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.