

# 5 YEARS AFTER THE REFERENDUM

RYERSON ATHLETICS AND RECREATION



As *Shaping Our Future* enters its final phase, we want to revisit the priorities set out in the 2009 Athletics and Recreation Strategic Plan. It has been a time of transformation for the department, and we invite you to join us as we celebrate our progress.

## ATHLETICS AND RECREATION MISSION

The department strives to champion a spirit of belonging, pride and excellence which invigorates the student body, enriches the academic experience and develops the whole student.



## PRIORITIES IN OUR 2009 STRATEGIC PLAN

- PRIORITY 1** Education and Leadership
- PRIORITY 2** Community Engagement and Service
- PRIORITY 3** Campus Spirit and Pride
- PRIORITY 4** Excellence
- PRIORITY 5** A Healthy Campus
- PRIORITY 6** Diversity

## FROM SHAPING OUR FUTURE

In order to provide an overall engaging environment and a holistic educational experience, Ryerson will strive to enhance the opportunities and facilities for students to participate in sports and recreation activities. These activities promote the physical well-being of members of the community and help with mental acuity and academic focus, leadership skills, opportunities for building networks of friendship and community engagement. Intramural and varsity sports teams, and access to healthy physical activities, workshops, and seminars, all play an important part in student engagement, success, and retention.

### **STRATEGY 12 // THE DIRECTOR OF ATHLETICS WILL LEAD EFFORTS TO ENHANCE FACILITIES AND OPPORTUNITIES FOR INTRAMURAL SPORTS AND RECREATION //**

*Alan Sheppard, Shaping Our Future: An Academic Plan for Ryerson 2008-2013*

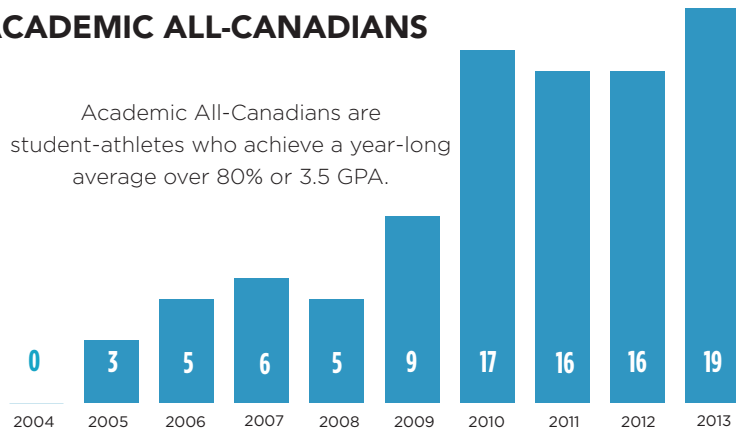
The primary focus of Athletics and Recreation is to support the academic mission of the university. Our efforts to meet the needs of every student are grounded in *Shaping Our Future* and guided by the priorities and goals of our Strategic Plan. We think of Athletics and Recreation as the “heartbeat of the university” and understand our role as a unifying force in the school community.

## ACADEMICS

Led by a full-time Academic Services Coordinator, our academic support system ensures that student-athletes succeed in their studies. The program involves mandatory study hall and workshops for student-athletes who are new or in academic difficulty, regular communication with coaches about academic progress, and one-on-one meetings. This support is critical now more than ever, because national level performance requires a significant investment of time in competition, travel and training.

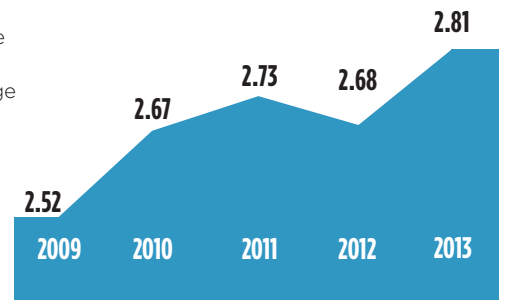
### ACADEMIC ALL-CANADIANS

Academic All-Canadians are student-athletes who achieve a year-long average over 80% or 3.5 GPA.



