



2023-2024

# ANNUAL REPORT

# WHO WE ARE

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

## Mission

To empower and support students to pursue their overall well-being by providing impactful experiences to build community, develop life skills, discover passions, and have fun!

## Vision

The GVSU community will be involved, active, and well.

## Core Values

WELL-BEING      COMMUNITY      IMPACTFUL EXPERIENCES  
INNOVATION      INCLUSION

## Inclusion Statement

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

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

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



# STUDENT RECOGNITION

**Student employees play a valuable role** in Recreation & Wellness by mentoring fellow students, delivering events, services, and inspiring participation. In turn, they have the ability to grow in ways such as **leadership, communication, and problem solving.**

## Employment Opportunities

Adaptive Sports Supervisors • Club Sports Game Operations Staff • Climbing Center Staff • Esports Broadcast Producer/Manager • Event Staff • Fitness Specialists • Graphic Designers • Group Fitness Instructors • Injury Care Clinic Assistants • Intramural Sports Officials/Supervisors • Laker Esports Center Staff • Marketing & Social Media Assistants • Office Assistants • Outdoor Adventure Leaders • Personal Trainers • Swim Instructors • WIT Peer Educators

## Program Employees of the Year

Recognizes outstanding work of individual students in each program area:

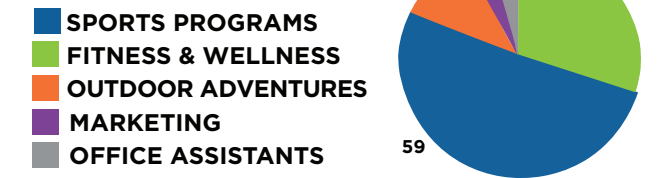
- CLUB SPORTS: Gavin Smith**
- ESPORTS: Andrew Franklin**
- FITNESS: Sarah Messing**
- INTRAMURAL SPORTS: Jack Schulz**
- MARKETING: Julianne Browning**
- OFFICE ASSISTANT: Gabriella Jungwirth**
- OUTDOOR ADVENTURES: Zoe Koch**
- WELLNESS: Rowan Armour**

## Director's Award

Presented to the top Recreation & Wellness student employee:

**Olivia Driscoll**

## Total Student Staff by Program Area



**3.2** AVERAGE GPA FOR RECWELL STUDENTS

**Recreation Leadership Scholarship**

**2023-24 RECIPIENT: Sarah Laurenz**

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

## Event Outreach

Fitness programming offered **3** large events for over **497** participants including Lubbers Stadium Sunset Yoga, Zumba Monster Mash, & Queerapoolooza in collaboration with campus partners. These included Milton E. Ford LGBT Resource Center, Campus Activities Board, & Alcohol & Other Drugs Services.

## Service Requested

**27** requested classes for over **400** participants were facilitated. Thompson Scholars, Fostering Laker Success, Housing and Residence Life, University Counseling, Laker Athletics, Greek and Fraternity and Sorority Life, Oliver Wilson Scholars, Office of Student Life and Financial Aid, Battle Creek Outreach Center. There were 627 participants that attended these events.

**11,042**  
GROUP FITNESS  
PARTICIPATIONS

**247**  
ADULT SWIM LESSON  
PARTICIPATIONS

**1,633**  
GROUP FITNESS  
CLASSES

**149**  
UNIQUE UFIT  
CLIENTS

## Student Development

The fitness team graduated 11 mentees from the Group Fitness Mentorship program. Additionally 12 staff passed their fitness certifications. 9 student staff members traveled to ACSM & IDEA Health and Fitness Summit conference in Chicago, IL.

**1,154**  
GROUP FITNESS  
UNIQUE PASS HOLDERS

**115**  
UFIT  
APPOINTMENTS

**297**  
PERSONAL  
TRAINING SESSIONS

**31**  
UNIQUE PERSONAL  
TRAINING CLIENTS



**“The staff is so welcoming and reassuring! They meet you where you are at and challenge you at an appropriate pace .”**

# WELLNESS

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



## Go WIT it!

The Wellness Information Team (WIT) Peer Educators did what they do best- spreading wellness across campus! The WIT Cart shared information & resources with **2,905** students in **42** shifts. WIT also facilitated **52** events and presentations on nutrition, sexual health & general wellness with over **1,445** participants.

