#1- I was going to say probably a #4, #4. #5.

#2- Yeah, probably #3 or #4. I know more, but I don't apply it to anything so...

#3- I'd probably go with like a #6.

#4- Yeah, I would say like a #6 myself.

#5- Knowledge wise, just from the classes and stuff... honestly like an 8, but like implementation, it's like a #2.

#4- I would probably go with like a #7.

#7- I'd go with 8 or 9.

Mod- Why don't you look in that window. LAUGHTER

#5- Knowledge wise, just from the classes and stuff... honestly like an 8, but like implementation, it's like a #2.

Mod- Why don't you look in that window. LAUGHTER

#3- Ok... #4 or #5

Mod- Why don't you look in that window. LAUGHTER

#2- Yeah, like I know what to do...

#6- Yeah, I would say like a #6 myself.

#5- Knowledge wise, just from the classes and stuff... honestly like an 8, but like implementation, it's like a #2.

Mod- Why don't you look in that window. LAUGHTER

#3- Ok... #4 or #5

Mod- Why don't you look in that window. LAUGHTER

#2- Yeah, like I know what to do...

#6- I'd probably go with like a #7.

#7- I'd go with 8 or 9.

 Mod- Ok. Do any of you do any kind of activities outside of the gym? Something that you consider regular so like home videos. Joey P90X. Riding your bike everyday. Something that would get your heart rate up and could be considered as a fitness activity, or that you would consider fitness but isn't the gym.

Does anybody do anything like that?

#4- Dancing at Be here now on Saturdays, does that count?

Mod- Are you drinking anything at the time? Ok ok. Does anyone else do anything?

#7- I run and do my yoga and martial arts, ride bikes. Stuff like that.

Mod- All right.

#3- Soccer, just not during the winter months because it's hard.

#2- Yeah I ride my bike a lot when it's nice out, but it hasn't been...maybe P90X sometimes.

Mod- Does anybody use a facility that is not the BSU Rec center?

#4- When I was a freshman I used the facilities in the dorms, and I guess when I was a sophomore, because walking outside would be a hassle.

#1 and #2 agree.

Mod- All right now we're going to switch gears. I'm going to ask you about your general feelings for the gym, and so my first question is very broad, so we're going to spend some time on it... it is why you don't go to the gym. It's a big question, but for me personally, one, I'm really busy. Two, there's a slight intimidation factor when I went and toured it because they're my client, I went there and I felt like every girl in there knew exactly what she was doing and I was like,"if I go in there, they're going to sense that I'm an outsider. They're just going to know." You know what I mean? There's a slight intimidation factor, and I'd be kind of overwhelmed with all those machines. I have some reasons why I don't go to the gym, but what are your reasons why you don't go to the gym?

#1- Time is my biggest factor. I'm usually booked from 8 or 9 until #7 or 8, so after that I'm just ready to go home and be home, so time is the biggest factor. I'm not... because I've gone on a semi regular basis, so I'm pretty comfortable with the machines. Just basically it's time... trying to fit it into my schedule.

#2- Mine is kind of similar to that, the time issue, but mine is more that I say I don't have time but technically I do, I just shouldn't be watching TV shows, but I'd rather be doing that. But when I do work out, I want to work out for an hour to an hour and a half and that's already taking
up a lot of time, much less, honestly, the walk from my apartment to the REC Center to come back, it's more convenient. And I just, it's a weird thing, but I hate people watching me work out. I've always hated it. I wait until my roommate goes to class if I ever do it, and I know she'll be there for a specific amount of time because I hate it when she walks in on me. It's just like I close up and "well ok, that's done." So... that's kind of my reasoning.

#3- Time, definitely. Also, it'd be nicer... you can't really park there. You have to walk and I live pretty far away, and the alcohol would probably be the third reason.

Mod- Oh, please explain.

#3- Well I mean, you just feel a certain way in the morning, so you don't feel like working out.

#4- Time. I feel like that's always a good excuse. This one is kind of weird, I don't have the proper shoes... everybody always laughs but I'm serious. I haven't actually done sports since my junior year in high school and these don't look good when you're working out. I guess I could try but I would have shin splints in a second... also, I just don't feel like walking there. That sounds kind of weird, if I could get there without having to walk far I'd probably go, and I mean I have an hour at night, but I don't know, I'd rather spend it doing homework, and I don't like when people watch me work out either. That's why when I worked out at Lafollette and at Noyer, there's like a small, it's really small, and I feel like the people who are down there are always down there and you just feel like, "it's almost like you know them. I mean, you use the same machines to work out, so it's not weird after a while, but when you go and drive past that, the whole world can see you working out. Not that they care but...

#2- I feel like they do.

#4- So that's my little thing.

#5- Also I don't have a lot of time, and if I do, it'd have to be at like 10 in the evening, which isn't very fun. I'm also very intimidated by like... you're right. Every girl in there knows what she's doing. Like how to work the machines and stuff, and I don't... it's not very beginner friendly. Like if you ever want to go in the weight room and don't know how... it's like agh. And I honestly just don't care enough about my weight to go so...

#6- I... it's not that I don't have time, it's just not on my mind. Like I have other things that I'd rather be doing and also with the whole intimidation factor... if you go down and you see all the really buff guys lifting like 200 pounds and you're lifting 80... it's just always so embarrassing, but that's pretty much it.

#7- Time's always an issue. I've got sufficient equipment at home to get my workout in so I don't always feel the need to make the drag up here.

Mod- Ok, so I've said that time is my biggest reason too, but why is it that like Joey would rather sit and watch her TV show or doing something else, if anything becomes a big enough priority, we always make time for it. Why do you think that going to the gym isn't at the level yet, where you find that time?

#2- For me, I like working out in the mornings. I like to wake up and that's the first thing I do, and a lot of times... I will start of my days at like 7am, and to work out for an hour and a half and to shower, like no, I would be the grumpiest person ever, but like in the summers when do my internships or whatever, I'm up at 6 or 7 and I do my workouts and head out and go ready to go and then school starts and I just drop it all again so... that's it for me.

#4- I'm like that. I like that work out in the mornings but I only have time at night, and everyone says that you should workout in the mornings because it wakes you up but nobody wants to go workout and then lay in bed because your body is up but your brain is tired so...

#5- Along those lines kind of, when I get in the mood to work out, I'll stick with it for like 3 days, but I think the huge pause is if there is no instant gratification. Like if I wanted to get fit it's going to take me a long like, rather than doing something that I see results with right away.

#1- It hasn't been a priority for me because if I don't do it for a long time and then I try to get
back in the motion of it I kind of lose focus of what I need to be doing in the gym, so like, I'm not
sure how to work the machine or if I'm doing this right, or how many times I should do something
like that, so I don't have proper guidance and so, it kind of goes along with Marice's, if I don't
know exactly what I'm doing by myself then I don't get the results that I'm seeing, then why try to
fit it into my schedule.

Mod- Anyone else?

#7- The variation in the college student's schedule is a major factor. If you could workout at the
same time five days a week, then you could build a routine. But you get the variation... Monday,
Wednesday, Friday schedules versus Tuesday, Thursday schedules and then you've got work
schedules and homework loads, which vary week to week, then it's difficult to build that routine.

Does anybody else agree with that?

EVERYBODY AGREES

Mod- Ok. Is there an appearance factor too? Like Marice said, I just don't care enough about my
weight to feel like going. Like for me personally, I'm like, "oh wow, I have to go to the gym" and
then in three days, I'm like, "I look great," you know what I mean? So its self-reflectioning. Is there
an appearance factor, when you feel more likely to go? Is there any kind of appearance factor?

#4- When you feel bad about yourself, I think. Like after a week of eating crappy food because
you've been so busy, I'm always like, "God I need to do something about this."

#6- I also feel like, on campus, as it is, they don't serve a lot of healthy food, you know? It just
feels like it's kind of counterproductive, going to the gym and working out all this time and then
you're just going to go back to your dorm and eat whatever you have there. I mean it should be
more of a motivation to go to the gym, but at the same time, it's just so counterproductive so you
don't do it.

#3- That's why it's not a priority for me yet, I still have my metabolism.

Mod- Have any of you ever wanted to go to the gym, but something just kept you from going?

#4- Shoes!

LAUGHTER

#4- I'm so serious about that though, I'm always like... I have no shoes.

Mod- Ok. Does anybody else have their 'shoes'? what is that 'shoes' for you?

#5- Well recently for the weather. No one's going to walk outside, and then just at the end of a
long day, as much as you want to... a nap just always sounds so much better than going to work-
out for a while.

#1- I'd say that's my biggest. I feel like everyday is a long day, so when I finally have time for me,
I want that me time, I want to vag and take a break from the day, and that doesn't include physi-
cal activity.

#5- Also, I need somebody to go with me.

#4- Yeah that's a big one. Nobody wants to go alone and workout at the scary place.

Mod- I was going to ask you that. Would you prefer to go with friends or would you prefer to go
with friends?

GENERAL SAY FRIENDS.

#2- Just one. Like my roommate, that's the only person I would workout in front of because she
doesn't intimidate me. She dances on the elliptical, so I'm like "ok."

Mod- What about you?

#7- I prefer to go alone. I don't like the distractions.
Mod- Does anybody feel like, some of us rated ourselves pretty low on the fitness scale. Do you think there's any correlation between how much you think you know about fitness and your desire to go with someone else?

#4- The only reason I know a lot is because my brother is into body building and having to listen to that all the time makes me feel like I know a little bit more and from the classes, but I still would want to. Like you say you want to go with your roommate because she's fine or whatever, I would want to go with someone who knew a little bit so I could be like, "so I want to lift weights, what do I do if I want to do the leg press thing because I don't know how much to put on there." I feel like that would help. To go with a more knowledgeable person.

Mod- Does anybody agree with Brittany?

#5- I'm kind of the opposite. I'm very complex, so I would need someone who doesn't know a lot so I could be like...WINK.

#3- So am I. This is how it's done. That's why I like organized sports. Because if I usually go to workout, it's usually that.

#2- I just feel like for me, when I'm with people that know more than I do, it's because like, they do that thing where they start correcting you for every little thing. I'm here working out! My ex boyfriend did that to me all the time...he got me started on P90X but I couldn't stand...I would be like, ok show me how to do this once, and I'll start doing it and now leave me alone because I don't want you being like, "your back is arched a little too much." I'm like shut up, I'm going to smack you.

Mod- So would you guys prefer, like Brittany said she'd prefer somebody to show her, would you prefer a friend to show you, or a gym employee?

#4- Friend. Not a gym employee. That's so awkward to me at least.

Mod- Does everyone feel like it'd be awkward?

#1- I think it's be awkward with the employee but like with the whole fitness classes, how they have someone training you and they know what they're doing. If they had something cheap where they had like a personal trainer or something, and not for that long, but just someone to get you started, I think that's be really nice.

#2- And I feel like a lot of time, the people that are working there, they're students, they're there just to make that money, so they never look interested in what's going on, and in a way it always makes me like really uncomfortable because I'm not going to walk up to someone who has a scowl on their face. I want to walk up to someone who's really enjoying what they're doing and I know is going to be patient and kind to me because I mean, that's what I need to get started and motivated.

Mod- When you guys think about the gym, and think about going to the gym, what are some words that come to mind?

Just words that pop into your head.

#4- active...? Is that what you're looking for?

Mod- We're not looking for anything specific, just anything that pops into your head.

#1- Big. It's a big facility.

#7- Boring. Gyms are boring.

#3- Pain

#2- Loud

#5- Sweaty
Mod: What about you guys?

