

# RECWELL ANNUAL REPORT

2023/2024

ELIZABETHTOWN COLLEGE  
OFFICE OF CAMPUS RECREATION AND WELL-BEING



**THE BOWERS CENTER**  
FOR SPORTS, FITNESS  
& WELL-BEING

ELIZABETHTOWN COLLEGE

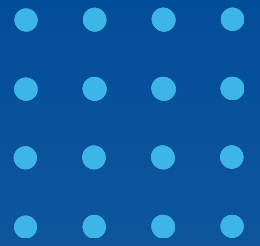
**WHITNEY CRULL**  
CRULLW@ETOWN.EDU



[etown.edu/bowers-center](http://etown.edu/bowers-center)

# RECWELL

## OVERVIEW



### MISSION

THE OFFICE OF CAMPUS RECREATION AND WELL-BEING PROVIDES PURPOSEFUL PROGRAMMING AND A STATE-OF-THE-ART FACILITY THAT INSPIRES, EDUCATES AND EMPOWERS STUDENTS AND THE CAMPUS COMMUNITY TO DEVELOP THEIR STRENGTHS AND CULTIVATE HEALTHY AND ACTIVE LIFESTYLES.

### VALUES

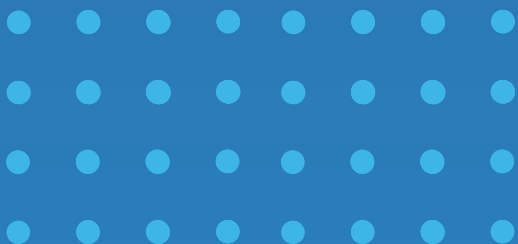
SERVICE, RESPECT, DIVERSITY AND INCLUSION, LEADERSHIP, CUSTOMER SERVICE, HEALTHY LIFESTYLE, RESPONSIBILITY

### VISION

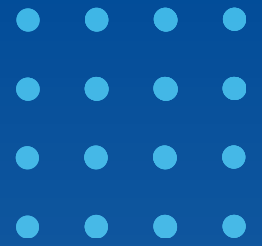
TO ENRICH THE MIND, BODY, AND SPIRIT OF OUR CAMPUS COMMUNITY.

### SERVICES

INFORMAL RECREATION, FITNESS CENTER AND WELLNESS INCENTIVES, INTRAMURAL SPORTS, GROUP FITNESS, HEALTH PROMOTION AND STUDENT WELLNESS PROGRAMMING, PERSONAL TRAINING, CERTIFICATIONS



# PROFESSIONAL STAFF



**WHITNEY CRULL**  
DIRECTOR



**JONI EISENHAUER**  
ASSISTANT DIRECTOR  
OF HEALTH PROMOTION



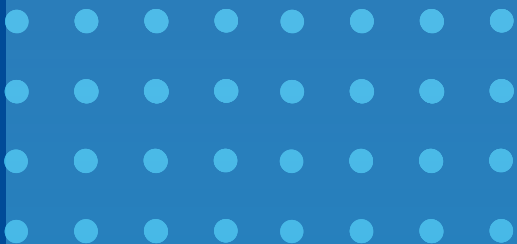
**JEFF MOORE**  
HEAD STRENGTH AND  
CONDITIONING COACH



- SOCIAL MEDIA
- INTRAMURALS
- GROUP FITNESS
- FITNESS CENTER
- MEMBERSHIPS
- STAFFING/PERSONNEL
- PERSONAL TRAINING
- RENTALS

