accounting to develop new order form reflecting redefined pricing structure (Theme 4)

FALL 2012

All-staff training and orientation before classes; weekly team meetings (Theme 3)

Introduced new publicity packages and offerings based on survey feedback (Theme 4)

Improved billing processes and expense-revenue tracking (Theme 4)

Increased revenue from new sources (Theme 4)

Introduced Hype Street Team, increasing awareness of programs and events (Theme 4)

Worked with Facilities, partnered with Housing/Res Life to add new Wildcat Access screen in Res Life office; introduced new Wildcat Access package (Theme 4)

WINTER 2013

Worked with Facilities, partnered with Brooks Library to add new Wildcat Access screen in Academic and Research Commons entrance (Theme 4)

Launched CWU Hype online blog (Themes 3, 4)

Took on publicity support of SOURCE materials and program design (Themes 1, 2)
WINTER 2013 (cont.)

Won three silver ADDY awards in the Central Washington area-Yakima Ad Federation competition (one in professional category, two in student category) (Theme 3)

Won silver ADDY award in the Northwest region competition (professional category) (Theme 3)

Attended ACUI national conference in St Louis (one professional staff member) (Theme 3)

SPRING 2013

All student and professional staff completed mandatory trainings (Theme 3)

All student staff completed end of year work experience evaluation survey (Theme 3)

Performance Development Plans created for upcoming year (Theme 3)

Took on design of Discover Orientation publications to create a more effective visual tie to Welcome Weekend materials and establish an additional student work experience opportunity (Theme 1, 3)

Surveyed students to gauge best ways to deliver event publicity; results informed planning and discussion for changes and new offerings in the coming year (Theme 4)

Professional staff served on the following committees throughout the year: CWU Road Map, University Art Committee, Employee Council, Homecoming, Family Weekend and Student Appreciation Day (Theme 3)

Interview and hire for three full-time summer design interns (Theme 3)

Worked with Student Success to develop new “Road Map” for students and fund internship opportunity for creation of new “Success Guide” (Themes 1, 3)

Nearly 300 Publicity projects completed

20 student bylines in local and regional newspapers; earned media from press releases and announcements weekly

Nine quarterly publications completed: Hype, University Recreation, Westside Student Life
PUBLICITY CENTER ASSESSMENT RECAP

Publicity Center staff annually surveys CWU students at the end of spring quarter to determine the effectiveness of various types of publicity. We do this to learn more about the preferences of students when it comes to receiving event information.

Traditional print media continued to rank high on the list of best/preferred way to receive information. However, there was also a spike in social media and word of mouth. As a result, we launched several new publicity formats over the course of the year:

- Hype Street Team (word of mouth)
- Wordpress blog, Twitter, Instagram; moved Facebook to “place” rather than “person” (social media)
- Event listings on posters in SURC restroom stalls, table tents and sandwich boards (regularly updated info)
- More stake signs promoting larger events
- Increased blade signs
- Increased Wildcat Access advertising

In summer 2012, we sent out a satisfaction and needs survey to both our Campus Life colleagues and clients outside of Campus Life. The results helped to inform two important improvements in our service delivery.

The biggest area in need of improvement was in timely billing and easily accessible pricing. Additionally, there were communication gaps that needed to be addressed so that our clients could be better informed as to the status of their projects. As a result, we implemented the following:

We worked with SURC Accounting to identify a clear pricing structure and tool that could serve as both an order form and a price list. Clients can now select from an extensive menu of packages and ala carte items to generate project estimates on their own if they wish. We can easily sit down to go over options, and customize the project to fit their budget and needs.

We also began setting up accounts for our clients in our web-based project management system so that they can log in and view the status of their projects. They also have the ability to make comments. This added channel of communication, when utilized, helps to keep our clients and Publicity Center staff more in tune with each other’s needs.
Student Union Operations

Cherie Wilson, Associate Director Student Union Operations

Robbi Goninan, Wildcat Tickets and Information Center
Amy Alder, Marketing and Scheduling
Dannica Price, Scheduling
Brian Helliar, Building and Events Management
Robert Nelson, Event Support Services
Otto Bach, Building and Grounds
Jim Ellinger, Maintenance
Patty Noland, Lead Custodian
Gail Barton, Custodian
Zoe Katocs, Custodian
Myra Fuqua, Custodian

