



ANNUAL REPORT 2025

Utah State University
Student Affairs

Prepared by
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Executive Director's Message



Katie Burns

What a year?!? 2024-2025 was all about the student experience. From the moment students entered our building for the first time to the time they came to say goodbye at graduation; we wanted all Aggies to feel at home in Campus Recreation.

We addressed concerns for students as patrons; such as improving the music in the ARC, increasing our capacity in the weight room, and ensuring every student was greeted by our staff.

We designed and implemented new programming with Aggies in mind. Beginning with the first ever Weeks of Welcome sponsored by Campus Rec. Thoughtfully designed to augment the Weeks of Welcome hosted by our colleagues in Student Involvement; Campus Rec's Weeks of Welcome helped students explore and imagine Wellness at Utah State. We worked to offer free programming in all our areas and to get every student through our doors in the first 30 days.

We also sought to improve the student employee experience. We completed designing pathways into leadership for every team. We sought small but sustainable means to offer pay increases, which were long overdue. We reimagined staff training listening to feedback from our students doing the work. And, when necessary, we found partners (aka technology like RecRe) to help remove monotonous tasks so that our student staff could focus on improved customer service.

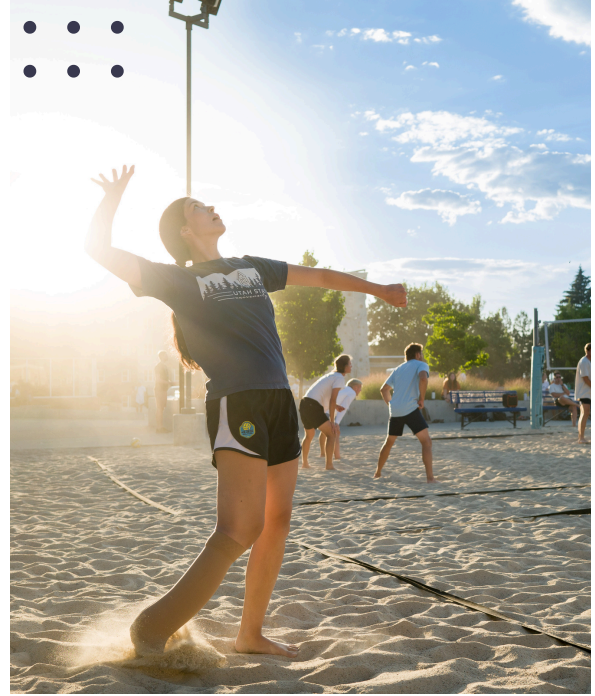
We may not have done everything perfectly but we worked hard to ensure that every Aggie felt seen and valued in Campus Recreation. None of this was possible without the amazing student and professional staff working tirelessly behind the scenes. We attempt to highlight many (but certainly not all) of these people in the following pages.

As we reflect on the 2024/25 academic year, we can't help but dream a little bigger for next year!



Campus Rec Overview

Campus Recreation is at the heart of the Aggie Experience with 4 indoor facilities, 4 outdoor facilities, 8 programmatic areas, 16 professional staff & 200 student staff. 87% student engagement.



Mission

Campus Recreation provides opportunities for personal growth through play, wellness and adventure.

Commitment

Campus Recreation is dedicated to programs, services, and facilities for all. Through our commitment to education, outreach, and collaboration we seek opportunities to create space where all people are welcome and gain a sense of belonging.

Core values



Play

We strive to create spaces where recreation can be enjoyed as co-curricular experiences that strengthen and broaden student learning outside the classroom.



Wellness

We value a community that encourages a balanced life, healthy choices and an environment that facilitates a sense of belonging for every student.



Adventure

We create experiential learning opportunities for the development of each student and the USU community through a safe and supportive environment.



Community

We value opportunities in which every individual is welcomed and affirmed and where we seek to understand, respect, and celebrate our differences.