#6: Probably overwhelming.

Mod: Ok, if your friend, your really good friend said, hey let's go to the gym and you're like 'ehhh I don't know,' and you start to launch into an argument, what would be the magic words they could say to you that might actually convince you to go to the gym? What would be those words? We'll go around again.

#4: Shoes. If my friend told me they would let me borrow their shoes, I would be like, "you know that sounds really good." That and...

Mod: Borrowed shoes do sound really good. LAUGHTER

#4: Yeah borrowed shoes and...

Mod: So someone getting rid of your obstacle?

#4: Yeah, that...that might not be possible for everybody, but that and if someone picked me up and drove me there. Sounds so bad but yeah...

#2: I think if my roommate was like, let's kind of start a pact I guess, because my big thing is... specially a couple years ago, I had roommates who were the most inactive people I've ever met. To the point when I would work out and come home, they would be like, "Here I've made this pizza and I've made this, and I've made this and here you go." and it's sitting there in front of my face. Where as if my roommate was like, "Hey let's do this together." We'll go to the store together, and we'll get healthier things. It'd be much easier if every single obstacle is kind of monitored because we can keep each other on track.

#6: I think if someone made a challenge at me. Made it competitive, like saying, "I can do this better than you." That would just make me really mad, and I would go.

#3: That's true.

Mod: Girls do you feel like this?

#5: That's why me and my friend go to the gym, just to see who's better at things...

#6: It's like when you're on a machine, you don't say you're competing, but you look over, you peek over and see what they're doing, even if you're about to die, you go harder.

LAUGHTER

#2: I'm the opposite. If you say you want to make something a challenge, I'm like, "you're not fun, I'm not doing this." Like, I'm stubborn, and so if you try to pick a challenge with me, I'm like, "Fine you win, I'm done." And then it's no fun for anyone so... That's the opposite of what Matt said. I just want you to be my friend and do things at the same pace.

Mod: What about you Ryan, what would someone have to say to you to get you to go to the gym?

#3: It's hard to imagine me getting an argument with one of my friends. If one of my roommates was like, "hey let's go to the gym." I would just be like, "ok, all right." Specially if he told me he could do something better than I could, but if you're looking for like a magic phrase, somebody could say something to me about... I don't know. "You're getting a little beer gut there buddy."

Mod: Moving on. We're going to start talking about some things that would make you go to the gym, so what would be an incentive that would make you go to the gym? Tangible, intangible, it doesn't matter...what would be an incentive the ultimate incentive for you?

#1: I know I've said this before, but I would love, even if it was a student. I've come in contact
with people who are studying fitness, or like sports something... something that would make them know their way around a gym, so if I could tap into that resource and have just someone there to help me train, basically to help me train, either for free or for very cheap, and by cheap I mean probably no more than $1-$5 dollars, I would go to the gym everyday. If they were willing to work with my schedule, and I could work with them. I would do it everyday.

Mod: So like a knowledge of fitness would be the ultimate incentive.

#1: Yeah, if they could... yeah, basically a personal trainer.

#2: All of my things are, not very practical things but honestly if there were better weather all the time, I would be more inclined. I'm always better at the beginning of the year and at the end of the year, once the weather is brighter and I don't have to throw on boots and bring shoes in my bag and shorts to workout in. If I could just go in my outfit and get there, that would be the best for me.

Mod: Ok.

#3: A better incentive for me... would be intramurals. Since I do intramurals, I think they could be way better organized because I'm paying $75 to play four soccer matches. It just doesn't make a lot of sense. If there was an added incentive, like they had soccer games every week, or if they had basketball games like every week. If they just had intramural small daily tournaments, or just a weekly thing. Because for the price...

Mod: Ok, so they were more structured?

#3: yeah.

#4: Free classes would be awesome because I know they do pilates, which is awesome, but pilates is kind of hard, specially when you do it on your own. But then, like she said, a personal trainer would be really cool. Even if you started going for a week and they helped you just like the first three times you went because I've never even been in there before, so if I wanted to go by myself, if I had shoes, I wouldn't know where to change if I came in my clothing, I wouldn't know what to do, and I doubt that if there was somebody sitting at a desk, they would be like, "Yeah just go back there." So that would be helpful, just to show you around and all that.

#5: Yeah I think my major reason to go there would be like if I gained a bunch of weight and needed to work it off and then just having it be more beginner friendly because even if you go to like those yoga classes, there's always that chick who can get her foot up here and yours is like all the way down here, and then like another thing... since they already promote physical fitness, I kind of feel like I have to go out of my way and my schedule to get stuff done, so if they promoted other things like social interaction, or when guys go to the gym to look at girls and stuff like that... there's other reasons you can go.

#6: I kind of actually agree with her about the whole weather thing, it's just I don't want to go out there when it's all snowy. And also, when you say take your stuff off... they have open cubbies, like people could take that I feel like. Just if the weather was nicer, I'd probably go more.

#7: I'd be interested in maybe some more off the wall sports or clubs. Fencing club or cricket club or something like that might get me off my butt and into the actual gym.

Mod: Ok. Kind of to go along with that... if I were to go to the gym, what would ultimately be that personal reason why I would go to the gym, would be health. Every #3 three weeks or so I have a panic attack like, "oh my god, I'm going to die soon, my arteries are filling up, I need to go to the gym." And second to that would be the appearance factor. Those are my internal reasons that would make me go to the gym, so what would be your internal reasons that would ultimately make you start a regular routine?

#1: Health. I've always been on the pudgy side, so reaching my ultimate weight goal would be my reason.

#2: I think internally it's more just how I feel more than anything else. I'm always a lot less stressed out and a lot happier when I work out and when I'm in a routine and I'm doing it regu-
larily, and so there's that part of you that feels better because yeah...you can see that you're losing weight or that you're toning up, or whatever that might be, but I'm also wide awake in the morning and ready to go and I feel like I have more energy throughout the day.

#3- Health is number one

#4- Mine's the same one as Joey's

#5- My first one would be health, and then also you feel kind of legit when you work out so...

#6- For me, I think my main motivation would be that thinking that you look good for yourself and other people and then also it would probably take away some of the boredom that I have.

#7- Just an overall sense of wellbeing.

Mod- That's good...umm If you went to the gym, would you prefer a tour, or would you rather figure it out on your own?

#4- A tour in the least tour sense of the word. It's like you know you're going to walk into the gym and everybody is going to look at you and know that that person is new here, so it has to be a tour but not a tour, like maybe if someone was showing you around but also working out with you. Kind of like a personal trainer, I guess.

Mod- So would you prefer, right now what you can do is go to the website and schedule a tour and an employee will greet you at the door and show you around. Kind of like what you were saying. They would show you, these are the weight rooms, these are pools, this is the gym. You know what I mean? So would you prefer to do this in a group or would you prefer to do it one on one?

#4- I don't know. It would have to depend on my mood, I guess. Like if you and a group of your friends wanted to go, that might be cool, but if you were with a group of people you don't know... that might be extra awkward. I don't know, I just feel like physical fitness is such a personal thing sometimes, I don't know, it shouldn't feel that way, but I just feel like it's such a personal thing that sometimes it's a little weird to do around other people. I don't know, obviously when you're not like playing sports or things like that, but like yoga can be a very personal... things like that.

#5- Yeah I think a tour would help but even if I got a big expensive tour, I'd still go to the elliptical or the treadmill because that's what I know, so I really don't think I'd utilize anything else, even with a tour.

#6- I think I'd rather do it on my own because, honestly, if I was one of the people working out, I don't want a group of people like touring through watching you work out. I just feel like it's kind of the same level of respect on both sides.

#2- Yeah, I would want an individual tour. I mean, because it's a big area in the REC Center and I know 90% of the stuff there I'm not going to use, so it'd be nice to like a la carte pick and choose what you want to see because I mean my hand eye coordination... so taking me to the fields would be... I won't use, but taking me to all the equipment would be useful. I want to know those few rooms I would use and not even have to focus on the other ones because I'll get confused.

Mod- So raise your hand if you would take a tour, individual or with a group, if you would go in and take the tour, rather than going in alone.

#2 and #4 raise hands.

If you guys did go to the gym regularly, would you guys do informal fitness, which is like free weights and using the equipment on your own, or would you do the formal classes. Classes are things like Zumba, and other programs that they have.

#1- I think I would want to do a combination of both. I would try to do my own thing but I would also like to take the classes. I know I really like kickboxing, but some of the classes are only offered once a week, so I would have to do my own program a couple more times a week.
#4- I would also do a combination of both.

Mod- Ok. Would everyone else do a combination of both?

EVERYONE AGREES.

#2- I feel tho like my only big issue, would be like I would want to be there every single week or there if they have #2 or more classes a week, and so if my schedule did, if I didn't have class or a meeting, but if I could only go to one and then had to wait #3 more weeks to go to the next one, I would be more inclined to do my own thing, but I get frustrated when I start something and can't finish it, like a class or something.

#5- If I had to go and loose weight and reach a goal right now, I'd probably end up going to the classes more so because when I do my own workout, I'll do it until I'm tired and if you're in a class they'll actually push you to do something instead of just doing something for #1 #5 minutes and go.

Mod- Ok. Do you, I've already asked you this, everyone said they do get information through their emails. Does anyone not get any information about REC services?

#1- I don't remember the last time I did. I might have, or might not.

Mod- Ok. Does anybody wish they received more information about REC Services?

EVERYONE AGREES NO.

Mod- Does anyone wish they received less? Or is it ok where it is?

#4- I think it's ok where it is.

Mod- Ok. How would you prefer to get information about BSU Rec? Keep getting emails, or would you prefer other methods? What would be the easiest and less inconvenient way to get information about BSU Rec?

#1- I think their website is really good. I feel like if you can have a clean website with all the information you need, I know I can go to the website and find what I need to. I don't have to dig through emails, I don't have to make sure I keep the ones that are important, I don't have to read the whole email when they send it out. As long as the website is there, that's the quickest way.

#2- I know when I want to find something, I will make sure I find it, and I think that a lot of time emails, I know that at least me, I'm like, "Ok this isn't for something for my major or this isn't from someone I know, so I'm deleting it." Because it's just more crap to read honestly, but if I'm like, "I think I want to start working out at the REC Center," I will make that initiative, and I think that's the way a lot of people are, but you have to have a really good website because you don't want people giving up on you because it's not on their website, or have people thinking that you don't offer something that you do because it's just too chaotic to see.

#3- I think the emails could be filtered, or could cater more to your because I'm not going to really care about a random email about an upcoming intramural tennis or something. You could actually go to the website and say I'm interested in REC services, but only these certain aspects of it, and receive email that are relative to you. That would be good.

#4- That's good. I feel the same about the emails, what Ryan said was really good though... things that are more focused towards your interest.

#5- I agree

#6- I agree with the website part of it.

#7- What other means of notifications would be considered?

Mod- Would anyone like to see it on their Facebook? Would anybody like to see it on their Twitter?
#4- Twitter would be cool.
#2- Yeah I was going to say, Twitter would be cool above it all.
#4- If it was really informative, not just like "come to the REC Center."
#2- And if they updated it when they needed to, not updating it #500 times a day because that
always makes me mad and I delete people like that.

Mod- Is there anything that you, you know, that you get information about campus that you would
like to see there?

#7- No I was just curious.
Mod- Ok. Do you think BSU services could do more campus outreach? Like actual beyond camp-
us? What do you think that they could do? What would get your attention?
#4- Like the atrium or whatever? Somebody said something about kayaks... were there actually
talking about the REC Center?
#6- They actually brought in a kayak and they set this up, this was like August or September, and they
set it up in the corner. I mean it was pretty obvious when you walked in, there was a huge kayak,
and like people dressed up like they were going out.