Central Washington University
Jan 27, 2013

5th Annual Winter Wedding & Event Expo

Welcome Community Summit Attendees

Table Mountain Fire
Community Meeting Tonight
7 PM Surc Theatre
2nd Floor
SUMMER 2012

Hosted Taylor Bridge Fire town hall meetings and BBQ (Theme 1)

Assisted the Wildcat Shop in relocating the clothing department into SURC 137 during their remodel (Theme 4)

Waxed all floors and cleaned all carpets within the Student Union. (Theme 4)

Repainted meeting room walls and Theatre stage (Theme 4)

Steam cleaned furniture and meeting room stairs (Theme 4)

Purchased new tables for SURC 202 and moved existing tables to 271 and 273 (Theme 4)

Hosted the Ellensburg Rodeo Fall of Fame Banquet (Theme 1)

Over 2700 Scheduled events for summer quarter (Themes 1, 2, 3, 4)

FALL 2012

Wildcat Welcome Weekend support including setup, equipment, scheduling, and general information (Theme 1)

Holiday Choir banquet with 250 attendees

Refinished floors in the ballroom and 137 A/B (Theme 4)

Established quarterly Fire Alarm Drills to meet new standards (Theme 4)

Met with public safety regarding building security and active shooter training (Theme 4)

Hosted Taylor Bridge Fire town meetings (Theme 1)

Over 5200 Scheduled events for Fall quarter (Themes 1, 2, 3, 4)
WINTER 2013

Winter Wedding and Events Expo with over 30 booths and 300 attendees (Theme 1)

Three different Robotics conferences with 700 to 2000 attendees per conference (Theme 1)

WINTER 2013 (cont.)

LDS Regional Youth Conference with over 700 attendees (Theme 1)

Working with Partners and Facilities on SURC flooring project (Theme 4)

Working with Facilities on HVAC upgrade in the Theatre Projection Booth (Theme 4)

Hosted the Ellensburg Rodeo Royal Court Banquet (Theme 1)

Over 4600 Scheduled events for Winter quarter (Themes 1, 2, 3, 4)

SPRING 2013

Installed People Counters at all major entrances of the SURC (Theme 4)

Hosted the Kittitas Valley Community Hospital Fundraiser Banquet (Theme 1)

Assisted with the CWU Graduation (Theme 1)

Hosted the EHS Graduation (Theme 1)

Hosted the EHS Senior all night party (Theme 1)

Over 5400 Scheduled events for Spring quarter (Themes 1, 2, 3, 4)
STUDENT UNION OPERATIONS ASSESSMENT RECAP

Last spring we conducted a satisfaction survey for the Student Union Operations area. The majority of responses on the satisfaction survey were very positive, with some suggestions that resulted in the changes outlined below:

**Have custodial staff wear shirts to identify they are building staff.**  
We have purchased staff shirts for all custodial staff which has aided in assisting customers with building questions and concerns.

**Add another person in the Maintenance area to help with all of the building projects.**  
We have upgraded our Maintenance Custodian to a Maintenance Mechanic allowing 100% of his time to be dedicated to building repairs and maintenance, which has clearly had positive results on building projects and back up support for our Building and Grounds Supervisor.

**Identify building closures clearly to the tenants.**  
We have worked with our building partners to identify a full year of operational hours that has been added to our Governance Policy, building entrances and our websites.
University Recreation

Andy Fields, Director

Kim Graham-Roseburg, Secretary Senior
Ryan Hopkins, Challenge Course, Climbing Wall, Outdoor Pursuits and Rentals
Corey Sinclair, Collegiate Sport Clubs and Camp C-Woo
Eric Scott, Intramural Sports and Special Events
Michael Montgomery, Membership Services and Operations
Shayne Wittkopp, Personal Training and Group Fitness
Ann Wittkopp, Sports Medicine
Teresa Breckenridge, Custodial Lead
Luz Barajas, Custodian
Maria Barajas, Custodian
CAMP C-WOO

Summer 2012
Camp C-Woo operated for 10 weeks serving on and off campus community. The daily attendance average was 22 campers per day. (Themes 1, 3)

Academic collaborations for the camp included the Education Department, Exercise Science and Biology. (Theme 2)
Provided leadership training to all levels of University Housing and New Student Programs staff. This series of trainings included RA’s, Managers, and professional staff. (Theme 3)