- ATHLETICS S & C
- PERSONAL TRAINING

- THE WELL
- STUDENT WELLNESS  
ADVOCATES
- DEMO KITCHEN
- RELAXATION ROOM
- NUTRITION COUNSELING
- CPR



# LET'S TALK NUMBERS

\* JULY 2023-JUNE 2024

## FACILITY USAGE

- BUILDING CHECK-INS: 80,361
- FITNESS CENTER CHECK-INS: 52,769
- GUESTS: 3,775

## GROUP FITNESS

- TOTAL CLASSES OFFERED: 345
- TOTAL PARTICIPANTS: 2,755

## INTRAMURAL SPORTS

- SPORTS OFFERED: 15
- TOTAL PARTICIPANTS: 788
- UNIQUE PARTICIPANTS: 441
- GAMES PLAYED: 564

## HEALTH PROMOTION

- HEALTH PROMOTION PROGRAMMING AND SERVICES PARTICIPANTS - 2,879
  - INCLUDES DEMO KITCHEN CLASSES, THE WELL, RELAXATION ROOM, NUTRITION CONSULTATIONS, CPR CLASSES, SWAG PROGRAMS

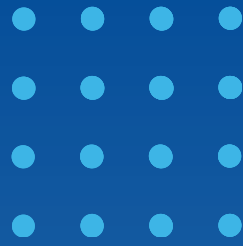
## RECWELL PROGRAMMING

- WELLNESS INCENTIVE PARTICIPANTS: 638
- OFF-CAMPUS TRIPS - 5

## STRENGTH AND CONDITIONING

- SESSIONS - 1,102
- TESTS - 38,968

# NEW PROGRAM ALERT



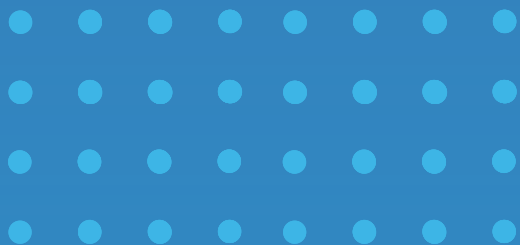
## PERSONAL TRAINING

IN THE FALL OF 2023, RECWELL LAUNCHED THE FIRST EVER PERSONAL TRAINING PROGRAM FOR ELIZABETHTOWN COLLEGE. THE SERVICE IS AVAILABLE FOR A NOMINAL FEE FOR ALL ETOWN STUDENTS, FACULTY, STAFF AND AFFILIATE/FAMILY REC PASS MEMBERSHIPS. WE STARTED WITH ONE TRAINER AND QUICKLY NEEDED TO HIRE MORE TO MEET DEMAND. BY SPRING OF 2024, WE HAD 4 TRAINERS. WE OFFER EDUCATION, MOTIVATION, EXPERIENCE, AND AFFORDABILITY TO OUR STUDENT TRAINERS AND CAMPUS CLIENTS.

10 CLIENTS

12 CONSULTATIONS

127 SESSIONS



MADI NOWATNICK



OLYVIA SERILLO



EVAN JARRELL



ANTON RASHCHYNSKI

# HIGHLIGHT REEL



TOP ROW: PASO POR PASO, CANDY APPLE BAR, SUICIDE PREVENTION WEEK NATURE WALK, CLIMBING NIGHT AT THE NOOK  
2ND ROW: ARCHERY TAG TOURNAMENT, SUNRISE YOGA, OUTDOOR SPIN  
3RD ROW: CLUBS AND ORGS FAIR, BUBBLE SOCCER  
4TH ROW: JAY PLAY DAY

33 COLLABORATIONS

# STUDENT STAFF



## AWARDS



**JORDAN FIGUEROA**  
RECWELL STAFF OF THE YEAR



**MISAKI YAMAGUCHI**  
INTRAMURAL STAFF OF THE YEAR



**MEGHAN GIUSTI**  
SWAG OF THE YEAR



**MERZADEE BUYS**  
GROUP FITNESS INSTRUCTOR  
OF THE YEAR



**ABBY HELLER**  
FITNESS CENTER ATTENDANT OF  
THE YEAR



**MADI NOWATNICK**  
PERSONAL TRAINER OF THE YEAR

## STUDENT EMPLOYMENT AT A GLANCE

AS ONE OF THE LARGEST PROVIDERS OF ON-CAMPUS EMPLOYMENT, WE OFFER NUMEROUS OPPORTUNITIES FOR OUR STUDENTS TO GROW, EXPLORE AND SHOWCASE THEIR SKILLS AND PASSIONS.

