



WELL Advisory Group Meeting
Wednesday, February 28, 7:30am
Terrace Suite, The WELL

Minutes

1. The meeting was called to order at 7:35 a.m. by Colin Vasquez
 - a. Present: Madelaine Church, Marina De La Cruz Ramirez, Rosa Colin Vasquez, Ariana Ochoa, Wayne Linklater, Gloria Coss, Elena Larson, Lara Falkenstein
 - b. Also present: Andrew Reddish, Jessica Swart, Tori Butler, Bill Olmsted, Clarissa Jimenez, Kayla Irlbeck,
2. Public Comment: None
3. Consent Calendar: Action Requested
 - a. Approval of Advisory Group Minutes from January 31, 2024
Consensus of approval of minutes as written: Passed
4. New Business:
 - a. The WELL 24-25 Project List: **MSP: Larson, Ochoa**
 - i. Reddish presents the WELL project list for 2024-25 for the WELL Advisory Group's (WAG) recommendation to the Union WELL, Inc. (UWI) Board of Directors (BOD), who will give final approval. He shares testimonials from students and quantitative data from a member assessment in spring 2023, noting that neutral responses highlight opportunities. As a result, the project list includes community building and opportunities to connect with others. He shares highlights for each department. The administration department's list includes the north field and event center projects, and creating more organization. Climbing includes additional campus collaborations and working closer with the Recreational Therapy (RT) department on adaptive climbing. Fitness and Wellness will host focus groups to learn how to better serve the campus community, encourage participation, engage faculty and staff, and facilitate innovative ways to reach students. IM will establish a partnership with Greek Life and SOAL, explore non-traditional programming and non-competitive sports, and collaborate with UNIQUE and the Games Room. Member Experience will launch a membership rewards program, increase faculty and staff membership, and implement Fusion software. Operations & Aquatics will focus on safety and emergency response, and continue implementation of Connect2. RT will focus on accessibility and create a comprehensive guide showcasing adaptive and accessible equipment. Special Events & Informal Rec (IR) will explore the MOU with SOAL to make facility use more equitable for clubs and partner with University Events on the 5k. Staff Development & Assessment (SSDA) will conduct focus groups with non-students to identify opportunities and increase storytelling efforts by collecting and sharing member stories.
 - ii. Olmsted adds that project lists are proposed and considered as part of the budget presentation, which would not include anything the organization doesn't have funds for.
 1. Linklater asks how membership diversity compares with diversity on campus, adding that assessment could identify a potential target audience. Swart says that previous assessment and trends have informed on creating different spaces, equipment layout, classes, workshops, etc. Reddish wants to continue to focus on assessment to learn what's going well, identify potential opportunities and barriers. Olmsted adds that during expansion planning, many

student groups and focus groups were engaged and asked what barriers are and what keeps them coming back, which informed what was built. Retreat has helped engage groups and portions of the student population that felt they didn't have a place to go for myriad of reasons.

2. Larson acknowledges the work that went into the list and the people involved and says its obvious thoughtfulness and thoroughness are appreciated. She feels there's always been a mind for growth and focus on improving and serving, and continues to be.

b. Fitness Staff Wages Increase Proposal: MSP: Coss, Linklater

i. The Assistant Director of Fitness and Wellness, Jimenez, presents a proposal regarding the wages of personal trainers and group fitness instructors. She explained that the wages of trainers and instructors depend on various factors like experience, certifications, and specialties. She also shared a wage comparison with the local market, which did not include corporations' commissions on top of wages. The comparison demonstrated that WELL wages are comparatively low. She pointed out that after being hired and trained by the WELL fitness team, staff members leave for other studios or boutiques for better wages.

1. Larson asks what commission would be based on. Jimenez explains that a GF institution will have a flat rate per class and additional pay for attendance. PT commission is a percentage of packages sold in addition to their base rate.

ii. Jimenez shares that the wages for personal trainers at The WELL range from \$20.50 to \$30.50 per hour, below the industry average by roughly \$7 on the low end. On the other hand, group fitness (GF) instructors are paid significantly more than personal trainers, with an average hourly rate ranging from \$39.10 to \$50.10, which is well beyond what The WELL currently offers. To attract and retain talented instructors, The WELL proposes increasing the wage range for personal trainers and GF instructors. The financial impact of this proposal is estimated to be a difference of \$24,608 in wages, taking into account the earnings from personal training revenue and 70 GF classes per week, based on the last ten years of operation.

1. Larson asks if members pay extra for GF classes. Jimenez explains that all GF classes are free. Small group classes are taught by PT and have historically been an additional charge, but last semester they were offered for free. Larson asks what the fee was. Jimenez says \$48 for a semester pass, averaging \$2 per class if they attend twice a week. Larson asks how many small group classes students could attend, and asks to confirm that PT is one-on-one for \$39 per session. Jimenez says classes are unlimited with the pass and confirms \$39 is the average cost per session but there are package options offering lower cost per session with more sessions purchased.
2. Colin Vasquez asks if current PTs and GF instructors will receive a raise if the proposal passes. Jimenez explains that current staff will be evaluated and will receive an individual raise based on wage comparison and education standards effective July 1.
3. Colin Vasquez asks if raising wages will increase student fees. Jimenez assures that a wage increase won't raise the UWI fee, which Olmsted confirms. Larson adds that there will be a general increase in student fees, but it's not in response to changes in programming. She adds that the UWI fee is based on the San Francisco consumer price index while most other line items are based on the urban consumer price index, but all have an increase built in.
4. Linklater is in support of the proposal and asks if there are intangible benefits to working at The WELL. Jimenez says the facility, as well as its culture, community connectedness, and inclusion

focus, is a different experience than one will get elsewhere. She and the coordinators are committed and invest an enormous amount of time to teach a certain skill level to provide a great experience, and then people leave with the skills provided to them.

