



**2019 ORSA Summer Outreach – Sponsored by Matrix
Thursday, July 25**

8:15am – 9:00am	Registration Starts and Morning Refreshments Lobby of Cleveland State University Campus Recreation Center 2420 Chester Avenue – Cleveland, OH 44115		
9:00am – 9:15am	Welcome/Housekeeping Room 227		
9:20am – 10:20am	All Group Session Presented by Matrix Room 227		
10:25am - 11:10am	Session 1		
	Room 227	Room 229	Room 177
11:15am – 12:00pm	Session 2		
	Room 227	Room 229	
12:05pm – 12:45pm	Session 3 – Roundtables (3 choices)		
	Professional Development Room 227	Risk Management Room 229	Marketing Room 177
1:00pm – 5:00pm	Lunch/Social at Punch Bowl Social 1086 W. 11 th Street, Cleveland, OH 44113 (216) 239 - 1508		

PRESENTATION INFORMATION

Session 1:

Title: Road Map to Relationships

Presenters: Nick Froelich- CENTERS @ Cleveland State University

Summary: Join us in this teambuilding activity as we travel around the United States learning about ourselves and our interactions with others. This is part one of a two-part series on relationship building.”

Title: Breaking Barriers to Building Bridges

Presenter: Liz Feldman, Sydney Holderness, Ben Justice - The Ohio State University

Summary:

Attendees will understand the steps that the Ohio State Member Services team took to increase promotion of inclusion practices by breaking down ability and cultural barriers. These changes will be able to improve current rapport between patrons and student staff. Through participating, attendees will be able to evaluate their current practices and identify areas to implement once they return to their institution.

Title: Marketing Beyond Advertising: Adding Value to Programs and Memberships

Presenter: Matt Schmiedl - CENTERS, LLC & Cleveland State University

Summary:

Marketing can (and should) extend beyond just advertising. Utilizing creative ideas and strategies to build more value into programs and memberships can dramatically impact participation, retention and sales. We'll take a look at today's consumer value journey, and come away with some tips, tricks and ideas to add value and elevate the customer/participant experience.

Title: Student Staff Personal Well-being

Presenters: Natalie Bertolasio, Mackenzie Lamar, and Uliana Spiridonova

Summary:

The mental health and wellness of our student staff are such important topics, especially identifying the struggling and vulnerable. There are different dimensions of wellness: financial, emotional, environmental, physical, academic & career, cultural, and social. In this presentation we will:

- Identify signs to look for in your student staff to know when they need help and support;
- Ways to help your student staff;
- Recommended services when your student employees are in crisis.

Session 2:

Title: Skills for Success: Building Relationships on Your Campus and Across the Profession

Presenters: Nick Froelich- CENTERS @ Cleveland State University

Summary:

1. Participants will be able to explain the importance of relationships relative to our overall well-being both personally and professionally.
2. Participants will be to identify the difference in private vs. public governance models and why relationships are necessary to “get things done” in a higher education model.
3. Participants will be able to identify at least 10 ways to build, nurture and sustain relationships on our campus and across our industry.

Title: The Benefits of Campus Outdoor Adventure Programming on Mental Health

Presenters: Christine Cancian, Jon Levin and Haley Baker - Baldwin Wallace University

Summary:

Being Outdoors Improves the Mental Health of College Students. Studies show that being outside in nature has a positive effect on the mental health of individuals and as college campus counseling centers continue to be tapped out of resources supplemental programs through Rec Sports Outdoor Adventure can prove to be more valuable than just another fun day of play.

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Session 3: Roundtable Discussions

Professional Development/Student Development Roundtable: This roundtable will focus on professional and student development. It will allow an opportunity to share thoughts and ideas surrounding the development of students during their employment period in our collegiate recreation departments, as well as professional development. Please come prepared with relevant questions and to share what you're currently doing in your own programs.

Facilities Roundtable: This roundtable will focus on all things facilities! This could include current facilities trends, common facility problems/or other similar topics. Please come prepared with relevant questions or comments to share with your ORSA colleagues.

Programming Roundtable: This roundtable will focus on Programming. It will allow an opportunity to share thoughts and ideas surrounding all different types of programming that you are doing at your facility! Please come prepared with relevant questions and to share what you're currently doing in your own programs.

ADDITIONAL NOTES:

Campus Map

Please see attached map, with both the Recreation Center (RC) and parking (Lot 54) circled.

Parking

Lot 54

1915 East 24th St, Cleveland, OH 44114

There will be no charge out of pocket; however, you will need to use the pay station to avoid citations. After parking, note the number of your space, enter it in the pay station, select the option for "ORSA Summer Outreach" (should be the first option available), and enter code 6772 (for "ORSA"). While not required, it is recommended to place your receipt on your dash.

Dress Code

Casual dress.

Check-in

Check-in will begin at 8:15am in the lobby of the CSU Recreation Center, with the program/welcome starting at 9am.

Schedule

Please see attached schedule with agenda and presentations – as always, a huge thanks to our presenters!

Social

1:00 PM – 5:00 PM

Punch Bowl Social

1086 W. 11th St, Cleveland, OH 44113 (216) 239 - 1508

Parking for Social

Lot #32 – West 11th Street Surface Lot – directly across from Punch Bowl Social

1155 West 11th Street, Cleveland, OH 44113

\$7.00/day

Option also of taking E-Line Trolley from CSU Student Center (2121 Euclid Avenue) to West 9th/Lakeside Avenue stop, then walking the two blocks west. Trolleys run every 10 minutes and are "free with a smile." <http://www.riderta.com/sites/default/files/schedule-pdfs/Trolleys.pdf>