

Office of the Vice Chancellor for Student Affairs
Assessment Programs

Program Analysis
Project: Campus Recreation Facilities Usage 2010
Date: December 6, 2010

Objectives:

- To assess usage of recreation facilities by identifying key characteristics of participants
- To assess commuter student engagement
- To assist Campus Recreation staff initiate program improvements by defining user profiles that will assist in understanding the current market and highlight opportunities for targeting potential participants

Overview:

This analysis summarizes detailed monthly analysis reports for usage of the campus recreation facilities. This summary is for the entire fiscal year.

Participant Profile:

- 571,277 valid card swipes were made at the two recreation facilities.
- 428,353 visits were from students (75.0%).
- 20,377 unique users, including 16,458 students (80.8%), visited the two facilities.
- The unique student users represent 63.2% of the registered students for Fall 2009.
- 22% of the unique student users live on campus.
- 94.7% of the on-campus residents visited at least once, compared to 57.3% of commuters.
- On an average day, at least 6.9% of the total student population visited one of the campus recreation facilities. Since this is averaged through the entire year, the actual academic year percentage will be higher.
- 51.5% of the unique users were men, 48.0% were women, and 0.6% were unidentified.
- 63.8% of the visits were made by men.
- 67.9% of registered female students and 88.5% of registered male students visited a recreation facility at least once.
- Users made between 1 to 429 visits during the year. 65 people visited at least 120 times during the year.

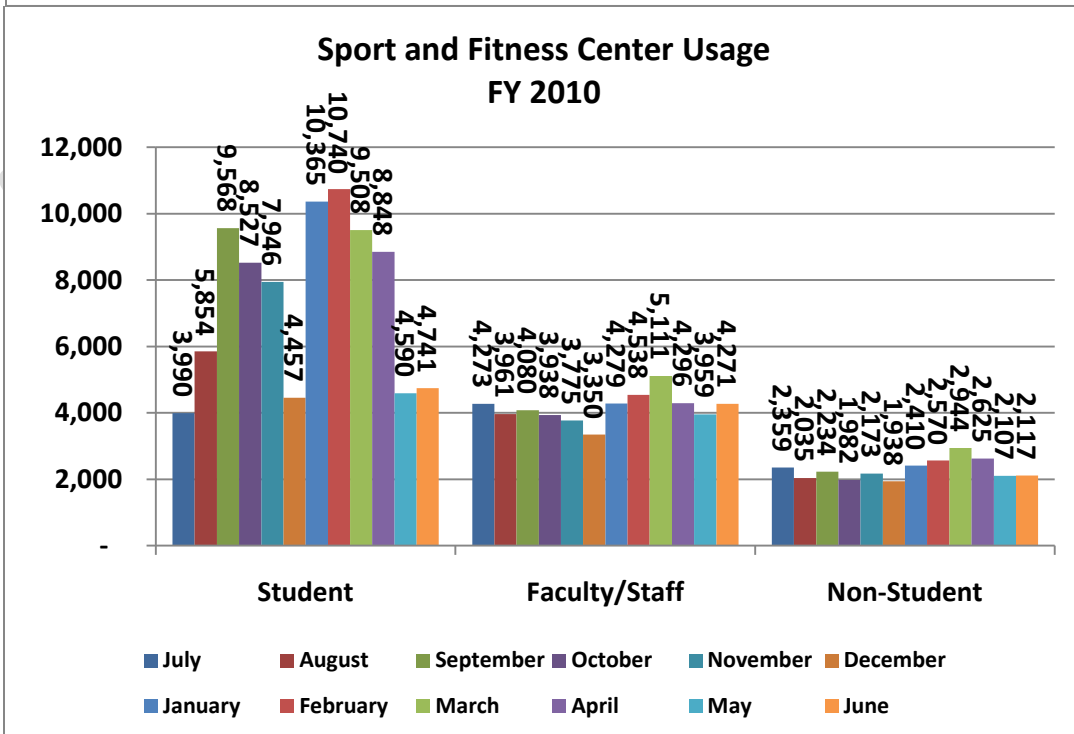
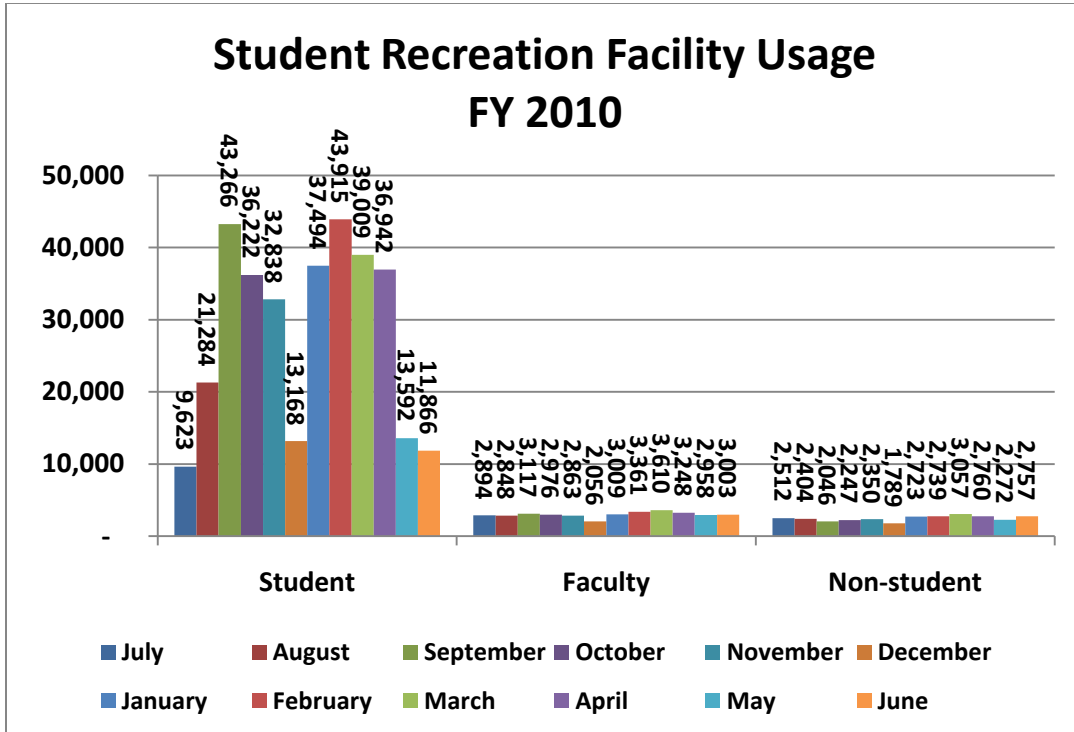
Student Recreation Facility

