

STUDENT AFFAIRS *Connections*

A NEWSLETTER FROM THE DIVISION OF STUDENT AFFAIRS

JANUARY 2013 | VOLUME 6 | NO. 1

Campus Recreation

Over the last ten years, colleges have been increasingly placing an emphasis on recreational programs due to the effect on student enrollment and retention rates. Numerous surveys regarding retention rates of college students indicate that increased participation in campus recreation activities and events correlates with increased student retention. At Florida Gulf Coast University, surveys conducted by Campus Recreation indicated that students who participate in recreational activities develop leadership, communication, and teamwork skills, as well as a sense of belonging and higher self-esteem. By developing these skills in our students, we hope to contribute to the increase in student retention rates at FGCU.

There have also been numerous studies regarding campus recreation and new student enrollment. In a study conducted by the Art and Science Group (2000), it was found that 54% of high school seniors felt the intramural sports program was an important determinant in their college choice. In a similar study, Portland State University discovered that over 78% of all colleges studied used their recreation programs as an extra incentive in order to attract students to their campuses.

In terms of student retention and enrollment, another important factor involved the student recreation center. In a study by Stephan Kampf (2010), it was found that a new recreation center provided a "selling point" for the university and led to higher enrollment rates as well as an increased rate of student retention.

Based on these and other studies, campus recreation not only contributes to students' development and enrichment of their educational experiences, but also contributes to the university's retention and enrollment efforts.

Art and Science Group. (2000). Intercollegiate athletics have little influence on college choice—intramural and recreational opportunities matter more. *Student Voice*, 4(4), 1–12.

Kampf, S. (2010). Impact of College Recreation Centers on Enrollment. *Recreation Sports Journal*, 34(2), 112–118.



A Message From: *Amy Swingle* Director of Campus Recreation

We believe that keeping students engaged with activities and programs on campus is an essential component to their overall satisfaction with the university. This past year we completed construction of the new Waterfront facility and the Eagle Challenge Course at Buckingham and continue to offer innovative programming that students value. In collaboration with Housing and Residence Life, we are excited to announce construction begins in the spring 2013 for the South Village Recreation Pool which is scheduled to open in August 2013. This facility will be yet another opportunity for students to relax and interact with fellow students.

For comments or suggestions regarding this issue, please contact:

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