#4- Yeah, informative tables are always good in the appropriate, like in the Atrium. Somewhere
where that you would expect. Yeah, no posters or fliers or anything... those just... are overlooked.
Mod- Ok. Anybody else have any ideas?
#2- I think it's a good, I think social media is a good way to go and I mean, I don't know, I haven't
actually tried it or anything... but you have your four square and your dot kick, to where some
people that are competitive by nature, would love to see how often they could get to the REC
Center.

#4- Who is the Mayor of the REC Center?
#2- To become the Mayor or something, and get a really funny title. You know, and I think that
social media is a really cheap way about doing things, and it'll be able to reach out more to our
demographic because I'm not going to read a poster.
Mod- All right, now we're going to switch gears here, and these are my last couple of questions.
Aaron mentioned the kayak, so that's part of what's called the Outdoor pursuits program. So
raise your hand if you've heard of the outdoor pursuits program.

#1, #6 AND #7 RAISE HANDS.
Mod- So for the people who have heard of it, what have you guys heard?
#7- Not a lot, I've just... be interested in that? 
#2- I would be interested, but I know that I only have so much money in my budget and even if

...
it's a really good deal for the real world, I'm not in the real world yet and I would probably just save that money and use it on something later.

#7- Interested, definitely. Able... yeah able... is another question.

Mod- So the first portion, would anybody be interested in renting the equipment and going out and doing their own thing.

#3 AND #7 SAY YES.

Mod- Would anybody else be interested?

#4- It would kind of depend on what we were doing...

#2 - It would depend on who I was going with, I'm not going to go alone. You know? I've been white water rafting and I love it, but I think it would just depend on the group of people, the time, money... all those factors but it's something that I would be interested in doing.

Mod- So would anybody prefer to hear more about outdoor sports?

#7- Yes.

Mod- How would you prefer to hear more about it?

#7- Email.

#4- I feel like I've never heard of it before, which I've never been in there, so that could be a problem, but I have the emails and they don't email stuff about that.

Mod- You can sign up with your friends to do these things, they just have like #1#5 people are going on this trip, and three openings so you can sign up with your friends and you all #3 would be going, but would it bother you to go on a trip with #1#2 other people you don't know?

#3- Yup

#7- That depends on what kind of trip. Like a kayaking trip, one day deal... I wouldn't mind that, but an overnight thing... I don't now.

#2- I think that would be more of the intimidation factor. I mean, once again, I don't even like going into an area with machines and equipment and seeing people that like know things, and then I'd be afraid that I'm going to try kayaking for the first time and then there's this guy who's like, "this is my fifth trip here," and he's like, "I've been doing this since I was #10." I wouldn't be able to deal with that. I just want to have fun, and I would be afraid of these die hard fans or something.

Mod- Well those are all the questions I have. Does anybody have anything else they'd like to add, any suggestions or anything for them? Criticisms... anything like that?

#4- Why is there a Quizno's inside the REC Center?

For people like me and Aaron.

#4- I mean, if that's going to lure people in, then props to them but...

#2- I like their sparkly floors. Have you seen them? They shine... it's awesome.

#3- They have nowhere to play soccer, just period. They have nowhere to play soccer.

Mod- Actually, they have an indoor turf.

#3- They have an indoor turf now? Since when?

Mod- Since they build the new REC Center, have you heard of it?
LAUGHTER

Mod- See but that's a good thing because you would be totally interested in that and you didn't even know about it, so I'm glad you brought that up.

#6- It's like a confusing place already... maybe like a map or something.

Mod- So you could walk in and know where you're going?

#2- Yeah, kind of like a mall... like that's what I want to be like, "you are here." Because there are so many tunnels and stairs and ramps... I don't know.

Mod- Oh I have one more question, since you brought up the soccer thing. Is there anything that you were like, "man I wish Ball State services offered this at REC services, and I would go to that."

#4- Dance classes.

#2- Yeah!

#4- I was in swing society my freshman year but had to quit because I didn't have enough time to dance at night so that would be really cool if they did dance classes.

#6- I think there should be more than swing dance and ballroom dance.

#2- I think if there was more modern dance... like something that I could apply.

#3- More variations would be good.

Mod- Any other thoughts?

#5- Everyone is really grumpy, like the faculty...

Mod- Ok... does working out with faculty weird you out? Like not ones that you necessarily know... would that be weird?

#3- What? No! I'd be pumped about it.

Mod- That's so weird because we got the same response last night. People wouldn't be weirded out about it. They were like, "No that'd be awesome."

#5- I think that's be a little weird.

#4- Don't they go to Ball gym?

Mod- Yeah, they have hours there.

#4- I feel like they stay over there because they know where all the students are.

#1- Yeah, Ball gym is closed to students during certain hours and only faculty can go, so I think they think it's like faculty can work out here and the REC Center can be for students.

#2- Yeah, because they have to pay to even use the equipment, where we get it for free.

Mod- Well that's all I have guys. Seriously, thank you so much for coming in and helping me out.
### BSU Rec: Non-students

1. Please select what type of BSU employee you are:

<table>
<thead>
<tr>
<th>Type</th>
<th>Response</th>
<th>Percent</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Faculty</td>
<td></td>
<td>34.9%</td>
<td>152</td>
</tr>
<tr>
<td>Administrators or Professional Staff</td>
<td></td>
<td>27.3%</td>
<td>119</td>
</tr>
<tr>
<td>Service Personnel</td>
<td></td>
<td>0.2%</td>
<td>1</td>
</tr>
<tr>
<td>Staff</td>
<td></td>
<td>29.6%</td>
<td>129</td>
</tr>
<tr>
<td>None of the above</td>
<td></td>
<td>8.0%</td>
<td>35</td>
</tr>
<tr>
<td>Other (please specify)</td>
<td></td>
<td>34</td>
<td>34</td>
</tr>
</tbody>
</table>

**Response Summary for Q1:**
- Answered: 436
- Skipped: 0

2. Do you use a campus gym?

<table>
<thead>
<tr>
<th>Response</th>
<th>Percent</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>I use Ball Gym.</td>
<td>37.8%</td>
<td>151</td>
</tr>
<tr>
<td>I use the Recreation Center.</td>
<td>21.8%</td>
<td>87</td>
</tr>
<tr>
<td>I do not use a gym on campus.</td>
<td>40.5%</td>
<td>162</td>
</tr>
</tbody>
</table>

**Response Summary for Q2:**
- Answered: 400
- Skipped: 36
3. How often do you use a facility on campus (run by BSU Recreation Services?)

<table>
<thead>
<tr>
<th>Frequency</th>
<th>Response Percent</th>
<th>Response Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Less than once per week</td>
<td>21.7%</td>
<td>51</td>
</tr>
<tr>
<td>Once a week</td>
<td>7.7%</td>
<td>18</td>
</tr>
<tr>
<td>2-3 times per week</td>
<td>44.7%</td>
<td>105</td>
</tr>
<tr>
<td>4-5 times per week</td>
<td>20.9%</td>
<td>49</td>
</tr>
<tr>
<td>More than 5 times per week</td>
<td>5.1%</td>
<td>12</td>
</tr>
</tbody>
</table>

4. Were you aware that there are faculty-only hours at Ball Gymnasium?

<table>
<thead>
<tr>
<th>Awareness</th>
<th>Response Percent</th>
<th>Response Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>64.7%</td>
<td>152</td>
</tr>
<tr>
<td>No</td>
<td>35.3%</td>
<td>83</td>
</tr>
</tbody>
</table>

5. If there were faculty-only hours at the Recreation Center, would you use that facility more often?

<table>
<thead>
<tr>
<th>Response</th>
<th>Response Percent</th>
<th>Response Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>31.5%</td>
<td>74</td>
</tr>
<tr>
<td>No</td>
<td>40.4%</td>
<td>95</td>
</tr>
<tr>
<td>I don't know</td>
<td>28.1%</td>
<td>66</td>
</tr>
</tbody>
</table>
6. What activities do you do at the gym? Check all that apply.

<table>
<thead>
<tr>
<th>Activity</th>
<th>Response Percent</th>
<th>Response Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Informal fitness (Treadmills, free weights, jogging, ellipticals, etc.)</td>
<td>79.9%</td>
<td>179</td>
</tr>
<tr>
<td>Take a fitness class (Zumba, kickboxing, etc.)</td>
<td>26.0%</td>
<td>65</td>
</tr>
<tr>
<td>Take an instructional class (Ballroom dancing, yoga, etc.)</td>
<td>8.9%</td>
<td>20</td>
</tr>
<tr>
<td>Aquatics</td>
<td>15.6%</td>
<td>35</td>
</tr>
<tr>
<td>Rock wall climbing</td>
<td>3.1%</td>
<td>7</td>
</tr>
<tr>
<td>Intramural Sports</td>
<td>0.4%</td>
<td>1</td>
</tr>
<tr>
<td>Club Sports</td>
<td>2.7%</td>
<td>6</td>
</tr>
<tr>
<td>&quot;Pick-Up&quot; Sports</td>
<td>5.4%</td>
<td>12</td>
</tr>
<tr>
<td>Other (please specify)</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

7. What are your reasons for going to the gym? Check all that apply.

<table>
<thead>
<tr>
<th>Reason</th>
<th>Response Percent</th>
<th>Response Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>I go to the gym for entertainment.</td>
<td>8.3%</td>
<td>19</td>
</tr>
<tr>
<td>I go to the gym for my appearance.</td>
<td>43.0%</td>
<td>99</td>
</tr>
<tr>
<td>I go to the gym for health reasons.</td>
<td>93.0%</td>
<td>214</td>
</tr>
<tr>
<td>I go to the gym for social reasons.</td>
<td>11.3%</td>
<td>26</td>
</tr>
<tr>
<td>I go to the gym for the way it makes me feel.</td>
<td>60.0%</td>
<td>138</td>
</tr>
<tr>
<td>I go to the gym because I feel like I should go.</td>
<td>38.7%</td>
<td>89</td>
</tr>
<tr>
<td>Other</td>
<td>2.2%</td>
<td>5</td>
</tr>
</tbody>
</table>

answered question 224  skipped question 212
8. How do you receive information about BSU Recreation Services? Check all that apply.

<table>
<thead>
<tr>
<th>Response</th>
<th>Percent</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>BSU Email</td>
<td>95.2%</td>
<td>217</td>
</tr>
<tr>
<td>Information inside the gyms</td>
<td>18.0%</td>
<td>41</td>
</tr>
<tr>
<td>Word-of-mouth</td>
<td>18.9%</td>
<td>43</td>
</tr>
<tr>
<td>Campus outreach (booths, representatives, etc.)</td>
<td>1.3%</td>
<td>3</td>
</tr>
<tr>
<td>I do not receive information about BSU Recreation Services.</td>
<td>3.5%</td>
<td>8</td>
</tr>
<tr>
<td>Other (please specify)</td>
<td></td>
<td>13</td>
</tr>
</tbody>
</table>

answered question 228
skipped question 208

9. How often do you hear about BSU Recreation Services and their programs and offerings? (Ball Gym and/or the Recreation Center)?

