WIRSA Conference

Keynote | Educational Sessions | Round Tables

THURSDAY - **UW-Green Bay | University Union <Directions>**

8:30am – 9:45am – Welcome & Keynote Speaker *presented by Schmidt Custom Floors*

Dr. Ryan Martin, Dean of College of Arts, Humanities, and Social Sciences, UW – Green Bay

PHOENIX B

Dr. Ryan Martin (aka the Anger Professor) researches and writes on healthy and unhealthy expressions of anger. His books, How to Deal with Angry People and Why We Get Mad: How to Use Your Anger for Positive Change, explore why people become angry, how people can use their anger in productive ways, and how to work effectively with angry people. Ryan is the former host of the popular psychology podcast, Psychology and Stuff. He was trained as a counseling psychologist at the University of Southern Mississippi where he first started studying anger after earning his undergraduate degree in Psychology with a minor in Criminal Justice from the University of St. Thomas. He has worked with clients- angry and otherwise- in a variety of settings including community mental health centers, college counseling centers, and a VA Hospital.

He is the Dean for the College of Arts, Humanities, and Social Sciences at the University of Wisconsin-Green Bay. His work has been featured in the New York Times, NPR's Invisibilia podcast, BBC Radio's Digital Human, TED.com, and elsewhere. When he's not thinking about feelings, he runs and spends time with his family.

10:00am – 10:45am – Educational Session 1 *presented by the WIAA*

Welcome, Wanted, and Comfortable – Inclusive Design in Campus Recreation

UNIVERSITY UNION 1965 ROOM

Adam Bastjan, Kahler Slater

In our roles as operators and designers, we are responsible for buildings, spaces and programs that impact people daily. To ensure that these spaces can be experienced and enjoyed by all, we should strive to make everyone feel welcome, wanted, and comfortable. This is the core of Inclusive Design, the commitment that our facilities will improve the health and wellbeing of all by providing safe, welcoming, and inclusive amenities for every person, regardless of age, gender-identity, race, religion, or ability. We must move traditional thinking beyond compliance and into opportunity. By designing for those that are often overlooked or excluded, we design for all.

This session will provide an overview of basic principles for how to design and build a program around the concept of spaces being welcome, wanted, and comfortable. We will look at Inclusive Design and its application across a range of project types. we will explore inclusive design strategies can be applied more broadly to improve equity in campus recreation. We will cover general planning principles for the design and operation of many spaces in campus recreation facilities including inclusive restrooms and locker rooms, which are becoming increasingly popular in recreation and athletic facilities. This will not only provide an eye-opening opportunity for participants to see recreation through the eyes of others, but also will demonstrate the value of being more inclusive with their recreation program offerings.

Officiating – From Campus to Community

UNIVERSITY UNION PHOENIX A

Chad Schultz, WIAA & Jeff Willems, UW-Green Bay

Exploring partnerships in the officiating community that develop officials to provide benefit for both your campus intramurals and your local community. Attendees will explore ways to tap into local or state officiating resources that develop and improve the quality of their intramural sport program officials while also giving back to the community.

Fostering Student Development and Belonging in Collegiate Recreation Student Staff

UNIVERSITY UNION ALUMNI ROOM

Jeff Keenan, UW – La Crosse

In this session, we will explore strategies to promote student development and increase the sense of belonging among student staff. Drawing from research and practical examples, we will examine the role that leadership, mentorship, and intentional strategies play in cultivating an inclusive and supportive environment. Participants will leave with actionable ideas to enhance engagement, boost retention, and foster the personal and professional growth of their student staff members, ensuring a positive and enriching experience for everyone involved.

NIRSA 101

UNIVERSITY UNION CHRISTIE THEATER

Riley Feiner, Region III Student Leader/The Ohio State University and Bradley Tuomi, UW – Eau Claire

Calling all students! Join Riley and Bradley's informative session about the NIRSA organization. They will discuss the NIRSA history, mission, values, goals, upcoming events, professional development opportunities, how to get involved, and available scholarships.

11:00am – 11:45am – Round Tables *presented by the Johnson Commercial Equipment*

Director's
UNIVERSITY UNION 1965 ROOM
Jeff Krueger, UW-Green Bay

Competitive Sports: Club Sports, Esports, Intramural Sports
UNIVERSITY UNION PHOENIX A
Jeff Willems, UW-Green Bay

Fitness & Wellbeing
UNIVERSITY UNION ALUMNI ROOM
Makenna Bisch, UW-Green Bay

Outdoor Recreation
UNIVERSITY UNION CHRISTIE THEATER
Ethan Harvey, UW-Green Bay

Member Services & Operations
UNIVERSITY UNION WORLD UNITY B
Corrine Pruett, UW-Madison

UNIVERSITY of WISCONSIN GREEN BAY

1:45pm – 2:30pm - Educational Sessions *presented by the WIAA*

NIRSA Region III Conference | Tabletop Exercise
UNIVERSITY UNION 1965 ROOM
Corrine Pruett, UW – Madison
This tabletop exercise will be held as a follow-up to the conversation at the State Business meeting surrounding the evolution of the "Region III Student Lead On" to a "Region III Conference". Attendees will learn more about the context behind this transition and provide feedback.