Development

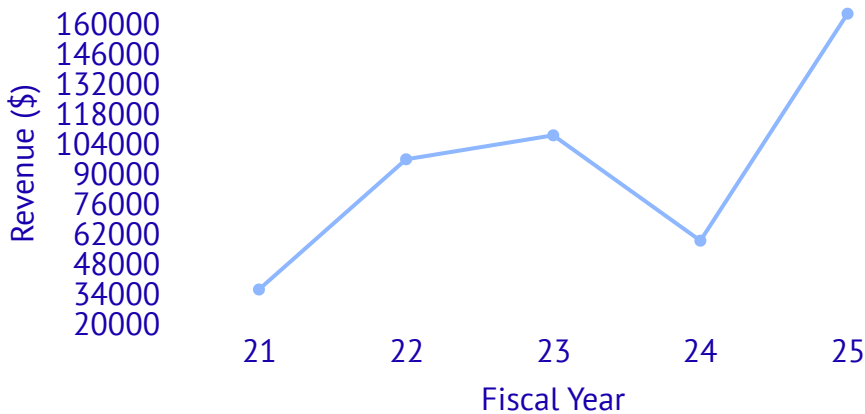
We expand the capacity of students to develop life-long skills to pursue a healthy and active lifestyle for the benefit of themselves and others.



Financial Highlights

In 2024/25 Academic Year; Campus Recreation finished the year with a surplus budget of \$45,000 (after student fees and self-generated revenue). These additional funds were invested back into the building and equipment in preparation for celebrating 10 years of the ARC in Nov. 2025

Aquatics Revenue



Aquatics

For the first time in 5 years; the aquatics program generated enough revenue to end the year in the black.

Donations

Thanks to a partnership with Small Satellite conference in August 2024; the Aggie Rec Center upgraded 25 spin bikes in the Locomotion.



Partnerships

Campus Recreation partnered with RecRe to bring in a total of 9 automated self checkout lockers. This places equipment where students need it and allows student staff to focus energy on more customer service skills.



Year in Review

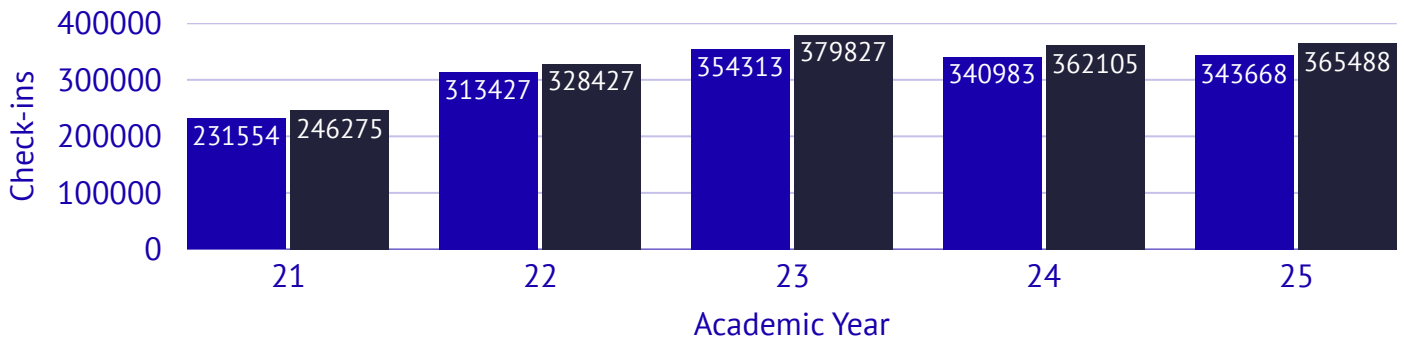
A Place of Connection

In the 2024/25 Academic Year, Campus Recreation made a concerted effort to ensure that every member of the USU community felt welcomed and that they belonged in Campus Recreation facilities. We started the year with a commitment to get every student through our doors in the first 30 days. We saw increased involvement across all major service areas and facilities.



