



STANFORD RECREATION

Department of Athletics, Physical Education and Recreation



STANFORD

RECREATION

TABLE OF CONTENTS



Pg. 3 Executive Summary

Pg. 4 Facilities

Pg. 6 Aquatics

Pg. 8 Fitness & Wellness

Pg. 10 Stanford Martial Arts Program

Pg. 12 P.E. Classes



Pg. 13 Intramural Sports

Pg. 14 Student Personnel & All-Sports Camp

Pg. 15 Recreation Classes



Pg. 16 Marketing & Promotions

Pg. 17 Club Sports

Pg. 18 .. Outdoor Education



/cardinalrec



@stanfordrec



@cardinalrec



/cardinalrec

EXECUTIVE SUMMARY



Eric L. Stein,

Senior Associate Athletic Director,
Physical Education, Recreation and Wellness

Yes, it was truly a special year for Stanford Recreation in 2013-14! We were especially blessed with the grand opening, on November 1, 2013, of the Arrillaga Outdoor Education and Recreation Center (AOERC) on the west side of campus — which now gives Stanford a major Recreation Center on both sides of campus.

While the ACSR that opened in 2005 is fantastic, the new AOERC is really spectacular and offers a wide variety of recreational opportunities to the entire campus — all in one location. While the AOERC was built with the same footprint as the ACSR, this special building includes the following features: Outdoor Center with checkout area for all outdoor gear, the largest indoor collegiate climbing wall in the U.S., three basketball courts, one all-purpose studio, two dance studios, lockers and showers, the 50-meter Avery Recreational Pool, a 14,000 sq. ft. fitness center with an enclosed spinning room, two classrooms, lounge area, Club Sports Training Room and a Cycling Team Room — all with state-of-the-art equipment. The place really “hops,” and we note that our overall facility participation numbers for the year nearly doubled due to the available participation options. Consequently, we made great strides in reaching our overall program goals: “Providing Something for Everyone” and “Creating a Culture of Wellness at Stanford.”

The participation numbers continued to grow this past year in most areas. Especially notable was a 5% increase in Intramural Sport participation, a 6% increase in the Martial Arts Program participation, a 15% increase in the number of student employees and a 68% increase in the Outdoor Education Program participation. It was exciting to have 111,170 community members visit the new Avery Recreational Pool, which — when combined with the 38,215 visits at the Avery Aquatics Center — created over twice as many swimming participation opportunities as compared with the past.

Stanford was proud to gain back the title of the Pac-12 Fitness Challenge Champion this past year. We had 2,750 unique participants compete against the other schools in the Pac-12 and register 390,000 minutes of physical activity in this 5-day challenge. The event was a total team effort involving students, faculty and staff participants, and Stanford has now won the title in 2008, 2009, 2010 and 2014. We look forward to the Fitness Challenge in 2015!

Upon the departure of Senior Team member Pam Mahlow to San Diego State this past summer, we developed a new organizational structure that promoted individuals within our outstanding Stanford Recreation Team. Senior Team members now include Jennifer Sexton, Fitness and Wellness; Chris Pelchat, Educational Programs; Stephen DiPaolo, Marketing and Business Operation; Travis Jew, Recreational Sports and Camps; Tim Ghormley, Facilities, Ford-Burnham; and Rebecca Carpenter, Recreational Facilities and Aquatics.

While it is amazing to see the positive recreational participation explosion that has occurred at Stanford, it would have never happened without the special support of the University administration and our generous donors. We are forever grateful and look forward to the exciting new challenges we will meet in 2014-15. BeWell Stanford!

All the best,
Eric L. Stein

FACILITIES



This year we welcomed a new recreational facility to our campus, the Arrillaga Outdoor Education and Recreation Center (AOERC). This new facility not only provides additional resources and workout spaces for our community, but also now serves as the new physical home to the Stanford Outdoor Education Program. With the opening of the AOERC, we were also able to provide a home for the Stanford Dance and Drama Department as their permanent home, Roble Gym, undergoes renovations.

Our community was truly excited by the opening of the AOERC. We achieved over 400,000 visits in our first nine months of operations. We were able to ride that great momentum into making subtle yet necessary renovations to our longtime home for fitness, the Arrillaga Center for Sports and Recreation (ACSR). We modified the floors in both our front desk lobby area and the fitness center, which allowed us to repurpose our space and incorporate our new Olympic lifting stations. We also installed new digital media signage displays throughout the ACSR to better communicate to our patrons.

