
WELLNESS CENTER REPORT

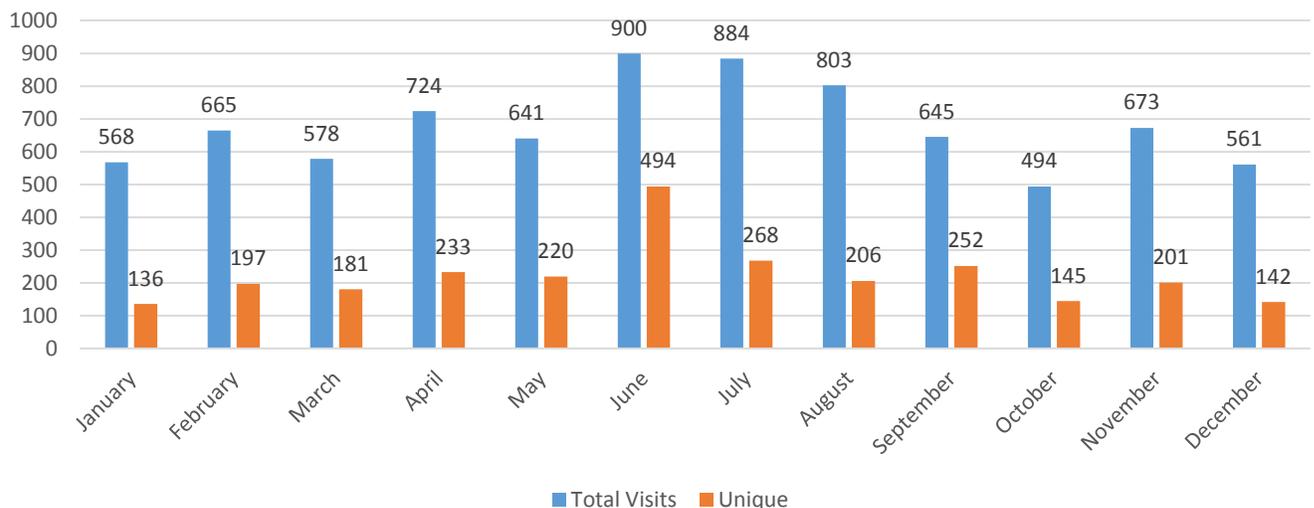
EXECUTIVE SUMMARY

2015 was the first full year that the Wellness Center was open to HSS members. Services included (in order of utilization): group exercise (78%), seminars (7%), open use of the Wellness Center for videos and individual workout routines (7%), wellness coaching (4%), special events (4%), and tours (<1%).

Highlights

- 8,136 visits in the year, with an average of 678/month.
- 939 different people (participants) visited the Wellness Center, with an average of 223/month.
- 78% of participants used the Wellness Center for group exercise.
- 12 special events were offered including a flu shot clinic, Fitness Fair, biometric screenings, Salsa Day, and more.

Wellness Center: 2015 Total and Unique Participation



2015 Compared to 2014

- 43% increase in visits/month.
- 81% increase in participants/month.
- 12% increase in average monthly group exercise participation at the Wellness Center.
- 61% increase in group exercise participation at City Hall.
- 8% decrease in average monthly seminar participation.
- 26% decrease in average monthly coaching participation.

2016 Goals

- Increase the annual visits to 9000.
- Increase the unique participants to 975.
- Increase the percentage of visits for activities other than group exercise to 25%.

2016 Recommendations

Group Exercise

1. Pilot 1:00 classes to accommodate more participants during the lunch hour (many 12:00 classes are reaching capacity).
2. Focus promotional efforts on classes that serve those new to exercise or those who need modification as well as on classes that address strength and flexibility.

Seminars

1. Offer regular mental well-being seminars through the expanded EAP.
2. Offer seminars for managers to help improve well-being in the workplace.
3. Pursue relationships with non-profit organizations to provide seminars.

Open Wellness Center Use

1. Promote Wellness Center use on break times and from 1:00-2:00.

Wellness Coaching

1. Promote coaching as a compliment to challenges and seminars.
2. Have the coach facilitate group sessions on specific topics.

Special Events/Programs

1. Host three large-scale events that are highly promoted in the Civic Center area to attract new users.
2. Offer at least five activities, such as donation drives and awareness-raising activities.
3. Explore offering Open Houses and tours regularly.
4. Host the Getting in Balance study.

General

1. Increase opportunities for member feedback.
2. Explore participant tracking and scheduling software options.