- 404,818 valid card swipes were made at the Student Recreation Facility.
- 339,219 visits were from students (83.8%).
- 72.4% of the student visits were from commuter students, 27.6% were from on campus residents.
- 65% of the visits were made by men.

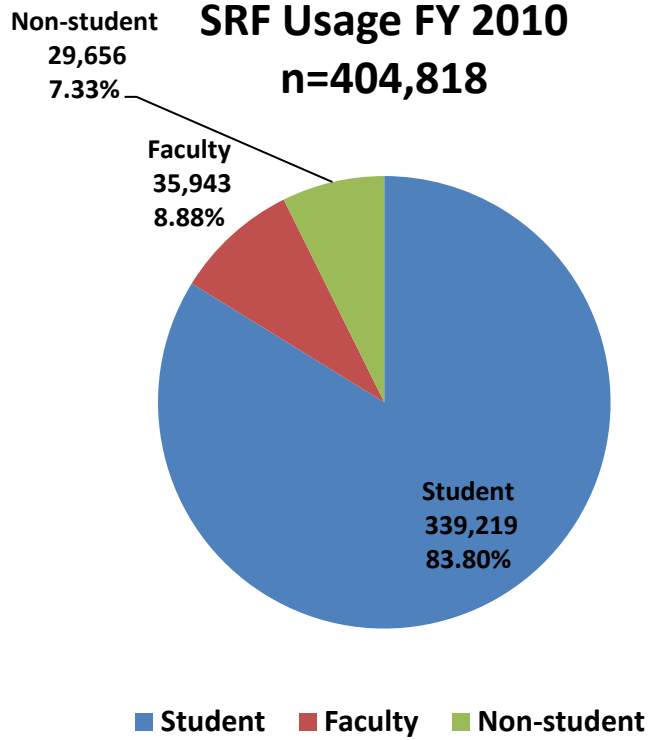
Sport and Fitness Center

- 166,459 valid card swipes were made at the Sport and Fitness Center.
- 89,134 visits were from students (53.5%).
- 71.4% of the student visits were from commuter students, 28.6% were from residents in campus housing.
- 59.7% of the visits were made by men.

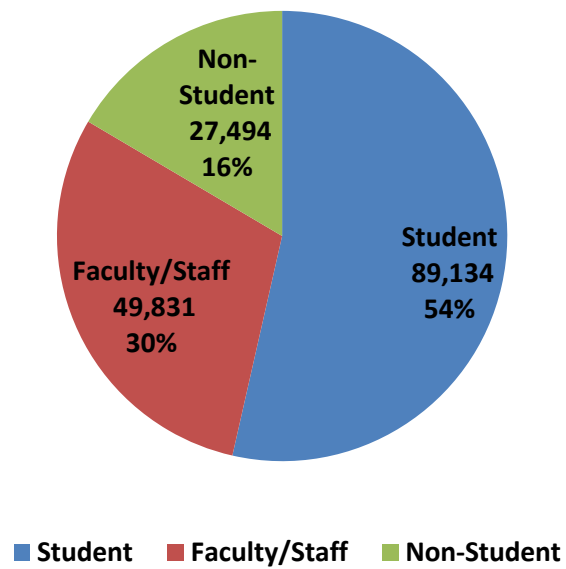
**Campus Recreation Facilities Usage
FY 2010**