On the horizon, we eagerly anticipate the construction of an exciting and new facility at the Stanford Redwood City Administrative Campus (SRWC). Our team is working with international award-winning architects and consultants to complete this project. Tentatively, construction is scheduled to begin in 2017. This new facility could be a potential hallmark of the new Stanford-extended campus.

A CLOSER LOOK INTO
FACILITIES

888,453
TOTAL FACILITY VISITS



The Arrillaga Center for Sports and Recreation (ACSR), which opened in October 2005, is a 75,000 sq. ft. facility that includes an 12,000 sq. ft. fitness room, basketball and squash courts, the Fencing Center (home to Stanford Fencing) and a 3,600 sq. ft. studio for yoga and other activities.



The Arrillaga Recreation Center at SLAC, which opened in Summer 2012, is a 17,600 sq. ft. facility that includes a multi-purpose court, a group fitness space, showers and lockers, and a 4,500 sq. ft. fitness center on the second floor. The facility is an off-campus home to BeWell@Stanford.

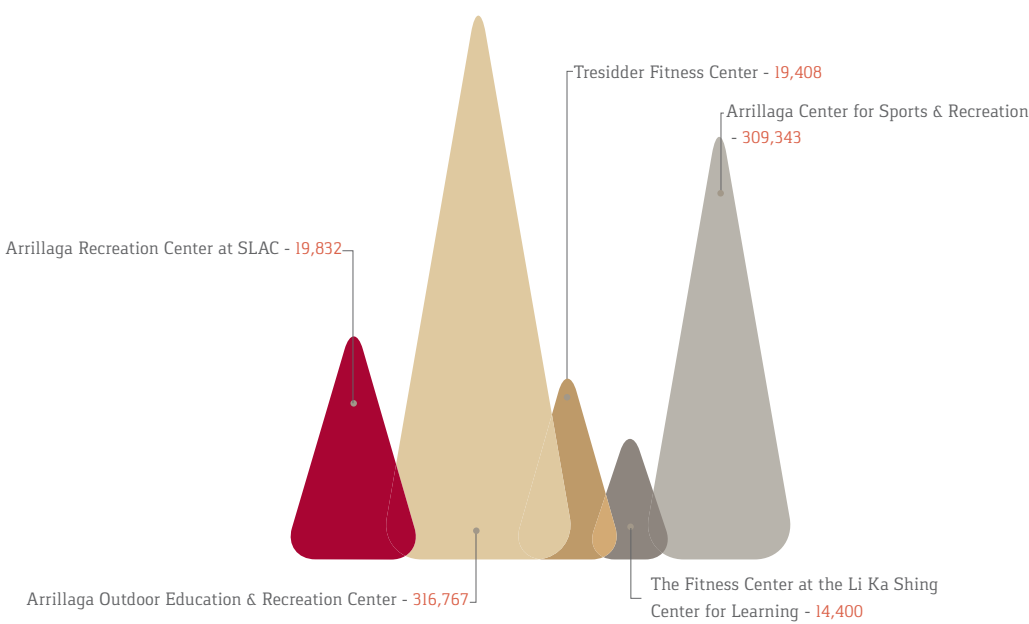


The Fitness Center at the Li Ka Shing Center for Learning is the designated fitness facility for all students in the School of Medicine. The facility offers a variety of classes featuring TRX, kick boxing and more. The fitness center also sponsors monthly and quarterly fitness challenges.

422,356
TOTAL AOERC VISITS*
 *11/1/13-8/31/14
 M - 240,743 | F- 181,613



TOTAL FITNESS CENTER VISITS



A CLOSER LOOK INTO AOERC



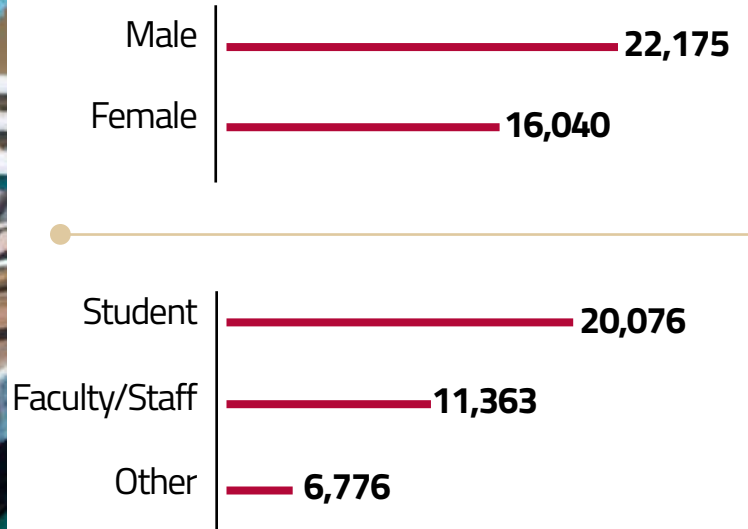
The Arrillaga Outdoor Education & Recreation Center (AOERC), opened on November 1, 2013, provides an additional 75,000 sq. ft. of indoor recreation-based facility space and a 50-meter outdoor pool. Features include a state-of-the-art Climbing Wall and Outdoor Education Center, three indoor courts and a 14,000 sq. ft. Fitness Center, offering the latest in cardio and strength training equipment.