### AVERAGE STUDENT-ATHLETE GPA

Grade Point Average



THERE HAVE BEEN TWICE AS MANY ACADEMIC ALL-CANADIANS AT RYERSON IN THE LAST FOUR YEARS THAN IN THE PREVIOUS SIX.

## SERVICE

We have six new service programs that engage student-athletes in community outreach.

### RAMS IN TRAINING

Student-athletes mentor grade 7-10 students from around the GTA

### THINK PINK

Student-athletes raise money for the Oncology and Cancer Care Program at St. Michael's Hospital

### RISING RAMS

Student-athletes provide personal support to grade 6-8 students in local schools

### MOVEMBER

Male student-athletes, coaches and staff raise awareness for prostate cancer by growing their "Mo"

### TEAM UP AGAINST BULLYING

More than 300 students from six inner city schools attend awareness sessions at the MAC

### ADOPT-A-FAMILY

Student-athletes spread a spirit of giving over the holidays by visiting the homes of two or three families in need



RYERSON STUDENT-ATHLETES COMBINE TO PERFORM MORE THAN 5,000 HOURS OF COMMUNITY SERVICE EACH YEAR.

We are educators first and foremost. We develop the personal qualities and leadership potential of our student-athletes, who then model the focused preparation for professional life that is central to a Ryerson education. To this end, our student-athletes must be scholars and good citizens.

## ↑ STUDENT ENGAGEMENT

Our recreation programs exist to serve the entire student population. Since 2009, there has been enormous growth in the quality and diversity of recreational offerings, and we are continually working to meet the needs of all students.

All of our group activities have expanded. They now include specialized Instructional Programs such as Olympic power lifting and deep stretch yoga, diverse group fitness activities such as Zumba and kettle bell combat, accessible additions to our open gym time such as sitting volleyball, and a comprehensive support system for all student-driven clubs. Pool use has also expanded with several swim clubs calling Ryerson home and Media students filming on site.

We have also moved into a new era in fitness programming. New fitness facilities have transformed the student experience, providing state-of-the-art equipment, a high-performance area in the MAC fitness centre, and a substantial increase in personal training.