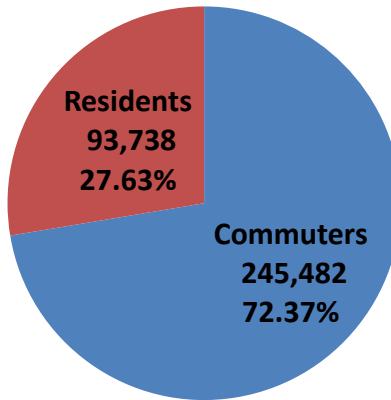
SRF Usage FY 2010
n=404,818



SFC Usage FY 2010
n=166,459

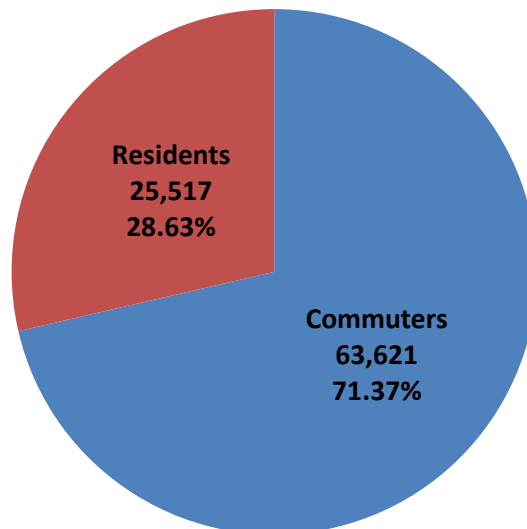


**SRF Student Usage
FY 2010
n=339,220**

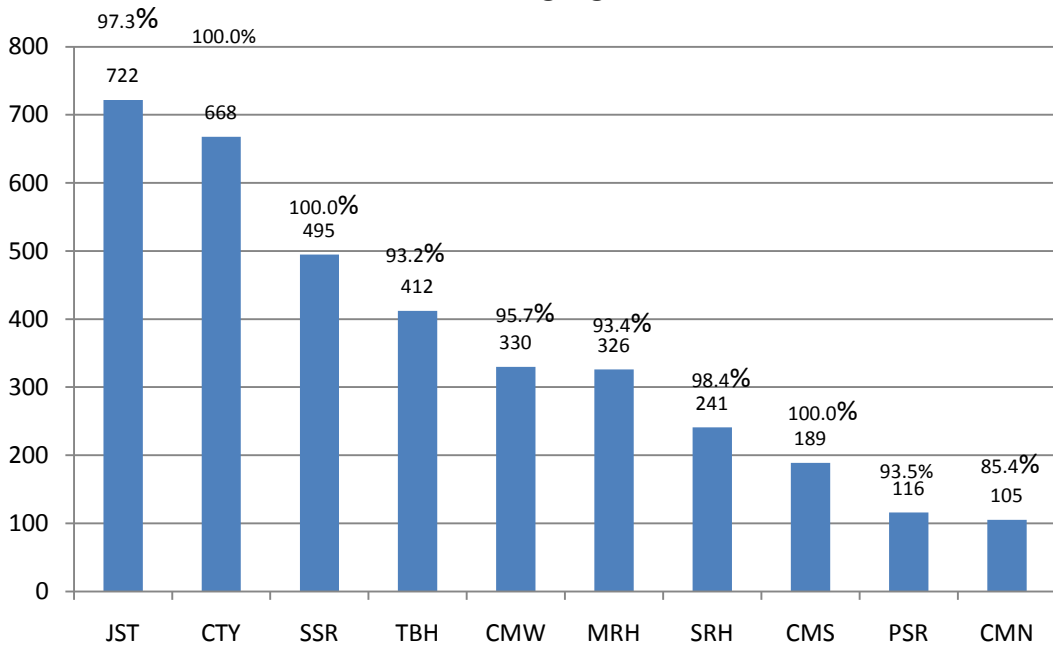


■ Commuters ■ Residents