*Please note that our figures are 75% of our total building entries, except for ARCAS and LKSC.



AQUATICS

A CLOSER LOOK INTO AVERY AQUATIC CENTER (AAC) VISITS



Certification Courses:

CPR 19 | First Aid 69 | Lifeguard 69

A CLOSER LOOK INTO AQUATICS

Stanford Aquatics had a historic year with the closing of Roble Pool and the opening of the Avery Recreation Pool (ARP). While we were sad to say goodbye to Roble Pool, the ARP has been a huge hit with the campus community. This larger pool has led to a slight decrease in the usage of the Avery Aquatic Center (AAC), but a significant increase in participation in all areas of Stanford Aquatics. From recreational swimming to safety training courses, participation has grown tremendously. For the first time ever, Rec swimming classes were offered and 111,170 people participated. The classes ranged from beginner level to swim conditioning. As the word catches on, we are looking forward to helping even more Stanford community members learn to swim and improve their swimming through our Rec classes. This year saw a 138% increase in participation for lifeguard training courses and 69

38,215

TOTAL AAC VISITS

2013 - 68,210 | 2012 - 66,734

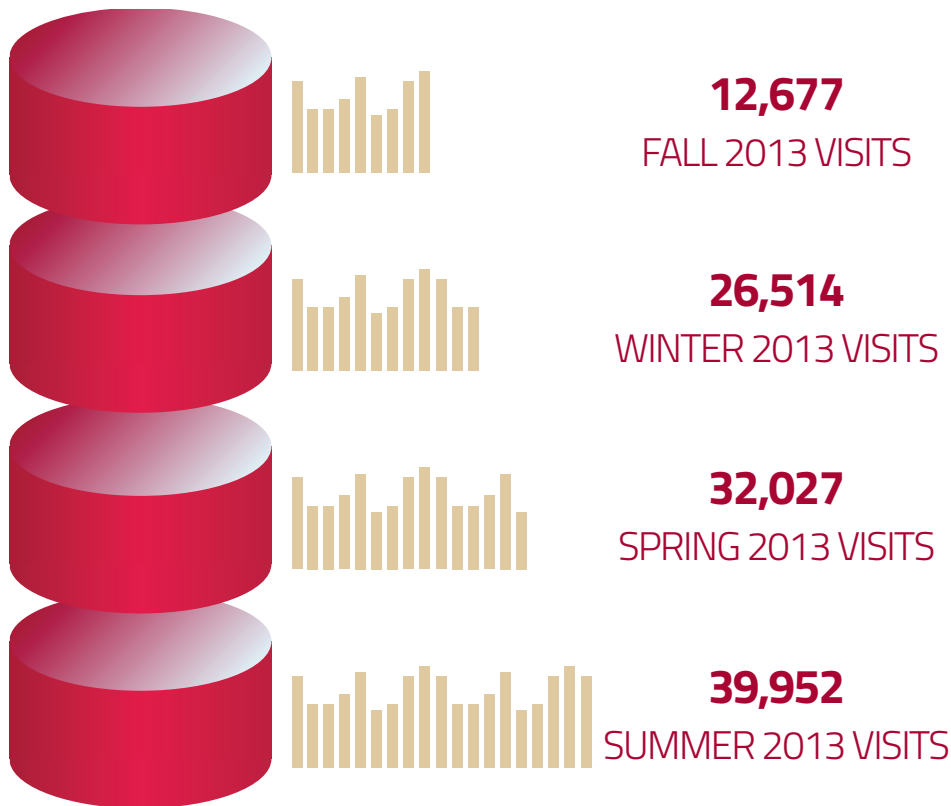
people got certified in lifeguard training. We continued the tradition of Stanford Splash and had over 75 participants for the event. Students love getting their inner tube water polo teams together for that yearly tournament and our triathlon club showed up strong at the swim meet. The Stanford Splash spirit remains alive and well year after year. The ARP hosted a dive-in movie which received rave reviews and was well attended with 75 participants. We are looking forward to repeating that event often for our community. The stellar staff of Stanford Aquatics handled the addition of a new pool and more rec swim hours with grace and enthusiasm. The addition of more hours led to a large increase in staff. Of the 69 lifeguards and 16 front gate associates employed, 41 were Stanford students. The staff worked hard to provide a fun and safe atmosphere at both facilities.