Provided annual introductory training for Kittitas County’s, Leadership Ellensburg program. This is the fifth year in a row that this program has been provided in order to enhance the year-long training of new civic leaders within Kittitas County. (Theme 3)

Four Challenge Course Facilitators were asked to present a student development session entitled Experiential Learning Education at the Council of Unions and Student Programs (CUSP). This annual event is hosted by the Washington Community and Technical Colleges Leadership and Activities Institute and brings the student leaders of Washington community colleges together for training. The 2012 CUSP conference was held in Wenatchee, WA. (Themes 2, 3)

Hosted Weekly Challenge programming so that all CWU students have the opportunity to use the challenge course. (Theme 1)

Provided Rafting support for the Yakima River Clean-up (Theme 1)

Provided direct programming support of RT220 Leadership and Human Development course. (Theme 2)

Guest presenter at the CLCE’s Leadership Conference (Theme 3)

Hosted Facilitator training for new summer staff. (Theme 3)

Complete overhaul of Auto Zips on Challenge Course (Theme 4)

Annual outside inspection accomplished. (Theme 4)

Annual staining / wood treatment of course accomplished. (Theme 4)
CLIMBING WALL

FALL 2012

Partnered with PE Department to offer PEID198 Beginning Climbing; filled with a wait list of about 40. (Theme 3)

More consistent Climbing Wall use resulted in considerably more quarter shoe rentals than previously, which indicates an increase in users who are new to climbing. (Theme 4)

WINTER 2013

Continued academic partnership with the PESH Department to offer PEID298 Intermediate Climbing. (Theme 3)

Climbing Club members participated in competitions at Eastern Washington University, Western Washington University, Idaho State University and CWU; ranked fourth out of twelve climbing teams in the Northwest. CWU’s climbing program is part of the Northwest Collegiate Climbing Circuit (NC3). (Themes 1, 3)

Youth climbing program saw 74 participants, generating a small amount of revenue for the program while also allowing our instructors the opportunity to instruct a youth population. (Themes 1, 3)

SPRING 2013

Hosted Northwest Collegiate Climbing Circuit (NC3), CWU Ropeless Rodeo (Theme 1)

Vertical Challenge: 46 participants competed in teams for a month to climb the most vertical feet. (Theme 1)

Offered PE 198 Beginning Rock Climbing, PE 298 Intermediate Rock Climbing, and PE 220 Rock Climbing Instructor (Theme 2)

Provided ropes for a student study in the course of MET 387 (Theme 2)

Offered Professional Climbing Instructor’s Association (PCIA) Climbing Wall Instructor Certification (Theme 3)

USA Climbing Route Setting professional, Molly Beard, provided route setting training to student staff. (Theme 3)

Purchased rock rings to assist climbers with training needs. (Theme 4)

Strictly enforced no loose chalk policy in order to cut down on the amount of chalk dust in the facility. (Theme 4)
COLLEGIATE SPORT CLUBS

Fall 2012
15 different Collegiate Sport Clubs traveled on 37 trips and we hosted 12 events on campus. (Themes 1, 3)

640 CWU students registered to participate in the Collegiate Sport Club program and participated in over 500 different activities that include practices, meetings, training sessions and competitions. (Theme 1)

Winter 2013
Three leadership development sessions were held with the Collegiate Sport Club Council. (Theme 3)

Several seminars were held in collaboration with the Center for Leadership and Civic Engagement to help clubs develop leadership skills. (Theme 3)

Sport Clubs traveled to 48 different competitions and competed on behalf of Central Washington University.

Spring 2013
Collegiate Sport Clubs hosted 29 different competitions in or around campus. (Themes 1, 3)

Collegiate Sport Clubs traveled to 26 different competitions; 5 of these competitions were national competitions. (Themes 1, 3)

The CWU Wake Sports Team won a national championship. This is the first sport club to win a national championship. (Themes 1, 3)

Six Collegiate Sport Club athletes were named Collegiate All Americans by their national governing bodies in 2013.

The CWU Rugby team competed at a national tournament in Las Vegas and played in front of 30,000+ fans which was the largest number of spectators at a rugby competition in the United States.

The CWU Rugby team was invited to compete for the next 3 years in the Varsity Cup. The final of this competition will compete on NBC next year following the Kentucky Derby, which had over 16 million viewers last year.

