



# Campus Recreation Bold Partners in Sustainability

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- I. Welcome & Introductions
- II. Breadth & Scope of Collegiate Recreation
- III. An Innovative & Entrepreneurial Profession
- IV. Social Responsibility & Purchasing
- V. Student Perspective
- VI. Learning Outside the Classroom
- VII. Q & A

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# Collegiate Recreation – Integral Player in Higher Education

- ▶ NIRSA is an active member of the following consortia:



**Student Affairs in  
Higher Education  
Consortium  
(SAHEC)**



**Consortium on  
Government Relations for  
Student Affairs  
(CGRSA)**



**Coalition of Higher Education  
Associations for Substance  
Abuse Prevention  
(CoHEASAP)**



# Collegiate Recreation – Leader in Student Participation & Learning Outside the Classroom

- ▶ **87% of students at <5,000 enrollment participate in in campus recreation\***
- ▶ **71% of students at 5,000> enrollment participate in campus recreation\***

*\*NIRSA/NASPA Consortium Campus Recreation Impact Study, 2010*



# Impact of Collegiate Recreation on Students \*

▶ Students claimed that participation had definitely IMPROVED or INCREASED...

- Feeling of well-being (50%)
- Overall health (50%)
- Fitness level (48%)
- Physical strength (47%)
- Stress management (43%)
- Weight control (39%)
- Self-confidence (34%)
- Balance and coordination (33%)
- Time management (31%)
- Ability for good night's sleep (31%)



\* NIRSA/NASPA Consortium Campus Recreation Impact Study, 2010



# Student Recruitment & Retention \*

- ▶ A significant correlation exists between level of student participation in campus recreation and recruitment & retention
  - ▶ >46% of first-year students – campus recreation facilities were VERY or MODERATELY IMPORTANT to college choice
  - ▶ >40% of juniors and seniors – campus recreation facilities were VERY or MODERATELY IMPORTANT in their decision to stay enrolled



\* NIRSA/NASPA Consortium Campus Recreation Impact Study (2010)  
*The Value of Recreational Sports in Higher Education (2004)*



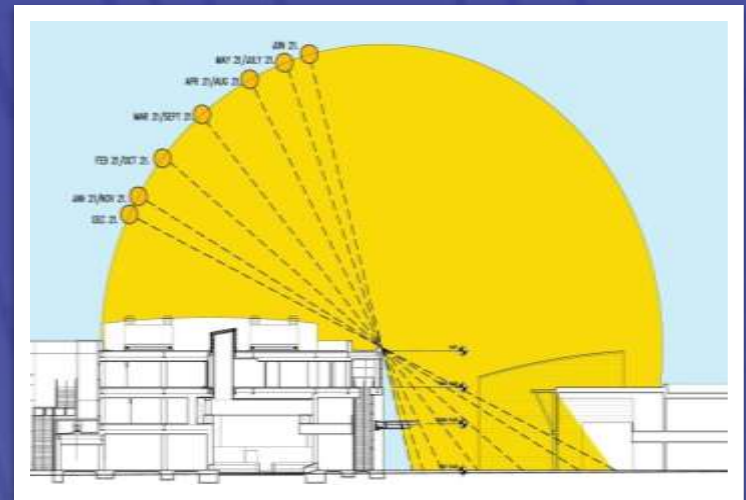
# Recreation Facilities Footprint \*

- ▶ Over \$1.7 billion in construction among NIRSA's 650 Member Institutions is currently underway

\* NIRSA Facility Construction Report (2010-2015)

- ▶ Campus facilities and programs that promote wellbeing

Aquatics – Sports Fields – Ropes Courses  
& Outdoor Adventure – Climbing Walls  
Fitness & Sports Facilities – Open  
Space





# 2011 Collegiate Recreation Employment \*

▶ On average: **8.7 professionals, 202 students, and 6.9 support staff & graduate assistants**

▶ Up to 23 unique staff positions

- ▶ Administrative
- ▶ Adaptive/Inclusive Rec
- ▶ Aquatics
- ▶ Athletic Training
- ▶ Business Services
- ▶ Challenge/Ropes Course
- ▶ Facilities
- ▶ Family/Youth/Camps
- ▶ Fitness
- ▶ Informal Recreation
- ▶ Instructional Programs
- ▶ Intramurals
- ▶ Maintenance
- ▶ Marketing
- ▶ Membership
- ▶ Outdoor Recreation
- ▶ Research & Assessment
- ▶ Safety/Risk Management
- ▶ Special Events
- ▶ Sport Clubs
- ▶ Student Development
- ▶ Technology
- ▶ Wellness