111,170
TOTAL ARP VISITS

*11/1/13-8/31/14



SEASONAL BREAKDOWN OF AVERY RECREATION POOL (ARP) VISITS



A CLOSER LOOK INTO ARP



The Avery Recreation Pool (ARP) opened on November 1, 2013. Pool details include a 25-yard short course setup, a water basketball hoop, a moveable bulkhead to allow for a multitude of pool configurations, a 4'6" depth in the shallow end progressing to 10' in the deep end and a beautiful grass lounge area. The ARP complies with all laws regarding ADA accessibility.



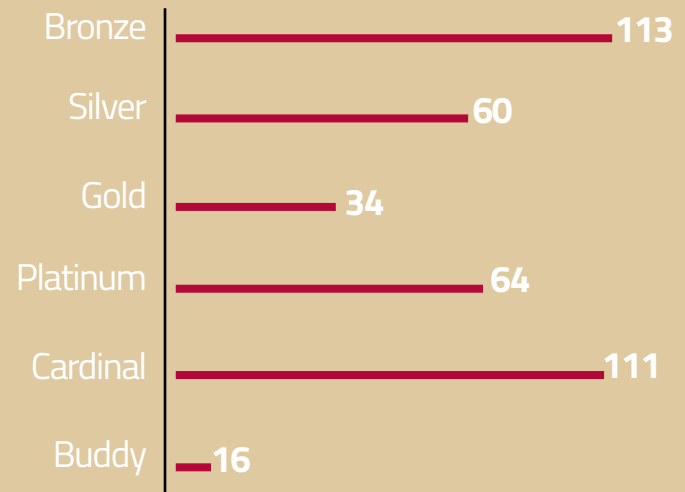
FITNESS & WELLNESS

398
PERSONAL TRAINING PACKAGES

2013 - 292 | 2012 - 381

A CLOSER LOOK INTO FITNESS & WELLNESS

When it comes to top-of-the-line fitness and wellness programming, the variety of our services is vast. Our program provides fitness-related services including personal training, fitness assessments, recreation classes and indoor cycling classes. A highlight of the past year has been the significant increase in our small group classes featuring higher individualized attention from trainer to participant. In addition to group classes, we started a 10-weeks-to-a-fitter-you program that allows individuals to work with a trainer and develop their own skills relative to their activity level. The trainer and participant meet five times throughout the ten weeks to update and address any concerns. The excitement surrounding our fitness and wellness programming continues to build as new services are being discussed for the next academic year.



The chart above displays our yearly progress relative to the total amount and different kinds of personal training packages purchased. This year, the purchase of personal training packages increased by 36%. The Bronze package consisted of two personal training sessions, whereas the Silver package contained five sessions. The Gold package included eight personal training sessions, whereas the Platinum package came with twelve sessions. The Cardinal package was our most expensive package with twenty personal training sessions. The Buddy package allows participants to train with a friend to reduce the cost. In each package except for the Buddy package, sessions included a free fitness assessment.

FITNESS & WELLNESS

In February of 2014, Stanford Recreation participated in the Pac-12 Fitness Challenge, a conference-wide initiative (between all 12 peer institutions) promoting regular physical activity. In the span of five days, the goal was to accumulate the most minutes of physical fitness activity on-campus and earn the title of Pac-12 Fitness Challenge Champion!

Since Stanford was previously a three-time champion in the competition, the stakes were very high and our goal was to reclaim the title from recent champions Arizona State and UCLA. Thanks to strong university-wide participation, heavy promotion and great incentives from partners (such as the BeWell@Stanford program, Muscle Milk and Fraiche Yogurt), Stanford Recreation was able to become the new and four-time champion.