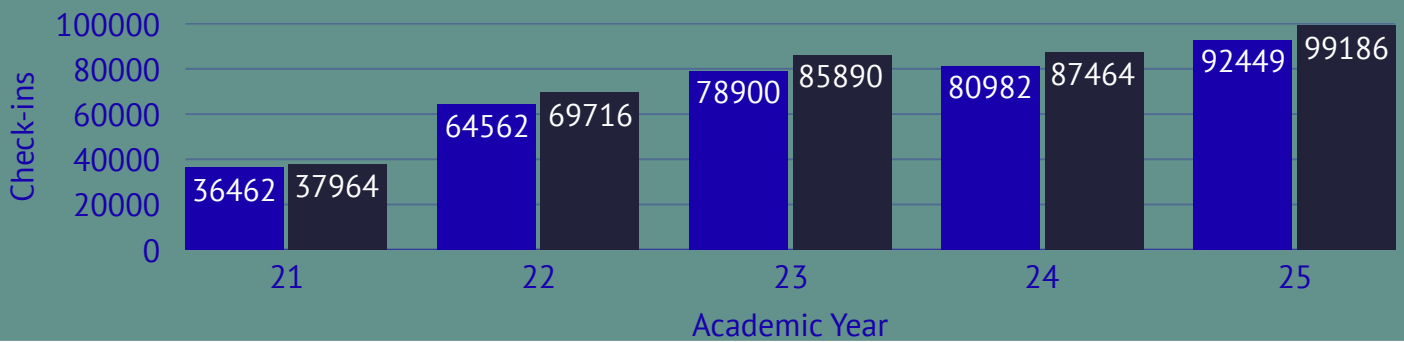
Visits to Aggie Recreation Center

● Students ● Total



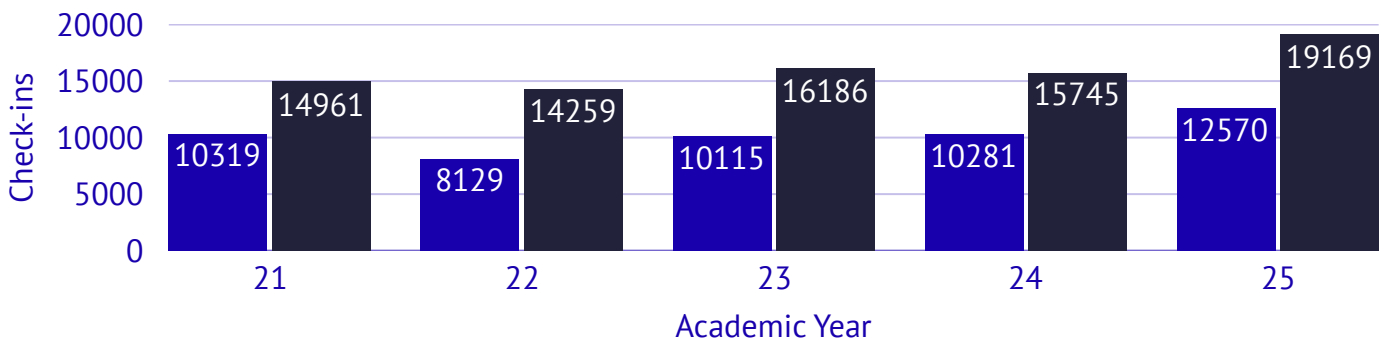
Visits to Fieldhouse

● Students ● Total



Visits to HPER Pools

● Students ● Total



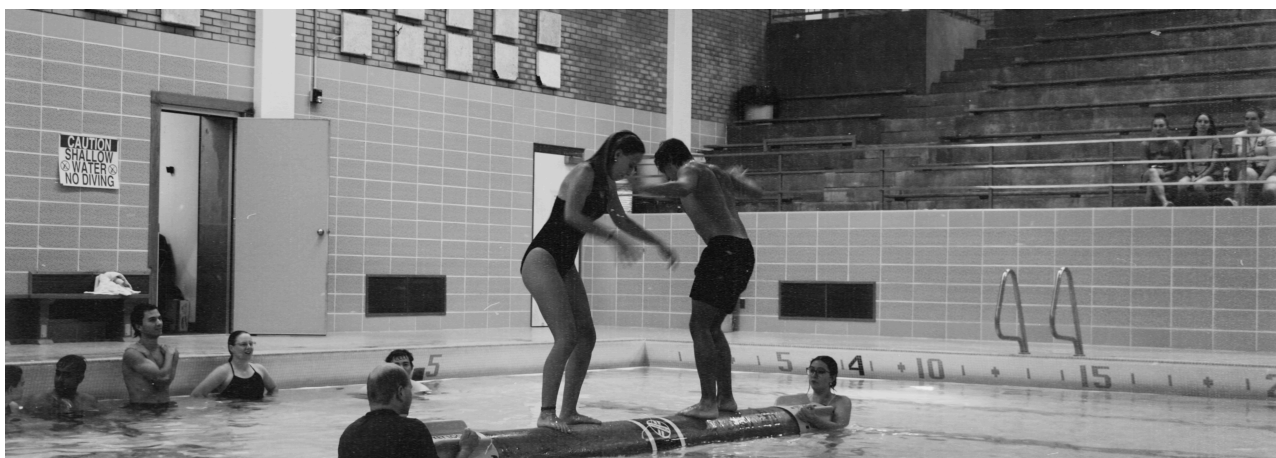
Programs Overview



A few highlights from across our 8 Programatic Areas: Aquatics, Club Sports, Esports, Fitness, Intramurals, Nutrition, Outdoor Programs & Youth Programs.



Aquatics



One of our goals this year was to increase our non-traditional aquatics programs to engage the USU student body. New special events and programs included a Log Rolling Competition during Welcome Week, a Battleship tournament, a Halloween Dive Competition called the Pumpkin Plunge, Innertube water polo, and a Pool Dance Party. Both the Pumpkin Plunge and Battleship Tournament were a huge hit and we are excited to continue offering those events to build them into HPER Pools traditions. Our team is very excited to bring many of these programs back for a second year and to bring new ideas to the table.

This year we saw a marked improvement in the amount of engagement with our swim lesson program. In the 2024-2025 Fiscal Year, we over doubled enrollment for our Learn-to-Swim program (FY23-24 with 393 enrollments; FY24-25 with 795 enrollments). We also introduced two entirely new programs – Adult and Youth Swim Conditioning. These programs were created to provide higher-level stroke refinement and building endurance in experienced swimmers.



Macy Gustavus