*\*2011 NIRSA Salary Census*



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# Sonoma State University

- ▶ 4-year, public university in northern California (CSU System)
- ▶ 60,000 sq. ft. recreation center
- ▶ 150 student employees
- ▶ Not a signatory to the ACUPCC
- ▶ Campus Recreation leadership cares deeply about sustainability
- ▶ Almost 9,000 students



# Campus Recreation

## A Natural Partner for Sustainability

- ▶ Sustainability integrated into Campus Recreation purpose
- ▶ Campus Recreation & its current role in Public Health
- ▶ Sustainability, a Public Health issue:
  - ▶ Air quality – indoor and outdoor
  - ▶ Water quality/quantity
  - ▶ Climate adaptation
  - ▶ Natural Disasters
  - ▶ Safe and Healthy Food



# Being Entrepreneurial Allows for Innovation

- ▶ Snapshot for 16,000 student campus:
  - ▶ \$2.6M operating budget
  - ▶ 8.7 Professional Staff
  - ▶ 202 student employees
  - ▶ 6.9 Support Staff & GA's

*\* 2011 NIRSA Salary Census*
- ▶ Funding advantages - student fees & self-generated funds
- ▶ Being good stewards of student fees, using monies to further the good of students
- ▶ Translations into innovative business and cultural practices



# Greening our Business & Operations

## Plug into Resources and Networks



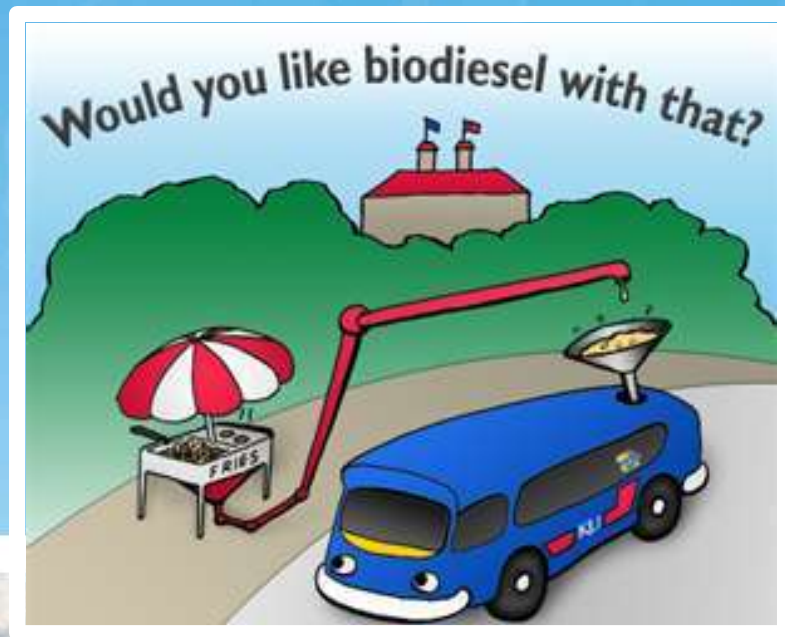
# SSU Campus Recreation Education Flow



# SSU Campus Recreation

## A Few Business & Operational Practices

- ▶ Evaluate, Improve on Efficiencies
- ▶ Educating Others
- ▶ Purchasing Decisions
- ▶ Resource Usage – Share, Re-use, Utilize through Useful Lifetime
- ▶ Being Very Intentional
- ▶ Dream Big!





# How to Partner with Campus Recreation's Entrepreneurial Side

- ▶ Programming to Educate (*external messaging*)
  - ▶ Special events – eco-theme, community building
  - ▶ Fitness/Wellness programming
  - ▶ Eco-themed giveaways
- ▶ Academic or Audit Study to Improve (*internal messaging*)
  - ▶ Green building practices
  - ▶ Green business practices



JOIN US IN THE...

# 80% Goal

**By the time 80% of the paper we use leaves this building, it is used on BOTH SIDES of the sheet.**



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# Portland State University

- ▶ 4-year, public, urban
- ▶ 100,000 sq. ft. Student Recreation Center/Fusion Building
- ▶ Signatory to the ACUPCC
- ▶ Silver STARS Certification
- ▶ Non-traditional student body
- ▶ 30,000 students, largest in Oregon



# Impact of Collegiate Recreation In a neighborhood near you...

- ▶ Examples of LEED Certified Rec Centers:
  - ▶ University of Arizona expansion– Platinum
  - ▶ Portland State (OR) – Gold
  - ▶ Cal State Fullerton – Gold
  - ▶ University of Richmond – Gold
  - ▶ University of Maine – Silver
  - ▶ Morehead State (KY) – Certified
  - ▶ University of Cincinnati - Certified



