



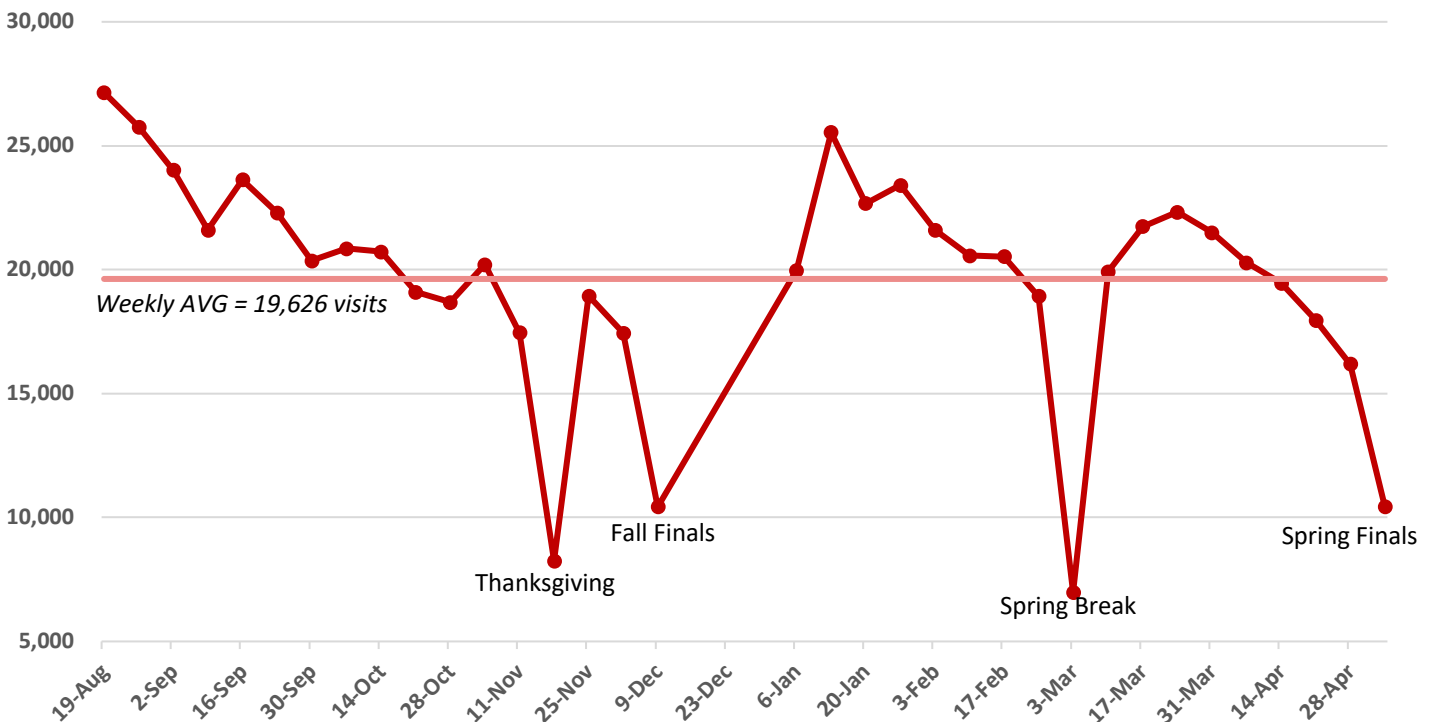
Overview

The goal of the [University of Arizona's Campus Recreation](#) is to provide diverse opportunities for balanced and healthy lifestyles to the University of Arizona community through inclusive and quality programs, collaborations, and facilities. It is our vision to create a healthy community that values lifelong well-being and belonging. During the 2018-19 academic year, Campus Recreation (CREC) had a single facility located at the south end of campus. The Campus Recreation facility provides multiple options for indoor and outdoor recreation space. The facility's first floor contains squash/racquetball courts, 1 group fitness classroom, 3 separate gyms containing sport courts (with sport equipment rentals available), an open weight room, 2 outdoor volleyball courts, an outdoor training area, an outdoor bouldering wall, and an outdoor pool. The second floor of the facility contains squash/racquetball courts, an indoor track, 2 group fitness classrooms, an F45 studio, a cycle studio, and open fitness space with various cardio machines. The facility spaces are available to all students every day of the week. Students pay a mandatory Health & Recreation fee that permits them access to our facility spaces. Fee-based memberships are also available to other University Affiliates (price dependent on membership type). While Campus Recreation does provide various programming, most require an additional fee payment by participants; participation numbers for those programs are not included in this report. Questions about this Campus Recreation report can be directed to Meghan Pontius, mpontius@arizona.edu.