<table>
<thead>
<tr>
<th>Response</th>
<th>Percent</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Never</td>
<td>3.0%</td>
<td>7</td>
</tr>
<tr>
<td>1-2 times per semester</td>
<td>13.0%</td>
<td>30</td>
</tr>
<tr>
<td>1-2 times per month</td>
<td>47.0%</td>
<td>108</td>
</tr>
<tr>
<td>1-2 times per week</td>
<td>37.0%</td>
<td>85</td>
</tr>
</tbody>
</table>

answered question 230
skipped question 206
10. Using a 1-5 rating scale, please rank the following qualities in terms of how important they are to you in a gym. 1 is least important and 5 is the most important.

<table>
<thead>
<tr>
<th>Quality</th>
<th>1 (Least Important)</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5 (Most Important)</th>
<th>N/A</th>
<th>Rating Average</th>
<th>Response Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Variety of options</td>
<td>0.9% (2)</td>
<td>1.9%</td>
<td>12.7%</td>
<td>47.6%</td>
<td>35.8% (76)</td>
<td>0.9%</td>
<td>4.17</td>
<td>212</td>
</tr>
<tr>
<td>Cleanliness</td>
<td>0.9% (2)</td>
<td>1.4%</td>
<td>4.6%</td>
<td>34.6%</td>
<td>58.5%</td>
<td>0.0%</td>
<td>4.48</td>
<td>217</td>
</tr>
<tr>
<td>Appearance</td>
<td>5.1% (11)</td>
<td>8.4%</td>
<td>27.9%</td>
<td>46.5%</td>
<td>11.6% (25)</td>
<td>0.5%</td>
<td>3.51</td>
<td>215</td>
</tr>
<tr>
<td>Quality of equipment</td>
<td>0.0% (0)</td>
<td>0.9%</td>
<td>8.8%</td>
<td>40.7%</td>
<td>49.5%</td>
<td>0.0%</td>
<td>4.39</td>
<td>216</td>
</tr>
<tr>
<td>Staff and employees</td>
<td>2.3% (5)</td>
<td>3.7%</td>
<td>24.3%</td>
<td>45.8%</td>
<td>22.9% (49)</td>
<td>0.9%</td>
<td>3.84</td>
<td>214</td>
</tr>
<tr>
<td>Classes and program offerings</td>
<td>11.3% (24)</td>
<td>16.8%</td>
<td>20.2%</td>
<td>25.8%</td>
<td>22.5% (48)</td>
<td>1.4%</td>
<td>3.30</td>
<td>213</td>
</tr>
<tr>
<td>Available hours</td>
<td>0.0% (0)</td>
<td>0.5%</td>
<td>4.1%</td>
<td>23.5%</td>
<td>71.9%</td>
<td>0.0%</td>
<td>4.67</td>
<td>217</td>
</tr>
<tr>
<td>Communication about services</td>
<td>5.1% (11)</td>
<td>8.9%</td>
<td>31.8%</td>
<td>41.6%</td>
<td>12.1% (28)</td>
<td>0.5%</td>
<td>3.47</td>
<td>214</td>
</tr>
<tr>
<td>Value and affordability</td>
<td>0.0% (0)</td>
<td>0.9%</td>
<td>4.2%</td>
<td>26.0%</td>
<td>67.9%</td>
<td>0.9%</td>
<td>4.62</td>
<td>215</td>
</tr>
<tr>
<td>Convenience</td>
<td>0.5% (1)</td>
<td>0.4%</td>
<td>4.1%</td>
<td>35.0%</td>
<td>60.4%</td>
<td>0.0%</td>
<td>4.55</td>
<td>217</td>
</tr>
</tbody>
</table>

6 of 17

RESEARCH: Surveys
11. Rate the reputation BSU Recreation Services in the following areas:

<table>
<thead>
<tr>
<th>Area</th>
<th>Excellent</th>
<th>Good</th>
<th>Fair</th>
<th>Bad</th>
<th>Extremely Bad</th>
<th>N/A</th>
<th>Rating Average</th>
<th>Response Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Variety of options</td>
<td>18.7% (39)</td>
<td>51.7% (108)</td>
<td>21.5% (45)</td>
<td>1.9% (4)</td>
<td>0.0% (0)</td>
<td>6.2% (13)</td>
<td>2.07</td>
<td>209</td>
</tr>
<tr>
<td>Cleanliness</td>
<td>28.6% (62)</td>
<td>54.4% (118)</td>
<td>12.0% (26)</td>
<td>0.5% (1)</td>
<td>0.5% (1)</td>
<td>4.1% (9)</td>
<td>1.85</td>
<td>217</td>
</tr>
<tr>
<td>Appearance</td>
<td>39.2% (85)</td>
<td>48.8% (106)</td>
<td>7.8% (17)</td>
<td>0.0% (0)</td>
<td>0.0% (0)</td>
<td>4.1% (9)</td>
<td>1.67</td>
<td>217</td>
</tr>
<tr>
<td>Friendliness and atmosphere</td>
<td>28.5% (61)</td>
<td>47.7% (102)</td>
<td>15.9% (34)</td>
<td>1.9% (4)</td>
<td>0.0% (0)</td>
<td>6.1% (13)</td>
<td>1.91</td>
<td>214</td>
</tr>
<tr>
<td>Quality of equipment</td>
<td>28.7% (62)</td>
<td>55.1% (119)</td>
<td>12.0% (26)</td>
<td>0.0% (0)</td>
<td>0.0% (0)</td>
<td>4.2% (9)</td>
<td>1.83</td>
<td>216</td>
</tr>
<tr>
<td>Staff and employees</td>
<td>21.1% (45)</td>
<td>58.2% (124)</td>
<td>13.6% (29)</td>
<td>1.4% (3)</td>
<td>0.0% (0)</td>
<td>5.6% (12)</td>
<td>1.95</td>
<td>213</td>
</tr>
<tr>
<td>Classes and program offerings</td>
<td>13.9% (30)</td>
<td>50.9% (108)</td>
<td>17.1% (37)</td>
<td>1.9% (4)</td>
<td>0.0% (0)</td>
<td>17.1% (37)</td>
<td>2.08</td>
<td>216</td>
</tr>
<tr>
<td>Available hours</td>
<td>33.6% (73)</td>
<td>44.7% (97)</td>
<td>16.6% (36)</td>
<td>1.4% (3)</td>
<td>0.0% (0)</td>
<td>3.7% (8)</td>
<td>1.85</td>
<td>217</td>
</tr>
<tr>
<td>Communication about services</td>
<td>23.6% (51)</td>
<td>50.9% (110)</td>
<td>18.5% (40)</td>
<td>0.5% (1)</td>
<td>0.9% (2)</td>
<td>5.6% (12)</td>
<td>1.99</td>
<td>216</td>
</tr>
<tr>
<td>Value and affordability</td>
<td>20.0% (43)</td>
<td>31.6% (68)</td>
<td>28.9% (62)</td>
<td>11.2% (24)</td>
<td>3.7% (8)</td>
<td>4.7% (10)</td>
<td>2.44</td>
<td>215</td>
</tr>
<tr>
<td>Convenience</td>
<td>24.9% (54)</td>
<td>49.8% (108)</td>
<td>17.1% (37)</td>
<td>3.7% (8)</td>
<td>0.5% (1)</td>
<td>4.1% (9)</td>
<td>2.01</td>
<td>217</td>
</tr>
<tr>
<td>Other:</td>
<td>5.7% (4)</td>
<td>4.3% (3)</td>
<td>12.9% (9)</td>
<td>0.0% (0)</td>
<td>4.3% (3)</td>
<td>72.5% (51)</td>
<td>2.74</td>
<td>70</td>
</tr>
</tbody>
</table>

answered question 217

skipped question 219
12. Select your feelings about the affordability of BSU Recreation Services, including membership, classes, programs, and rental fees.

<table>
<thead>
<tr>
<th>Response</th>
<th>Percent</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Not affordable at all</td>
<td>15.7%</td>
<td>34</td>
</tr>
<tr>
<td>Somewhat affordable</td>
<td>47.9%</td>
<td>104</td>
</tr>
<tr>
<td>Affordable</td>
<td>30.0%</td>
<td>65</td>
</tr>
<tr>
<td>Extremely affordable</td>
<td>6.5%</td>
<td>14</td>
</tr>
</tbody>
</table>

answered question 217
skipped question 219

13. Are you aware of the Outdoor Pursuits program?

<table>
<thead>
<tr>
<th>Response</th>
<th>Percent</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>74.7%</td>
<td>162</td>
</tr>
<tr>
<td>No</td>
<td>25.3%</td>
<td>55</td>
</tr>
</tbody>
</table>

answered question 217
skipped question 219

14. Is there anything you are interested in that BSU Recreation Services doesn’t offer? If so, please provide:

<table>
<thead>
<tr>
<th>Response</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>92</td>
</tr>
</tbody>
</table>

answered question 92
skipped question 344
15. How often do you use a facility on campus (run by BSU Recreation Services?)

<table>
<thead>
<tr>
<th>Frequency</th>
<th>Response Percent</th>
<th>Response Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Less than once per week</td>
<td>90.6%</td>
<td>135</td>
</tr>
<tr>
<td>Once a week</td>
<td>3.4%</td>
<td>5</td>
</tr>
<tr>
<td>2-3 times per week</td>
<td>3.4%</td>
<td>5</td>
</tr>
<tr>
<td>4-5 times per week</td>
<td>2.0%</td>
<td>3</td>
</tr>
<tr>
<td>More than 5 times per week</td>
<td>0.7%</td>
<td>1</td>
</tr>
</tbody>
</table>

answered question: 149
skipped question: 287

16. How do you receive information about BSU Recreation Services? Check all that apply.

<table>
<thead>
<tr>
<th>Source</th>
<th>Response Percent</th>
<th>Response Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>BSU Email</td>
<td>95.2%</td>
<td>140</td>
</tr>
<tr>
<td>Information inside the gyms</td>
<td>2.7%</td>
<td>4</td>
</tr>
<tr>
<td>Word-of-mouth</td>
<td>12.2%</td>
<td>18</td>
</tr>
<tr>
<td>Campus outreach (booths, representatives, etc.)</td>
<td>1.4%</td>
<td>2</td>
</tr>
<tr>
<td>I do not receive information about BSU Recreation Services</td>
<td>4.8%</td>
<td>7</td>
</tr>
</tbody>
</table>

Other (please specify): 3

answered question: 147
skipped question: 289
17. Have you ever been to a BSU Recreation facility, either Ball Gymnasium or the Recreation Center?

<table>
<thead>
<tr>
<th>Response</th>
<th>Percent</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>87.9%</td>
<td>131</td>
</tr>
<tr>
<td>No</td>
<td>11.4%</td>
<td>17</td>
</tr>
<tr>
<td>I don't know</td>
<td>0.7%</td>
<td>1</td>
</tr>
</tbody>
</table>

answered question 149  
skipped question 287

18. If yes, why did you go to a BSU Recreation facility? Check all that apply.

<table>
<thead>
<tr>
<th>Response</th>
<th>Percent</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Related to a class</td>
<td>18.5%</td>
<td>23</td>
</tr>
<tr>
<td>With friends</td>
<td>12.1%</td>
<td>15</td>
</tr>
<tr>
<td>During a campus tour</td>
<td>19.4%</td>
<td>24</td>
</tr>
<tr>
<td>Just to visit</td>
<td>31.5%</td>
<td>39</td>
</tr>
<tr>
<td>I tried working out</td>
<td>46.8%</td>
<td>58</td>
</tr>
</tbody>
</table>

Other (please specify) 48

answered question 124  
skipped question 312
19. Why don't you currently use BSU Recreation Services? Check all that apply.