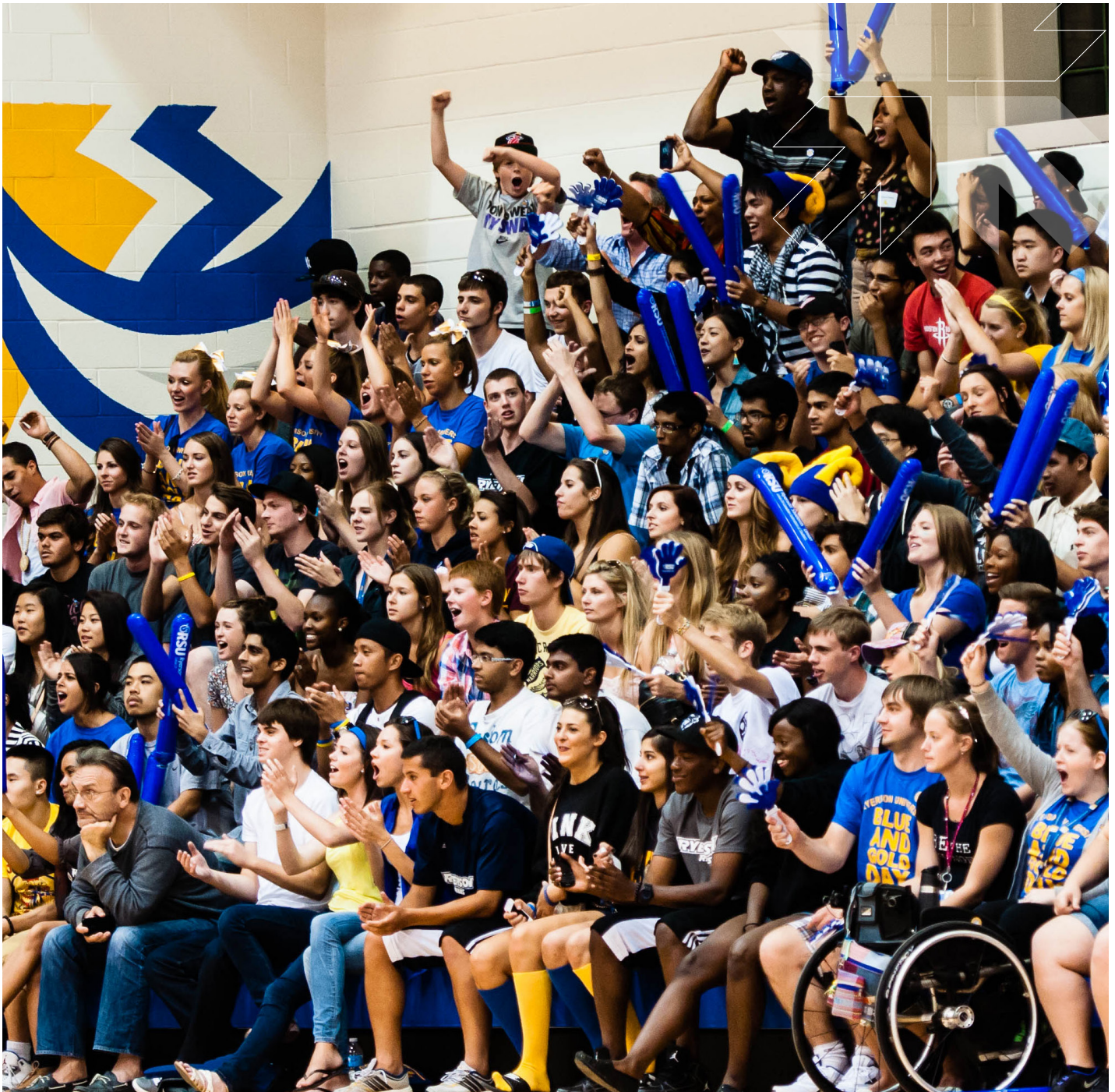


OUR NEW FACILITIES PROMOTE ACCESSIBILITY AND DIVERSITY: THE MAC IS FULLY WHEELCHAIR ACCESSIBLE AND THE RATIO OF MEN TO WOMEN FITNESS USERS IS 1:1 COMPARED TO 10:1 AT THE RAC WEIGHT ROOM.

AREA	2008-2009	2012-2013	% INCREASE
Instructional Programs	39	56	44%
Instructional Participants	365	452	24%
Intramural Leagues	24	32	33%
Intramural Teams	200	308	54%
Intramural Participants	1,772	3,280	85%
Clubs	11	20	82%
Group Fitness Members	569	2,311	306%
Fitness Facilities (sq ft)	4,000	12,000	200%
Facility Hours (per week)	90	210	133%
Pool Hours (per week)	79	93	18%
Open Gym Hours (per week)	50	85	70%
Personal Training Revenue	30,000	80,000	167%
Part-Time Recreation Staff	35	70	100%
Non-Student Members	539	1,129	109%



As Strategy 12 of *Shaping Our Future* identifies, student engagement, success and retention are intricately linked to a vibrant *esprit de corps*. All students need a healthy campus that connects them to Ryerson and provides a sense of home across diverse social groups and faculties. Students who participate in shared recreational experiences feel they belong and know they matter.



*"I didn't really know what school spirit was before I came to Ryerson. When I decided to come here, people told me it would be too big and too spread out to ever have a great campus feel. It's just not true. When I come to the MAC for intramurals or to work out, I get to spend time with amazing people. We have so much fun. It really feels like a community."*

-Alex Braletic , Fourth Year Engineering Student, Mid-Fielder Ryerson Rams Men's Soccer



THE NUMBER OF PARTICIPANTS IN THE INTRAMURAL LEAGUES HAS MORE THAN DOUBLED IN THE PAST 5 YEARS.



# VARSITY TEAM PERFORMANCE

Prior to 2008, Ryerson teams were widely regarded as poor performers. Our teams consistently posted losing records and there was a lack of pride across the entire school. Our focus in the last five years has been to build a new program that will become a national force.

We have worked together to create a culture of excellence. Players, support staff, coaches and administrators approach every task with a commitment to success and a focus on building relationships. We have set a new standard for coaching, revamped our recruiting process, increased available scholarship money, and added world-class facilities.