A total of 2,750 participants logged in their minutes of physical fitness activities through the span of five days. Over 390,000 minutes were registered on our behalf. Our total amount of logged-in minutes exceeded the second place peer institution by at least 25,000 minutes. It was an incredible showing by our Stanford community, especially since we are the smallest university in the conference. We look forward to replicating this achievement again in the 2014-2015 academic year when we strive to defend our Pac-12 Fitness Challenge crown.



PAST CHAMPIONSHIP YEARS: 2008 • 2009 • 2010

STANFORD MARTIAL ARTS PROGRAM



This year brought a lot of excitement and growth for the Stanford Martial Arts Program (SMAP). SMAP, a DAPER and ASSU-based umbrella organization, supports the various member martial arts groups on campus. Its main goals are to educate the Stanford community through outreach programming about the variety of martial arts instruction on campus, serve as a centralized communications network between the different groups and preserve the martial arts as a vital and distinctive component of Stanford life.

During 2013-14, SMAP managed 12 distinct member groups that included Aikido, Judo, Jujitsu, Shotokan Karate, Kenpo Karate, Taekwondo, Wushu, Muay Thai, Capoeira, Wing Chun, Eskrima and Kendo — the new full-fledged member of SMAP. SMAP also continues to support one non-member martial arts club on campus: Stanford Grappling. SMAP also provided free self-defense

classes on campus, performances for athletic and cultural events and educational workshops for the greater Stanford community.

The highlight of the 2013-14 year was the addition of Kendo as a full-fledged member of SMAP. Under the guidance of instructor George Ogawa, the addition of Kendo was long-awaited and heavily anticipated. With the sport's lineage traced back to Japan, Kendo aims to teach its students the mastery of swordsmanship with traditional bamboo swords and protective armor. Furthermore, SMAP is hard at work in securing another international trip for its members for the upcoming year. The goal of the trip is to expose its students to the culture of the arts and further perfect their skills in their respective martial arts.

A CLOSER LOOK INTO SMAP

1,317
TOTAL SPECIAL EVENT
PARTICIPATION
2013 - 1,256

697
TOTAL MEMBERS
2013 - 665 | 2012 - 634



Eskrima 21

Aikido 29

Shotokan Karate 46

Jujitsu 24

Wing Chun 33

Kenpo Karate 60

Wushu 29

Capoeira 41

Judo 62

Muay Thai 159

Taekwondo 193

Special Events: Self-Defense Seminars 183
SMAP Workshops & Clinics 373
Tournaments 693 | Performances/Demos 68



KATE COURTNEY, CYCLING
D1 COLLEGIATE NATIONAL CHAMPION



Breakdown of Seasonal Enrollment in PE Classes:

Fall: 2,361
Winter: 2,066
Spring: 2,438
Summer: 415

PHYSICAL EDUCATION CLASSES

Physical Education grew in many areas this year. In addition to hiring a new Assistant Director to focus on the PE program, we added several new classes for PE and Wellness. Tia Lillie worked with our department staff and the registrar's office to categorize our course identifiers into multiple areas — Athletic, PE, Outdoor and Wellness — so we can streamline course reporting and analysis as well as improve student access online. Much of Tia's focus this year was evaluating our courses and instructors to ensure program consistency and high quality educational experiences. She worked with instructors to develop a syllabus for each course that included new learning outcomes, and she implemented an instructor evaluation process to give instructors feedback and support as they develop their courses and teaching styles.

7,280
TOTAL PARTICIPANTS
2013 - 7,417 | 2012 - 6,518

INTRAMURAL SPORTS

Intramural Sports Director Travis Jew focused on staff development this year, creating a culture of commitment, teamwork, enjoyment and accountability with his student team. He hosted hangouts, both online and in person, to recognize staff, and he developed supervisor positions for growth opportunities and improved customer service. Other changes this year included Intramural Sports' new Bouldering League, utilizing the bouldering center in ACSR, as well as a new floor hockey league. Intramural Sports also adopted the use of iPads for on-site check-in and game management to maximize production and customer service.

Intramural Sports is looking to implement a new online registration program in 2015 to improve functionality for participants while enabling administrators to more effectively manage game activities, reschedules and playoffs. With this new system, there will be increased focus on more efficient ways to communicate to players, enhancing their experience when they are off the field/court. New features will include the ability to upload pictures, keep stats, and incorporate video onto our website or registration site. On the programming side, supplementing the traditional offerings, Intramural Sports will look to offer non-traditional activities such as the new flag rugby league, dodgeball, innertube water polo, archery and others.