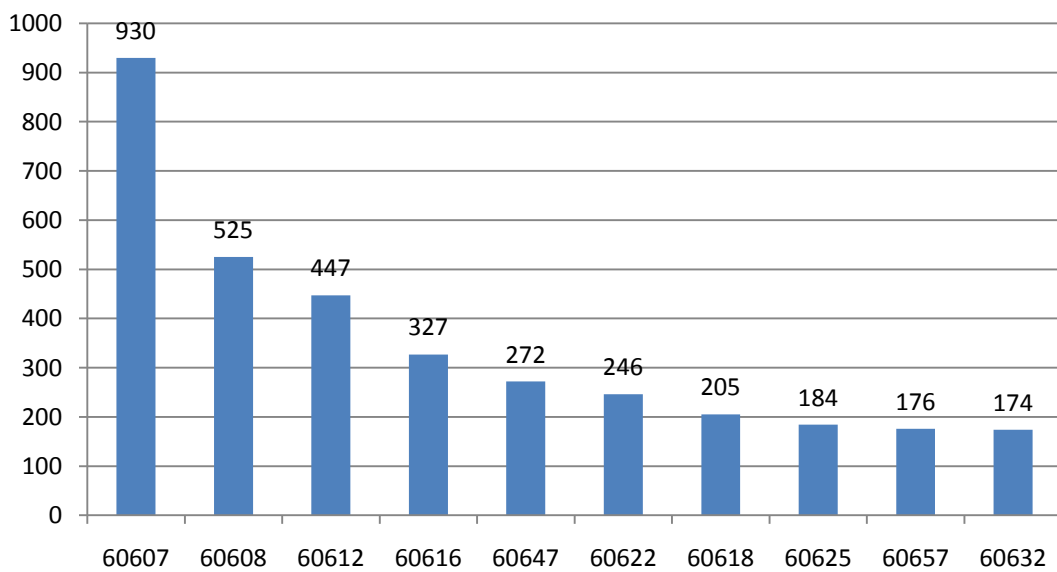
**SFC Student Usage
FY 2010
n=89,138**



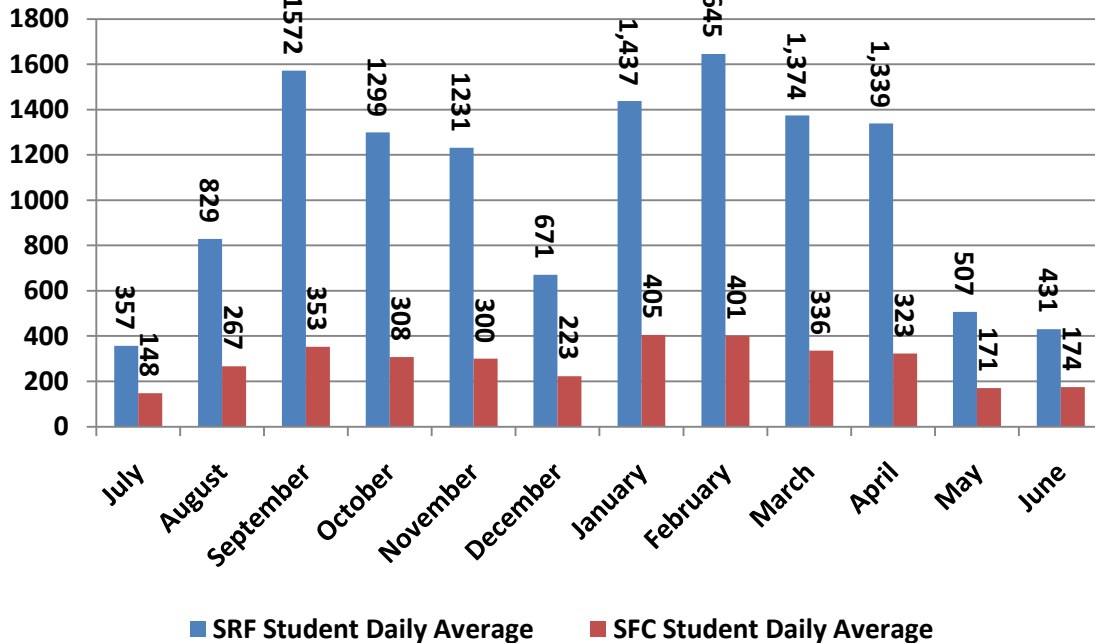
Recreation Facility Users by Residence Hall FY 2010



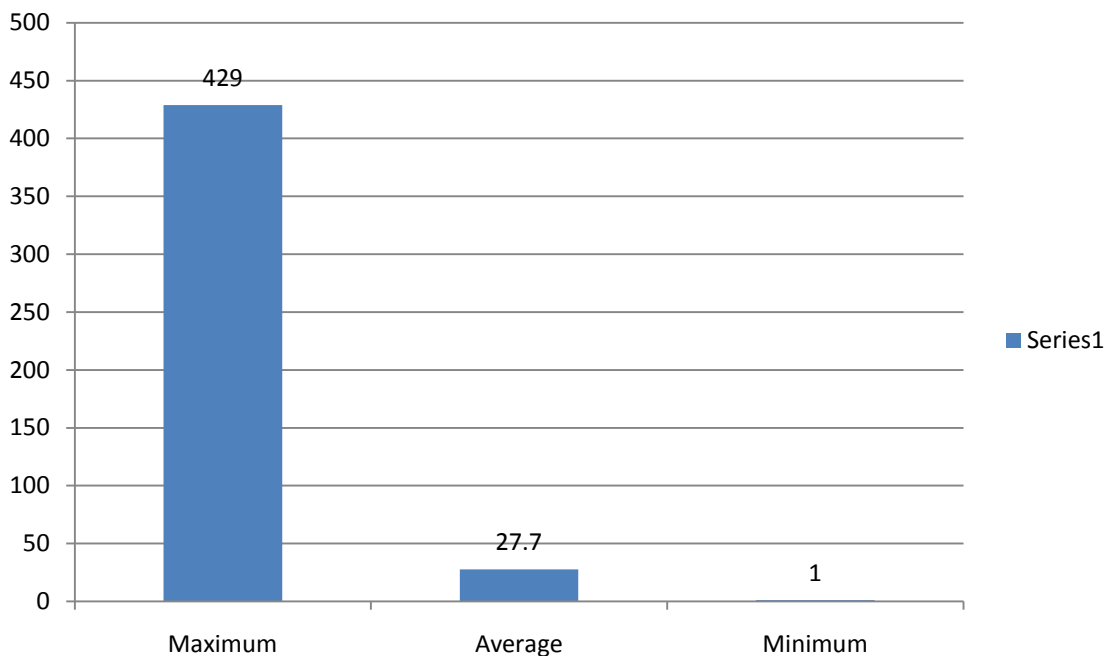
Recreation Facilities Users Top Ten Zip Codes FY 2010



