



SACRAMENTO
STATE

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The WELL Advisory Group Meeting

March 2, 2022

The WELL

Sacramento State

MINUTES

1. The meeting was called to order at 7:30 a.m. by Oneto, Chairperson
 - A. Present: Nicole Oneto, Alex Knapp, Amanda Visger, Bernard Omiple, Debbie Bruffett, Elena Larson, Mandy Facio, Lisa D'Angelo,
 - B. Also present: Kate Smith, Jessica Swart, Bill Olmsted, Tori Butler, Erica Wood
2. Public Comment: None
3. Consent Calendar:
 - A. Approval of Advisory Group Minutes for February 9, 2022
[Consensus for approval of minutes as written: Passed]
4. Old Business
 - A. None
5. New Business:
 - A. The WELL Project List 2022-2023: Smith (MSP: Larson, Bruffett)
 - Smith presents the 22-23 project list for the WELL and explains that the full-time staff team works together to ensure each department supports and aligns with campus goals and imperatives set by President Nelsen and Sacramento State. Smith reviews Union WELL, Inc.'s (UWI) ten foundational goals and expectations for 2022-2023 and mentions highlights for each department. Administration projects include completing the criteria documents for the (IM) Intramural Sports field project; replacing the gym box scoreboard and digital signage; and supporting the corporate-wide strategic planning, mission, vision and values process and collaborate with Student Health and Counseling on evaluating The WELL's mission statement. Recreation Therapy (RT) projects include developing a repair and replace plan for adaptive equipment; working towards achieving Inclusion Committee initiatives to create a culture of discussion, feedback and evaluation utilizing the Equity, Diversity and Inclusion (EDI) lens; and developing a Horticulture Therapy program proposal. The Staff Development and Assessment list includes administering a WELL alumni survey; reinstating the WELL Hiring Expo; and establishing a Leadership Training Series certificate. IM projects include celebrating and marketing the 70th anniversary of IM sports on the Sac State campus; holding an outdoor volleyball and outdoor basketball event at The Hornet Commons; conducting a focus group on the IMLeagues registration platform, current and future sport offerings, and overall experience of playing IM sports. Fitness and wellness will focus on purchasing and implementing an Inbody machine; continue the free Hustle from Home program and analyze the program to evaluate

cost and feasibility; creating inclusive group fitness classes targeted towards entry level exercisers; strategically integrate all 5 fitness studios to provide a comprehensive and inclusive program.

- Swart presents the Member Experience projects including launching an electronic waiver solution with Sac State's On-Base platform; conducting a market analysis to evaluate membership rates and compare to the current market; creating a membership rewards program to incentivize participation. Marketing projects include evaluating current and potential locations, and mediums, for static and digital advertising on campus; working with the WELL Inclusion Committee to reinforce the commitment to EDI through marketing using various platforms; working with the University Union (UU) Marketing and UWI IT to develop comprehensive and modern web and mobile based solutions for UWI. Operations & Aquatics will be implementing the Connect2 software to streamline and improve building operations; exploring a locker rental program and developing a program proposal; hiring and training aquatic staff and evaluating need for a specialized seasonal Aquatics staff member.
- Smith discusses highlights on the Special Events and Informal Recreation list including developing a repair and replace plan for badminton and volleyball equipment; working with marketing to create short videos to educate members about Informal Rec offerings; working with campus facilities to complete projector screen upgrades in all conference and meeting rooms. Climbing and Group Facilitation will be incorporating WELLbuild team-building components with the Hornet Hill program; increasing climbing participation by 25%; and working with RT to increase awareness and offer specific adaptive climbing events.
 - Larson is impressed by the amount of thought and effort that goes into everything The WELL does, and says she has never been involved with any group that is so thoughtful and forward thinking.

6. Reports and Comments

A. Executive Director: Olmsted

- Olmsted states crews are finishing minor touches of recent construction and working with campus partners on items that have come up into the warranty category. Management is focusing on the project lists for next year yet still very focused on completing lists for the current year and looking at ways to complete projects that were initially part of expansion but were backed out. Hiring in the WELL and UU include hiring a UU Dir, a new UU event services coordinator, and corporate maintenance positions.

B. Director: Smith

- Smith provides personnel updates including the Coordinator of Marketing Strategy and Outreach position in the final stages, and the conclusion of the first-round interviews for the Assistant Director of Fitness and Wellness, which is now in process of selecting finalists to interview on site. The Sac State 5K Fun Run has 393 participants in person and 27 virtual. Smith adds that the event is heavily dependent on volunteers and encourages signing up.

C. Assistant Director: Swart

- Swart highlights upcoming and ongoing programs such as the Group Fit Club incentive program. IM is offering futsal, 3-on-3 basketball, and a golf tournament. Yoga Night is being held in the UU in collaboration with Unique Programs on March 17, and is free and open to all, including non-members. Climbing's Gym to Crag program, which is designed to help participants gain the skills and confidence to climb outdoors. RT is starting a mindfulness class series and inclusive fitness series, both virtually. Membership had a jump in memberships and is up to over 16,000 members, and 53% of enrolled student activation, while recent alumni continues as the most popular non-student membership. Marketing will be working to reach out to students who haven't activated their memberships.
 - Olmsted acknowledges staff that put a lot of time and effort to create a virtual meeting,

noting it has been fairly seamless but has been several months in making of research, testing equipment, and testing environments. This meeting is the first big test for the building and the group. Smith agrees and acknowledges Wood and Butler, who were in charge of logistics.

D. Advisory Group members

- Wood shares that climbing is offering a Level Up Bouldering competition, two weeks from this weekend. It will be the first since the COVID-19 closure. The Mile High Climb challenge completed with 74 participants.

7. The meeting was adjourned at 8:34am

Respectfully Submitted:


Authorized Signature

10/12/22
Date