Weekly Visit Totals over the Academic Year

Figure 1 shows the total student visits to Campus Recreation by week for the 2018-19 Academic Year.

Figure 1. Visit Totals by Week for Academic Year 2018-19

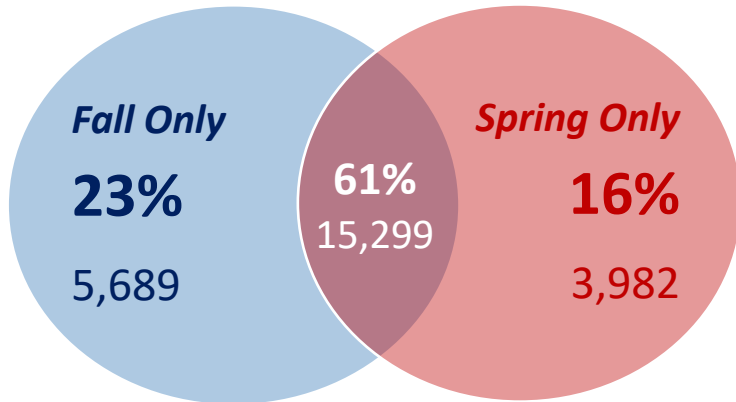


24,970

Unique Student Participants

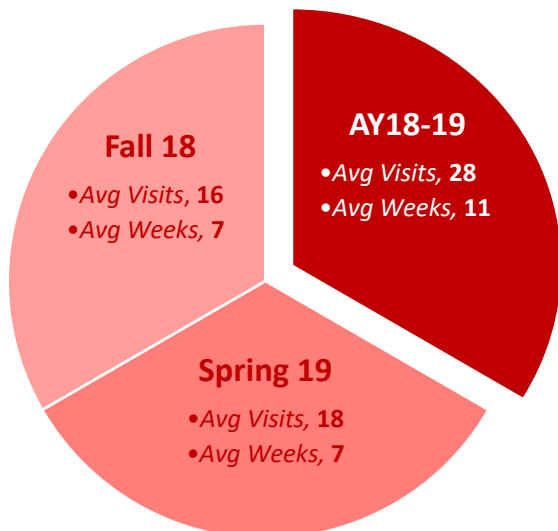
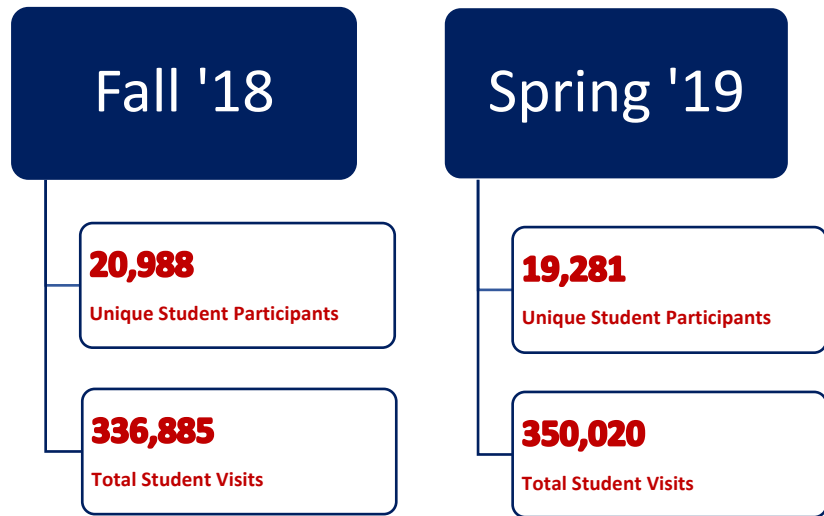
686,905

Total Student Visits to CREC



Over half of all student users visited Campus Recreation at some point during both semesters. However, a number of students visited only in the Fall semester vs. the Spring semester. This information does not account for students who were only enrolled in a single semester during the 2018-19 academic year.