<table>
<thead>
<tr>
<th>Reason</th>
<th>Response Count</th>
<th>Response Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>I use another facility.</td>
<td>18.8%</td>
<td>26</td>
</tr>
<tr>
<td>I do my own workout program.</td>
<td>31.2%</td>
<td>43</td>
</tr>
<tr>
<td>I don't like the gym setting or atmosphere.</td>
<td>14.5%</td>
<td>20</td>
</tr>
<tr>
<td>I don't like to exercise.</td>
<td>8.7%</td>
<td>12</td>
</tr>
<tr>
<td>I don't have time to exercise.</td>
<td>26.8%</td>
<td>37</td>
</tr>
<tr>
<td>I would rather do other things than exercise.</td>
<td>11.6%</td>
<td>16</td>
</tr>
<tr>
<td>I don't like working out around students.</td>
<td>19.6%</td>
<td>27</td>
</tr>
<tr>
<td>I don't know how to use BSU Recreation facilities.</td>
<td>8.7%</td>
<td>12</td>
</tr>
<tr>
<td>I don't have anyone to go with.</td>
<td>13.6%</td>
<td>19</td>
</tr>
<tr>
<td>I find it overwhelming and intimidating.</td>
<td>13.0%</td>
<td>18</td>
</tr>
<tr>
<td>I find it unwelcoming.</td>
<td>8.0%</td>
<td>11</td>
</tr>
<tr>
<td>It's inconvenient for me to go.</td>
<td>37.7%</td>
<td>52</td>
</tr>
<tr>
<td>I cannot physically exercise.</td>
<td>2.9%</td>
<td>4</td>
</tr>
</tbody>
</table>

Other (please specify) 52

answered question 138

skipped question 298
20. If you decided to begin going to the gym, what would be your reason(s) for going? Check all that apply.

<table>
<thead>
<tr>
<th>Reason</th>
<th>Response Percent</th>
<th>Response Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>I would go to the gym for entertainment.</td>
<td>3.7%</td>
<td>5</td>
</tr>
<tr>
<td>I would go to the gym for my appearance.</td>
<td>41.0%</td>
<td>55</td>
</tr>
<tr>
<td>I would go to the gym for health reasons.</td>
<td>84.3%</td>
<td>113</td>
</tr>
<tr>
<td>I would go to the gym for social reasons.</td>
<td>4.5%</td>
<td>6</td>
</tr>
<tr>
<td>I would go to the gym for the way it makes me feel.</td>
<td>37.3%</td>
<td>50</td>
</tr>
<tr>
<td>I would go to the gym because I feel like I should go.</td>
<td>26.4%</td>
<td>38</td>
</tr>
<tr>
<td>Other</td>
<td>6.0%</td>
<td>8</td>
</tr>
<tr>
<td>Other (please specify)</td>
<td></td>
<td>17</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td></td>
<td><strong>134</strong></td>
</tr>
<tr>
<td><strong>Number of skipped questions</strong></td>
<td><strong>302</strong></td>
<td></td>
</tr>
</tbody>
</table>

Other (please specify)
## 21. Rate your interest in the following programs:

<table>
<thead>
<tr>
<th>Program Description</th>
<th>Highly interested</th>
<th>Somewhat interested</th>
<th>Not interested</th>
<th>Extremely uninterested</th>
<th>N/A</th>
<th>Rating Average</th>
<th>Response Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Informal fitness (Treadmills, free weights, jogging, ellipticals, etc.)</td>
<td>48.5% (65)</td>
<td>31.3% (42)</td>
<td>11.2% (15)</td>
<td>5.2% (7)</td>
<td>3.7% (5)</td>
<td>1.72</td>
<td>134</td>
</tr>
<tr>
<td>Working with a trainer</td>
<td>22.3% (29)</td>
<td>42.3% (55)</td>
<td>21.5% (28)</td>
<td>9.2% (12)</td>
<td>4.6% (6)</td>
<td>2.19</td>
<td>130</td>
</tr>
<tr>
<td>Taking a fitness class (Zumba, kickboxing, etc.)</td>
<td>20.9% (27)</td>
<td>40.3% (52)</td>
<td>20.2% (26)</td>
<td>14.0% (18)</td>
<td>4.7% (6)</td>
<td>2.28</td>
<td>129</td>
</tr>
<tr>
<td>Taking an instructional class (Ballroom dancing, yoga, etc.)</td>
<td>20.9% (27)</td>
<td>45.0% (58)</td>
<td>20.2% (26)</td>
<td>10.1% (13)</td>
<td>3.9% (5)</td>
<td>2.20</td>
<td>129</td>
</tr>
<tr>
<td>Aquatics</td>
<td>8.9% (11)</td>
<td>28.2% (35)</td>
<td>31.5% (39)</td>
<td>25.8% (32)</td>
<td>5.6% (7)</td>
<td>2.79</td>
<td>124</td>
</tr>
<tr>
<td>Rock wall climbing</td>
<td>7.4% (9)</td>
<td>18.9% (23)</td>
<td>29.5% (36)</td>
<td>36.9% (45)</td>
<td>7.4% (9)</td>
<td>3.04</td>
<td>122</td>
</tr>
<tr>
<td>Intramural Sports</td>
<td>1.7% (2)</td>
<td>5.8% (7)</td>
<td>42.1% (51)</td>
<td>39.7% (48)</td>
<td>10.7% (13)</td>
<td>3.34</td>
<td>121</td>
</tr>
<tr>
<td>Club Sports</td>
<td>0.8% (1)</td>
<td>4.2% (5)</td>
<td>42.5% (51)</td>
<td>41.7% (50)</td>
<td>10.8% (13)</td>
<td>3.40</td>
<td>120</td>
</tr>
<tr>
<td>&quot;Pick-Up&quot; Sports</td>
<td>0.8% (1)</td>
<td>4.2% (5)</td>
<td>48.0% (54)</td>
<td>39.2% (47)</td>
<td>10.8% (13)</td>
<td>3.37</td>
<td>120</td>
</tr>
<tr>
<td>Other:</td>
<td>2.1% (1)</td>
<td>6.3% (3)</td>
<td>25.0% (12)</td>
<td>22.9% (11)</td>
<td>43.8% (21)</td>
<td>3.22</td>
<td>48</td>
</tr>
</tbody>
</table>

The total number of responses is 138 for the answered question and 298 for the skipped question.
22. Rate the reputation BSU Recreation Services in the following areas:

<table>
<thead>
<tr>
<th>Area</th>
<th>Excellent</th>
<th>Good</th>
<th>Fair</th>
<th>Bad</th>
<th>Extremely Bad</th>
<th>N/A</th>
<th>Average</th>
<th>Response Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Variety of options</td>
<td>30.6%</td>
<td>40.3%</td>
<td>9.0%</td>
<td>0.7%</td>
<td>1.5%</td>
<td>(24)</td>
<td>17.9%</td>
<td>134</td>
</tr>
<tr>
<td>Cleanliness</td>
<td>25.5%</td>
<td>43.8%</td>
<td>6.6%</td>
<td>0.7%</td>
<td>0.7%</td>
<td>(31)</td>
<td>22.6%</td>
<td>137</td>
</tr>
<tr>
<td>Appearance</td>
<td>26.6%</td>
<td>42.2%</td>
<td>8.9%</td>
<td>0.0%</td>
<td>0.7%</td>
<td>(12)</td>
<td>18.5%</td>
<td>135</td>
</tr>
<tr>
<td>Friendliness and atmosphere</td>
<td>14.6%</td>
<td>42.3%</td>
<td>16.8%</td>
<td>3.6%</td>
<td>0.7%</td>
<td>(30)</td>
<td>21.9%</td>
<td>137</td>
</tr>
<tr>
<td>Quality of equipment</td>
<td>27.9%</td>
<td>41.2%</td>
<td>7.4%</td>
<td>0.7%</td>
<td>0.7%</td>
<td>(35)</td>
<td>22.1%</td>
<td>136</td>
</tr>
<tr>
<td>Staff and employees</td>
<td>14.6%</td>
<td>45.3%</td>
<td>12.4%</td>
<td>1.5%</td>
<td>0.7%</td>
<td>(20)</td>
<td>25.5%</td>
<td>137</td>
</tr>
<tr>
<td>Classes and program offerings</td>
<td>15.6%</td>
<td>43.7%</td>
<td>14.8%</td>
<td>0.0%</td>
<td>0.7%</td>
<td>(20)</td>
<td>25.2%</td>
<td>135</td>
</tr>
<tr>
<td>Available hours</td>
<td>17.0%</td>
<td>39.3%</td>
<td>14.1%</td>
<td>6.7%</td>
<td>3.0%</td>
<td>(34)</td>
<td>20.0%</td>
<td>135</td>
</tr>
<tr>
<td>Communication about services</td>
<td>18.7%</td>
<td>43.3%</td>
<td>17.2%</td>
<td>1.5%</td>
<td>0.7%</td>
<td>(27)</td>
<td>18.7%</td>
<td>134</td>
</tr>
<tr>
<td>Value and affordability</td>
<td>7.6%</td>
<td>28.8%</td>
<td>21.2%</td>
<td>15.2%</td>
<td>10.6%</td>
<td>(22)</td>
<td>16.7%</td>
<td>132</td>
</tr>
<tr>
<td>Convenience</td>
<td>11.9%</td>
<td>35.8%</td>
<td>25.2%</td>
<td>7.4%</td>
<td>3.7%</td>
<td>(22)</td>
<td>16.9%</td>
<td>135</td>
</tr>
</tbody>
</table>

answered question 138
skipped question 298
23. Select your feelings about the affordability of BSU Recreation Services, including membership, classes, programs, and rental fees.

<table>
<thead>
<tr>
<th>Response</th>
<th>Percent</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Not affordable at all</td>
<td>29.7%</td>
<td>41</td>
</tr>
<tr>
<td>Somewhat affordable</td>
<td>44.2%</td>
<td>61</td>
</tr>
<tr>
<td>Affordable</td>
<td>23.2%</td>
<td>32</td>
</tr>
<tr>
<td>Extremely affordable</td>
<td>2.9%</td>
<td>4</td>
</tr>
</tbody>
</table>

24. Please rate your feelings in regards to the following statement:

<table>
<thead>
<tr>
<th>Strongly agree</th>
<th>Agree</th>
<th>Disagree</th>
<th>Strongly disagree</th>
<th>Rating</th>
<th>Response</th>
</tr>
</thead>
<tbody>
<tr>
<td>Students using BSU Recreation facilities deters me from using BSU Recreation facilities.</td>
<td>12.3% (17)</td>
<td>29.7% (41)</td>
<td>43.5% (60)</td>
<td>14.5% (20)</td>
<td>2.60</td>
</tr>
</tbody>
</table>

answered question 138
skipped question 298

25. Are you aware that there are faculty-only hours at Ball Gymnasium?

<table>
<thead>
<tr>
<th>Response</th>
<th>Percent</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>46.0%</td>
<td>63</td>
</tr>
<tr>
<td>No</td>
<td>54.0%</td>
<td>74</td>
</tr>
</tbody>
</table>

answered question 137
skipped question 299
26. Do hours reserved for faculty make you more likely to use Ball Gymnasium?