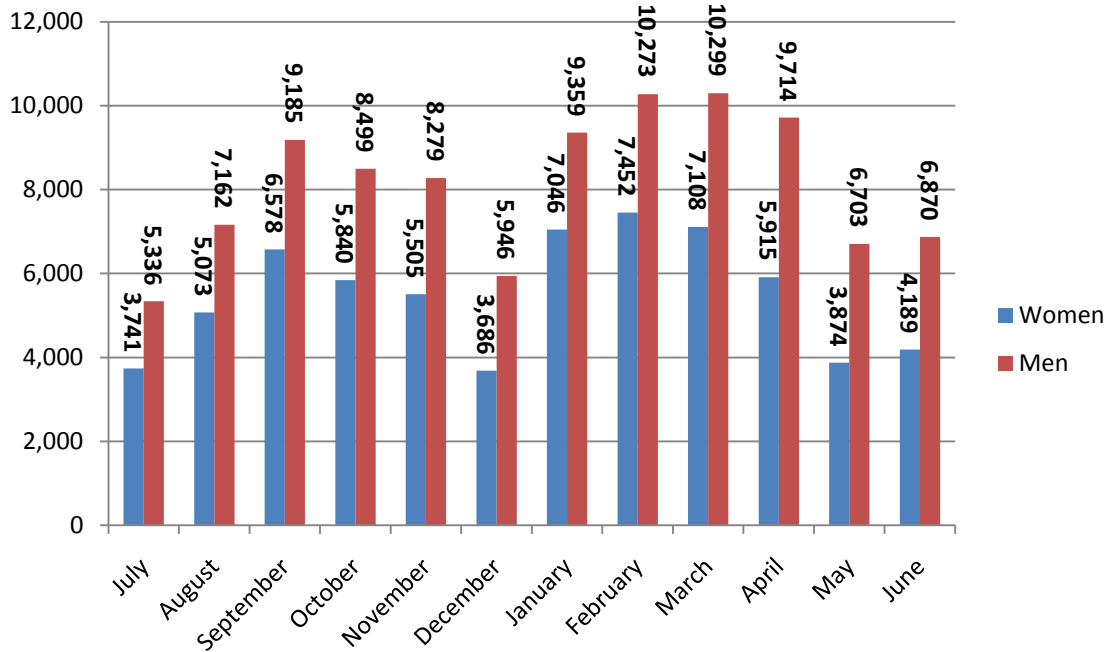
Campus Recreation Average Daily Usage FY 2010 Students



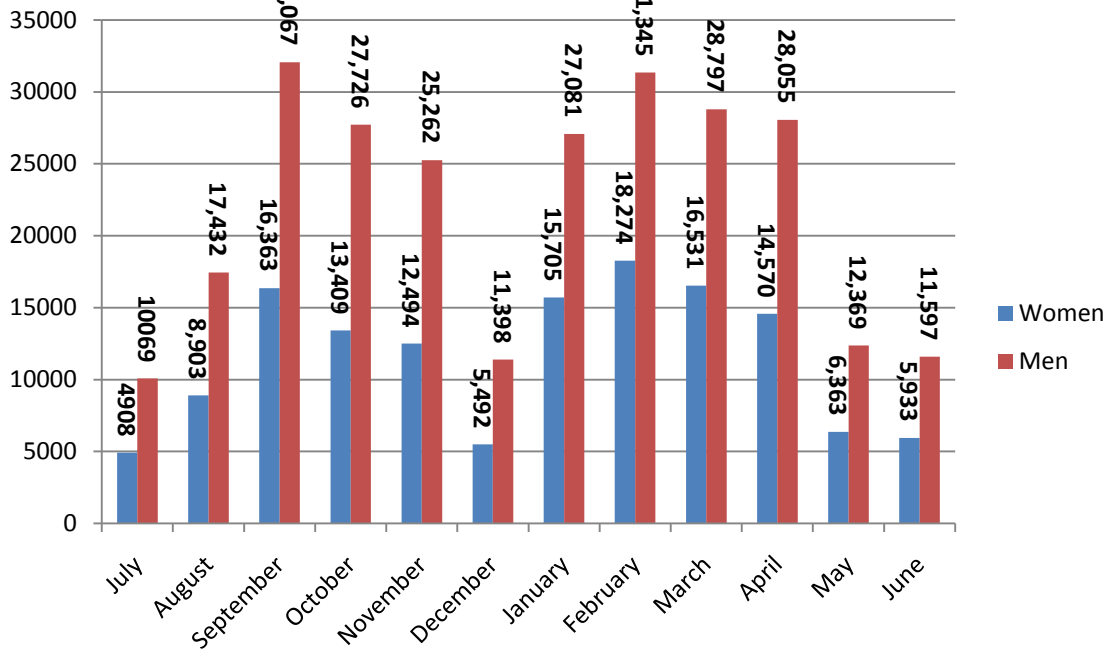
FY 2010 Campus Recreation Usage Frequency Per Person