Fall 2018 had the most unique student participants to visit Campus Rec. However, there were more total student visits during the Spring 2019 semester. Student users had a higher participation rate per student during the Spring.



During the 2018-19 academic year, student users visited an average of 28 times over an average of 11 total weeks. The average student visits a little over 2x a week but has an 80% weekly consistency rate. There is an increase in volume of participation during the Spring semester, but not any change in weekly consistency.

Campus Recreation All Student Participants

Participation Frequency & Consistency

Table 1 outlines the visit frequency and consistency criteria for categorizing student participants into specific “participant categories”.

Since Campus Recreation is not readily open to the general public, CatCard ID swipes or finger vein scans are processed¹ for every student entering the Campus Recreation facility. Student participant accounts are linked to their SID. This allows Campus Recreation to use CatCard swipes and finger scans to look at student demographic information and better understand our population. Weekly Pass Visit Reports were pulled for all Campus Recreation student users for the Academic Year 2018-19. Based on CREC visit frequency, participants were grouped into one out of three user categories for the full Academic Year.

Table 1. User Groups and Visit Criteria

USER GROUP	DEFINITION	UNIQUE STUDENTS	PERCENT OF STUDENT USERS
SINGLE	1 Week	4,003	16.0%
AVERAGE	2-29 Weeks	18,664	74.8%
ACTIVE	30+ Weeks	2,303	9.2%

Student users were grouped based on their consistency of Campus Recreation participation throughout the full academic year. We measured consistency through a count of total weeks a student visited Campus Recreation in the year, instead of looking at a student’s total visits over the total weeks. This method eliminated those students that did not exhibit long-term consistency, such as participating multiple times a week for a short period. Single users only visited Campus Recreation 1 week in the academic year. Average users visited the facility between 2-29 weeks in the year. Active participants visited Campus Rec 30 or more weeks throughout the academic year.

It is important to note the limitations of these student user group definitions. The definitions do not consider visit volume of participants. A student who visited Campus Recreation 7 times a week for 29 weeks would have more visits than a student visiting Campus Recreation only 1 time over the course of the 30 weeks. However, the criterion selected for this study most accurately captures consistency of student’s participation. The minimum consistency of 1 visit/week was taken from NIRSA’s benchmarking survey. Our minimum value of 30 weeks allows for some “break” periods from fitness, no participation over winter closure, and no participation over the summer months. These groups also do not account for those students who were only enrolled in a single semester vs. the full academic year.