# Impact of Collegiate Recreation

## 2010-2015 Estimated Construction

- ▶ 82 colleges and universities involved in 129 projects
  - ▶ \$1.7 billion in projects
  - ▶ \$13.2 million for average project
  - ▶ 25 projects for outdoor facilities/fields average 19.2 acres
  - ▶ Combined serving 1.27 million students through these projects alone
  - ▶ Construction includes: pools, fields, hvac, wood surfaces, furniture, equipment, bricks and mortar, windows – almost everything



*NIRSA Facility Construction Report (2010-2015)*



# Impact of Collegiate Recreation Environmental Sustainability

- ▶ NIRSA members helps impact equipment design and standards
  - ▶ Sustainable practices on large scale – ReRev; GreenGym; Custodial; Energy reductions; promotional
  - ▶ RFP processes – corporate; equipment;
    - ▶ manufacturing; innovation; LCA; local vs.
    - ▶ regional vs. international
  - ▶ Use of Sustainability Rubrics for purchasing
- ▶ Day-to-day management
  - ▶ We can partner based on experience



# Impact of Collegiate Recreation

## Social Sustainability

- ▶ Partners in providing opportunities to people often excluded
  - ▶ Inclusive/Adaptive Programming
  - ▶ Equipment Purchasing
  - ▶ Changing Space/Equipment paradigms
  - ▶ RFP Processes
  - ▶ We can help/committees/brainstorms



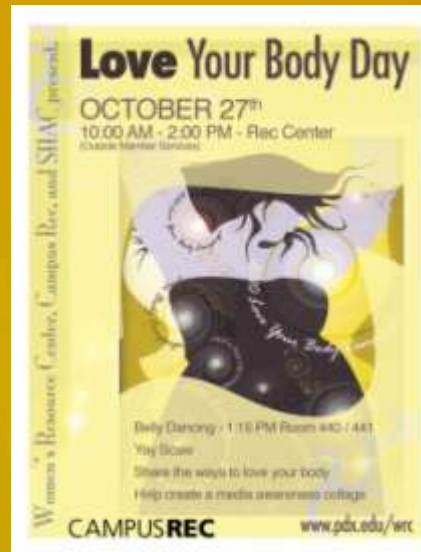
**Inclusive Fitness Initiative**  
Creating Inclusive Environments



# Impact of Collegiate Recreation

## Social Sustainability

- ▶ Partners in Health – looking forward
  - ▶ Pro-Active Health that is affordable
  - ▶ Healthy Campus Initiatives
  - ▶ Broad partnerships





# Impact of Collegiate Recreation

## Benefits from Partnerships/Purchasing

### ▶ Pros

- ▶ Limited choices make selecting product easier
  - ▶ Yahoo listed at least 80 commercial fitness vendors
- ▶ Worked within budget
- ▶ Investing in new technology
- ▶ Creates gateways to different populations
- ▶ Retain students in an impactful way

### ▶ Cons

- ▶ Limited vendor choice
- ▶ Some higher up-front costs – offset by others
- ▶ More time; build trust and change stereotypes



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# Drexel University

- ▶ 4-5 year, private, urban
- ▶ 240,000 sq. ft. Student Recreation Center Building
- ▶ Signatory to the ACUPCC
- ▶ Cooperative Educational Program
- ▶ 23,000+ students undergraduate and graduate
- ▶ 100% wind-powered
- ▶ First wireless campus



# Student Concerns with Environmental Issues and Sustainability

- ▶ Students are looking for their college education and experience to help prepare them for the future working world that they will be a part of.
- ▶ Environmental and sustainability issues will have a significant impact in the working world
- ▶ Only 4 out of 10 students felt unprepared
- ▶ Globalization and environmental issues as top factors to influence organizations



*Greenbang.com Article: Around the World, College Students Say Sustainability is Key (2010)*



# Student Expectations

- ▶ The expectations students are looking to see on their campuses are initiatives to create a more sustainable college community
  - ▶ “Going Green” is now a way of life!
  - ▶ Responsible practices = Campus Pride



*Peter Li Education Group: Sustainability and Managing Student Expectations (2009)*