## NEW Wellness Wheel

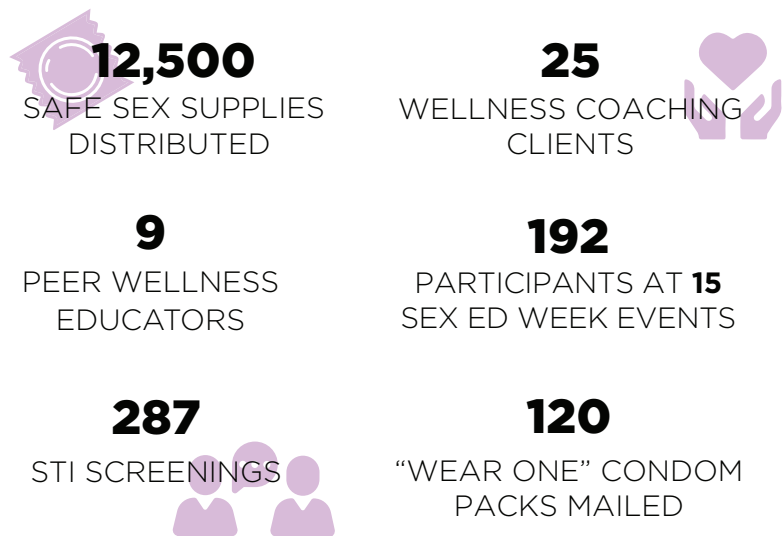
Our well-being work is officially anchored in **equity** and **justice**, as depicted in our new wellness wheel. Equity refers to the guarantee of fair treatment, access, opportunity, and advancement for all. Social justice serves as the conceptual foundation for our commitment to diversity, equity, and inclusion. Each piece of the wheel represents 8 interconnected dimensions of an individual's wellness. Understanding that there are many factors impacting someone's holistic well-being is imperative for success.

## Violence Prevention

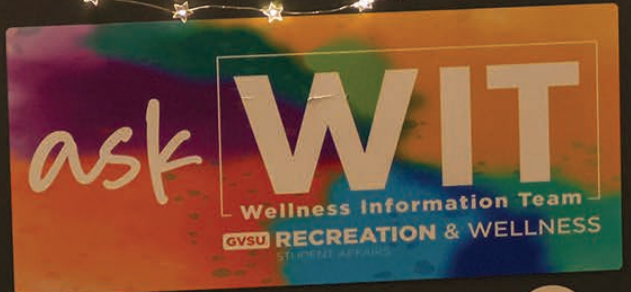
We supported violence prevention with a Stalking Awareness Month social media campaign and Sexual Assault Awareness Month Presentations and Programming.

## Safe is Sexy

In the fall semester, STI testing increased by 42% and had a 100% service satisfaction. There was also a 33% increase in safer sex supplies given out and 66% via mail (compared to fall 2022).



“It was a community type of event. I hung out with people I had never met previously.”





# INTRAMURAL SPORTS

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

## Record Breaking

In the fall semester, there was a record of **51** teams for basketball. In the fall, there were **200** more freshman participates compared to fall 2022. For the winter semester, there were **124** more teams compared to winter 2023.

## “Swish”ing for More

**2** sessions of basketball and volleyball were offered during the winter semester for the first time. This was based on participant feedback of wanting more games for these specific sports. Kickball and futsal was also brought into the program rotation.

**2,344**  
UNIQUE  
PARTICIPANTS

**634**  
TEAMS

**16,489**  
PARTICIPATIONS

## Welcome Week

Intramural sports hosted **6** programs during the Fall 2023 Welcome Week for the first time, including our first softball tournament, “punt, pass, and kick,” and **2** Housing & Residence Life block parties.