University Recreation worked with the campus facilities department to expand the natural turf fields at the Alder Recreation Complex. (Themes 1, 4)
GROUP FITNESS

Offered at least 32 classes a week for fall & winter quarters

Introduced themed fitness classes (zombie Zumba & 80’s Zumba) while continuing outdoor classes (yoga hike & outdoor Zumba) (Theme 4)

Winter 2013 unlimited class participation grew 23% compared to Winter 2012

Hosted certification clinic in the fall for R.I.P.P.E.D. (Theme 3) (Theme 3)

Provided a class in the SURC pit for the first time since 2007 (Theme 3)

Completed first full year of having Group Fitness passes expire quarterly, increasing revenue and consistency within the program (Theme 4)
INTRAMURAL SPORTS AND SPECIAL EVENTS

FALL 2012

159 Intramural Sports teams, hosted over 600 games, more than 1,200 student participants. (Theme 1)

Zombie Zone: over 250 students participate, while 45 student volunteers hosted the event. (Themes 1, 4)

Two 5K runs (Homecoming 5K and Behind the Badge 5K) raised a combined $1,100 for their two causes (support the cost for local mammograms, Behind the Badge Foundation). (Theme 1)

Santa Hoop Classic, which brought 53 teams, 1,050 visitors, and over 500 athletes to Ellensburg. 70% of the teams visited Ellensburg from outside Kittitas Valley. (Theme 1)

WINTER 2013

151 Intramural Sports teams, hosted 575 games, and more than 1,150 student participants. (Theme 1)

Partnered with the Wellness Center to offer a late night 3-on-3 Basketball Tournament that had 17 teams and 100 students attend. (Them 1)

Spring Fling brought 56 teams, 1,025 visitors, and over 550 athletes to Ellensburg. 75% of the teams visited Ellensburg from outside Kittitas Valley. (Theme 1)

SPRING 2013

218 Intramural Sports teams, hosted over 605 games, with 1,381 student participants. (Themes 1, 2, 3)

Hosted three running events that totaled 260 runners and brought in $820.00 to support local charities and raise awareness for Earth Day and the Museum of Culture and Environment. (Themes 1, 2, 3)

Contracted with United Powerlifters Association to host a CWU Powerlifting competition that attracted 20 lifters and 100 spectators. (Theme 1, 3)

Partnered with the Wellness Center to offer a “Green Dot” dodgeball tournament for 105 participants to raise awareness for violence prevention. (Themes 1, 2, 3)

Worked with the Mechanical Engineering faculty to provide a senior project converting spin bike pedaling to electrical energy. (Themes 2,3)
MEMBERSHIP SERVICES AND OPERATIONS

Remodeled athletic training room, doubling its footprint and expanding the offerings of therapy (Theme 4)

Purchased 20 pieces of new cardio equipment (8 treadmills, 8 ellipticals, & 4 steppers). (Theme 4)

Partnered with PESH to rotate previous equipment into the Nicholson Pavilion to replace old pieces of cardio equipment (10-25 years old). (Theme 2, 4)

Replaced aging power racks with new ones that better fulfill our patrons’ needs (Theme 4)

Had over 198,000 swipes at the recreation center gates for fall & winter quarters (Theme 4)

Researched and installed energy efficient led light bulbs in facility to reduce utility consumption (Theme 4)

Worked with a student to create a new customer service training program for Membership Services

Developed a collective refund/cancellation policy for the department

Created a facility policy signage package for all activity areas

Expanded summer operational hours, adding 12 hours a week (Theme 4)
OUTDOOR PURSUITS & RENTALS

FALL 2012

OPR asked by Wenatchee Valley College to assist in the development of a new direct transfer program of study in Recreation and Adventure Leadership. This is an exciting opportunity to expand a developing partnership between CWU’s Recreation and Tourism program as well as Wenatchee Valley College’s future program. (Themes 2, 3, 4)

Provided new program offerings (Kayak Pool Session, Hike, Outdoor Climbing, and Challenge Course) for CWU’s First Six Week programming. (Themes 1, 4)

Scheduled Kayak Instructor Trainer certification course through the American Canoe Association (ACA), the highest level of certification in this field which demonstrates the rapid progression of CWU’s whitewater kayak program. Staff will be certified to provide training and certifications of future instructors. (Themes 2, 3, 4)