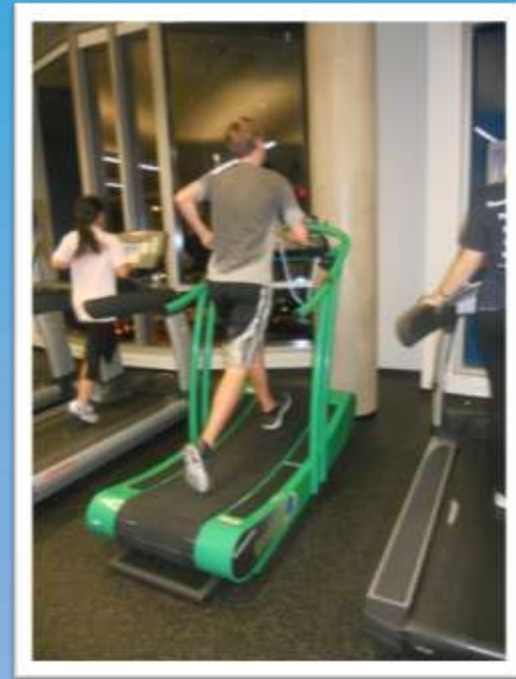
# What do Students Like?

- ▶ What encourages students to want to practice sustainability?
  - ▶ Simplicity
  - ▶ Increased Opportunities
  - ▶ Understanding It



# What do Students Dislike?

- ▶ What makes students not want to practice sustainability?
  - ▶ Too Difficult
  - ▶ Excuses, Excuses
  - ▶ Sustainability? Huh?



# What are Students Doing to be Sustainable?

- ▶ Sustainability practices applied:  
*From the classroom to the field*
- ▶ Bridging Campus Connections
  - ▶ Ex: Cardboard canoe event with students using the recreation center pool
- ▶ Students are speaking up!  
*Students have questions. We need to give answers!*
  - ▶ Ex. Where do I recycle: Old Shoes, Cell Phones, Ink Cartridges, Clothing, etc.?



*USA Today Article: College students are flocking to sustainability degrees, careers (2009)*





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# Washington State University

- ▶ 4-year, public, residential land-grant
- ▶ 160,000 sq. ft. Student Recreation Center
- ▶ Signatory to the ACUPCC
- ▶ Active students, rural community
- ▶ About 20,000 students on Pullman campus.



# Partners in Education

Often referred to as one of the **biggest classrooms on campus!**



“...exercise provides an unparalleled stimulus, creating an environment in which the brain is ready, willing, and able to learn.”

(John J. Ratey, MD, *SPARK: The Revolutionary New Science of Exercise and the Brain*, 2008)





### 1 Turn it off

Turn off faucets while you soap your hands and brush your teeth.

*Saves up to 4 gallons each time.*

### 2 Keep it short

Limit yourself to 5 minutes in the shower.

*Showers use up to 4 gallons of water per minute.*

### 3 Water on tap

Fill your bottle with tap water.

*It is safe to drink, easier on your wallet, and reduces waste.*



## LOCAL WATER ISSUES

### 1 Polluted Water Supply—A Mystery

Local water comes primarily from the Palouse Aquifer Basin. Current water levels in the aquifer are decreasing with little knowledge of the aquifer water source and why it's not replenishing...

### 2 This American Life

Water seems abundant but wasting it potentially leads to big problems—decreased food supply, increased water costs, and water borne disease.

### 3 Bottled Up

When tested for bacteria or impurities, no difference is found between tap and bottled water. Not to mention the price of bottled water is significantly more expensive than tap water.

### 4 Keep It Clean

Water use in the kitchen, bathroom, and laundry room are the biggest culprits of water waste. Decrease water use with simple solutions like filling tubs to wash dishes, run your washing machine with full loads and turn the faucet off while brushing your teeth.

## HOW COUGS CAN HELP

### Work with Fellow Cougs

WSU is home to many groups that actively work to address the water crisis, including Environmental Task Force, American Red Cross Relief Group, and Engineers without Borders.

To connect with local agencies working on local water issues, contact the Center for Civic Engagement.

### Donate Today

There are many international groups, such as charity water, Well People, and Water.org, that are dedicated to bringing safe, clean water to developing countries around the world. Donations to these groups can provide water cleaning kits or sponsor wells. You can even begin a fundraiser with your friends or student group.

Sponsored By  
**CENTER FOR CIVIC ENGAGEMENT  
 WELLBEING  
 UNIVERSITY RECREATION  
 GIVE  
 ENVIRONMENTAL TASK FORCE**

For more information on how to get involved, visit [earthweek.wsu.edu](http://earthweek.wsu.edu).