## PARTICIPANTS BY SPORT

BADMINTON	19
BASKETBALL	1,096
BOULDERING	46
CORNHOLE	68
ESPORTS	17
FLAG FOOTBALL	456
4v4 FLAG FOOTBALL	186
ULTIMATE FRISBEE	38
FUTSAL	186
INDOOR SOCCER	522
KICKBALL	181
OUTDOOR SOCCER	609
PICKLEBALL	246
SAND VOLLEYBALL	386
SOFTBALL	212
SPIKEBALL	62
TENNIS	26
VOLLEYBALL	1,403



**“I really enjoyed participating in Intramural Sports at GVSU this semester! It is a fun way to be active, meet people, and continue a sport that you used to play in high school.”**





# ESPORTS

The Laker Esports Center (LEC) is located in the Kirkhof Center, and is open daily for drop-in gaming. There are 23 gaming stations available for use. Additionally, the program offers Intramural Esports and competitive gaming through the Esports Club.

## Game Changers

Esports developed and supported a Premier team called “Game Changers” , which offers opportunities for non-male gender identities to participate as a fully supported varsity team.

**1,793**  
competitive sessions 

**\$10,000**  
Secured partnership with Campus View. Scholarship funding for premier teams

**500**  
LAKER ESPORTS CENTER UNIQUE USERS

**5,298**  
TOTAL LEC SESSIONS 

## Esports Expansions

- Esports was excited to launch the GVSU Premier team program that included Valorant Premier, Valorant Game Changers (non-male gender team) and Rocket League premier.
- Esports also opened its new broadcast studio in collaboration with the school of communications.
- Hired new positions for esports club coaches.
- Growth from 12 to 20 total competitive teams from winter 2023 (3 Premier, 17 Club teams)

### MOST POPULAR GAMES:

- Valorant
- Overwatch 2
- League of Legends



## GLIAC Championship

Laker Esports placed 4th overall in the GLIAC championships as the highest placing non-scholarship program, 2 years in a row.



**“The Esports program offers many opportunities for people like me who couldn’t or wouldn’t compete in other traditional competitions. I know when many people go to a large school it’s difficult to find that place of belonging, but the Esports program is where I found mine at Grand Valley.”**



# CLUB SPORTS

Bridging the gap between varsity athletics (NCAA) and intramural sports, student-athletes join competitive club teams that compete regionally and nationally against other institutions.

## Home & Away Comps

GVSU Club Sports provides students the opportunity for intercollegiate competition, both on & off campus. During the 2023-24 academic year, Club Sports hosted a total of **121** home events that resulted in **over 30** colleges visiting campus & over **14,000+** spectators. Our teams also traveled across Michigan & **16** different states for a total of **225** events, with the furthest trip to Texas.

<b>38</b>	:	<b>3.19</b>
CLUB TEAMS	:	AVG. GPA BY UNDERGRAD CLUB SPORTS ATHLETES
.....		
<b>1,200+</b>	:	<b>121</b>
CLUB SPORTS ATHLETES	:	HOME EVENTS
.....		

### CLUB HIGHLIGHTS:

- **16 of 38** teams attended their national championships!
- **Boxing** - 3 individual National champions
- **Laker Dance Team** Champion title in D2
  - Jazz & Hip Hop
- **Gymnastics** - Anja Whitehouse
  - Double Mini National Champion
- **National Runner-Ups:**
  - Gymnastics - Paige Forucci
  - M. Ice Hockey D3
  - W. Basketball
- **Men's & Women's Lacross** both semifinalists
- **Pom Pon** finishes 2nd at the MAPP
  - Hip Hop & High Kick
- **M. Rugby** makes it to round 16

### CLUB SPORT NATIONAL CHAMPIONS:

- **Noah Tgiros** - Boxing
- **Ashton Kamps** - Boxing
- **Jason Murray** - Boxing
- **Laker Dance Team** - Jazz & Hip Hop



“The club baseball program was a great way to continue playing competitive baseball at the next level. It helped build character and taught the importance of balancing school, social life, and sports.”



# OUTDOORS ADVENTURES

We empower and inspire the GVSU community through adventure-based opportunities. Participants enjoy a variety of ways to get connected and explore outdoors.

## BYOB

**Bring Your Own Beta!** This year's event had our second best turnout for the annual bouldering competition. There were **73** total registrations.

