THE WELLNESS CENTER
A STUDENT NEED; A STUDENT INITIATIVE
APRIL 17, 2015
THE CU BOARD OF REGENTS
THE PROJECT

REDUCE THE STUDENT FEE

- Total Price Reduced $53.8M to $42.4M
- Building sqft Reduced 105,000 to 85,000
- Fitness sqft Reduced 14,000 to 10,250
- Group Fitness Rooms
- Indoor Track Removed
- Field Postponed

REduced by nearly 20%

- Students charged $6.00 per credit hour beginning Fall 2015
- Students charged $12.00 per credit hour beginning Fall 2017
- Outside memberships, rentals, donations, and gifts will help further reduce the fee
- Third-party additions to the program
THE COMMUTER

A PLACE TO STAY

* 5,000 sq ft Commuter Lounge
* Refrigerators
* Kitchenette
* Large Study Spaces
* Individual Study Spaces
* Bike Repair Shop
* In-Between Classes
* Increased School Identity
THE STUDENT

A PLACE TO LEARN

- 2,000 sq ft Wellness Center
- Student Loan Seminars
- Outdoor Pursuits
- Group Study Spaces
- Exclusive to CU Denver
- Increased Public Identity
- Increased Involvement
- Increased Retention
THE YOUNG ADULT

A PLACE TO PREPARE

- Over 100 Student Employment Opportunities
- Increased Long-Term Health
  - Fitness Garden
  - Group Fitness Rooms
  - Nutritional Consultants
  - Fitness Tracking
- Increased Long-Term Wellness
  - Student Loan Seminars
  - Financial Responsibility Seminars
  - Relationship Workshops
  - Individualized Counseling
- Increased Degree Value
THE ELECTION

COMPARABLE UNIVERSITY VOTER TURNOUTS

- Cal State Northridge 5%
- Cal State Fullerton 6%
- University of Illinois Chicago 8%
- University of Wisconsin Madison 8%
- San Diego State University 8%
- University of New Orleans 9%
- Cal State Long Beach 9%
- University of Missouri St Louis 9%
- Louisiana State University 10%
- University of Illinois Springfield 11%
- San Jose State 11%
- Cal State Channel Islands 11%

CU SYSTEM ELECTIONS

UNIVERSITY OF COLORADO BOULDER
GENERAL ELECTION 2015
3% Voter Turnout

UNIVERSITY OF COLORADO COLORADO SPRINGS
REC CENTER 2012
11% Passed by 53% of Students
Wellness Center Initiative

30 Student Volunteers
Since January to get students to vote.

Signatures on a Petition to be able to vote on the Wellness Center:
Over 8 Days of Tabling for the Wellness Center

3,022 Views on the Wellness Center Commercial

1,000 Views on the Wellness Center Architectural Building Video

28 Reasons why students need

106 Wellness Town Halls

10 Days of tabling

7 Email blasts to students in 20 days

3 Reasons why students need Wellness

2 Pictures of students expressing why they need Wellness

106 Advertisements on Televisions on

19 Advertisements on Televisions on

10 Days of tabling

5 Town Halls

6 large posters

17 gallons of ice-cream

5 Founding Student Volunteers

16 Sub Committee Meetings

5 Meetings with Regents

1,000 Sub Committee Meetings

5 Power Team Meetings

1,000 Handbills Printed
THE RESULTS

CU SYSTEM ELECTIONS
UNIVERSITY OF COLORADO BOULDER GENERAL ELECTION 2015
3% Voter Turnout

UNIVERSITY OF COLORADO COLORADO SPRINGS REC CENTER 2012
11% Passed by 53% of Students

UNIVERSITY OF COLORADO DENVER WELLNESS CENTER
4.6% Historic Average Voter Turnout
12% Voter Turnout Goal

FINAL RESULTS
61.1% APPROVAL
20.4% VOTER TURNOUT
LET’S KEEP MOVING