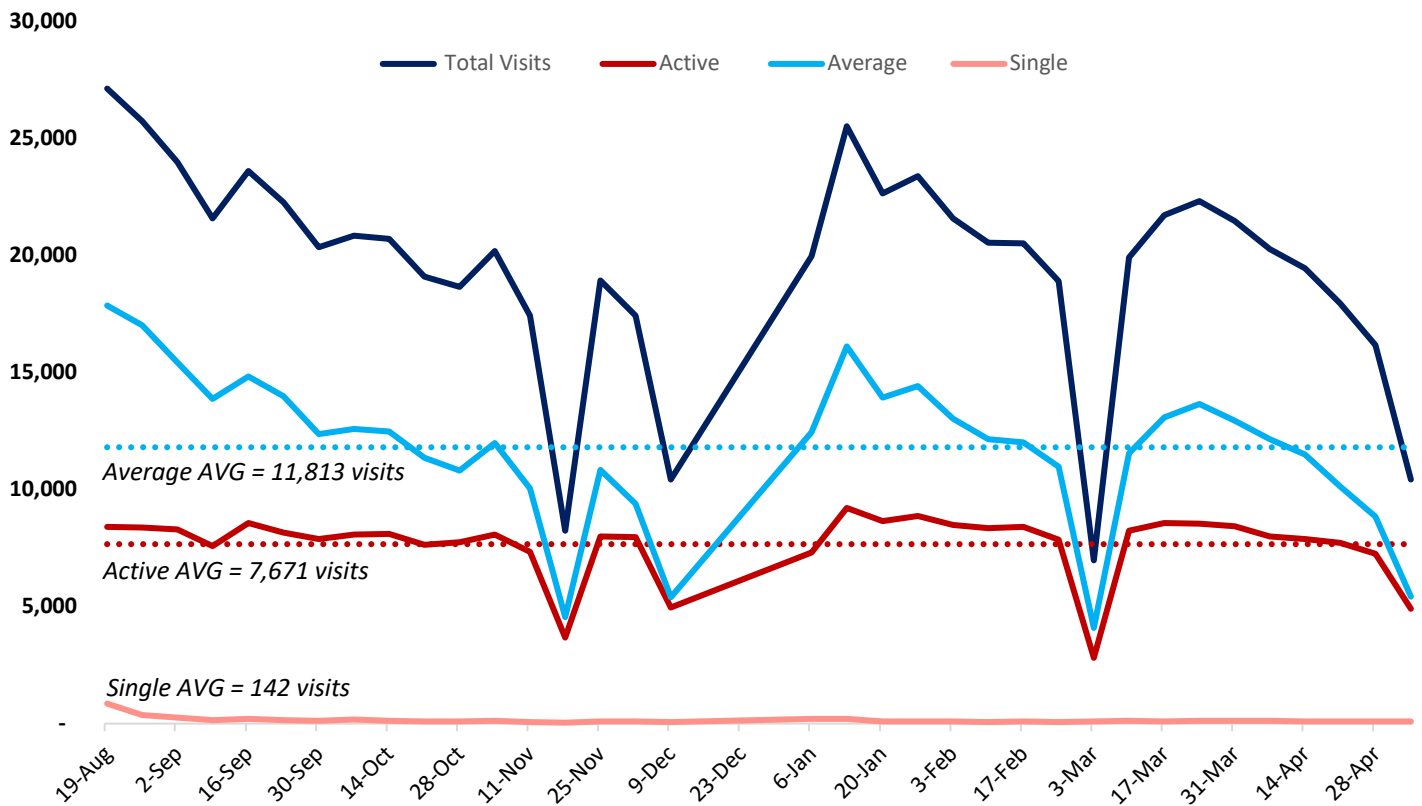
¹ Cat Card Swipes/Finger Vein Scans were required for student entry into facility. Our RecTrac system maintains confidentiality of user information to staff.

Participation Group Visit Trends

Figure 2 shows total weekly visits separated by user groups.

Less than ten percent (9%, n=2,303) of student participants were active users, visiting Campus Rec at least 1x per week over 30 weeks. Despite their small percentage of the total, active participants contributed 39% (268,471) of total visits in the year. The active user group had a mean of 117 visits and 33 weeks of participation. The majority (75%, n=18,664) of student participants were average users, with visits to CREC between 2-29 weeks in the year. However, this group only contributed to 60% (413,455) of total visits in the year. The average user group had a mean of 22 visits and 11 weeks of participation. A small percentage (16%, n=4,003) were single users, visiting Campus Rec only 1 week. They contributed less than 1% (4,979) of total visits in the year. The single user group had a mean of 1 visit and 1 week of participation.