WASHINGTON STATE UNIVERSITY



**Be crimson.  
Act green.**

**Every action counts**

- Bike, walk, or ride the bus to school or work
- Contribute to community projects, plant trees, and keep green spaces green
- Minimize water and energy use
- Use earth-friendly cleaning products
- Reuse boxes, gift wrap, food storage containers, and plastic bags
- Store left-overs in reusable containers instead of throw-away plastic bags

**Set the Trend.**

**BE CRIMSON.  
GO GREEN.**

[setthetrend.wsu.edu](http://setthetrend.wsu.edu)

October 1-6

ADCAPS • Center for Civic Engagement • University Recreation



**Tailgating: Leave no Trace.**

**PLAN AHEAD AND PREPARE**

Bring reusable tailgating gear.

**TRAVEL & CAMP ON DURABLE SURFACES**

Park, camp, and tailgate in designated areas only!

**DISPOSE OF WASTE PROPERLY**

Recycle what you can.

**BE CRIMSON.  
GO GREEN.**

Put your best pawt forward in Cougar Country.

**KEEP IT GREEN FOR FUTURE COUGARS**

**RECYCLE • MINIMIZE WATER & ENERGY USE**

**• DRIVE LESS • REFILL CONTAINERS**

**BE CRIMSON.  
GO GREEN.**

**NIRSA**<sup>SM</sup>

# STOP!

The nearest recycle station is

**19 steps** from this trash can.

i'm part of the  
**CRIMSON REVOLUTION**

i'm part of the  
**CRIMSON REVOLUTION**

**85% OF SRC PATRONS  
USE ONE TOWEL  
OR LESS PER VISIT**

Help reduce water usage and reuse your towel  
[crimsonrevolution.urec.wsu.edu](http://crimsonrevolution.urec.wsu.edu)

play

i'm part of the  
**CRIMSON REVOLUTION**

By shorting your shower  
for **4 minutes** each use,  
you can save  
**3,328 gallons of water**  
a year.

play

i'm part of the  
**CRIMSON REVOLUTION**

By shorting your shower  
for **4 minutes** each day,  
you can save  
**16 gallons of water.**

play

 **NIRSA**<sup>SM</sup>



UNIVERSITY RECREATION • Inspiring active healthy living

# Be part of the CRIMSON REVOLUTION

Make your  
pledge & tell us  
how you **PLAY**  
**GREEN!**

See how UREC plays green at  
[crimsonrevolution.wsu.edu](http://crimsonrevolution.wsu.edu) &  
[facebook.com/wsu.urec](http://facebook.com/wsu.urec).

Every action counts when it comes to our environment. The more future Concepts to live in a green world, a world that has the solutions we enjoy without the stress of limited resources.

As the Student Recreation Center and University Recreation will commemorate ten years of our status to make a pledge of how you can be more sustainable, see how our department and our friends at WSU are implementing practices and technologies to minimize our impact on the environment.

As a CRIMSON GREEN member,  
Become a part of the Crimson Revolution!

UREC Crimson Revolution:  
<http://vimeo.com/17381043>



# Did you know...

YOUR SRC is part of the CRIMSON REVOLUTION too?

We upgraded our washer and dryer system which is estimated to save \$6,000 per year in energy savings.

Taking only as many towels as you need saves energy too!



i'm part of the **CRIMSON REVOLUTION**





# Sustainable Development

- ▶ Eliminate the need for 15,000,000 gallons of water annually
- ▶ Increased lighting efficiency
- ▶ Eliminate the need for fertilization on fields
- ▶ Covered bike parking
- ▶ 53% of non-users supported the playfield project given the environmental and sustainability considerations



## Sustainable Practices

- Eliminate the need for nearly 15,000,000 gallons of irrigation water annually
- Eliminate the need for fertilizing playfields
- Use of porous concrete in walkways for water drainage
- Increased lighting efficiency on Valley Road
- Covered bike parking and Green Bike location
- Reduce need for development of additional playfield space

# Partners in Research

- ▶ Evaluating the composition and sealants on the first porous concrete installed on campus
- ▶ Partnership with Civil & Environmental Engineering (Liv Haselback, Associate Professor)



# NIRSA Creative Excellence Award

## Sustainable Marketing

- ▶ 1<sup>st</sup> Place: Calories to Kilowatts, Texas State University
- ▶ 2<sup>nd</sup> Place: Campus Recreation eGuide—Monthly Newsletter, University of California, Davis
- ▶ 3<sup>rd</sup> Place: Crimson Revolution, Washington State University



# Impact of Collegiate Recreation

## Linking Sustainability with Recreation

- ▶ Student participation and pride
- ▶ Visible values of “acting green”
- ▶ Building Community
- ▶ Influence



Texas State San Marcos

Washington State

Cal-Berkeley



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