## Trips

Fall break **8** students traveled to **Horseshoe Canyon Ranch, AR** for hiking & rockclimbing. Spring break, **18** students traveled to **Carlsbad Cavern, NM** and **Guadalupe Mtn. National Park**.

## OA is busy!

**8,779 participants** in open climb, was the highest number in the wall's 27-year history! The Climbing Center added a new **killer board** in the summer of '23. **Women on the Wall** started by a student group of female identifying, or non-binary.

**8,779**  
CLIMBING CENTER  
ATTENDANCE

**86**  
SELF-SERVICE BIKE  
MAINTENANCE VISITS

**8**  
STUDENTS ATTENDED  
ICE FEST

**809**  
PARTICIPANTS AT **34**  
OA PRIVATE EVENTS

**48**  
OUTDOOR GEAR  
RENTALS

**307**  
HOSTED WORKSHOPS  
& EVENTS



"This was the first time I've ever done something like this, and I'm so glad this was my first experience. I met some amazing people, got to explore a gorgeous new place, and learned some new skills regarding sustainable camping."







# ADAPTIVE & INCLUSIVE

We believe it is imperative that every student feel welcomed and supported in Recreation & Wellness. We strive to offer all students opportunities to participate in sports, fitness, wellness, and outdoor adventures.

## Inclusion

- Expanding **Adaptive Sports**
- Adaptive Climbing**
- LIFT **LGBTQ**
- Inclusive Fitness Training
- Queerapoolooza** pool party!
- Non-gendered IM** leagues
- FREE programming
- Esports drop-in gaming and added the **Game Changers**, a premier club team for non-male gender identities
- Women on Weights** (WOW) class for female-identifying participants
- Wellness** Coaching
- Staff **Development**

## Partnerships

The Adaptive Sports team worked with the **Michigan Blind Athletes Association** to learn about goalball. **Paradox Sports** was invited to campus to train up climbing staff for adaptive rock climbing.

**110**

PARTICIPANTS  
AT 7 EVENTS

**71**

UNIQUE ADAPTIVE  
SPORTS PARTICIPANTS

**2**

STUDENT ADAPTIVE  
SPORTS SUPERVISORS

**70+**

RECWELL STUDENT STAFF PARTICIPATED  
IN AN ALL STAFF TRAINING FOR CREATING  
MORE INCLUSIVE AND SAFE SPACES

## New Sports

In addition to **wheelchair basketball**, new sports added this year include:

- **wheelchair football**
- **wheelchair tennis**
- **seated volleyball**
- **goalball**



“It was very fun! I met many new people and I will definitely come back!”





# MARKETING

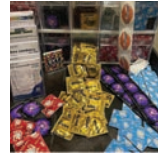
With a strategic focus on brand consistency, digital presence, and inclusive experiences, marketing efforts increase exposure and support the department in successfully promoting all programs, services, and events.

## Top Performing Instagram Posts

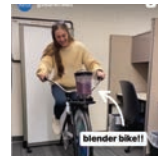
### Highest Reach/Views



Buddy the Elf  
**13,200 Views**

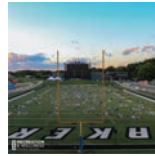


WIT Has Trojan  
**7,834 Views**



Women on Weights  
**8,541 Views**

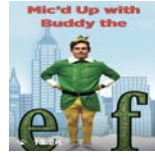
### Highest Likes



Lubbers Sunset Yoga  
**289 Likes**

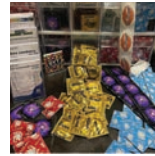


Winter IM Champs  
**209 Likes**



Buddy the Elf  
**499 Likes**

### Highest Shares



WIT Has Trojan  
**171 Shares**



Lubbers Sunset Yoga  
**142 Shares**



Monster Mash  
**87 Shares**

**4,719**

INSTAGRAM FOLLOWERS

**100+**

TABLING & OUTREACH EVENTS

**88**

NEW FACEBOOK PAGE LIKES





# EVENTS

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

## Family Weekend FUN(D) RUN

Over **171** participants were welcomed to campus to show their Laker Spirit at the annual Family Weekend 5K. This year's event featured a beautiful 2-mile route through campus and involved various campus partners, including the Division of Student Affairs, Housing & Residence Life, the Lanthorn, and the University Counseling Center.