<table>
<thead>
<tr>
<th>Response</th>
<th>Percent</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>28.5%</td>
<td>39</td>
</tr>
<tr>
<td>No</td>
<td>41.6%</td>
<td>57</td>
</tr>
<tr>
<td>I don't know</td>
<td>29.9%</td>
<td>41</td>
</tr>
</tbody>
</table>

answered question 137
skipped question 299

27. If there were faculty-only hours at the Recreation Center, would you use that facility more often?

<table>
<thead>
<tr>
<th>Response</th>
<th>Percent</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>24.1%</td>
<td>30</td>
</tr>
<tr>
<td>No</td>
<td>30.7%</td>
<td>42</td>
</tr>
<tr>
<td>I don't know</td>
<td>45.3%</td>
<td>62</td>
</tr>
</tbody>
</table>

answered question 137
skipped question 299

28. Are you aware of the Outdoor Pursuits program?

<table>
<thead>
<tr>
<th>Response</th>
<th>Percent</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>62.0%</td>
<td>85</td>
</tr>
<tr>
<td>No</td>
<td>38.0%</td>
<td>52</td>
</tr>
</tbody>
</table>

answered question 137
skipped question 299

16 of 17
Using a 1-5 rating scale, please rank the following qualities in terms of how important they are to you in a gym. 1 is least important and 5 is the most important.

Why don't you currently use BSU Recreation Services? Check all that apply.
How often do you use a facility on campus (run by BSU Recreation Services)?

- Less than once per week
- Once a week
- 2-3 times per week
- 4-5 times per week
- More than 5 times per week

Are you aware that there are faculty-only hours at Ball Gymnasium?

- Yes
- No
1. Are you a Ball State student?
   - Yes [ ]
   - No [ ]
   - Answered [ ]
   - Skipped [ ]

2. What year are you?
   - Freshman [ ]
   - Sophomore [ ]
   - Junior [ ]
   - Senior [ ]
   - Graduate [ ]
   - Answered [ ]
   - Skipped [ ]
3. Do you use a campus gym, either Ball Gym or the Recreation Center, for any reason other than a university fitness course?

- I use Ball Gym.
- I use the Recreation Center.
- I do not use a gym on campus.

answered

skipped

4. How often do you use a facility on campus (run by BSU Recreation Services?)

- Less than once per week
- Once a week
- 2-3 times per week
- 4-5 times per week
- More than 5 times per week

answered

skipped
5. Are you interested in any of the following options? Check all that apply.

<table>
<thead>
<tr>
<th>Option</th>
</tr>
</thead>
<tbody>
<tr>
<td>Informal fitness (Treadmills, free weights, jogging, ellipticals, etc.)</td>
</tr>
<tr>
<td>Working with a trainer</td>
</tr>
<tr>
<td>Taking a fitness class (Zumba, kickboxing, etc.)</td>
</tr>
<tr>
<td>Taking an instructional class (Ballroom dancing, yoga, etc.)</td>
</tr>
<tr>
<td>Aquatics</td>
</tr>
<tr>
<td>Rock wall climbing</td>
</tr>
<tr>
<td>Intramural Sports</td>
</tr>
<tr>
<td>Club Sports</td>
</tr>
<tr>
<td>&quot;Pick-Up&quot; Sports</td>
</tr>
<tr>
<td>Other (please answered skipped)</td>
</tr>
</tbody>
</table>
6. Please indicate how strongly you agree or disagree with the following statements.

<table>
<thead>
<tr>
<th>Statement</th>
<th>Strongly Agree</th>
<th>Somewhat Agree</th>
<th>Neutral</th>
<th>Somewhat Disagree</th>
<th>Strongly Disagree</th>
</tr>
</thead>
<tbody>
<tr>
<td>I go to the gym for entertainment.</td>
<td>9.4% (47)</td>
<td>32.3% (161)</td>
<td>22.4% (112)</td>
<td>16.0% (80)</td>
<td>18.0% (90)</td>
</tr>
<tr>
<td>I go to the gym for my appearance.</td>
<td>34.3% (171)</td>
<td>42.7% (213)</td>
<td>12.4% (62)</td>
<td>5.6% (28)</td>
<td>4.6% (23)</td>
</tr>
<tr>
<td>I go to the gym for health reasons.</td>
<td>60.0% (300)</td>
<td>32.0% (160)</td>
<td>5.8% (29)</td>
<td>1.6% (6)</td>
<td>0.2% (1)</td>
</tr>
<tr>
<td>I go to the gym for social reasons.</td>
<td>8.9% (44)</td>
<td>27.4% (136)</td>
<td>27.0% (134)</td>
<td>15.9% (79)</td>
<td>20.3% (101)</td>
</tr>
<tr>
<td>I go to the gym because I feel like it makes me feel.</td>
<td>44.1% (220)</td>
<td>39.1% (195)</td>
<td>12.0% (60)</td>
<td>2.6% (13)</td>
<td>1.6% (8)</td>
</tr>
<tr>
<td>I go to the gym because I feel like I should go.</td>
<td>27.2% (135)</td>
<td>48.0% (238)</td>
<td>17.3% (86)</td>
<td>4.2% (21)</td>
<td>2.4% (12)</td>
</tr>
<tr>
<td>I go to the gym because it is included in the price of tuition.</td>
<td>16.4% (81)</td>
<td>31.1% (163)</td>
<td>22.3% (110)</td>
<td>9.9% (49)</td>
<td>16.2% (80)</td>
</tr>
<tr>
<td>Other:</td>
<td>3.7% (7)</td>
<td>4.2% (8)</td>
<td>26.3% (50)</td>
<td>0.5% (1)</td>
<td>1.1% (2)</td>
</tr>
</tbody>
</table>

RESEARCH: Surveys
7. How do you receive information about BSU Recreation Services? Check all that apply.

- BSU Email
- Information inside the gyms
- Word-of-mouth
- Campus outreach (booths, representatives, etc.)
- I do not receive information about BSU Recreation Services.

Other (please answer)

8. How often do you hear about BSU Recreation Services and their programs and offerings?

- Never
- 1-2 times per semester
- 1-2 times per month
- 1-2 times per week

Answered
9. Using a 1-5 rating scale, please rank the following qualities in terms of how important they are to the gym. 1 is least important and 5 is the most important.

<table>
<thead>
<tr>
<th>Quality</th>
<th>1 (Least Important)</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5 (Most Important)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Variety of options</td>
<td>0.4% (2)</td>
<td>1.1% (5)</td>
<td>11.5% (53)</td>
<td>41.5% (191)</td>
<td>45.4% (209)</td>
</tr>
<tr>
<td>Cleanliness</td>
<td>0.4% (2)</td>
<td>1.5% (7)</td>
<td>7.2% (33)</td>
<td>28.3% (130)</td>
<td>62.5% (287)</td>
</tr>
<tr>
<td>Appearance</td>
<td>4.4% (20)</td>
<td>7.0% (32)</td>
<td>27.8% (127)</td>
<td>45.7% (209)</td>
<td>15.1% (69)</td>
</tr>
<tr>
<td>Quality of equipment</td>
<td>0.2% (1)</td>
<td>0.0% (0)</td>
<td>7.4% (34)</td>
<td>35.7% (164)</td>
<td>56.6% (260)</td>
</tr>
<tr>
<td>Staff and employees</td>
<td>3.1% (14)</td>
<td>8.8% (40)</td>
<td>35.0% (160)</td>
<td>35.9% (164)</td>
<td>17.3% (79)</td>
</tr>
<tr>
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</tr>
<tr>
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</tr>
<tr>
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<tr>
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<tr>
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</tr>
</tbody>
</table>

answered
skipped

110
10. Rate the reputation BSU Recreation Services in the following areas:

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<thead>
<tr>
<th></th>
<th>Excellent</th>
<th>Good</th>
<th>Fair</th>
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</tr>
<tr>
<td></td>
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<td>(206)</td>
<td>(42)</td>
<td>(2)</td>
<td>(2)</td>
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</tr>
<tr>
<td>Cleanliness</td>
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<td>3.7%</td>
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<td>(17)</td>
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<td>(10)</td>
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<td>(0)</td>
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<td>1.5%</td>
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<td>1.1%</td>
</tr>
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<td>(90)</td>
<td>(7)</td>
<td>(1)</td>
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<td>0.9%</td>
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<td>(38)</td>
<td>(5)</td>
<td>(2)</td>
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<tr>
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<td>24.8%</td>
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</tr>
<tr>
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<td>(114)</td>
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<td>(2)</td>
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<td>3.3%</td>
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<td>(175)</td>
<td>(68)</td>
<td>(16)</td>
<td>(8)</td>
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<td>0.9%</td>
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<tr>
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<td>(212)</td>
<td>(54)</td>
<td>(11)</td>
<td>(0)</td>
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</tbody>
</table>

Other (please enter)
11. Select your feelings about the affordability of BSU Recreation Services, including membership programs, and rental fees.

- Not affordable at all
- Somewhat affordable
- Affordable
- Extremely affordable

answered
skipped

12. Are you aware of the Outdoor Pursuits program?

- Yes
- No

answered
skipped

13. Is there anything you are interested in that BSU Recreation Services doesn't offer? If so, please specify.

answered
14. How often do you hear about BSU Recreation Services and their programs and offerings (the Recreation Center)?

- Never
- 1-2 times per semester
- 1-2 times per month
- 1-2 times per week

15. How do you receive information about BSU Recreation Services? Check all that apply.

- BSU Email
- Information inside the gyms
- Word-of-mouth
- Campus outreach (booths, representatives, etc.)
- I do not receive information about BSU Recreation Services.

Other (please answer)
16. Have you ever been to a BSU Recreation facility, either Ball Gymnasium or the Recreation Answered

- Yes
- No
- I don't know

17. If yes, why did you go to a BSU Recreation facility? Check all that apply.

- For a required class
- With friends
- During a campus tour
- Just to visit
- I tried working out

Other (please answer)

Answered
Skipped
18. Why don't you use BSU Recreation Services? Check all that apply.

- I use another facility.
- I do my own workout program.
- I don't like the gym setting or atmosphere.
- I don't like to exercise.
- I don't have time to exercise.
- I would rather do other things than exercise.
- I don't know how to use BSU Recreation facilities.
- I don't have anyone to go with.
- I find it overwhelming or intimidating.
- I find it unwelcoming.
- It's inconvenient for me to go.
- I cannot physically exercise.

Other (please answer): ___

Other (please skip): ___
19. If you use another facility that is not BSU affiliated as your gym, what is the name of your

 answered
 skipped

20. If you decided to begin going to the gym, what would be your reason(s) for going? Check

<table>
<thead>
<tr>
<th>Reason</th>
<th>Number of Check</th>
</tr>
</thead>
<tbody>
<tr>
<td>I would go to the gym for entertainment.</td>
<td></td>
</tr>
<tr>
<td>I would go to the gym for my appearance.</td>
<td></td>
</tr>
<tr>
<td>I would go to the gym for health reasons.</td>
<td></td>
</tr>
<tr>
<td>I would go to the gym for social reasons.</td>
<td></td>
</tr>
<tr>
<td>I would go to the gym for the way it makes me feel.</td>
<td></td>
</tr>
<tr>
<td>I would go to the gym because I feel like I should go.</td>
<td></td>
</tr>
<tr>
<td>I would go to the gym because it is included in the price of tuition.</td>
<td></td>
</tr>
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Other (please enter):
21. Are you interested in any of the following options? Check all that apply.

<table>
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<tr>
<th>Option</th>
<th>Response</th>
<th>Response Count</th>
</tr>
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<tr>
<td>Working with a trainer</td>
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<tr>
<td>Taking a fitness class (Zumba, kickboxing, etc.)</td>
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</tr>
<tr>
<td>Taking an instructional class</td>
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</tr>
<tr>
<td>(Ballroom dancing, yoga, etc.)</td>
<td></td>
<td></td>
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<tr>
<td>Aquatics</td>
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<td>Rock wall climbing</td>
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<td>Club Sports</td>
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<tr>
<td>&quot;Pick-Up&quot; Sports</td>
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-answered question 168
-skipped question 499
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<th>Fair</th>
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<td>3.3%</td>
<td>1.7% (2)</td>
<td>16.7% (20)</td>
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<td>Quality of equipment</td>
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</table>

14 of 15
23. Select your feelings about the affordability of BSU Recreation Services, including membership, classes, programs, and rental fees.

