



REC  WELL

ON THE RISE

ANNUAL RECAP • 2022 - 2023 ANNUAL RECAP • 20

THE REBRAND

NEW NAME NEW FACES BIGGER IMPACT.

REC  WELL

BY NOW, YOU'VE NOTICED THAT CAMPUS RECREATION GOT A FACELIFT. WHAT WAS ONCE A SPACE KNOWN PRIMARILY FOR PROMOTING PHYSICAL FITNESS HAS NOW EXPANDED TO A PLAYGROUND WHERE THE CAMPUS COMMUNITY CAN NURTURE ALL ASPECTS OF THEIR WELL-BEING.

RECREATION AND WELLNESS

INSPIRING MINDS, CULTIVATING WELLNESS

OUR NAME CHANGE REFLECTS THE EXPANSION OF OUR OFFERINGS AND ALIGNS WITH GROWING TRENDS IN THE COLLEGIATE RECREATION FIELD AS WE WORK TO POSITIVELY IMPACT THE WELL-BEING OF THOSE WE SERVE.

OUR MISSION

TO INSPIRE THE EAGLE COMMUNITY BY PROVIDING DIVERSE AND INCLUSIVE PROGRAMS AND SERVICES TO CULTIVATE LIFELONG HOLISTIC WELLNESS.

COMPONENT AREAS

INFORMAL RECREATION - FITNESS PROGRAMS - AQUATICS
ESPORTS - INTRAMURAL SPORTS - CLUB SPORTS - EAGLE VENTURE
STUDENT STAFF DEVELOPMENT

OUR TEAM

IN ADDITION TO A NEW DIRECTOR, OUR DEPARTMENT HIRED
3 EARLY CAREER PROFESSIONALS TO SERVE AS COORDINATORS.



PROFESSIONAL STAFF

TIFFANY LOMAX

DIRECTOR



JAMES LEACH

ASSOCIATE DIRECTOR



PRINCESS JACKSON

*COMMUNITY ENGAGEMENT
COORDINATOR*



Marketing Staff

WALTER MUNOZ

*ASSISTANT DIRECTOR
OF PROGRAMS*



MALIK HAYES

*COORDINATOR OF
COMPETITIVE SPORTS
AND SPECIAL EVENTS*



ALICIA BENSON

*WELLNESS AND
OUTDOOR PROGRAM
COORDINATOR*



Facility Staff

Interns

Intramural & eSports
Staff

Personal Trainers

Group Fitness Instructors

Outdoor Program Leaders

DATA OVERVIEW

LET THE NUMBERS TALK



FACILITY USAGE

25,963 FITNESS CENTER VISITS
3,546 GYMNASIUM VISITS
594 ESPORTS LOUNGE VISITS
432 OPEN SWIM PARTICIPANTS
467 GROUP FITNESS PARTICIPANTS

INTRAMURAL SPORTS

5 SPORTS OFFERED - **88** HOURS OF PLAY - **241** PARTICIPANTS

CLUB SPORTS

WOMEN'S FLAG FOOTBALL - SOCCER - ESPORTS

3 CLUBS - **35** PLAYERS

ESPORTS

5 TOURNAMENTS - **146** PARTICIPANTS

EAGLE VENTURE

WHITewater RAFTING - ICE SKATING - HIKE & YOGA

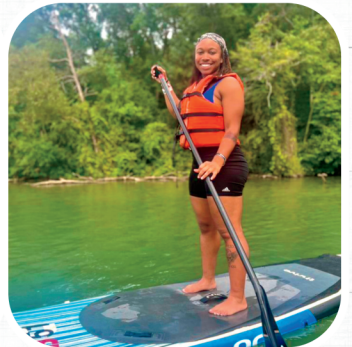
426 PARTICIPANTS



HIGHLIGHT REEL.



FROM LEFT TO RIGHT:
1ST ROW: BLACK COLLEGE CON (BCGA)
VOLLEYBALL INTRAMURALS



2ND ROW: LATE NIGHT AT THE REC | PUMPKIN CARVING COMPETITION | WHITewater RAFTING
3RD ROW: WEIGHTLIFTING COMPETITION
4TH ROW: WRAP IT UP BLOCK PARTY (STUDENT HEALTH & USTA) | 10:40 FIELD DAY (SAB)



STUDENT STAFF DEVELOPMENT

THE REAL MVPS.

AS ONE OF THE LARGEST PROVIDERS OF ON-CAMPUS EMPLOYMENT, WE OFFER NUMEROUS OPPORTUNITIES FOR STUDENTS TO GROW, EXPLORE, AND SHOWCASE THEIR PASSIONS.

**STUDENT EMPLOYMENT
AT A GLANCE**

- 59** EMPLOYEES
- 7** FACILITY MANAGERS
- 3** INTRAMURAL SUPERVISORS
- 6** INTERNSHIPS
- 2** PRACTICUMS



JASMINE REDDICK '23
**COORDINATED "PUPPY DAY" WHICH AMASSED
200 RESERVATIONS**

JAELYN BLANC '23 & ZINZILI KELLEY '23

**PRODUCED 17 DEMONSTRATION VIDEOS FOR THE
STRENGTH MACHINES IN THE FITNESS CENTER**



TYRESE ABDULHAMID '23 & JASMINE REDDICK '23

**EARNED SCHOLARSHIPS TO ATTEND
THE EMERGING RECREATIONAL SPORTS LEADERS CONFERENCE
AND NIRSA'S ANNUAL CONFERENCE**

BECOME A MEMBER TODAY



PODS

FACULTY AND STAFF ENGAGEMENT

BALANCING ACT.