## Lubbers Sunset Yoga

Lubbers Stadium Sunset Yoga was a hit this year as **200+** students enjoyed a relaxing night on the field.

## Monster Mash

**123** GV students had some Halloween fun at our Monster Mash Zumba Dance Party hosted by fitness programming! Students dressed up, danced, and followed along a fun-filled Zumba class. Alcohol & Other Drugs (AOD) Services provided Mocktails and the WIT Cart and Campus Activity Board (CAB) provided treats!



# COLLABORATIONS

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

## INTERNAL

Admissions	Department of Public Safety	Office of Student Life
Alcohol & Other Drugs Services	Disability Support Resources	Office of Sustainability Practices
Alumni Relations	Event Services	Office of the President
Athletic & Recreation Facilities	Facilities Planning	Office of the Provost
Athletics	Facilities Services	Parking Services
Business and Finance	Family Health Center	Risk Management
Campus Activities Board	Housing & Residence Life	Sports Management Program
Campus Dining	Human Resources	Student Ombuds
Campus Health Center	Information Technology	Student Organizations
Career Center	Kirkhof College of Nursing	Student Senate
Center for Women & Gender Equity	Laker Store	Surplus Store
Children's Enrichment Center	LGBT Resource Center	University Counseling Center
Community Service Learning Center	Money Smart Lakers	University Development
Copy Center	Movement Science	University Libraries
Dean of Students Office	Office of Student Conduct & Conflict Resolution	Whale Radio
Department of Public Health		Writing Center

## EXTERNAL

American Alpine Club	Hulst Jepsen Physical Therapy	Tea Time Café
Bill & Paul's Sporthaus	Kent County Health Department	Thomet Stables
Blue Cross Blue Shield of Michigan	Lake Michigan Credit Union	Trinity Health
Competitive Edge	Macatawa Yacht Club	Victory Apparel
Family Fare	Meadows Golf Course	Walker Ice & Fitness
Gift of Life Michigan	Merrell	Wanderheart Project
Grand Rapids Gymnastics	NovaCare	West MI Sports Commission
Grand Rapids Rifle & Pistol	Ottawa County Health Department	White Oak Farm
Griff's Georgetown	Prime NRG	
Hansen-Dyke Automotive	Priority Health	
Higher Ground Climbing Center	Special Olympics Michigan	
Holiday Coach	Stitchtime	
Hudsonville High School		

# SAFETY & TRAINING

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

## STAFF TRAINING/WORKSHOPS:

- CPR/AED & First Aid Certification
- Blood-borne Pathogens
- Risk Management policy & procedure training
- Emergency Action Planning
  - Active Shooter
  - Medical Emergencies
  - Weather related
  - Travel
- Concussion Training
- Conflict Management
- Wilderness First Responder

**788**  
TOTAL  
APPOINTMENTS

**282**  
PHYSICAL THERAPY  
APPOINTMENTS

**317**  
UNIQUE  
PATIENTS

**2**  
ICC STUDENT  
ASSISTANTS

**18**  
CPR & FIRST  
AID CLASSES

**162**  
CPR  
CERTIFICATIONS

## Physical Therapy

Beginning in the Fall of 2022, Physical Therapy services were added to the Injury Care Clinic. Trinity Health Physical Therapist, Mark Sulavik Jr. PT, DPT, AT, ATC joined the Trinity Health, GVSU team! Mark is an alum of GVSU's Athletic Training and Doctorate of Physical Therapy programs. Physical Therapy helps provide comprehensive injury care for our GVSU community.





1 Campus Drive  
D135 Recreation Center  
Allendale, MI 49401

616.331.1732 | [rec@gvsu.edu](mailto:rec@gvsu.edu) | [@gvsurecwell](https://twitter.com/gvsurecwell) | [gvsu.edu/rec](https://gvsu.edu/rec)