The Coordinator of Aquatics and Safety sought out and received many certifications to benefit our operations. These certifications included Lifeguard Instructor, Water Safety Instructor, Lifeguard Instructor Trainer, Connect 2 Academy, National Certified Pool Operator and other professional memberships. She is currently pursuing a Water Safety Instructor Trainer certification.



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Club Sports



Participation and Events

- Total Participants: 856 athletes actively engaged in club sports.
- Number of Clubs: 25 clubs offered a wide variety of sports opportunities.
- Home Events: Hosted 385 events, bringing competitive sports, community service, and youth programming to the local community.
- Away Events: Competed in 157 events, representing our program across the entire country.

Nationals Qualification:

9 clubs excelled to the national level, showcasing top-tier talent and dedication. These clubs included:

- Powerlifting
- Shooting
- Swim and Dive
- Gymnastics
- Men's Volleyball
- Women's Volleyball
- Men's Lacrosse
- Rodeo
- Men's Rugby



Josh Ryan

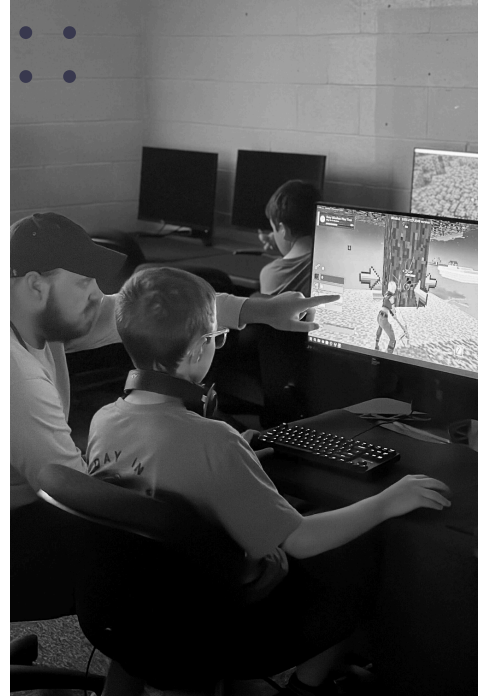
The Coordinator of Club Sports worked extremely hard to secure new funding and resources for our exceptional clubs this year. The financial support secured and strategically allocated allowed our clubs to operate efficiently and allowed our club sport athletes to focus on practice, team building and competition. Josh left USU at the end of this year to help another school build up their club sport program. He has left an incredible legacy.