We have also made improvements across the department. We have elevated the quality of opponents for exhibition games to include schools like UBC, Laval, Acadia, Princeton, Wake Forest, Wisconsin, Baylor, and Syracuse. We added women's hockey, our eighth CIS sport. And we expanded our student-athlete services to include a strength and conditioning coach, sport psychologist, and nutrition and sleep programs.



WE HAVE CREATED EQUITY BETWEEN MEN'S AND WOMEN'S TEAMS:  
THE WOMEN'S HOCKEY, VOLLEYBALL AND SOCCER TEAMS NOW HAVE FULL-TIME HEAD COACHES.

## RECENT AWARDS & RECOGNITIONS

4	OUA Final Four Appearances	<ul style="list-style-type: none"> <li>• Men's soccer 2010-11 and 2013-14</li> <li>• Men's basketball 2011-12</li> <li>• Women's volleyball 2012-13</li> </ul>
2	CIS National Championship Appearances	<ul style="list-style-type: none"> <li>• Men's basketball 2011-12</li> <li>• Men's soccer 2013-14</li> </ul>
4	Teams Ranked in the CIS Top Ten during 2013-2014	<ul style="list-style-type: none"> <li>• Men's soccer</li> <li>• Men's volleyball</li> <li>• Men's basketball</li> <li>• Men's hockey</li> </ul>
4	Coaches with National Team Experience	<ul style="list-style-type: none"> <li>• Carly Clarke, women's basketball</li> <li>• Roy Rana, men's basketball</li> <li>• Lisa Haley, women's hockey</li> <li>• Stephanie White, women's hockey</li> </ul>
6	OUA Coach of the Year Awards	<ul style="list-style-type: none"> <li>• Graham Wise, men's hockey 2010</li> <li>• Dustin Reid, women's volleyball 2010</li> <li>• Ivan Joseph, men's soccer 2010 and 2013</li> <li>• Alice Lu, fencing 2011 and 2012</li> </ul>
7	Rookie of the Year Awards	<ul style="list-style-type: none"> <li>• Michael Jan, men's soccer 2009</li> <li>• Jamie Baker, men's soccer 2011</li> <li>• Chelsea Briscoe, women's volleyball 2012</li> <li>• Milos Scepanovic, men's soccer 2012</li> <li>• Cassandra Nofuente, women's basketball 2013</li> <li>• Veronica Livingston, women's volleyball 2013</li> <li>• Cameron Galea-Andrews, men's soccer 2013</li> </ul>
1	CIS Player of the Year Awards	<ul style="list-style-type: none"> <li>• Alex Braletic, men's soccer 2013-2014</li> </ul>

*"I've seen a shift in the culture among the student-athletes, and I think a huge part of the change can be attributed to the shift in the departmental culture. When I played, there wasn't the same sense of pride as there is now."*

- Kaitlyn Taylor-Asquini, Assistant Coach, Women's Basketball Team and Ryerson Ram 2004-2009

## RECENT SEASON HIGHLIGHTS



### 2010-2011

- Men's basketball player Jahmal Jones played for Canada at the Pan-American Games
- Men's soccer recorded its highest finish to date and advanced to the OUA Final Four Championship tournament for the first time ever

### 2011-2012

- Five of the eight CIS teams qualified for the playoffs, tying the previous Ryerson record
- Men's soccer set a team record for wins
- Women's soccer tied a team record for wins
- Men's basketball advanced to the OUA championship game and qualified for the National Championship tournament for the second time in team history
- Men's hockey tied the team record for most wins in a season

### 2012-2013

- Six of the eight major CIS teams qualified for the playoffs, the most ever in one year
- Women's volleyball posted a 14-4 record in OUA, the best in team history
- Men's soccer recorded a 13-game undefeated streak and set a team record for points
- Men's basketball ranked in the national top-10 almost the entire season, peaking at no. 6
- Figure skating recorded its best ever finish at the OUA Championship



LISA HALEY IS ASSISTANT COACH FOR THE CANADIAN SENIOR WOMEN'S NATIONAL HOCKEY TEAM PARTICIPATING IN THE 2014 WINTER OLYMPICS IN SOCHI, RUSSIA.