Leading Our Future: A guide to creating a comprehensive internship program
UNIVERSITY UNION PHOENIX A
Alex Pendar & Jake Brunnquell UW – River Falls, Bradley Tuomi, UW – Eau Claire
The most rewarding part of our work in Campus Recreation is cultivating the future leader of our industry. Some student staff in our departments display a vocation and interest in our field and are looking for opportunities to advance themselves in the field before graduation. UW River Falls piloted a successful student internship to replace their traditional summer staffing model, gaining insight into the effectiveness and efficacy that Recreation Internships can provide to all constituents. Join us as we review the design, implementation, and outcomes of our 2024 Recreation Internship and explore how you can bring a similar model back to your department.

The Superior Edge: Crafting Resumes That Dominate!
UNIVERSITY UNION ALUMNI ROOM
Nick Donahue, UW – Superior
The Superior Edge: Crafting Resumes That Dominate! is a fun, hands-on guide to turning your resume into a showstopper! Learn how to highlight your skills, avoid boring templates, and use design tricks to grab attention. From choosing the right format to mastering the art of typo-free perfection, this presentation will help you craft a resume that stands out and screams "hire me!" Packed with interactive activities and insider tips, you'll walk away with the confidence to crush the job market with a resume that truly dominates.

UREC's Marketing's Funnel Method
UNIVERSITY UNION CHRISTIE THEATER
Sam Gobert, UW – Milwaukee
The Funnel Method: A Social Media Strategy
What makes a student feel closely connected to your department and university? How does a strong brand help build those connections? This session highlights the importance of building a strong brand and its impact on students. Through this session, we explore the Funnel Method and how to maximize your brand to build a community with your students.

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ECORE Athletic
AstroTurf
TEAM Apparel

WIRSA Conference

FRIDAY - Lambeau Field Clubs <Directions and Map>

9:00am – 9:45am – Educational Sessions *presented by Kiefer U.S.A.*

Think Tank Marketing: Elevate Your Campus Rec Game
6TH FLOOR NORTH CLUBS
Mackenzie Stutzman, UW – Stout
Discover innovative marketing strategies and tools tailored for campus recreation professionals. Join our collaborative think tank to share ideas, solve challenges, and learn practical solutions to make a big impact with minimal effort. Perfect for those looking to enhance their marketing skills and elevate their campus rec game.

The Young Professionals Panel
4TH FLOOR INDOOR CLUBS A
Riley Feiner Ohio State University, Alex Pendar from UWRF, Molly Grabarec from UWGB, Megan Lillicrop from UWLX, Kia Abel from UWGB, and Matt Jelinski from UWGB.
Facilitator: Makenna Bisch - UWGB
Description of Presentation: An opportunity for young professionals within the Campus Recreation community to share their experiences with students reaching the workforce. Students and professional staff are welcome to ask questions and engage in discourse with a panel of young professionals from across the state of Wisconsin.

NIRSA 75th Celebration: History and Legacy
4TH FLOOR INDOOR CLUBS B
Therese Kennedy, UW – Whitewater
Share information about NIRSA celebrating our 75th anniversary and update the group on what the History and Legacy Committee is doing. Also, an information gathering session to find out what WIRSA should know about NIRSA and WIRSA History.

10:00am – 10:45am – Educational Sessions *presented by Kiefer U.S.A.*

SPICE: A Model for Operational Excellence
6TH FLOOR NORTH CLUBS
Ian Malmstadt, Akil DeBruhl, & Corrine Pruett, UW – Madison
This presentation will focus on how UW-Madison has elevated our student-led operations to provide excellent experiences for the members in our facilities by adopting the SPICE model for operations. SPICE, Safety, Policy, Inventory, Cleanliness, and Experience, is a model developed by the Operations Team at UW-Madison to define the role of our team within University Recreation & Wellbeing. The SPICE model allows our professionals and students to develop repeatable processes and procedures focused on building a culture of trust, purpose, and accountability. In this presentation, the audience will learn why SPICE was developed, how SPICE creates an easy model for process and procedural development, and how this creates a purpose-driven culture. SPICE is an expansive model that has implications far beyond facility operations and maintenance. The SPICE model, when applied to any team with operational responsibilities, can improve the operational training and awareness of your team and strengthen the impact of any program, initiative, experience, or event.

Avoiding Burnout Through Using a Dopamine Menu
4TH FLOOR INDOOR CLUBS A
Riley Feiner, Region III Student Leader/The Ohio State University
Learn about the five stages of burnout and how you can identify what stage you might potentially be in. From there, we will learn about a tool we can use to navigate through the stages of burnout, called a dopamine menu. Intrigued? Come listen to this presentation that will give you valuable resources to succeed personally and professionally in your career field.

Seed to Sapling to Sequoia
4TH FLOOR INDOOR CLUBS B
Jeff Krueger & Ethan Harvey, UW – Green Bay
Building a new program in your campus recreation department. UW-Green Bay will share their timeline and experience developing the Outdoor Adventure Recreation program from an idea to today. The presenters will share the program development as it relates to achieving buy-in, collaboration and leveraging campus partnerships, patience, persistence and resilience to get a potential program or initiative to become a reality for your department.

Thank you sponsors, we could not do this without YOU!