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<tr>
<th>Response</th>
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<td>Not affordable at all</td>
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<tr>
<td>Somewhat affordable</td>
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<tr>
<td>Affordable</td>
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<td>Extremely affordable</td>
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answered question 120
skipped question 547

24. Are you aware of the Outdoor Pursuits program?

<table>
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<th>Response</th>
<th>Percent</th>
<th>Count</th>
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</thead>
<tbody>
<tr>
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<tr>
<td>No</td>
<td>38.3%</td>
<td>46</td>
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</table>

answered question 120
skipped question 547

25. Is there anything you are interested in that BSU Recreation Services doesn’t offer? If so, please provide:

<table>
<thead>
<tr>
<th>Response</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>27</td>
</tr>
</tbody>
</table>

answered question 27
skipped question 640
Rate your interest in the following programs:

- 3.5: Weightlifting, swimming, basketball, track, etc.
- 2.5: Yoga, tennis, volleyball, soccer, etc.
- 2: Dance, karate, martial arts, etc.
- 1.5: Volleyball, track, soccer, etc.
- 1: Tennis, basketball, track, etc.
- 0.5: Yoga, karate, martial arts, etc.
- 0: None

How often do you use a facility on campus (run by BSU Recreation Services)?

- Less than once per week
- Once a week
- 2-3 times per week
- 4-5 times per week
- More than 5 times per week
Are you interested in any of the following options? Check all that apply.

- Working with a trainer
- Taking an intramural class (flag football, frisbee, etc.)
- Rock wall climbing
- Instructional Clubs (dancing, yoga, etc.)
- Aquatics
- Intramural Sports
- Pick-Up Sports
- Internal Fitness (free weights, FRP weight room, etc.)
- Taking a fitness class (Zumba, kickboxing, etc.)

Why don't you use BSU Recreation Services? Check all that apply.

- I do my own workout program
- I don't like the gym setting or atmosphere
- I don't have time to exercise
- I don't know how to use BSU Recreation facilities
- I find it overwhelming
- Other Responses
Are you interested in any of the following options? Check all that apply.

- Working with a trainer
- Taking an instructional class (dance, yoga, etc.)
- Racket sports (tеннис, badminton, etc.)
- Club sports (soccer, basketball, etc.)
- Informal fitness (treadmills, free weights, pilates, etc.)
- Indoor cycling (spin classes, etc.)
interviews

user and non-user employees
SUE BONNEAU

Following is an interview with Sue Bonneau who is a Prospect Research in the Office of University Development. She uses the BSU Recreation Services on a regular basis. Bonneau uses Ball Gym three to four times a week in the evenings. She typically goes with her husband or with friends. Bonneau likes the services BSU offers because it is convenient and affordable (referring to the free use of Ball Gym). Her biggest complaint was the staff allowing students in the gym during faculty/staff hours only. She has never used Outdoor Pursuits, but is aware of it mostly because her son works there. She thought more people would use it if it were open on Saturdays.

TRANSCRIPT:

How often do you go to the gym?
At least 3 to 4 times a week.

What facilities do you typically use?
Ball Gym and the Worthen Arena concourse.

When would you say you go to the gym? (Morning, afternoons, or evenings?) Why do you go at that time?
Mostly evening, although I do go at noon if my evening is taken. It works out better for my schedule, my spouse is available to go with me, and I really need to burn off some stress by then.

Would you describe yourself as having a gym routine, or going more sporadically?
I have a routine.

Do you go to the gym alone or with friends?
Usually with my spouse, sometimes with a friend.

What activities do you do at the gym?
Free weights, weight machines and treadmill.

Have you ever taken a class or participated in a program at the gym? Why or why not?
Yes, I've done some classes, mostly spin, Women on Weights, some total fitness (?). Getting there on time is a problem for me though.

Are there any programs or classes that you are interested in attending, but haven't been offered?
I'd like intermediate Women on Weights class.

Have you ever received training or assistance from a gym employee?
No.
Would you say you stick with the same activities at the gym, or do you try new things or do different things every time?
I have some specific goals so I'm not really looking for a new experience every time.

How do you find out about new things at the gym?
Usually through the emails Rec sends out.

Why do you go to the gym?
I am the poster child for osteoporosis and I also want to stay active and be (relatively) in shape.

Why do you think some people do not go to the gym?
Unfamiliarity is one. Non-interest would be another. Others probably think they lack the time.

What are the benefits of using the BSU Recreation Centers?
They're convenient, for the most part, the facilities are good and the price is right even if you use SWRC.

What are the drawbacks of using the BSU Rec Centers?
Crowds, somewhat. After Winter Break SWRC was SRO. Lack of consistency in rules is another. Ball Gym is supposed to have Faculty/Staff only hours, except that these hours aren't enforced. I approached the supervisor on duty to find out why all these students were in the gym and they said that even though 4 to 7 was supposed to be Fac/Staff, they only enforced the morning and noon hours. His suggestion was to have the students thrown out if they bothered me, which is an all-time stupid idea. These kids didn't just come in off the street; they made plans to be there. Now I have to be the bad guy and throw them out. It would be better for all concerned if the hours were enforced and then the students would know when to come in and plan accordingly.

Why do you use BSU Recreation Services over another gym?
Convenience and affordability.

If you were trying to convince another faculty member to go to the gym with you, what would you tell them?
That the equipment was very good, there were plenty of services (training, classes, etc...) and a wide variety of exercise options (tracks, pool, gym, etc...). Of course I would have to leave out the part about not enforcing the rules since that might deter them.

What would you say is most important to faculty in a gym?
Getting in and out quickly. We're busy people and, although we do socialize some, we usually just want to get in and get it done.

How could they promote themselves to faculty?
By making it easy for them to fit exercise into their day (i.e. not having students fill up the facilities during the fac/staff times.)

Have you heard of the Outdoor Pursuits programs offered by BSU Recreation Services? What have you heard?
Yes. A lot, my son works there.

If you knew that the Outdoor Pursuits offered equipment rentals for things like bikes and...
camping equipment, would you be interested?
Yes, I do think they need to add hours though. Not being open on Sat. really cuts down on the possibility of spontaneous recreation (i.e. it's a really hot day. Why don't we rent kayaks right now! Or my test was cancelled and I don't have to study all weekend, let's go rent some bikes.)

PROFESSOR BRAD KING

1) King does not use BSU Recreation Services. He does use the Muncie North YMCA.
a) Reasons for using the local YMCA:
   i) "I travel a lot and the YMCA is available everywhere I go. I pretty much spend three months out of the year on the road. I want to work out everywhere."
   ii) "I'm a tough and demanding professor. Working out is what I do for fun and I want to keep it separate. I don't want to see a student there and have them talk to me. It's my time, it's more personal to me."
   iii) "Cost isn't really a factor because I think they cost the same."
   iv) "The YMCA has everything. I can get in the pool and then get on a bike and go. No wait."
   v) "The YMCA seems more professional, probably because it's not all students working there. The spin class teacher emails you back and you get to know the people there."
   vi) "The Y has everything. I don't know anything BSU Rec offers."

2) King has been to the BSU Recreation Center once and has never been to Ball Gym. He visited the Recreation Center during the Homecoming events.
a) "It seemed just like the Y to me, it just looked new. That's not really important to me."

3) King says he has not received any information about BSU Recreation Services from any official sources, but has heard about it through word-of-mouth.
a) "I haven't seen anything, anywhere about BSU Rec. I don't get any information about it."
b) "I've heard from other professors that it's expensive. I think for professors though, they are ok because they'll go to what's closest. I've heard from some staff, like the ladies who work in AJ, that they used to go the gym but now it's too expensive. Maybe a tiered payment system would be better."

4) King once had an experience that turned him away from BSU Recreation Services. "I emailed them twice about intramural sports clubs for faculty and I never heard back. I'm not going anywhere that can't even talk to me about their own services."

5) King mentioned that instead of trying to convince people to work up the motivation to go to the gym, focus on building communities for people with similar interests or passions.
a) "When I moved here I had to search around for runners. I met some people through a networking site for runners, but it wasn't easy. If there was an active, established group already set up I would have turned to that."
b) "I think the gym needs to actively get people who have similar interests. Build a network. Find people who do that stuff and create a community around an idea. Build fitness around communities, instead of around 'new.'"
c) "In Cincinnati they have this thing called a 'Sports and Social Club.' It's a rec league with a once a month social so you can get to know people and work some fitness into an adult schedule."
d) "The Y has that. You know the people there. When we see someone new we are like, 'Hey, nice to meet you.' You're just more likely to keep coming back when you know the people there. You just don't feel as stupid."
SHEILA KELLEY

Following is an interview with Sheila Kelley who is an assistant at Ball State University. She uses the BSU Recreation Services on a regular basis. Sheila Kelley uses Ball Gym usually four times a week. She likes Ball Gym because of its faculty/staff hours and it's small and friendly. She typically goes alone. She prefers Ball Gym over the new Rec Center because she feels more comfortable working out with people her own age. Kelley would be interested in classes if they were offered for people over 40, such as Zumba or aerobics. She is aware of Outdoor Pursuits, but sees it as for the younger generation.

TRANSCRIPT:

What facilities do you typically use?
I always go to Ball Gym. It's small, friendly, and not crowded at all. I particularly like the "staff only" hours.

When would you say you go the gym? (Morning, afternoons, or evenings?) Why do you go at that time?
During the work week, I always go directly after work, from about 5:15 to 5:45. I usually also go on Sunday mornings.

Would you describe yourself as having a gym routine, or going more sporadically?
I am pretty much a regular.

Do you go to the gym alone or with friends?
I am a "loner" when it comes to exercise, preferring to do it by myself.

What activities do you do at the gym?
I regularly use the elliptical machine, alternating with free weights and strength training machines.

Have you ever taken a class or participated in a program at the gym? Why or why not?
I have participated in the Women on Weights Program, The Biggest Loser Program, a free Zumba class during National Fitness Week, and a pilates class. These classes are great because they're reasonably priced, convenient and worked with my schedule to go after work.

Are there any programs or classes that you are interested in attending, but haven't been offered?
I'm not sure if these classes have been offered or not, but I would be interested in attending a "staff only" (or over 40) Zumba class and I would like to take an aerobic classes.

Have you ever received training or assistance from a gym employee?
Yes, I have hired a graduate assistant to work with me for a few weeks when I first started. I would be very interested in doing that again.