*"Our student-athletes now have a more focused attitude on and off the court, rink and field. The department's approach has increased the degree of seriousness, the building has changed their behaviour, and the intense interest of the fans has been a huge motivator. As well, the opportunity to have a 'one-stop shop' for competition, training, therapy and studying is highly appealing. Students simply don't want to go home."*

- Dustin Reid, Head Coach Women's Volleyball

Public perception of the university is strongly influenced by the performance of its teams. As a result, the varsity program is about far more than winning games. It is about a standard of excellence that creates a sense of pride. When our teams succeed, current and former students identify with Ryerson. Athletics has an enormous responsibility and a special opportunity to create a lifelong bond.

The Mattamy Athletic Centre is a stunning sports, recreation and events facility that has a 2,539 seat arena, a multipurpose court with seating for just under 1,000, a state-of-the-art fitness centre that is over 6,000 square feet, and over 3,000 square feet of meeting spaces that can accommodate a huge range of groups and events.

The facility has become a home away from home for thousands of Ryerson students who use it each day. It has also put the university in the national spotlight. Media attention during the building and opening phases was at an all-time high for Ryerson, and the facility has given us the ability to broadcast events nationally.

# FIRST YEAR HIGHLIGHTS



*Shaping Our Future* is explicit about the need for improved facilities to create opportunities for the entire student population. The bold vision of the university and its supporters to renovate and reinvigorate Maple Leaf Gardens has transformed Ryerson. With the Mattamy Athletic Centre at the Gardens, the university now has a facility that can properly meet the needs of its ever-growing student population.





// Grand Opening Week - 11 events in four days

// Prime Minister Stephen Harper ceremonial puck drop

// Over 80 varsity games and the OUA Wilson Cup Men's Basketball Final Four

// NHLPA RBC Play Hockey Charity Challenge

// Ontario Liberal Party Leadership Convention

// Ryerson School of Fashion Mass Exodus event

// Sochi 2014 Olympic hockey sweater unveiling

// Grand Slam of Curling – Players Championship on TSN

// Haggart Hockey Hall of Fame Legends Classic game



# OUR REPUTATION

## RE-BRANDING

One of the first tasks of our Strategic Plan was to establish a coherent, visible and appealing brand identity. This ongoing process has included new and improved uniforms with a consistent look, apparel upgrades for staff and student-athletes, branding of all facilities, expanded coverage of Athletics and Recreation on the website and in the local media, and a clothing promotion targeted at varsity and intramural student-athletes.