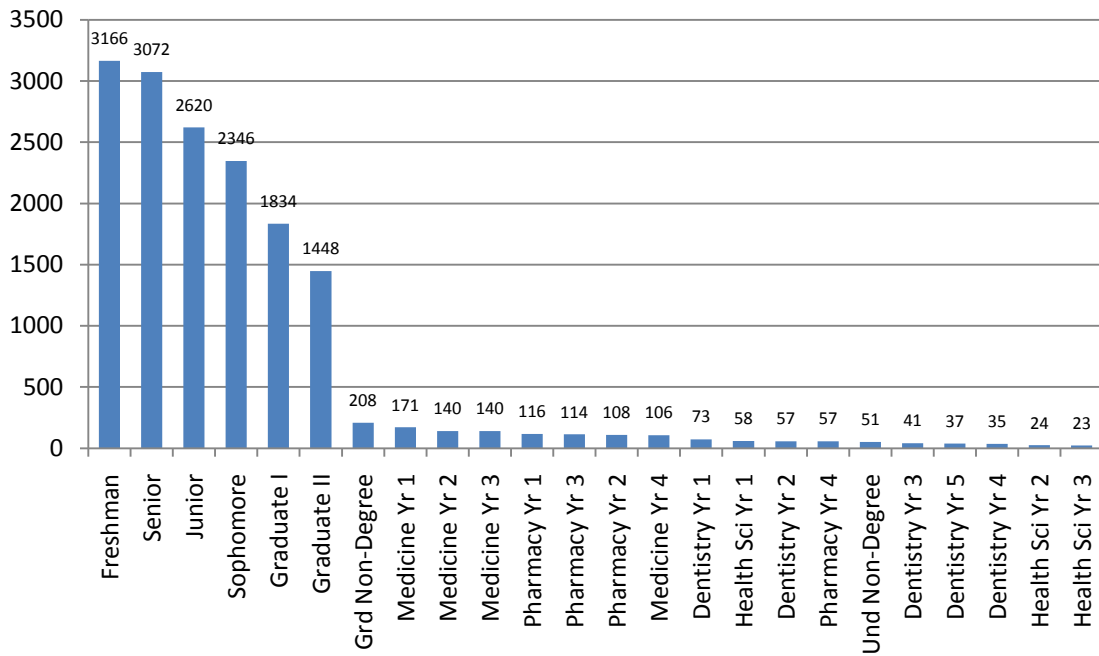
SFC Usage by Gender FY 2010



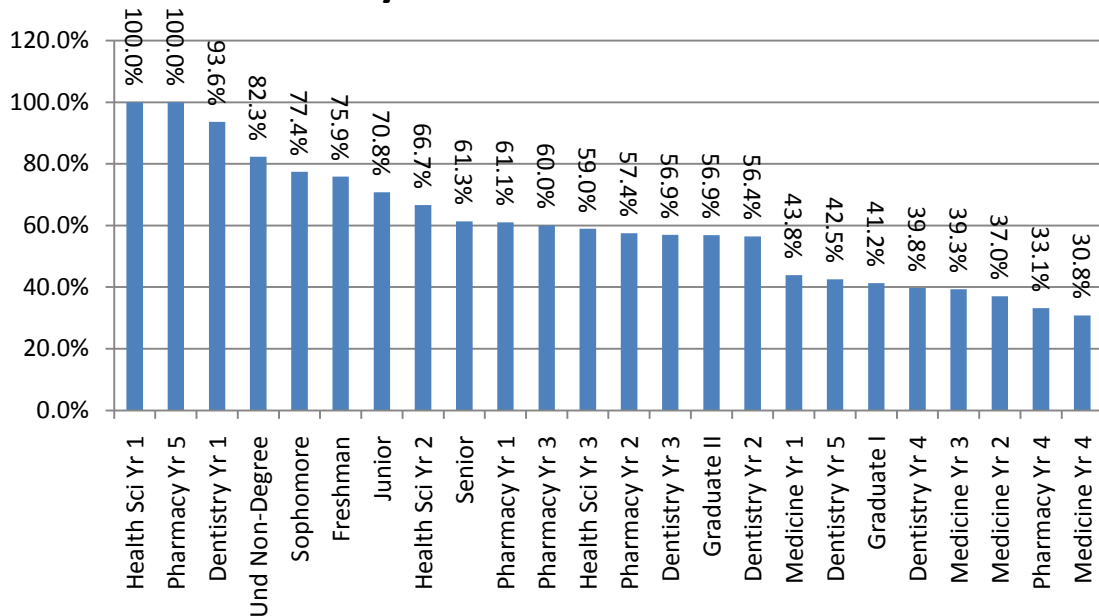
SRF Usage by Gender FY 2010



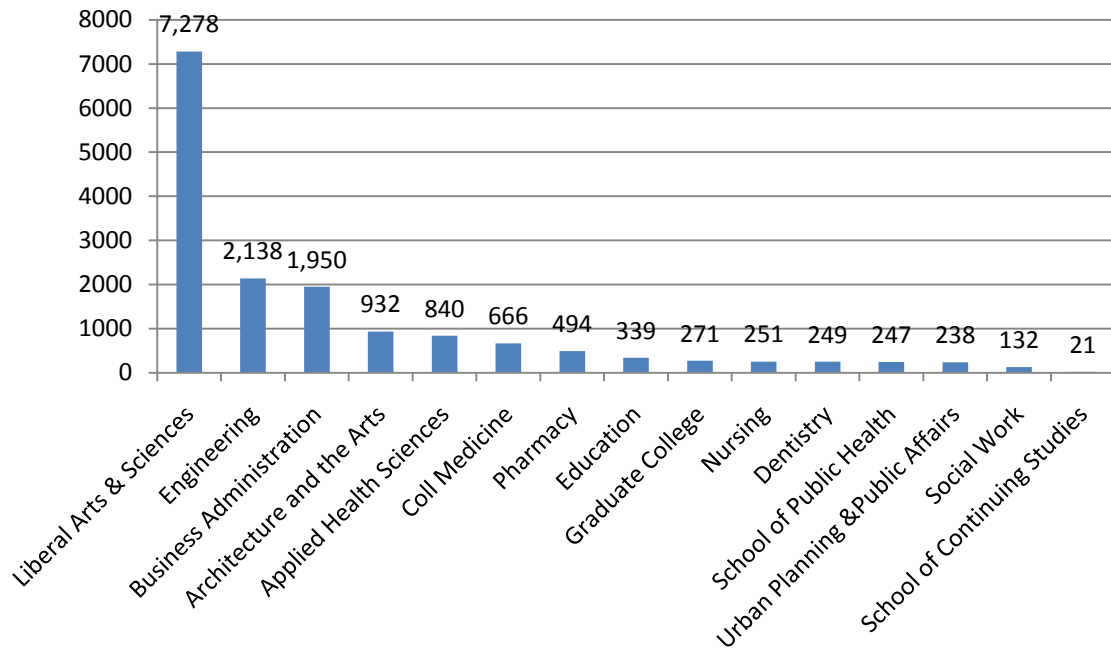
Recreation Facilities Users by Class FY 2010