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Esports



Seemingly located on the otherside of the planet, the Esports Arena is located closer to the Maverick Stadium than the center of campus. The Esports team worked diligently all summer to spruce up the new space with fresh paint, an updated service desk, new equipment and new standards for customer service. This resulted in the creation of a more welcoming space that felt unique to Esports.

The Esports Club Team and Esports Staff teamed up with SAAVI to host the first ever “Brackets and Boundaries” event. According to students and staff this event facilitated student interactions for SAAVI that they don’t typically get to have. We look forward to hosting this and other partnered events in the future.

Kaitlyn Roberts



The Graduate Assistant for Facilities & Esports, took Esports to the next level this year. With an improved standard of care for students and customer service, the Esports Staff welcomed over 2,000 students to the Esports Space and countless community groups. Kaitlyn created a standard for Esports. Kaitlyn was invited to participate in multiple NIRSA Championship Series events and graduated from USU in May 2025. She is currently as a Social Worker in Weber County.

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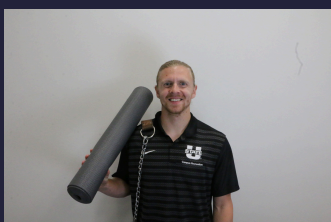
Fitness



The main focus and goal for this year was to build our wellness programming within Campus Recreation, creating set schedules, and offering multiple events for students, faculty, and staff. With a change in leadership within the fitness programs we were able to help students with internship opportunities and hours in developing our students into great professionals. Together Fitness offered 20 special events and held 835 group fitness classes with over 7,000 participants.

Fitness assisted in the promotion of 5 Special Events last year; Weeks of Welcome (Fall & Spring), Turkey Trot, Aggie Rec Triathlon, Big Three Competition and our first ever Color Run! All events were full and students were engaged and excited to participate in these standout events. These events served thousands of students.

Nate Phillips



The Program Manager of Fitness stepped into this position as a student. He focused on building a wellness community. Not knowing fully how to do that he started by building a strong staff community and then focused on retention of participants. He maintained a strong budget within the fitness program and sought opportunities to increase revenue. He focused on special events and participated in NIRSA Region 6 conference. He exceeded expectations and looks forward to another year of growth.

Programs Overview



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Intramurals



Intramurals was able to continue the growth of the programming in all areas. The program had more people play, offered more tournaments and more leagues for all of sports. Intramurals partnered with aquatics to offer some cool new events that got good attendance (Battleship) and continued a long standing partnership with the HURD to host powderpuff during Homecoming. The program surpassed 60K in revenue once again.

Intramurals implemented the captains' meetings as well as the drafts on fusion play which were two of the goals from the prior year. The captains' meetings facilitated more clarity and ease of play and competition for students. The playoff drafts were hit or miss – when they work, they work really well but when they don't, they can lead to some upset participants. Intramurals will continue to adapt the draft.

Drew Giel



The Graduate Assistant for Competitive Sports took on full responsibility for Intramurals when the Coordinator of Intramurals left unexpectedly mid year. Under Drew's leadership we saw continued growth in participation in Intramurals. Campus Rec continued to partner with Athletics to host championship games in the Maverick Stadium and the Spectrum. Drew pursued professional development volunteering at NIRSA Flag Football Tournament & attending NIRSA Region 6 Conference.



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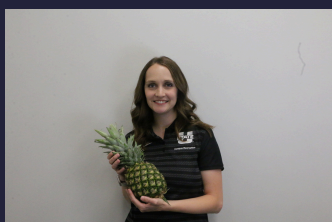
Nutrition



This year, we filled ~100 coaching sessions to meet the hours requirements for the USU Dietetics students. Coaching was available to any USU student, for a free 30-minute nutrition coaching session. We were able to successfully fill all of those spots and the NDFS students did awesome with growing their counseling & Motivational Interviewing skills. Normally, this isn't something that they do until their senior year but they were able to learn and receive valuable feedback to take with them into rotations next year. Even though these counseling sessions were out of their comfort zone, the students did enjoy the experience overall and were grateful for the practice.

This spring semester, we implemented 30-minute nutrition workshops and they were a hit! These were taught by junior USU Dietetics students who presented on a variety of different topics from meal prep to proper nutrition during finals week and much more! Some of them also chose to do a food demo component (5-10 minutes) which helped add depth to the classes. Students liked this format of workshop better with one stating "the length of workshops make it easy to fit into my schedule". Overall, the feedback was really positive. We will continue to move forward with this format in order to make nutrition workshops more accessible to students.