WINTER 2013

Provided meaningful outdoor experiences for 207 participants during winter quarter. Trips included cross country skiing, snowshoeing, overnight winter camping, and an overnight cross country ski trip to Mazama, WA. The trip program continues to expand with the help and focus of Tom Potter, OPR’s Graduate Assistant. (Themes 2, 3, 4)

Hosted annual Outdoor Speaker Series: partnered with CWU’s Performing Arts and Speaker Series to host Jon Kedrowski; other speakers included Brock Gavery and John Stimberis. 425 participants total. (Themes 1, 2, 4)

Sold discounted lift tickets to White Pass, Mission Ridge, Steven’s Pass, and the Summit at Snoqualmie. (Theme 4)

SPRING 2013

Hosted annual Spring Symposium, featuring multiple vendors, longboarding competition, food and entertainment. (Themes 1, 4)

Outdoor Photo contest

Recreation Theme House - Planned and implemented three programs (Theme 4)

Attended meetings with Wenatchee Valley College and CWU’s Recreation and Tourism to plan a potential Direct Transfer program focused on Outdoor Recreation and Leadership. (Themes 2, 3, 4)
SPRING 2013 (cont.)

Worked with Recreation and Tourism to move Recreation Theme House to the Outdoor Sustainability Living Learning Community. (Theme 2)

Working with Paramedicine Department in order to establish Wilderness First Aid certification course offerings. (Theme 2)

Provided Raft Guide Training to eight students. (Theme 3)

Provided Swift water Rescue Training and Certification to eight students. (Theme 3)

Provided ACA Kayak Instructor Trainer to one Graduate Assistant and three alumni students. (Theme 3)

Purchased 10 new stand up paddle boards in order to support and expand rental and program offerings. (Theme 4)

Continued development and support of slack-lining on campus. (Theme 4)
Provided three internships in Personal Training / Exercise Is Medicine program. All have been hired professionally in the field. (Theme 2)

Exercise is Medicine had its first client with a 40-pound weight loss; several have topped the 30-pound mark. The program continues to empower students to take control of their health by supporting them with our internship program. To put 40 pounds of weight loss in perspective, that’s 140,000 calories burned in 20 weeks. (Theme 4)

Winter ACE class has helped 18 EXSC students fulfill their 495A practicum experience, and helped 25 students in all pursue a career in personal training. In the class, students learn essential information needed to pass the American Council for Exercise’s CPT exam, as well as vital information needed to be a successful professional in the exercise service industry. (Themes 2, 3)

Spring ACE course had 18 enrolled. (Themes 2, 3)

Former Recreation Center Personal Trainer Tyler Hill has started an internship in the strength and conditioning department at the University of Michigan. He left an internship with Webber International in Florida to take a position assisting with the Wolverines top 5 basketball program. After contacting several references at Central, Coach Jon Sanderson accepted Tyler as his program’s intern assistant.
SPORTS MEDICINE

WINTER 2013

Provided physical therapy for several students, one of whom was able to stay in her instrumental performance major because of her successful rehabilitation. (Theme 4)

Provided several practicum and internship students applicable learning experiences. (Theme 2)

Chosen to serve on the Washington State Athletic Trainers’ Association Public Relations Committee

SPRING 2013

Coverage, both home and away, of 22 events and programs, as well as 144 weekday evening hours of medical support for Recreation Center.

Provided bi-weekly and tri-weekly rehab services for nine rehab patients with a variety of injuries. (Theme 4)

Provided four internship students direct, hand-on experience (one has gone on to graduate school in athletic training in Oregon). (Theme 2)

Changed name from Athletic Training to Sports Medicine, in order to eliminate confusion and more clearly communicate the holistic healthcare offered through University Recreation. (Theme 4)

Solidified agreement to serve as a mentor for a colleague to perform research and complete a doctorate degree through the University of Idaho, in conjunction with healthcare given through Recreation Sports Medicine starting Fall 2013. (Themes 2, 4)

Saved students $28,434.77 for Spring Quarter in medical costs by providing treatment in-house. (Theme 4)
UNIVERSITY RECREATION ASSESSMENT RECAP

As the primary leadership of the department changed, each area continued to strive for growth and forward progression, soliciting feedback in various ways that yielded many positive changes as outlined below. In the coming year existing forms of feedback and assessment will continue to be enhanced, along with updating our mission statement, goals and learning outcomes.

