

Recreation and Housing Services
2006/2007 Strategic Goal Status

Strategic Goal: **Develop parent marketing piece addressing Housing Services FAQs and resources**

- This goal was accomplished in conjunction with the Admissions/Student Life, Enrollment Services/Financial Aid, and Student Development/Advising departments. The result was a marketing piece that covered frequently asked questions in all Student Services areas. The marketing piece served as the key handout in the Summer '07 Parent Orientation sessions.

Strategic Goal: **Utilize the Michael J Gould Recreation Center as a source of college marketing and promotion for select events/groups**

- This goal was accomplished by expanding the use of the Rec Center to host special campus and community events. Examples include:
 - 1) Aug. 12, 2006: Welcomed over 750 walkers for the **American Heart Association Walk-a-Thon**.
 - 2) Sept. 20, 2006: Hosted over 1,000 area high school students at the **Eastern Iowa College Fair**. The Recreation Center will be the permanent home for the event.
 - 3) Feb. 10 & 11, 2007: Hosted several hundred athletes from around the state of Iowa as part of the **2007 Iowa Games**. The Recreation Center was the primary site for adult basketball.
 - 4) Feb. 18, 2007: Hosted nearly 500 area high school students for the **Eastern Iowa Fellowship of Christian Athletes Huddle Rally**.
 - 5) April 21, 2007: Hosted over 90 area employers and several hundred prospective employees to the **2007 Cedar Rapids-Iowa City Corridor Career Fair**. The Michael J Gould Recreation Center will become the permanent home for the event

Strategic Goal: **Develop and host on-campus 5K run/walk**

- This goal was realized on April 28, 2007. Over 50 walkers/runners participated in the event, which was staffed by Rec Center and Wellnedd Committee volunteers

In addition to the above goals, the department played a key role in the Smoking Policy Task Force which was established in December, 2006.