10,719
TOTAL PARTICIPANTS

2013 - 10,245 | 2012 - 7,218

3,485
TOTAL GAMES PLAYED

2013 - 3,261 | 2012 - 2,806

Breakdown of IM Sports Participation:

Participants: 10,719
Games: 3,485
Tournament Participation:
2,097
Unique Participants:
4,202

Participant Breakdown by Gender:

Male: 8,738 (2013 - 8,462 | 2012 - 5,512)

Female: 1,981 (2013 - 1,783 | 2012 - 1,250)



STUDENT PERSONNEL

351
STUDENT EMPLOYEES
2013 - 306 | 2012 - 273

The success of Physical Education, Recreation and Wellness programs can be heavily attributed to the contribution of employed students, ranging from fitness facility front desk employees to intramural supervisors. There were 50 students employed as fitness center supervisors (ACSR, AOERC & Tresidder workout facilities), front and fitness desk supervisors and personal trainers. The intramural office employed 55 students for the school year to help coordinate intramural games, officiating, scheduling and logistics. The marketing department employed one student as its photographer and videographer assistant.

With the emergence of a new fitness facility and a physical home for Stanford Outdoor Education (SOE) at the AOERC, the number of student staff members blossomed greatly. Forty-two students were employed by SOE for a variety of roles that include SPOT leadership, wilderness medicine instructors, climbing wall instructors and more. A total of 154 students actually served as volunteers for SOE in a wide capacity of positions. Stanford Aquatics employed 41 Stanford students as lifeguards and front gate associates. The Stanford All-Sports Camp had eight students employed during the summer to contribute to the operations of camp sessions. In total, we employed 351 students in the Physical Education, Recreation and Wellness Programs.

ALL SPORTS CAMP

454
TOTAL REGISTRATIONS
Held for six weeks

All-Sports Camp moved into the AOERC in Summer 2014 and was held for six weeks. Registration was the fastest sell-out on record, with some age groups filling up within an hour of opening and younger groups filling for all sessions within the week. Without access to a field during continued construction, the camp maximized all of the indoor spaces AOERC has to offer, including basketball courts, fitness studio, climbing wall, classrooms and recreation pool, in addition to the nearby West Campus Tennis Courts. New this year was a campus adventure offered for Tuesday afternoon in which campers explored campus sites such as Hoover Tower, the Quad, and the fountains, while being active with games such as capture the flag and disc golf. We intentionally reduced enrollment and camp group sizes given the limited access to outdoor space and to ensure high quality interactions with staff and campers. Feedback from families was positive regarding the program activities, staff attention to campers, as well as the convenience of having drop-off and pick-up in the same place each day.



RECREATION CLASSES

Each year, we work extremely hard to “provide something for everyone” by creating the very best selection of recreation classes. Provided by the Physical Education, Recreation & Wellness Program, these non-credit classes give participants the opportunity to push their bodies to new limits with qualified instruction in a safe and fun workout environment. Classes included Golf, Boot Camp, H2O Boot Camp,

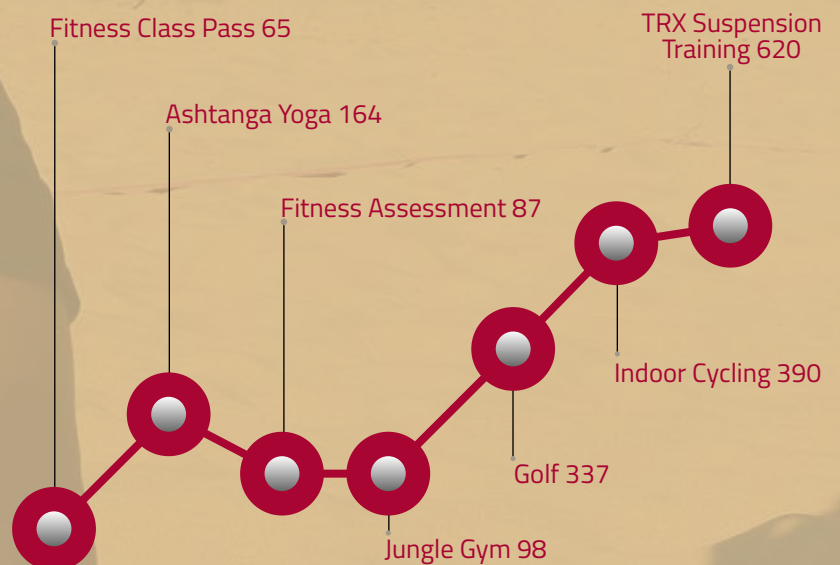
Ashtanga Yoga, Boxing, Indoor Cycling, TRX Suspension Training, Fit 2 Run and Rock Climbing Wall.