Conducted a Dress Code Survey based off dress code complaints and have worked with the Recreation Advisory Board to re-establish an appropriate dress code that allows all individuals to feel welcome. Procedures were created to address those in violation.

The system for tracking and storing lost and found items was altered and updated to provide more timely and efficient customer service for individuals trying to recover their lost items.

Updated facility policy signage to include workout attire, with postings throughout the facility at the entrance of each space.

Incorporated Intramural participants’ input into the design process of the Intramural Champion t-shirts.

Used text and email communication through imleagues.com for winter and fall quarter to increase our communications with students.

Purchased additional jerseys to allow Intramural participants to engage in activities without having to share.

Placed the Intramural Rules and Handbook on several different webpages to make it more accessible to participants, as well as distributing the information at Captains’ meetings.

Responded to Intramural participant feedback by providing several levels of competition to ensure an inclusive environment for participants of all levels.

Updated the student employee and intern dress code requirements for Sports Medicine staff to model current national professional standards in allied healthcare.

Based on feedback from Accounting and Access Memberships, Intramural Sports switched to a 1-day payment period to eliminate entry errors and payment errors across multiple dates. Implementation has led to increased productivity on dates that were normally slowed down by Intramural data entry.

In response to client feedback suggesting more experienced trainers are needed, Personal Training has added a bi-monthly meeting to discuss current challenges and successes holistically and to address any potential future issues. Trainers are also mandated one hour of planning each week to better prepare their programs for clients.
UNIVERSITY RECREATION ASSESSMENT RECAP

By tracking initial and subsequent purchases and utilizing client feedback post-package, Personal Training has achieved a 60% retention rate and can better address areas of individual trainer improvement.

As of spring quarter 2013, four additional student staff have been scheduled at 5:00 am in order to more adequately address facility needs.

All floor surfaces are now being mopped daily to allow for proper floor cleaning and disinfection as increased patron use has eliminated down time during regular operational hours.

In response to student employee feedback, our recruitment, hiring, and education process has been streamlined for student employees and a student employee council has been created to provide a more effective outlet for the student employee voice.

The men’s sauna was remodeled to address an installation issue, eliminating a conductive environment that trapped moisture.

Due to a rising demand for rehabilitative services on campus, Sports Medicine staff level availability increased, through the addition of qualified intern students, to further serve the needs of injured University Recreation participants.

In response to patron comments, staffing levels have increased and labor has been reallocated to peak hours to promptly address equipment repair needs.

OPR employed a student for both publicity purposes and to serve as a liaison for each program area to enhance communication among student staff.

The climbing program collaborated with PESPH to offer new academic-based climbing courses (PEID 198, Beginning Climbing, PEID 298, Intermediate Climbing, PE 220 Climbing Wall Instructor) based on requests via comment cards from participants.

Several climbing training options, including rock rings, were implemented into the current climbing program based on comment card feedback from participants.

Collegiate Sport Clubs program plans to implement a new paperless registration process developed with IT and utilizing the CWU website. This will improve accuracy, organization and communication.

An Executive Leadership Committee for the Collegiate Sport Club Council has been created for review and feedback on sport club policies.
Westside Student Life

Ashlee Norris, Associate Director

WELCOME

VISIT OUR WEBSITE:
www.cwu.edu/student-life

LYNNWOOD // EVERETT         PIERCE COUNTY           DES MOINES // KENT

Westside Student Life is offering an exciting lineup of events for fall quarter. The Student Leadership Groups (SLGs) and clubs are committed to providing you with a wide variety of activities throughout the year!

SAVE THE DATE

ASHLEE NORRIS
program support coordinator
anorris@cwu.edu
CWU Lynnwood
425.640.1574 {ext. 3872}
CWU Des Moines
206.439.3800 {ext. 3818}

SIGN UP AT THE FALL WELCOME BACK TABLES AND CHECK OUT OUR WEBSITE FOR MORE DETAILS. www.cwu.edu/student-life

@ CWU
@ CWU

SAT /// OCTOBER 13, 2012

SIGN UP

TRIP INCLUDES:
FOOTBALL GAME TICKETS
CAMPUS TOUR/ACTIVITIES
TRANSPORTATION
BREAKFAST

HAPPY NEW YEAR
/// ///

For a full list of our upcoming events visit our website at www.cwu.edu/student-life/campus-events-and-activities-0

TINA WANG
assistant director
twang@cwu.edu
206.419.717

Dear CWU Student:
we need your input!
TAKE OUR CWU WESTSIDE STUDENT LIFE SURVEY AND HELP SHAPE YOUR CAMPUS Your participation will help guide recommendations for new or expanded services and programs at your campus. Complete the survey and enter a drawing to win one of five free CWU sweatshirts! Please click here to begin the brief survey:
https://cwu.qualtrics.com/SE??SID=SV_djxCvJS4wZFBR5y
Individual responses to the survey will be kept strictly confidential, although the completed survey results will be available for review. Also, to ensure your anonymity, please do not write your name anywhere on your survey. If you have any other questions or concerns please contact me at blomquistc@cwu.edu.