Would you say you stick with the same activities at the gym, or do you try new things or do different things every time?
I stick with the elliptical machine and weights. I don't use the treadmill because I have one at home, and I'm not sure how to use some of the other equipment. It can be a little intimidating.
How do you find out about new things at the gym?
I receive e-mails from Rec Services

Why do you go to the gym?
I go to the gym for several reasons: most importantly is to lose weight/keep weight off. I have a heart condition and the doctor said that losing weight and exercise would be good for me. But I also go to try and develop and tone my arms and back muscles and to build up endurance to be able to walk in 5K events

Why do you think some people do not go to the gym?
I think the biggest reason people don't go is because it's difficult to carve time out of the day to go to the gym and take time for "self". I would like to be able to go during my lunch hour, but it isn't feasible for me because of (a) parking (b) only having an hour to change, work out, and change back and (c) getting too hot to return to work without a shower. When I go to the gym after work, I often feel rushed to get thru the workout so I can get home, get dinner, see my spouse, and do the other various things involved in running a household

What are the benefits of using the BSU Recreation Centers?
It's a friendly, non-threatening environment. It's clean, close to campus, and has all of the equipment that I care to utilize (at least so far)

What are the drawbacks of using the BSU Rec Centers?
I won't use the new Rec Center, even though it's beautiful and state of the art because I can go to Ball Gym for free, Ball Gym is not crowded and the equipment is available, and it has staff only hours. I don't feel intimidated and embarrassed to be "middle aged in a bunch of college kids"

Why do you use BSU Recreation Services over another gym?
I go often enough that I see other faces that I recognize, and Ball Gym is free and sort of convenient

If you were trying to convince another faculty member to go to the gym with you, what would you tell them?
It isn't intimidating, you won't be run over by college students, it's low-key and friendly. There is enough equipment and things to do to suit everyone's tastes. You can make arrangements for someone to show you the different equipment if you want to

What would you say is most important to faculty in a gym?
Availability of equipment, friendly helpful staff, cleanliness

How could they promote themselves to faculty?
I think Ball Gym needs more visibility. Perhaps a lot of people don't know about it? What about the opportunity to hire a gender-appropriate (if desired) trainer for a short-term to get people motivated and acquainted with the facilities, and develop a routine? I know I would like that!

Have you heard of the Outdoor Pursuits programs offered by BSU Recreation Services? What have you heard?
Yes, I receive e-mails detailing the equipment they have and outings they sponsor.

If you knew that the Outdoor Pursuits offered equipment rentals for things like bikes and camping equipment, would you be interested?
No, that's not something I would like. I feel that's mostly for the "younger" people.
observation

two week on-site study
MONDAY, FEB. 21: SRWC (10 AM - 12 PM)
International students, faculty/staff and other older Ball State affiliates have a strong presence at this time, especially in racquetball, basketball courts and in the fitness room. Athletics and PE classes also take up a lot of space during this time of day on weekdays. Indoor turf, rock wall and Outdoor Pursuits areas aren't open until later in the day, which means fewer options in the new part of the building. Could this be influencing student decisions to wait until later in the day to come?

TUESDAY, FEB. 22: BALL GYM (7 PM - 11 PM)
The gymnasium is occupied by Burris and/or Indiana Academy students and events, which also attracts Muncie community members who may not usually come to Ball State for other reasons. Pool occupants are mostly families with small kids. Small handful of Ball State students using the weight room (no more than 10 at any point during this timeframe).

Wednesday, Feb. 23: SRWC (7 pm - 11 pm)
Club reservations (Code Red, Trendz of Essence, Greek life) and intramurals (volleyball, soccer, basketball, lacrosse) dominate the program areas. Large majority students and very few faculty/staff at this time.

MONDAY, FEB. 28: BALL GYM (330 PM - 7 PM)
Faculty/staff (especially those working on the south side of campus) flock to Ball Gym's fitness room and track for evening workout around 5 pm. Some students I encountered were reluctant to mingle with Burris students who were using the gymnasium because of student teaching and other professional affiliations with the Burris community. This is an interesting comparison to the way some Ball State faculty/staff feel about working out among Ball State students. Still low traffic volume compared to the traffic at SRWC during its peak time. (Maximum of 20 people using the fitness room at one time)

TUESDAY, MARCH 1: BALL GYM (645 PM - 11 PM)
Majority of dance students, club and other reservations. A group of Ball State male students stopped in to play open recreation basketball on the main floor but it wasn't available because of other reservations. The boys didn't know that it wasn't available until they were already here and ready to play.
ready to play... is this because they didn't take time to investigate or because the available hours at Ball Gym aren’t clear? Is a lack of awareness a hindrance for Ball Gym?

WEDNESDAY, MARCH 2: SRWC (11 AM – 2 PM)
I noticed two faculty/staff members (65+) play open recreation 5-on-5 basketball with students several times each week during this time. This is another interesting contradiction; what perception differences exist between them and other faculty/staff members?

FRIDAY, MARCH 4: SRWC (2 PM – 6 PM)
The building is a GHOST TOWN because of Spring Break! The fitness room, especially, is noticeably less busy. The beginning of Spring Break marks the end of our busy season at BSU Recreation. International student recreation dominated usually vacant areas (20+ groups playing in Indoor Turf, racquetball, game lounge, etc).

SATURDAY, MARCH 5: BALL GYM (12 PM – 5 PM)
Overall, this shift isn't representative of a typical shift at this time because of Spring Break. The pool was open for family swim for two hours, which brought in a strong crowd of faculty/staff and their families, especially small children. Several swimmers seem reluctant to end their swim. Could two hour increments be too short to allow swimmers to take full advantage of the pool?

SUNDAY, MARCH 6: SRWC (12 PM – 6 PM)
Overall, this shift isn’t representative of a typical shift at this time because of Spring Break. Reservations for ballroom dance club and baseball teams (non-affiliates) throughout the day. Ball State student athletes accounted for most of the occupants and stayed in the facility (fitness room, indoor turf) for three to four hours.
mock-ups + ideas

HOMEWORK, TESTS, CLASS, BALANCE.

I WORK OUT TO TEST MY LIMITS.
one free yoga class
get out + play

Valid with ID 2012-2013
SRWC Room 102
Bring a friend or come alone!
Free Family Fitness Night
Oct. 12, 2011
Open to the families of all BSU Employees

YouTube: how to use an elliptical machine
Personal Training: How to Use an Elliptical Machine
138,712 videos
Subscribe

Like • Add to • Share
underdog INTRAMURALS

never get benched again.
GET OUT + PLAY

strategic communications campaign
QUICK LOOK

• situation
• problem + position
• research + insight
• key messages
• recommendations
• goals ➤ objectives ➤ strategies + tactics

there's more inside!
facilities
classes
services

BALL STATE
RECREATION

Get Out and Play

in-depth SWOT and competitor analysis starting on page 9
BSU Recreation Services needs to increase student and employee usage of facilities and services, as well as increase usage of the Outdoor Pursuits Program.

To be known as the best fitness and activity resource in the Muncie area over all other gyms and fitness activities by Ball State University students and employees.
RESEARCH METHODS

[2] FOCUS GROUPS
  Student Users
  Student Non-Users

[2] SURVEYS
  Students [667 Responses]
  Employees [436 Responses]

[3] INTERVIEWS
  Employees

[1] OBSERVATIONAL PERIOD
  2 Weeks SRWC
KEY FINDINGS

Student Non-Users [Acceptance Level]
- Need to feel comfortable
- Need to make it valuable
- Need to provide new offerings

Employee Non-Users [Awareness Level]
- Need to know it as an option
- Need to be accommodating to employee needs

Outdoor Pursuits [Action Level]
- Need to increase action
KEY MESSAGE 1:
Ball State University Recreation Services is a convenient and comfortable exercise environment that accommodates the diverse needs of students and employees.

KEY MESSAGE 2:
Ball State University Recreation Services helps fulfill the lives of students and employees by promoting wellbeing and health.

KEY MESSAGE 3:
The Outdoor Pursuits program allows people to go beyond the walls of the gym by offering affordable trips and equipment rentals.
RECOMMENDATIONS
goals, objectives, strategies and tactics

GOAL 1: Enhance the reputation of BSU Recreation Services to students as a leading source of activities on the Ball State University campus.

RECOMMENDATIONS
GOAL 1:
ENHANCE THE REPUTATION OF BSU RECREATION SERVICES AS A LEADING SOURCE OF ACTIVITIES ON THE BSU CAMPUS.

BSU Students [Non-users]

GOAL 2:
FOSTER RELATIONSHIPS WITH BSU EMPLOYEES THAT WILL INCREASE SUPPORT AND USAGE OF BSU RECREATION SERVICES.

BSU Employees [Non-users]

GOAL 3:
INCREASE USAGE OF THE OUTDOOR PURSUITS PROGRAM.

BSU Students + Employees
OBJECTIVE 1
To increase acceptance of BSU Recreation Services as a convenient and comfortable exercise environment among students non-users by 25% by May 2012.

OBJECTIVE 2
To increase acceptance of BSU Recreation Services as a worthwhile and fulfilling activity among students non-users by 25% by May 2012.

OBJECTIVE 3
To increase action among student non-users specifically by having them use a BSU Recreation Services facility or enroll in a class, by 40% by May 2012.
GOAL 1: strategies + tactics

NEW FEATURES
fitness and nutrition tracking
online video tutorials
personal trainers
team challenge
buddy-system matchmaking
Underdog League

SPECIAL EVENTS
Fitness Hour at the Bell Tower
free outdoor yoga sessions
“Jog With Your Dog”

WHAT MOTIVATES YOU
facebook submissions
video blogs
daily news

15 FIT
dining services stickers
dietician
15 referrals
15,000 users

STRATEGIC COALITIONS
greek life
PE department
residence life
OBJECTIVE 1
To increase awareness of BSU Recreation Services as an exercise facility option among Ball State employee non-users by 25% by May 2012.

OBJECTIVE 2
To increase acceptance of BSU Recreation Services as the best option for exercise among Ball State employee non-users by 25% by May 2012.

OBJECTIVE 3
To increase action among Ball State employee non-users, specifically by having them use a BSU Recreation Services facility or enroll in a class, by 50% by May 2012.
GOAL 2: strategies + tactics

INVITE EMPLOYEES
- departmental tours
- SRWC employee weekend
- promotional materials

WELLNESS WEEK
- free Working Well classes
- health screenings
- “Workout in the Workplace”
- downloadable workout plans

NEW FEATURES
- “Dollars for Dumbbells”
- team challenge
- change pricing structure
- employee sports program

PROVIDE INCENTIVES
- departmental monthly memberships
- discounted trial month
- “Family Fitness Fridays”
- free fitness consultation
- one free class voucher
OBJECTIVE 1
To increase action among students and employees, specifically by having them rent equipment from Outdoor Pursuits, by 50 percent by May 2012.

OBJECTIVE 2
To increase action among students, specifically by increasing enrollment in Outdoor Pursuits, by 35 percent by May 2012.
GOAL 3: strategies + tactics

SPECIAL EVENTS
“critical mass” bike rides
rock-climbing tournament
canoe lessons on the Duck Pond
“Campus Camping”

PROVIDE INCENTIVES
Adventure League
one free bike rental

PUBLICIZE
social media
giveaways
concepts + mockups

I WORK OUT TO TEST MY LIMITS.

HOMEWORK, TESTS, CLASS, BALANCE.

HIGH SCHOOL TRACK IS OVER.
MY LOVE OF RUNNING ISN'T.

BEFORE WHAT I DO ON FRIDAY NIGHT.
intramurals

one free yoga class

get out + play

valid with ID 2012-2013
bring a friend or come alone!
questions + comments

CONTACT
MCKINLEY MARKETING
Candy Dodd
Rachel LaSuer
Liz Mensching
Vanesa Penaloza
Hannah Staton
hannahstaton@gmail.com

EXECUTIVE SUMMARY
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SWOT ANALYSIS
COMPETITOR ANALYSIS
PROBLEM + POSITIONING STATEMENT
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RECOMMENDATIONS
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EVALUATION
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BUDGET
APPENDIX
FOCUS GROUPS
SURVEYS
INTERVIEWS
OBSERVATIONAL PERIOD
CONCEPTUAL WORK