Recreation Facility Use FY 2010 Student Usage by Class Use by Percent of Enrollment

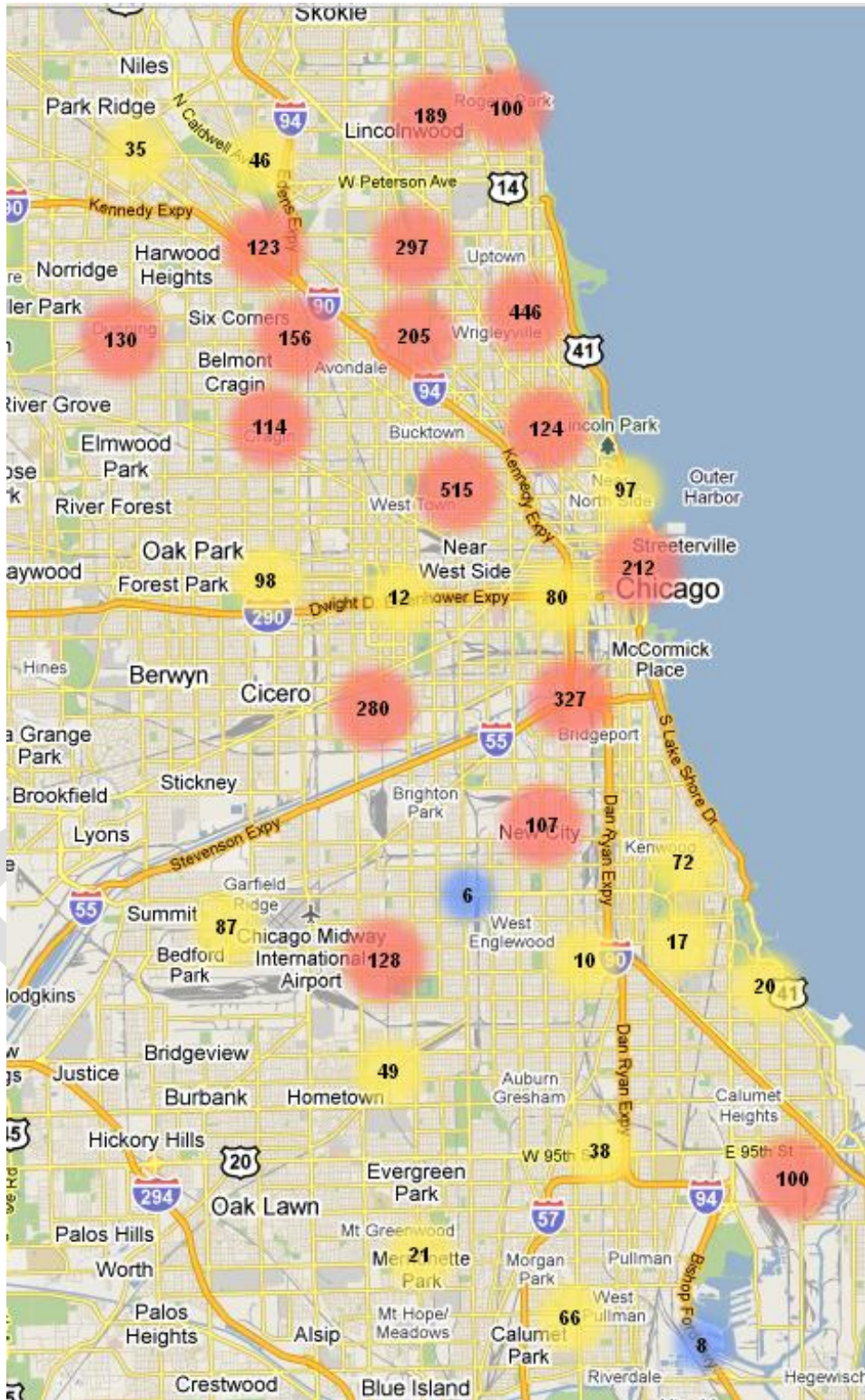


Recreation Facilities Users by College FY 2010

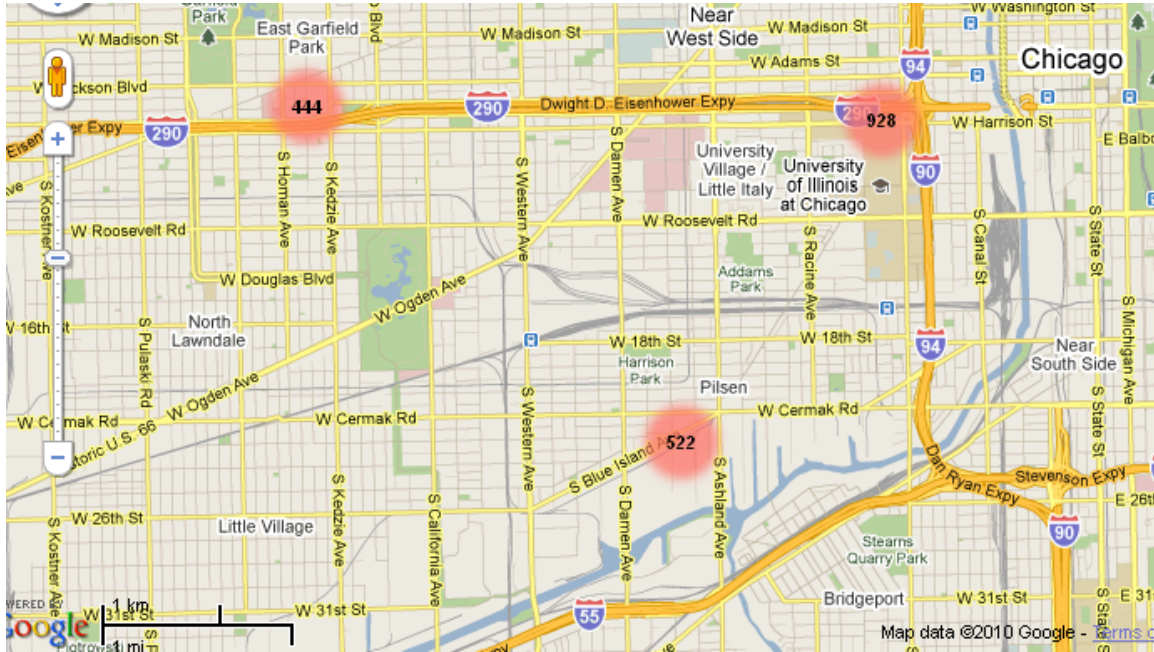


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**Campus Recreation Student Users FY 2010
Chicago Except 60607, 60608, 60612**

