

# Campus Recreation Center

Aquatics Program Planning

# The Issue



The Bédard Aquatics Center at CRC has an Olympic-sized pool that is primarily used in the winter by the swimming and diving team. The rest of the year, it is almost empty seven days a week—except for the occasional lonely

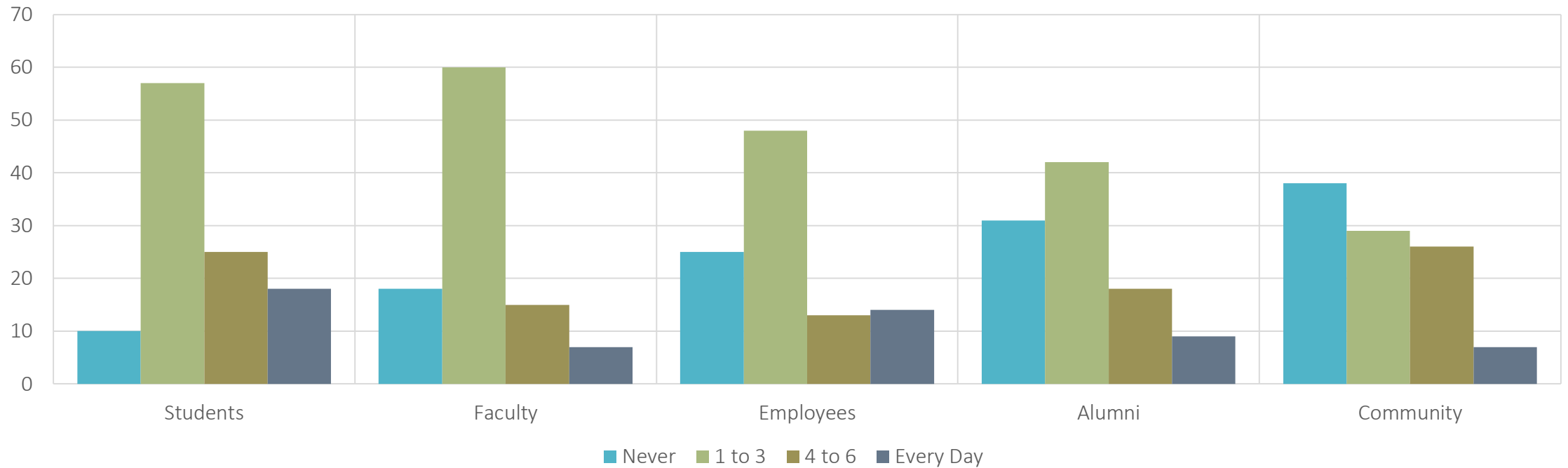
lap swimmer or students taking required physical education courses. How can we market this facility to students, faculty and staff, alumni, and community members to keep it busier?

# Proposed Programs

	Will Likely Appeal To . . .		
	Students	Faculty/Staff	Community
Youth swim lessons		X	X
Adult swim lessons	X	X	X
Youth stroke clinic		X	X
Lifeguarding course	X		X
Masters swim team			X
Aquacize	X	X	X

# Survey Results

Visits per Week



# Proposed Logo

**WORK THE WATER**  
WORK THE WATER