Brooke Lister



The Registered Dietitian in Campus Recreation was recognized with the Emerging Dietetics Leader Award for the state of Utah. This award is given to someone who has been a Registered Dietitian for 5-10 years who demonstrates outstanding leadership qualities and is dedicated to advancing the field of nutrition and dietetics. She was nominated for this award by our incredible partners in the NDFS department.

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Outdoor Programs



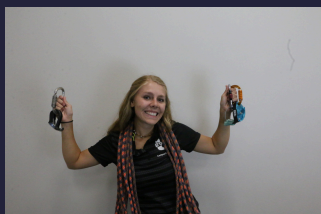
Outdoor Programs launched open bouldering times this year. This allows us to offer more opportunities for students to climb even when staffing is limited. The goal is to facilitate more climbing opportunities to limit lines to get into the climbing area.

Outdoor Programs ran 37 trips this year with 232 unique participants. We ran 8 alternative programs with partners from across campus. Additionally, we facilitated 16 certification courses, with 167 participants in Wilderness Medicine, Swiftwater Rescue, & Avalanche awareness and certification courses.

Outdoor Programs partnered with the Center for Global Engagement & Youthlinc for the second year to offer an international trip to Nepal. The goal of the trip was to expose students to responsible tourism in Himalaya while also engaging in humanitarian work. The group hiked 80+ miles, visited sacred sites and delivered life saving water filters to villages throughout the Langtang National Park area. We look forward to more years of partnership.

Ashley Brown

The Coordinator of Outdoor Programs focused on the student experience. Working hard to help students feel more trained and prepared for their jobs in the rental shop, the climbing wall and for Aggie Adventure Camp.



Greg Davis

The Assistant Director of Outdoor Programs continued to lead the OP with a strong vision. He also facilitated greater learning opportunities for student staff to develop skills for outdoor based jobs. When Greg isn't working he continues to volunteer with Cache Valley Search & Rescue.



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Youth Programs

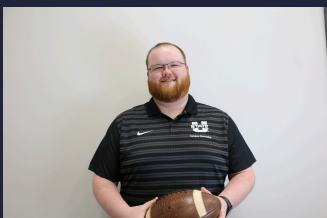


With camp having a new director going into the 2025 Summer, we were able to revamp some of the summer programming, going to new field trips and also expanding some of our activities. Some of the new field trips include Hyrum City Museum, Hill Aerospace Museum, South Farm, American West Heritage Center, and the USU Gymnastic Center

We adjusted our camp pricing to put us at a more fair and profitable price point that also puts us in line with our competitors locally. This pricing change has put Camp in a much better spot to expand field trips, types of arts and crafts we do, pay counselors a fair wage and puts our budget in a much better spot year in and year out.

Trey Gross

The Assistant Director of Competitive Sports & Youth Programs completed his first year at Utah State University. He planned and programmed his first summer of Aggie Rec Camp. He is implementing a new camp software to address some of the negative feedback regarding the registration process and continue to fine-tune programming and fun field trips. In addition, he has worked tirelessly to provide support for our Competitive Sports team and engage with NIRSA at the national and regional levels.

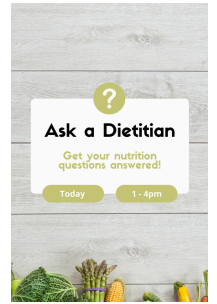


Operational Highlights

None of these programs exist without the incredible operational team that makes it happen; marketing, member services, custodial and admin. Comprised of professional and student staff, this team is the engine keeping Campus Rec moving.

Marketing

Over 1,000,000 in our social media reach across all platforms/accounts and surpassed numbers from last fiscal year. Gained over 1,000 new, unique followers across our platforms.



The marketing team created over 750 designs for promotional materials, including posters, social media, logos, apparel designs, etc.



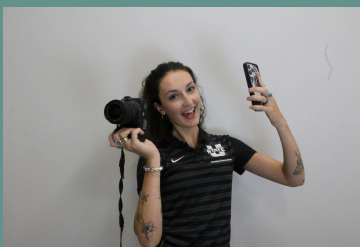
Worked with 11 different club sports teams designing jerseys or other apparel/logos, as well as posters or promotional materials.