This year, we offered two new classes, Jungle Gym and RIP Training, which both quickly became campus favorites. Descriptions of the classes can be found on recreation.stanford.edu.

A CLOSER LOOK INTO RECREATION CLASSES

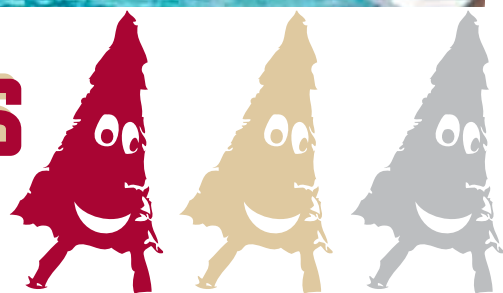
2,199
TOTAL PARTICIPANTS
2013 - 2,650 | 2012 - 2,640

BREAKDOWN OF ENROLLMENT IN RECREATION CLASSES





MARKETING & PROMOTIONS



This past year, marketing has gone to great strides to educate members of the Stanford community about our great programs and services. Our website, recreation.stanford.edu, received 780,930 page views and 324,399 visits in 2013-14. The department continues to utilize Facebook, Twitter and YouTube to alert guests about programs and events, and showcase custom videos and various promotions over the course of the year. However, the marketing department has created extra avenues of communication with the development of our department newsletter, digital media signage and two new social media platforms: Instagram and CampusQuad. Additionally, marketing has produced over 250 pieces of print marketing materials that further boost the presence of our program areas.

A CLOSER LOOK INTO MARKETING

A CLOSER LOOK INTO SOCIAL MEDIA*



/cardinalrec

2,596
LIKES



@stanfordrec

883
FOLLOWERS



@cardinalrec

295
FOLLOWERS



/cardinalrec

8,746
VIEWS

The success of marketing can also be attributed to the partnerships created in the past year. Marketing has worked with a variety of new on-campus organizations (i.e., Stanford Earth Sciences and Cardinal Nights) and external partners (i.e., Muscle Milk, Fraiche Yogurt and Campus Quad), increasing the reach of Stanford Recreation across the Stanford community.

*Statistics reported as of August 31, 2014



CLUB SPORTS

Club Sports had another successful year, highlighted by many impressive team seasons and post-seasons as well as individual athlete achievements. This year, 24 council teams received funding through special fees, and an additional 8 ASSU athletic club teams also received support. Swimming joined Club Sports as an ASSU athletic team during winter quarter, bringing the program total to 32 teams.

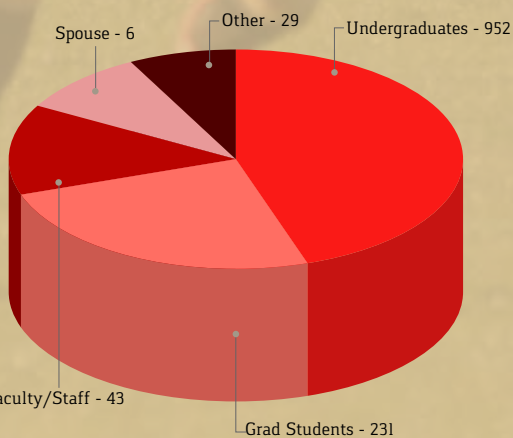
This year's Sherry Posthumus Team of the Year award was presented to Women's Rugby, while the Shirley Schoof Athlete of the Year award was given to two athletes: Eirik Ravnan of Triathlon and Nicole Richardson of Women's Rugby.

Teams volunteered their time with a variety of organizations, including Relay for Life, Bay Area Women's Sport Initiative, Challah for Hunger, Wounded Warriors Project, and Square Peg Foundation. Teams also contributed to the community by hosting clinics, camps, and open tournaments on campus. Athletes benefited from the addition of a new designated club sports training room for continued evaluation and rehab with the part-time athletic trainer.

Teams competed in intercollegiate competitions at the highest level, with many teams qualifying for nationals and earning top-ten finishes, including Women's Rugby (2nd), Squash (2nd), Taekwondo (2nd), Cycling (5th), Triathlon (6th in Men's), and Climbing (9th). In addition to training and competing, many teams offered recreational components and welcomed beginners and non-students to participate in their sport.