Thank you for your assistance with this effort!
FALL 2012

Student Leadership Group coordinated 14 events across 3 University Centers during fall quarter, serving over 300 students (Themes 1, 2, 3)

-Launched Westside Student Life website in partnership with Publicity Center (Theme 4)

WINTER 2013

Student Leadership Group coordinated 15 events across 3 University Centers during winter quarter, serving over 425 students (Themes 1, 2, 3)

-Partnered with Highline Community College to host Roy Willis for Black History Month (Themes 1, 2)

-Partnered with Edmonds Community College to host Angela Davis for the City of Lynnwood MLK celebration (Themes 1, 2)

SPRING 2013

Student Leadership Group coordinated 11 events across 3 University Centers during spring quarter, serving over 300 students (Themes 1, 2, 3)

-Partnered with Edmonds Community College to host Springfest BBQ (Theme 1, 2)

-Partnered with College of Business and Career Services to offer first ever Etiquette Dinner for Westside students (Themes 1, 2, 3)

-Coordinated 2nd annual Westside Graduates & Awards Dinner at the Seattle Aquarium featuring keynote speech by Washington State Senator Paull Shin; 125 guests in attendance (Themes 1, 2)
WESTSIDE STUDENT LIFE ASSESSMENT RECAP

Westside Student Life conducted an assessment that asked students who attend the Westside Centers if they felt connected to their Center campus and if the Student Leadership Group (SLG) represented the voice of the Center student population.

The majority of the responses to these two areas stated that students mildly agreed to being connected to the campus (47%) and the SLG representing them (37%). From these results we have begun to make the following changes:

For students to feel more connected to the campus, we have offered more CWU gear to assist with branding Center students as Wildcats. The Student Life Staff and SLG will continue to partner with Luke Rucks from Dual Admissions to have a presence at Wildcat Wednesdays, so that potential students can begin to feel like they are a wildcat. In addition, we will be hiring new professional staff so that there is a regular presence of Student Life staff at each of the centers.

The Student Life office will be partnering with other student services to have student services staff at events students will already be attending. In doing this, other student services will be able to connect with the Center student population and inform students of the great services available to them. For example, Student Life will be partnering with the International Education office to celebrate International Education day, which engages our student population in becoming effective global citizens.

Starting summer quarter 2013 the SLG will start engaging in a yearlong leadership curriculum developed by the Student Life office in order to enhance the skills of our student leaders and develop a collaborative campus community for the upcoming year. The goal is for the SLG to become better spokespeople for the great Center community and to plan events that catering to the Center students’ needs as well as their personal development.

The feedback we have received from the Center students demonstrates how we can always continue to improve our organization and acting on students feedback will assist with students feeling ownership of their student identity at the CWU Centers.
Campus Life Partnerships

The director of Campus Life serves as the advisor to the Associated Students of Central Washington University Board of Directors, while many other staff members provide advisement and support to the various organizations, boards and commissions within the ASCWU.

Campus Life also works very closely with SURC Accounting in all aspects of financial planning, analysis and budgeting. This is a shared commitment to insuring the highest level of responsible stewardship of student resources through the many programs, services and facilities managed through Campus Life.