One student & one professional staff member started up a Campus Rec podcast (The Rec Room), with the student doing all the editing and recording.



Baily Kruzan



The Coordinator of Marketing led this mighty team of 5 with a deep commitment to student development and engagement. Baily empowered her team to try new things and follow their creative ideas while seeing great success. She also served on the Advisory Committee for My USU, coached the Women's Club Volleyball Team, and was recognized as one of the 50 influential Aggies for the year.



Operational Highlights

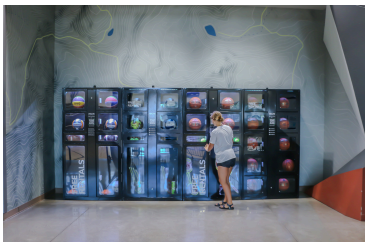
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Member Services



Focused & Effective Training: Gathered feedback from student employees to understand where training could be improved or enhanced. Changes included more clear training modules, one-on-one sessions with the Coordinator of Member Services or Lead Supervisors to reinforce understanding and clarify any lingering questions from the online training, before moving on to shadow shifts.

Staff Retention has improved this year thanks to a stronger focus on customer service, warm greetings, and a problem-solving mindset. Renaming the team from Facilities Staff to Member Services Staff better reflects their role as the facility's front line. This group enjoys their work, cares about the ARC and Campus Recreation, and has built strong bonds—often forming friendships outside of work. Their camaraderie and shared enjoyment have been key to keeping staff engaged and returning.

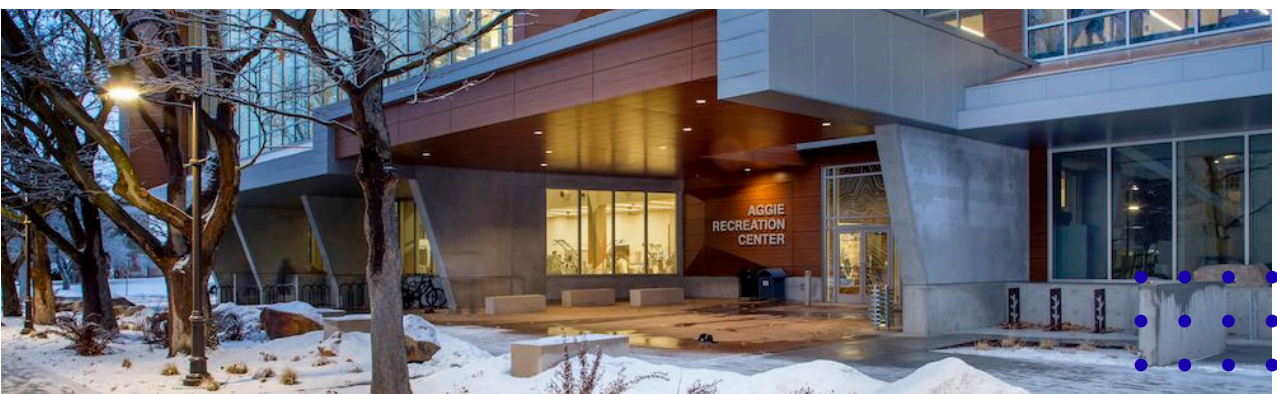


Embracing Technology: We brought in automated lockers to check out equipment, placing equipment where patrons need the equipment. Our ultimate goal is to eliminate the need for a check desk, which will allow us to pay our student staff more and focus on the student experience for staff and patrons. Patrons can find the equipment where they need it, staff can focus on offering improved customer service.

Mackenzie Pettit



The Coordinator of Member Services joined the Campus Recreation team in Fall 2024. She has worked hard to build meaningful relationships with student staff and key partners across USU & Cache Valley. She has led this team with care and with an eye for the student experience and building work place skills. Mackenzie is continually seeking input from students to create spaces that value the student experience.



Our Best Team

Campus Rec employs 200+ student employees each year. We have worked hard to ensure that each student has an opportunity to develop relevant workplace skills and move into progressive leadership roles within their area. Each year there are a few that display exceptional leadership; these students are awarded the Campus Rec Leadership Award (with a scholarship) at the annual Campus Rec Banquet.