5. Linklater asks if there's a pathway for PT or instructors to seek a salary or wage increase with time on an individual basis. Jimenez explains that PT wages are based on education and certifications. GF is more specialized and wage is based on time, as the number of classes held in the facility warrants growth. They are rewarded as they spend time teaching, growing, and learning.

c. **Intramural Sports Semester Pass Fee Proposal: MSP: Ochoa, Coss**

- i. Reddish shares that the IM program has existed for over 72 years at Sac State and provides an opportunity for the campus community to participate in sports and recreate year-round. Currently, teams pay a \$60 team entry fee, or \$10 per individual, per session, per sport. The proposal is to transition to an individual all-you-can-play semester pass for \$15 and remove the team fee option. The pass would provide access to most sports, with the exception of sports that require an external venue fee to play such as green fees for golf, or a bowling league.
- ii. Irlbeck, who joined the team in January as IM Sports Coordinator, adds that the switch to Fusion software will affect the current IM sports management software, IM Leagues. Fusion has its own software, Fusion Play, that works cohesively and doesn't offer a team fee. The benefits include streamlining IM sports software with membership, a user-friendly app including notifications for games, and the ability to message other teams or their own roster. The hope is that individual commitment will eliminate forfeits which increase teams' ability to play, and an increase in participation. The pass also cuts costs for students who sign up as free agents for a lot of sports.
- iii. Reddish refers to the side-by-side comparison with other colleges in California, noting that the WELL's current model is less common. A semester pass is a more streamlined model, offering many options with one fee that is very affordable. He requests approval to transition from a team fee to an all-you-can-play semester pass.
 1. Larson asks about the revenue impact of a semester pass compared to the current model. Reddish says revenue has the potential to increase by 145% but is not a driving factor. IMs is not a revenue-generating program; it just needs to recoup costs. But, the current revenue of \$20,000 could potentially be transformed to \$40,000-\$49,000 with the change. While revenue will rise, so will operating costs such as personnel wages if participation increases, so the rise in revenue will help cover the rise in costs..

d. **North Fields Project update: Information**

- i. Olmsted explains that the project plan hasn't changed but was facing a delta of a few million dollars. Funds were committed a few years ago but the project cost is now reflecting the general rise in products and services. Value engineering was done to bring costs down and a discussion was had with all partners involved, but no additional funds were available. This put the project at risk of being shelved again. UWI looked into reserves and the long-range plan and found a way to fund the delta, knowing the importance of the project for campus and students. It was proposed to BOD earlier this month, who approved the funding model, allowing the project to move forward. UWI was the majority funder initially and is now even more so.

e. **Event Center Update: Information**

- i. Reddish says currently the planning committee's current focus is working with the bleacher manufacturers to secure the most amount of seats possible and the new main entrance to the event

center. Olmsted adds that UWI continues to reiterate that the rest of the facility needs to be functional for students during events. So far, the only feature that will not be available to students during games is the MAC activity court since it shares open-air space, competing for noise.

1. Swart asks if the MAC can be available for informal recreation during games. Olmsted says it still needs to be worked out. It can't impact noise, and it's unknown what the noise will be with people in the gym for a game.

5. Reports and Comments

a. Advisory Group Members

- i. Colin Vasquez announces that the ASI Day on the Lawn event is being rescheduled to March 12 due to weather. Also, ASI scholarships are open, and close on March 15. A scholarship is available for each college. She encourages students to apply and tell their friends, noting that only two people applied for one scholarship last year, so there's a good chance of getting approved.

b. Executive Director: Olmsted

- i. Olmsted states that the group approved the WELL project list for the current year, which included adding greenery throughout the facility. There are live plants in the WELL now, which adds to the environment and is getting great feedback.

c. Director: Reddish

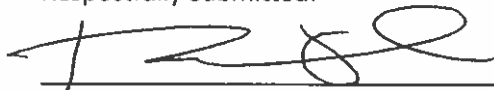
- i. Reddish announces that this year's monster-themed Sac State 5k currently has 786 registrants, which is 66% of last year's registration goal. IM sports currently has 96 teams among numerous sports, with 767 participants. The full-time Recreational Therapist position closed, and interviews start next week. The Assistant Director of Programs application is open with a priority review date of March 11. In February, 7,856 pieces of equipment were checked out, and January had 2,734. The Mile High Climb competition has 90 participants, including Olmsted. GF participation continues to rise. RT is hosting the Adaptive Sports Sampler on April 6 in collaboration with RPTA, climbing, and the City of Sacramento's Access Leisure RT division.

d. Assistant Director: Swart

- i. Swart announces the need for 5k volunteers. She shares the adjusted operating hours for spring break. Yoga Night is March 14 in the Union, in collaboration with UNIQUE Programs; the event is free and open to public.

6. The meeting was adjourned at 9:01am

Respectfully Submitted:



Authorized Signature

10/9/24

Date