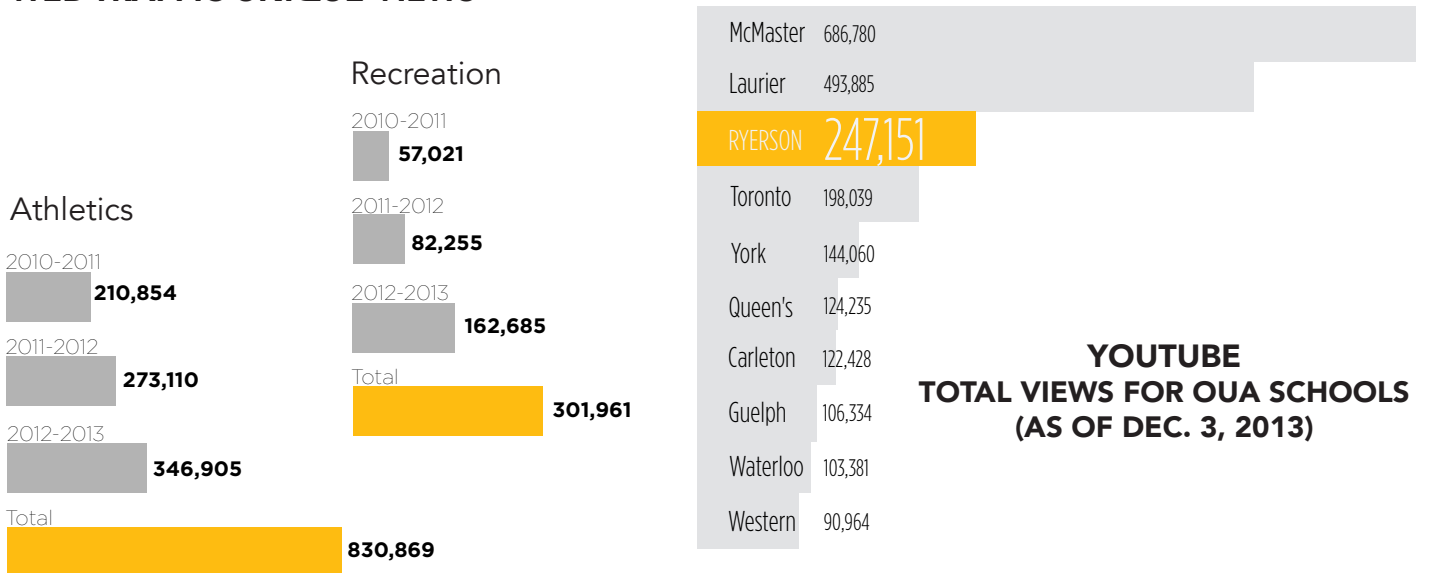
## ONLINE PRESENCE

Our new website was launched in 2010 and is one of the best in the country for university athletics. Directed by our new Sports Information Manager, the site provides a steady stream of news about the success of our teams. The department can now webcast home games and is one of only two schools where students broadcast sporting events.



THE WIDELY-USED CATCHWORD "RAMILY" WAS COINED BY RYERSON STUDENT-ATHLETES AND FIRST USED IN THE ATHLETICS AND RECREATION DEPARTMENT.

## WEB TRAFFIC UNIQUE VIEWS



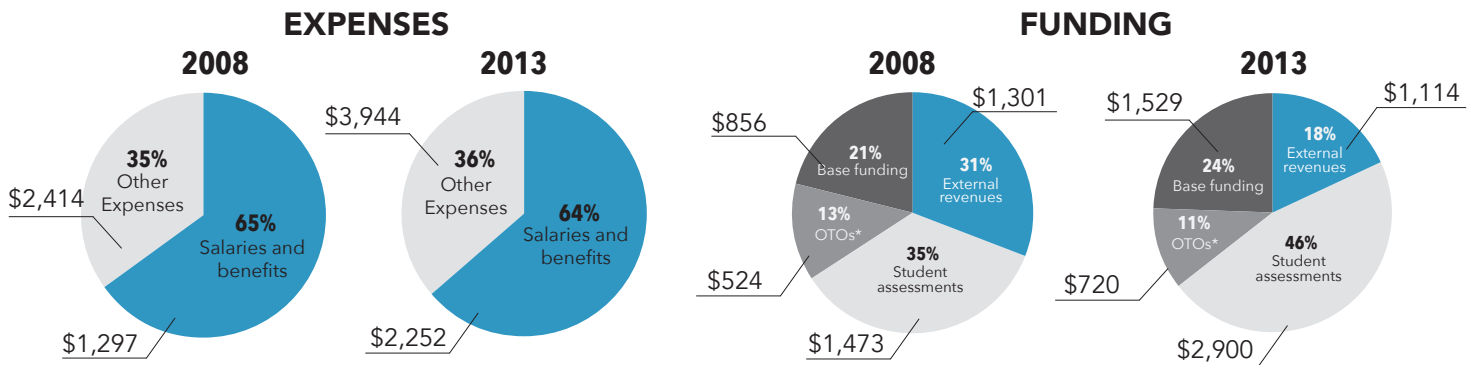
RYERSON IS THIRD AMONG OUA SCHOOLS IN TOTAL YOUTUBE VIEWS, AHEAD OF PROGRAMS THAT HAVE UP TO FOUR TIMES AS MANY TEAMS, INCLUDING FOOTBALL.

## ALUMNI ENGAGEMENT

Alumni are more involved than ever before. In 2012-2013, alumni fundraising reached over \$800,000, having hovered around \$150,000 for the previous five years. There are also alumni ambassadors working with every team to connect current and former student-athletes and bring our motto to life: "Once a Ram, Always a Ram."