Lauren Rhodes

Lead Supervisor



Lauren is someone I would definitely trust with my entire life and someone I definitely would not be able to do my job without. She leads from every role she is thrown in and is always looking for ways to improve in her position and improve the overall Campus Recreation experience. To be honest, half the time I run out of things to assign them because they work at light speed. This individual is the first person everyone looks to if they have a question, and if they don't know the answer you better believe they are going to find it BUT, usually she knows the answer and how to explain it in 3 different ways. She held down the front line when the flu took out half our openers, she's reliable and someone who everyone in facilities and beyond loves and adores, she's hard working, kind, incredibly intelligent and everything that encompasses a great leader. Some (including herself) would state she IS Campus Rec and, her love for Campus Rec goes as deep as her love for Chappell Roan.

Riley Rogers

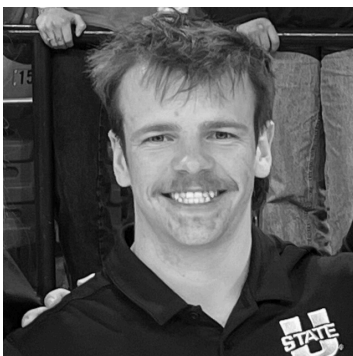
Graphic Designer



Riley is a quiet, lead-by-example leader. Everyone knows her work but not everyone may know her name. It can be tough in marketing to really stand out and be a loud, present leader, but Riley shows what it means to lead in other ways. She has made a lasting impact since she started working for Campus Rec, and I can say she has helped every single person in this department with a small or large project. She is a servant leader and is able to take any project thrown her way and turn it into something amazing. The stickers you give away, the shirts you wear, the jerseys you see, the banners you use are all done by her. She additionally shows what it means to be resilient and work through adversity. Her hard work and dedication bleeds into the rest of my staff and she pushes everyone to do their best and achieve even if she's not outwardly expressive.

Logan Messenger

Comp Sports Supervisor



I would like to nominate Logan Messenger for the Campus Recreation Leadership award. Logan has been an integral part of the success of the competitive sports program all year long. He has been a leader and someone that both officials and supervisors can look up to see how the job is done. He has been helpful to Liv as well as myself by creating and running special events such as trivia and other weekend tournaments. He especially shows off his leadership skills during our staff training by offering new ideas to how we should run training and during the actual training he always finds the perfect time to offer advice to an official to help them be the best that they can be. Logan is able to be this amazing leader for IMs while also doing the same exact thing for the facilities staff and being a lead for them.

Without the help of Logan this year the IM program would not be as successful nor as stable so nobody deserves this honor more than Logan Messenger.



Future Roadmap

● 2025 - 2028 Strategic Plan

● **Fostering Collaborative Partnerships**

Establish and maintain strategic partnerships with campus and local entities to build meaningful, lasting connections across the broader USU community.

1. Develop new partnerships that promote unity, expand community engagement, and serve the entire USU community.
 2. Recognize and strengthen existing partnerships that contribute to the long-term success of Campus Recreation.
 3. Collaborate with campus entities to effectively communicate engagement opportunities and reinforce Campus Rec's role in supporting student success.
 4. Provide career and professional development opportunities for both student and professional staff to support lifelong learning and career readiness.
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● **Student Success & Accessibility**

Facilitate recreational programs and services that promote academic success, foster connection, inspire creativity, and cultivate a strong sense of belonging

1. Expand formal and informal programming with a strong emphasis on experiential learning and wellness education.
 2. Increased visibility and awareness of offerings available through USU Campus Recreation.
 3. Contribute to a welcoming environment that fosters respect, connection, and a sense of belonging for all.
 4. Offer ongoing professional development for staff to enhance their ability to engage meaningfully with the broader USU community.
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● **Advocates for Wellness**

Serve as a central hub for recreation and a vital wellness partner by offering expansive, accessible programs and services tailored to the USU community.

1. Work collaboratively with campus and community partners to establish integrative offerings that serve a wide variety of populations.
 2. Cement participation in recreational programming as an essential part of the USU student experience.
 3. Implement cross-training initiatives to develop shared language, goals, and alignment with departmental and institutional priorities.
 4. Regularly assess the evolving needs of the USU community to support sustainable wellness practices and foster lifelong learning. sustainable wellness practices.
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