In addition, Campus Life values its partnership with CWU Dining Services and the Wildcat Shop in the Student Union and Recreation Center.
SUMMER 2012

ASCWU Board of Directors participated in the CWU Challenge Course. Board members developed confidence in themselves to overcome obstacles and challenges. Members learned to work together, build relationships, and a greater understanding of group needs and began to establish yearlong goals. (Theme 3)

ASCWU President attended Leadershape Training to enhance leadership characteristics and enhance group facilitation skills. (Theme 3)

Officers completed the Myer-Briggs Type Indicator and a Strengths Finder Training facilitated by Career Services. (Theme 3)

Officers supported the Experience Leadership Project working with incoming freshman aiding the Center for Excellence and Community Engagement in providing meaningful connections for students. (Theme 1, 3)

FALL 2012

Vice President for Student Life and Facilities coordinated Fred Meyer Night and Bi-mart Night in conjunction with Welcome Weekend enhancing the town and gown relationship bringing more than 2500 students into the Ellensburg community to celebrate the start of the academic year. (Theme 1)

Wellington’s Wildfire, a homecoming tradition, was brought indoors in response to the Taylor Bridge fire that impacted the entire Ellensburg Community. The event engaged students and instilled school spirit and pride culminat-
ing in the largest pep rally ever held in the Student Union and Recreation Center. The event was spearheaded by the Vice President for Student Life and Facilities working in collaboration with Dining Services, The CWU Marching Band, Event Support Services, University Recreation, Athletics, The Campus Life Publicity Center and KCWU 88.1 the Burg. (Theme 1)

The Vice President for Legislative Affairs worked collaboratively with the Kittitas County Auditor’s office to establish the first Public Ballot Box on the CWU Campus. The initiative kick started a month long voter registration initiative that contributed to more than a 1000 new voter registrations. Register Educate Vote “REV” culminated in an election night party with hundreds of students, staff and even Katie & Jim Gaudino watching in the SURC as the votes were counted on CNN, FOX and NBC. (Theme 1, 3, 4)

Executive Vice President established a new online committee application process. The initiative provided enhanced visibility and awareness of the shared governance processes and began the a more formalized committee appointment process to University Standing Committees and Taskforces. (Theme 1, 2, 3, 4)

WINTER 2013

The board developed scholarship criteria working with the CWU Scholarship office to establish the ASCWU BOD MAXX Card Scholarship. The Scholarship is awarded through the General Scholarship Application process. Successful applicants have a demonstrated commitment to leadership development and service in a leadership capacity within the institution. (Theme 2, 3)

SPRING 2013

The Vice President for Equity and Community Affairs along with the students of the ESC Council successfully hosted a State MEChA conference, Filipino Culture events and a service trip to San Francisco for first generation students. They hosted motivational speakers and created an educational rock concert seminar. (Theme 1, 2, 3)

The ASCWU hosted a primary and general election that was highlighted by multiple forums across campus and including a General Election debate on the eve of the election. Voting polls were established in the Student Union and Recreation Center in addition to on-line voting to ensure that all CWU students regardless of their location could participate in the democratic process of electing their representatives for the 2013-14 academic year. The formal swearing in ceremony was conducted on May 22nd at the Evening of Recognition hosted by the Center for Leadership and Civic Engagement. The newly elected BOD officers read aloud their oath to office and the passing-of-the-gavel was included along with a check from US Bank for $14,000.00 towards the MAXX scholarship fund. (Theme 1, 3)

College Civics Week was a massive collaboration that incorporated CLCE, The Communications Department and the ASCWU BOD. The program included a visit from Washington Secretary of State Kim Wyman and First Amendment activist Glen Greenwald the First Amendment Fest and other activities co-sponsored by the Center for Diversity and Social Justice and Campus Life. (Theme 1, 2, 3)
The SURC Accounting office provides financial consultation and services to a variety of student and state funded areas; works with and advises Services and Activities committee and user groups on state and university policy and guidelines; prepares and presents financial information; and develops a variety of monthly activity and management reports.

Transactions coordinated through this office include deposits, cash advances, cash reimbursements and expense forms. Assistance for funding requests from Student Academic Senate (S&A), Club Senate, and Services & Activities (S&A) is also available, as is information relating to travel policies and guidelines.

2012-2013 FUNDING PACKETS:
Club Senate - 60 Funding Packets - approximately 217 Travelers
(Low figure, based on one person per $300 awarded)

Student Academic Senate - 35 Funding Packets - 96 Travelers
(Low figure, based on 1 person per $300 awarded)

S&A - 45 Funding Packets - approximately 225 Travelers
(Based on 5 people per funding group)

2012-2013 CLUB TRANSACTIONS:
Deposits - Approximately 1,229
Withdrawals (both advances and refunds) - 993
Other Expenses - 1,377

OTHER:
Developed a tool for Publicity estimating and billing. Updates are ongoing as needed.