People believe what they can see. A savvy and expansive approach to marketing and brand awareness elevates the profile of the university by reaching out to all constituents. We have to grab people's attention so they connect to Ryerson. If we don't tell our story effectively, we risk leaving the university's reputation to chance.

## EXPENSES AND FUNDING 2008-09 VS. 2012-13



\*One Time Only funding to Department Budget

### 2008-09 OTO FUNDING DETAILS

Scholarships	\$60
Varsity & Recreational Enhancements	\$215
	\$275

### 2012-13 OTO FUNDING DETAILS

Scholarships	\$228
Recreational Enhancements	\$265
Varsity Enhancements	\$227
	\$720

### COMMENTS:

2008 REFERENDUM:	Number of ballots cast	4,754
	Number of students who voted "yes"	3,536
	Winning percentage of "yes" vote	74.3%

### STUDENT ASSESSMENTS

In 2008, an overwhelming majority of Ryerson University students voted to increase their student fees from \$60 per student to the Ontario University average of \$189. In so doing, they expressed their commitment to assist with funding for a new athletic centre and to increase opportunities for intramurals, recreation and student engagement. Student participation in the referendum and the percentage of students who voted "yes" were both new highs for Ryerson, and the *esprit de corps* created by the referendum had a positive influence on the student experience across the entire campus.

### BASE FUNDING

Student engagement is important for the university and is identified throughout *Shaping Our Future* as a key priority. To support this priority, the university makes a substantial financial contribution to the operations of the Athletics and Recreation Department. The growth in base funding over the last five years has allowed the department to fulfill the university's commitment to gender equity in staffing (women's volleyball, women's hockey, women's soccer), offer enhanced varsity athletics, and provide expanded recreational programming.

### EXTERNAL REVENUES

The Athletics and Recreation Department continually seeks new sources to create a sustainable funding model through external revenue generation. The Skate Treadmill, day camps, community memberships, and instructional programs are all examples of areas with strong revenue potential. Simultaneous to our efforts to open new funding streams, revenue from ticket sales and sponsorships has been shifted to the Global Spectrum budget. The overall effect of these changes is reflected in the flat growth of revenue from 2008-2013.

### ONE TIME ONLY FUNDING (OTO)

Funding is also provided to the Athletics and Recreation Department through the One Time Only (OTO) mechanism in support of various initiatives that promote student engagement and university reputation. A few examples of OTO funding support are student-athlete scholarships, upgrades to the Ryerson Athletic Center (RAC), Mattamy Athletic Center (MAC) recreational staffing support, and national and provincial championship hosting obligations.

Ryerson has made a significant commitment to creating world-class opportunities in Athletics and Recreation for all students. As stewards of the program, we allocate funds responsibly to maximize return on investment and create value with every dollar spent. Excellence in fiscal decision-making is as important as excellence in sport.



## FUTURE DIRECTIONS

*"Since being a student and a player at Ryerson, I feel valued. Here, I get respect and I give respect. I feel like a part of a family and not just a number. I have athletic therapists, trainers, coaches and teammates who care about my well-being, growth and happiness. The support system here makes me want to improve as a player and as an individual! I really cannot ask for anything more."*

-Mariah Nunes, Former Division 1 NCAA student-athlete at Fairleigh Dickinson in New Jersey

### ALREADY UNDERWAY.....

- // Hosting CIS national men's basketball championships in 2015
- // Sports Media Major beginning in Fall 2014 at the MAC
- // Ramped-up marketing efforts to increase attendance at Rams' games
- // Sport Tiering program beginning in Fall 2014 with additional funding for nationally ranked teams
- // Substantial expansion of Ryerson's camp program beginning in Summer 2014
- // RAC facilities upgrades to provide better functional training, equipment, and student security



With the new academic planning process underway, we are looking to the future. In Athletics and Recreation, we subscribe to the edict "make no small plans," and we set our sights on goals that may initially seem unreachable. Imagine all eight Ryerson CIS teams being nationally ranked every year and competing for the national championship. Imagine our teams and recreation programs being so popular that the MAC seems small. And imagine a national audience for CIS athletic events.

We have come a long way in five years. But our work has just begun.