In October 2015, Campus Recreation launched a web-based survey evaluating the impact of Campus Recreation on recruitment and retention, health and wellness, and other outcomes linked to healthy lifestyles and student engagement. The survey was emailed to a representative sample of University of Arizona undergraduates, graduates and professional students, including non-degree-seeking students (N=10,000). A total of 2,410 surveys were completed and returned, resulting in a response rate of 24%. The following information highlights the findings in relation to student recruitment and retention, academic success, health and wellness and student engagement.

### Student Recruitment & Retention

**Campus Recreation Impact on Enrollment Decisions**

Respondents rated the importance of Campus Recreation facilities when making decisions to enroll at the University of Arizona, and when deciding to continue enrolling at the UA in subsequent years. The tables below indicate the percent of students who rated these factors important or moderately important.

<table>
<thead>
<tr>
<th>Importance of Campus Recreation in deciding to enroll (recruitment) and to continue (retention) at the University of Arizona compared to the National Benchmarking Standards.</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Impact on Enrollment Decisions</strong></td>
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<td>100</td>
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<tr>
<td>UA</td>
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<tr>
<td>NAT'L</td>
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<tr>
<td><strong>Impact on Retention</strong></td>
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<tr>
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<td>NAT'L</td>
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</tbody>
</table>

[Source: NIRSA]

**2014/15 First-time Freshmen Retained to Fall 2015**

Of the freshmen who utilized Campus Recreation 30 or more times in the 2014-2015 academic year, 86% returned to the University of Arizona the next year. This is compared to freshmen who utilized Campus Recreation 29 times or less during the same academic year with only 74% retention rate; a 12% difference.
The average Spring GPA for frequent Campus Recreation users and occasional users was compared to the entire the UA student population, Undergraduates and Graduate/Professional students. A frequent user is defined as someone that utilizes Campus Recreation’s facilities, programs and services 30 or more times in an academic year; an occasional user is one that utilizes these facilities, programs and services 29 times or less per academic year.

Top 3 Factors Negatively Affecting Individual Academic Performance*

The American College Health Association’s National College Health Assessment, a nationally recognized research survey that collects data on students’ health habits, behaviors and perceptions, found sleep, stress and illness to be key barriers to academic success.

UA students were asked to indicate various health and wellness outcomes including the impact of recreation participation on ability to manage stress, quality of sleep, and overall health. The percent of students who indicated participation definitely or somewhat improved these factors are shown.

**Health and Wellness**

Improved Health and Wellness Behaviors and Factors

Campus Recreation users reported that participation definitely or somewhat improved the following factors.

- Feeling of Well Being: 91%
- Overall Health: 91%
- Physical Strength: 90%
- Fitness Level: 90%
- Athletic Ability: 87%
- Stress Management: 85%
- Self Confidence: 82%
- Weight Control: 81%
- Balance/Coordination: 79%
- Concentration: 76%
- Time Management Skills: 75%
- Ability to Get a Good Night’s Sleep: 74%
- Respect for Others: 72%
- Academic Performance: 69%
- Sense of Belonging/Association: 69%
- Sense of Adventure: 68%
- Ability to Multi-task: 67%
- Ability to Develop Friendships: 65%
- Multicultural Awareness: 59%
- Communication Skills: 59%
- Group Cooperation Skills: 59%
- Problem Solving Skills: 56%
- Leadership Skills: 53%
Top 10 Health and Wellness Outcomes of University of Arizona Campus Recreation participation compared to the National Benchmarking Standards.

Percentage of students surveyed that Strongly Agree/Agree that Campus Recreation facilities, programs and services contribute to their quality of life at the University of Arizona compared to the National Benchmarking Standards.

Students who strongly agree that Campus Recreation contributes to the quality of life at the UA is 46%.