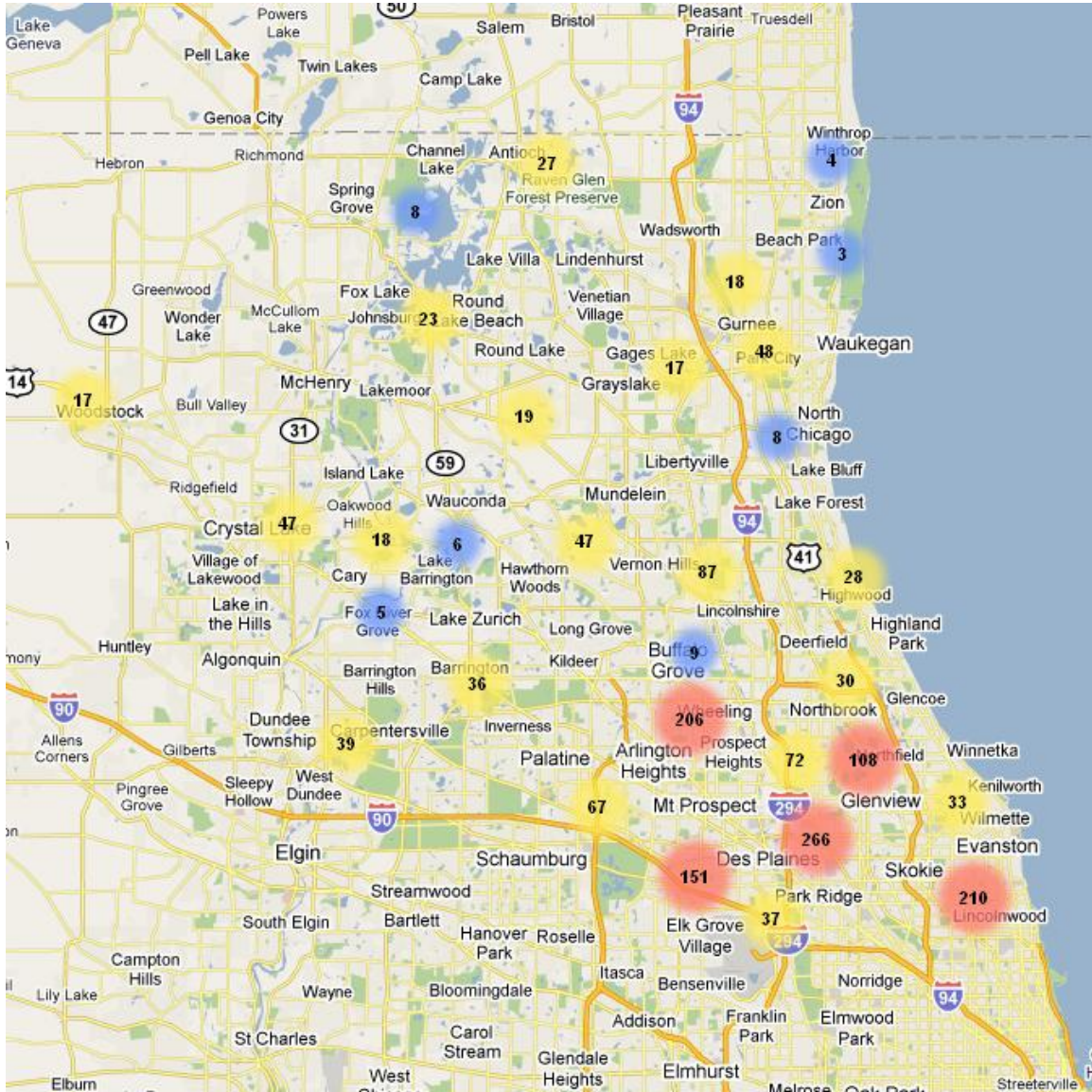


**Campus Recreation Student Users FY 2010
Chicago 60607, 60608, 60612**



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Campus Recreation Student Users FY 2010 Northern Suburbs (600xx)



**Campus Recreation Student Users FY 2010
Suburbs (601xx-605xx, 607xx-609xx)**

