

Strategic Initiatives Steering Committee

Project Proposal Template

Subcommittee: Capacity and Sustainability

Name of the Project or Proposed Action: Recreational Fields Expansion

Subcommittee Background

California's public institutions of higher education, including its system of 23 California State University (CSU) institutions, operate in an arduous environment of constrained fiscal resources, and competition to attract the finest students and deliver top-notch academic and support services to students.

While state financial support for higher education remains unpredictable, CSUCI must continue to ensure the campus has the necessary economic and physical resources to meet the needs of a growing student population and fulfill our university's ongoing commitment to our region.

Established under the Strategic Initiatives Steering Committee, the Capacity and Sustainability Subcommittee is charged with engaging the campus community to identify the campus' most pressing economic and physical resource needs and key opportunities to support sustainable growth. This campus community engagement has helped to inform the development of the series of strategic initiative proposals the Subcommittee is recommending.

Proposal Overview

Provide additional recreation fields capacity that will expand formal and informal utilization by students, while also creating capacity for revenue-generating use by outside groups. This will include the addition of new play fields and lighting to increase field utilization after dark. Over the past few years, the availability of usable fields for student use has decreased. Further, because the fields have not been fully usable, the revenue earned has decreased significantly, and we have been unable to serve interested community and conference groups.

A study published in 2017 reports that first-year students who participate in campus recreation report higher levels of academic engagement and connection to their peers. It finds that a first-year student's involvement in a college recreation program had a positive effect on retention (Mayers, Wilson, & Patwarka).

Responses to Strategic Initiative Steering Committee Questions

1. What is the data or evidence that we will examine to gauge the effectiveness of the project?

The effectiveness of this proposal will be reviewed using metrics on the number of hours used by Campus Recreation, Student Government, Student Programming Board, and HRE, as well as the use of the fields by outside groups, compared against existing usage. We will also compare the revenues generated from outside users.

2. What is the implementation timeline? (Include budget and/or allocation determination.)

This work can commence at the start of the spring semester and should be completed in time for the fall '18 semester. The Project will require engineering consultants to complete the design, and the project will be contracted to build the improvements. The estimated costs for this are as follows:

Lighting for Potrero field - \$400,000

Additional field in north campus recreation area - \$300,000

3. Who (person, unit, etc.) will be responsible for implementing, tracking, and evaluating this project?

Facilities Services will oversee the design and construction of the improvements. Campus Recreation and Conference & Events will track the utilization of the fields.

4. What groups and/or individuals provided input during the development of this proposal?

The following campus groups were involved in this effort:

- Division of Student Affairs;
 - VPSA Council;
 - Campus Recreation;
 - Student Government;
 - Student Programming Board;
 - HRE;
- Facilities Services;
- Conferences & Events.

5. If successful, how could or should this project be scaled up?

If increased utilization is achieved, the potential to provide additional recreational opportunities is possible.

References

Mayers, R. F., Wilson, A. W., & Potwarka, L. R. (2017). Moderating Effects of Campus Recreation Participation in the Relationship Between Grade Point Average and First-Year Student Engagement: An Exploratory Study. *Recreational Sports Journal*, 41(2), 101-110.

Kampf, S., & Teske, E. J. (2013). Collegiate recreation participation and retention. *Recreational Sports Journal*, 37(2), 85-96.