Figure 2. Weekly Visit Totals by User Group



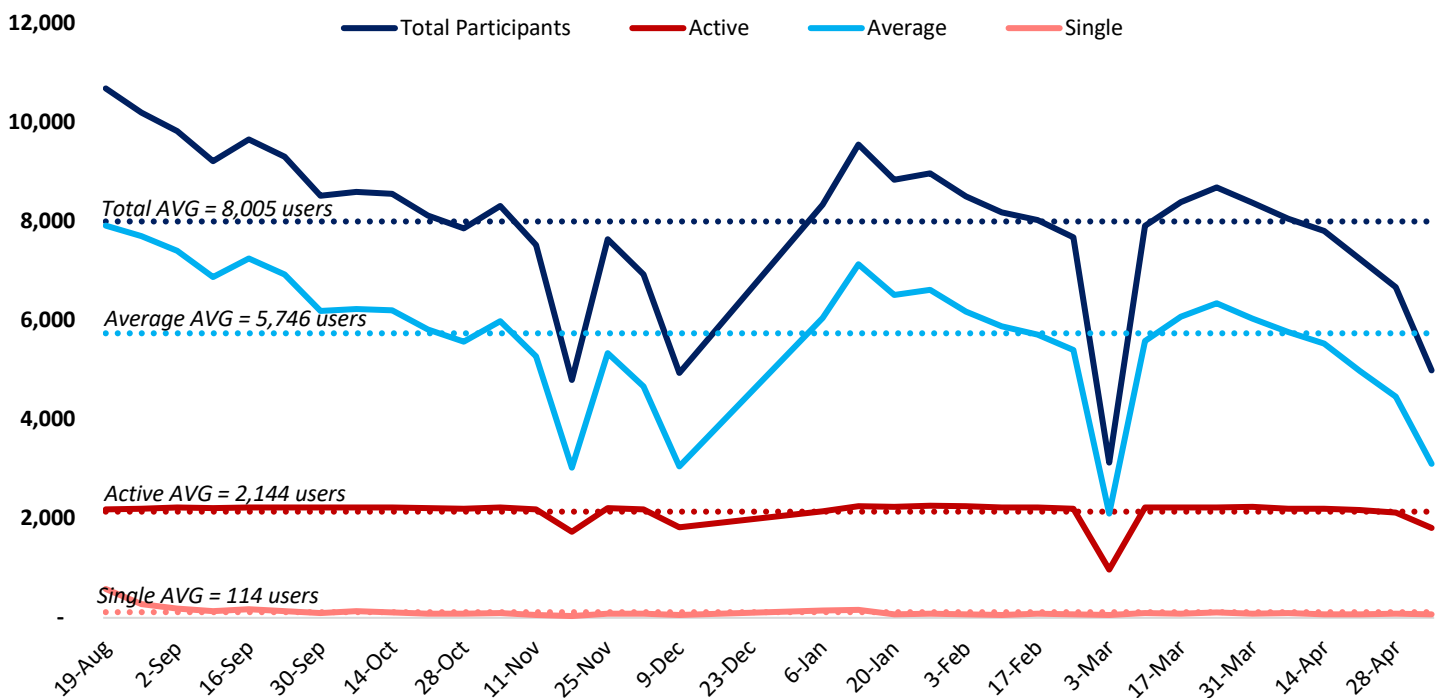
It is interesting to note that both active and average student users follow the same participation trend over the course of the academic year. They experience a peak at the start of each semester with dips in Campus Rec visits during holiday and finals weeks. In fact, the lowest participation points for both groups almost overlap.

Figure 3 shows weekly counts of total unique student participants by user group.

There was an average of 8,005 total unique student users visiting Campus Rec each week. That is only about one third of the total unique student user population (32%, n=24,970). Of those total weekly students, about 72% were average users, 27% were active users, and 1% were single users. Only 31% of total unique average users visited Campus Rec each week (n=18,664), while 93% of active users visited the facilities each week (n=2,303). This can be expected, due to the criteria for student user groups. Our active users were those students who visited CREC at least 1x a week (excluding 5 weeks for holidays, finals, other).

In figure 2 we saw that both the active and average student user groups experienced similar trends in total weekly visit participation. However, figure 3 shows us that they do not exhibit similar trends in weekly user counts. So, while active users did not visit Campus Recreation as much during a holiday or finals week, they still visited the facility at least once. The only significant dip in the active user weekly participant counts was during Spring Break, which can most likely be attributed to out-of-town travel. The same cannot be said of average users. This group experienced dips in total weekly visits and total unique participants during holidays and finals weeks.

Figure 3. Weekly Unique Student Participants by User Group



Student Participant Demographics

Table 2 compares Campus Recreation student participant demographics² by consistency of use with the total Campus Recreation participant population.

Most user groups aligned with the overall Campus Recreation student population demographically. However, female participants were underrepresented in the active user group at only 24%. Arizona resident students were underrepresented in the active user group at 53%. Non-resident students were overrepresented in the active user population at 47%. These user group discrepancies are an important part of understanding the accessibility and inclusivity of the Campus Recreation environment.