1,261
TOTAL PARTICIPANTS
2013 - 1,229 | 2012 - 1,240

Participant Breakdown by Gender:
Male: 725 (2013 - 725 | 2012 - 735)
Female: 536 (2013 - 504 | 2012 - 426)



TEAM HIGHLIGHTS: Climbing - 9th place in first year competing at Nationals, Andrew Lamb Collegiate National Champion; Cycling - 5th place omnium (overall) finish at Nationals, 2nd place in conference, Kate Courtney DI Collegiate National Champion; Squash - 2nd place Club team at Nationals; Taekwondo - 2nd place at Collegiate Nationals; Triathlon - Men's Team 6th place at Collegiate Nationals; Women's Rugby - 2nd place at Collegiate Nationals.



39,103
TOTAL INVOLVEMENT
2013 - 23,254 | 2012 - 22,824

OUTDOOR EDUCATION

The 2013-2014 academic year was a landmark in the development of Stanford Outdoor Education (SOE). We opened the doors of the Arrillaga Outdoor Education and Recreation Center. This expansion houses a new 3000+ sq. ft. Outdoor Center, which includes equipment rentals, trip registration, library, lounge, meeting space, VSO workspace, and a classroom; an equipment warehouse; a new climbing wall (considered to be the largest collegiate wall in the country); and additional classroom and office spaces. This new building is going to carry SOE well into the future. We continue to be excited about the new opportunities this project represents for our programs.

Throughout the 2013-2014 academic year, Stanford Outdoor Education (SOE) served thousands of students and members of the Stanford community and provided employment and leadership opportunities for hundreds of student managers, staff, trip leaders, and volunteers. In total, SOE had over 10,000 unique individuals participating in a wide array of trips, courses, and other outdoor and educational opportunities.

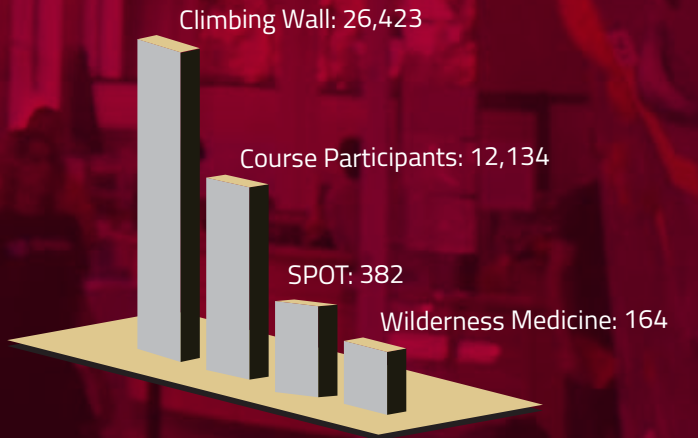




Stanford Outdoor Education continues to expand programs and strive toward its purpose of designing "outcome-based learning and recreation opportunities through the intentional use of risk, challenge, and experience." In September 2013, 382 total students participated in Stanford Pre-Orientation Trips (SPOT), including leaders, spending a total of over 1,910 days on wilderness backpacking trips and on sustainable farms throughout California. SOE trained 90 students to lead SPOT trips, through a combination of leadership workshops and field-based training. Training and leading for SPOT continues to be a powerful tool for developing student leaders. Through the growth of the Stanford Outdoor Education Program, SOE is expanding leadership-training offerings for students and the Stanford community. Under the guidance of Dr. Grant Lipman, MD, Stanford Wilderness Institute of Medicine (SWIM) provided training for hundreds of Stanford students and community members in emergency and wilderness medicine.

The 2013 year also saw the publishing of the third edition of Stanford Wilderness Medicine's Wilderness First Aid Protocols, a valuable companion resource for students who complete SWIM courses. At the popular Stanford Climbing Wall, there were over 26,000 visits for the year, which is a new annual record. The Outfitting Center doubled its revenue this year due to the added exposure and additional hours provided by the Outdoor Center. Outfitting provides an easy and cost-effective way for the Stanford community to rent gear. The Outdoor Center has helped students, faculty, and staff participate in many unique outdoor adventures. Powderbound catered to more than 400 members of the Stanford ski/snowboard community, which benefitted from significantly discounted season passes totaling over \$75,000 in sales to Tahoe Snow Resorts. More than 600 bookings were taken at the annual ski lease in Truckee, where all-you-can-eat food and lodging were made available for only \$40 per night.

26,423
CLIMBING WALL VISITS
New Annual Record for Outdoor Education





#STANFORDREC