A RECWELL MEMBERSHIP IS A CONVENIENT WAY FOR FACULTY AND STAFF TO MAINTAIN A GOOD WORK-LIFE BALANCE - WHETHER IT'S THROUGH A QUICK LUNCHTIME BASKETBALL GAME OR A REJUVENATING WORKOUT AND MASSAGE AT THE END OF THE DAY.

MEMBERSHIPS

39 MEMBERS

11 ON-CAMPUS PRESENTATIONS

10 NEW EMPLOYEE ORIENTATION

1 MANAGEMENT DEVELOPMENT INSTITUTES (MDI)

\$400+ CONTRIBUTED TO PROGRAMMING EACH MONTH

EVENTS

WELLNESS WEDNESDAY
STAFF APPRECIATION DAY
STRETCH & MOVE



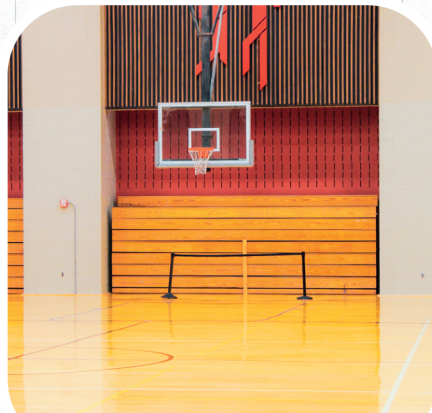
FACILITY ENHANCEMENTS

HOME IMPROVEMENT.

JUST AS YOU EAT WITH YOUR EYES FIRST, THE SAME THING GOES FOR YOUR WORKOUT. THIS YEAR WE REARRANGED, REPAIRED, AND ADDED EQUIPMENT TO WORK UP YOUR EXCITEMENT FOR YOUR NEXT EXERCISE SESSION.



NEW TURF



REPAIRED BASKETBALL HOOPS



TIREFLIP 180



**NEW DUMBBELLS,
KETTLEBELLS,
PLYO BOX & SLED**



MASSAGE CHAIRS

SOCIAL MEDIA GROWTH

FOLLOW US ON INSTAGRAM



FAN BEHAVIOR.

INSTAGRAM ANALYTICS

308,665 IMPRESSIONS - 9,877 ENGAGEMENTS - 3.2% ENGAGEMENT RATE

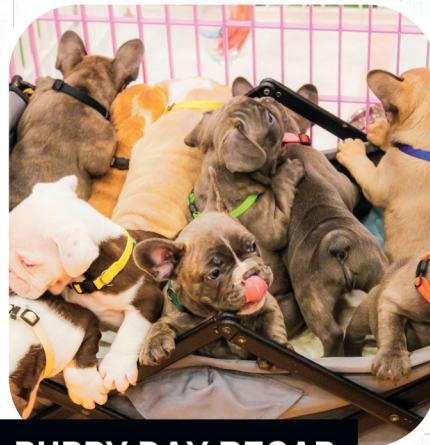
2,044 FOLLOWERS

TOP 3 POSTS



10:40 FIELD DAY RECAP

291 ENGAGEMENTS



PUPPY DAY RECAP

286 ENGAGEMENTS



TIREFLIP 180 REVEAL

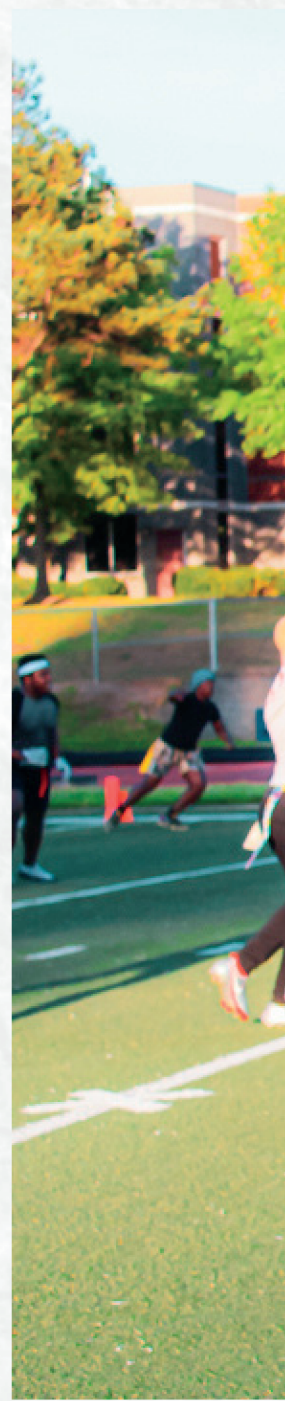
208 ENGAGEMENTS

JOIN THE CLUB

FOLLOW US: @NCCURECWELL



*ENGAGEMENTS INCLUDE LIKES, COMMENTS, SHARES, AND SAVES



REC WELL

NORTH CAROLINA CENTRAL UNIVERSITY
RECREATION AND WELLNESS
1450 S ALSTON AVE
DURHAM, NC 27707