Table 2. Demographic Profiles of Campus Rec Student User Groups³

	Single 1 Week (N=4,003)	Average 2-29 Weeks (N=18,664)	Active 30+ Weeks (N=2,303)	All Users Any Visits (N=24,970)
	%	%	%	%
<i>Academic Level*</i>				
Undergraduate	85	87	88	87
Graduate/Professional	16	13	12	13
<i>Sex**</i>				
Female	57	49	24	48
Male	43	51	76	52
<i>Ethnicity***</i>				
African American	5	4	3	4
Native American	<1	1	1	1
Asian	5	6	6	6
Hispanic	23	23	20	23
International	11	11	8	11
Pacific Islander	<1	<1	<1	<1
Two or more races	5	5	6	5
White	48	49	55	50
Unknown/Other	2	2	2	2
<i>Residency</i>				
Resident	64	58	53	58
Non-Resident	36	43	47	42
International	11	16	8	11

Main Campus Undergraduate Student Participants

Campus Recreation Student Demographics and Academic Profiles

Table 3 compares enrolled main campus undergraduate Campus Recreation student demographics by frequency of use with the AY 2019 main campus undergraduate student population.

² To collect as much demographic info as possible, user information was pulled from various UAZ analytic dashboards. This means not all student users were signaled as enrolled in the 2018-19 Academic Year.

Campus Recreation was visited at least one time by 64% of the main campus undergraduate student population (N=33,197). There were select student groups overrepresented in their use of Campus Recreation when compared to the main campus population: **Freshmen, Non-Residents, Fall First-Time Full-Time Cohort, Greek Affiliated, Residence Hall Students, and Males**. There were also select student groups underrepresented in their use of Campus Recreation when compared to the main campus population: **Seniors, American Indian/Native American, Hispanics, Females, Pell Recipient Students, and First-Generation Students**. These population discrepancies are an important part of understanding the accessibility and inclusivity of the Campus Recreation environment.

Table 3. Profiles of Main Campus UGRD Campus Rec Participant Groups

	None 0 Visits (N=11,935)	Single 1 Week (N=3,115)	Average 2-29 Weeks (N=16,114)	Active 30+ Weeks (N=2,034)	Overall Any Visits (N=21,262)	Main Campus Population (N=33,197)
	%	%	%	%	%	%
<i>Academic Class Standing</i>						
Freshman	20	26	36	32	34	29
Sophomore	22	23	21	21	21	22
Junior	24	24	19	22	20	22
Senior	34	27	24	25	24	28
<i>Sex</i>						
Female	58	59	50	24	49	52
Male	42	41	50	76	51	48
<i>Ethnicity</i>						
African American	3	5	4	3	4	4
Native American	2	1	1	1	1	5
Asian	5	5	5	6	5	1
Hispanic	30	25	25	21	24	27
Pacific Islander	<1	<1	<1	<1	<1	<1
Two or more races	4	5	5	6	5	5
White	47	50	51	56	51	50
International	7	8	7	6	7	7
Unknown/Other	1	1	1	1	1	1
<i>Pell Student</i>	45	34	33	28	33	37
<i>Non-Resident</i>	26	33	40	45	40	35
<i>First Generation</i>	38	30	27	21	27	31
<i>Veteran</i>	5	3	2	3	3	3
<i>AY19 Transfer</i>	8	6	5	3	5	6
<i>F18 FTFT Cohort</i>	7	14	23	26	21	16
<i>Honors</i>	14	17	17	17	17	16
<i>Greek Affiliated</i>	9	18	24	29	23	18
<i>Lived in Residence Hall</i>	7	15	31	31	28	21

Notes: The demographic and academic information (above) was pulled from the 2018/2019 Census Data and only includes main campus undergraduate students enrolled in classes at each semester census date. It should be noted that the Pell Student category includes any student that was Pell eligible at admit or was a Pell recipient at any time in their career. This is a good indicator for low income students and reflects our accessibility to that population. The FTFT Cohort group is not a historic grouping, but only indicates the first-time freshman population for the 2018-19 academic year.

Conclusions and Recommendations

- Use data collected to establish expectations/goals for student use. Define user groups based on these expectations to look at achievement of goals year over year.
- Monitor pass visit reports each quarter to adjust marketing/outreach strategies in real time.
- Create programs/marketing to attract underrepresented groups that did not use Campus Rec.
- Use data collected to help with cost/benefit analysis on keeping Campus Rec facilities open during University holidays/closures.
- Conduct follow-up assessment that will aim to understand barriers to participation for underrepresented groups and strengths of participation for overrepresented groups. Develop ways to implement those strengths to attract underrepresented users.



THE UNIVERSITY OF ARIZONA

**CAMPUS
RECREATION**