**53** FITNESS CENTER ATTENDANTS

**15** INTRAMURAL STAFF

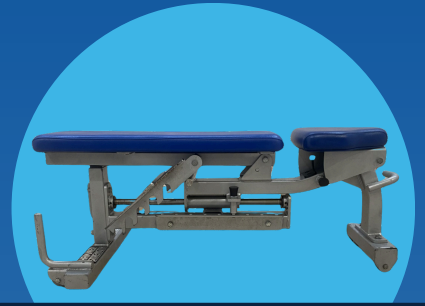
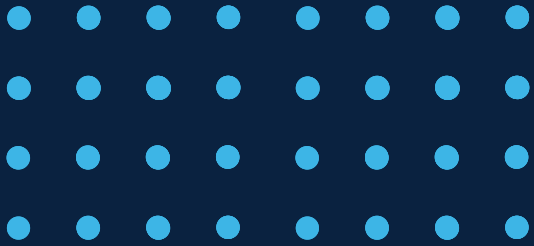
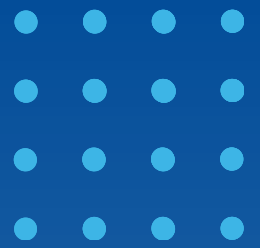
**13** SWAGS

**5** GROUP FITNESS INSTRUCTORS

**4** PERSONAL TRAINERS

**6** SUPERVISOR ROLES

# HOME IMPROVEMENTS



ADDITIONAL POWERLIFT  
ADJUSTABLE BENCHES



INSTALLED ROOM OCCUPATION  
DISPLAYS TO REDUCE PAPER USAGE  
AND REFLECT REAL-TIME CHANGE



CONCEPT 2  
UPRIGHT SKI ERG



NEW DISPLAY SIGNS FOR  
MARKETING AND  
ADVERTISING



NEW MATRIX  
GLUTE TRAINER

## OTHER:

- CREATED A PERSONAL TRAINER AND CONSULTATION OFFICE
- INCREASED SAFETY MEASURES WITH EXTENSIVE CAMERA SYSTEM

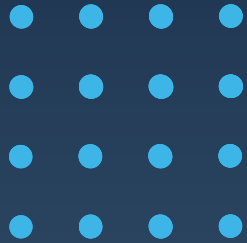


# FAN FAVORITES

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## SOCIAL MEDIA TOP POSTS



etownrecwell  
Elizabethtown College

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Liked by benosterhout and 336 others  
etownrecwell November 30 wrapped up our 3rd annual Rowvember Challenge! Collectively, all participants rowed

**ROWVEMBER CHALLENGE WINNER**

etownrecwell

View insights [Boost post](#)

Liked by etowninternational and 290 others  
etownrecwell Nothing says Etown like the Dell, Jays, B

**BOWERS CENTER TOTE BAGS**

etownrecwell

- STUDENT PERSONAL TRAINER**  
**01 EVAN JARRELL**  
EXERCISE SCIENCE / DELAWARE  
ENJOYS THE BEACH AND SPORTS
- STUDENT PERSONAL TRAINER**  
**02 OLYVIA SERILLO**  
OCCUPATIONAL THERAPY / NEW JERSEY  
ENJOYS HIKING AND TRAVELING
- STUDENT PERSONAL TRAINER**  
**03 ANTON RASHCHYNSKI**  
EXERCISE SCIENCE / BELARUS  
ENJOYS TRAINING AND PHYSICAL ACTIVITY

View insights [Boost post](#)

Liked by etowncollege and 127 others

**PERSONAL TRAINER INTRODUCTIONS**





**THE BOWERS CENTER**  
FOR SPORTS, FITNESS  
& WELL-BEING

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ELIZABETHTOWN COLLEGE