

# Annual Report FY18-19

Cornell Wellness' annual report for the fiscal year of 2018-2019 was based on our program's strategic plan and its corresponding goals for that time period. We hope you enjoy the metric filled re-design of this report that will give you a deeper understanding of the services we provided.

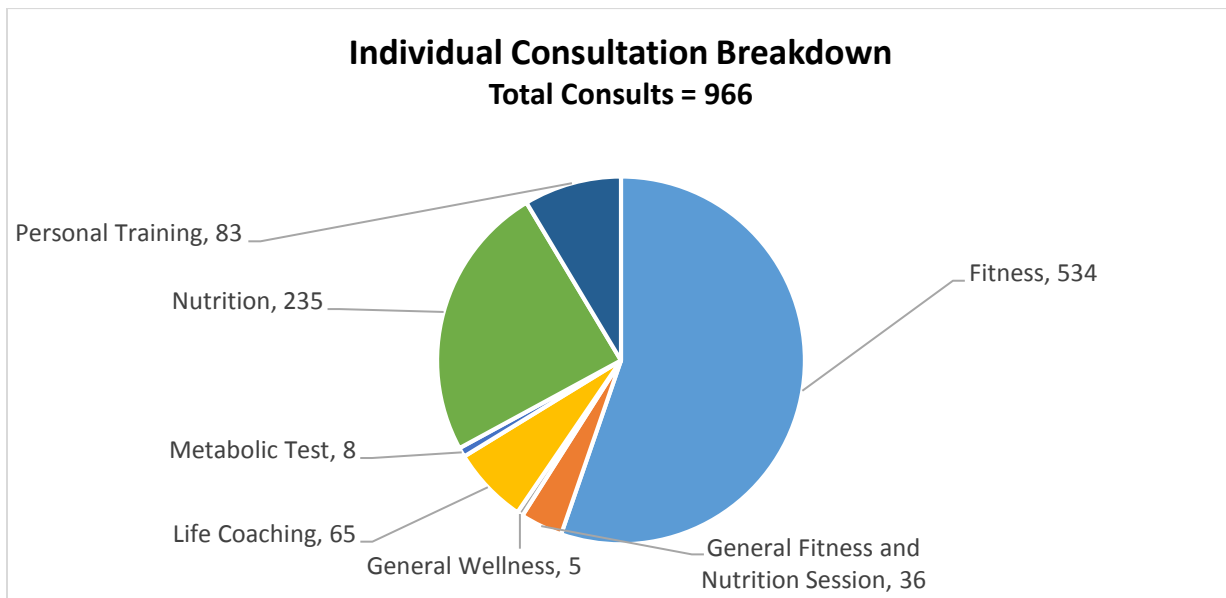
## Strategic Goal 1:

Reach (all) employees, (more) retirees, and (some) spouses/partners within the Cornell community. Sub-strategies: 1) (all) Employees, (more) retirees, and (some) spouses/partners know what Cornell Wellness offers 2) (all) Employees, (more) retirees, and (some) spouses/partners have the opportunity to engage with Cornell Wellness in some way 3) (all) Employees, (more) retirees, and (some) spouses/partners have knowledge of the 7 dimensions Of Wellbeing @ Cornell wheel and understand how to access Cornell resources that fall under each dimension.

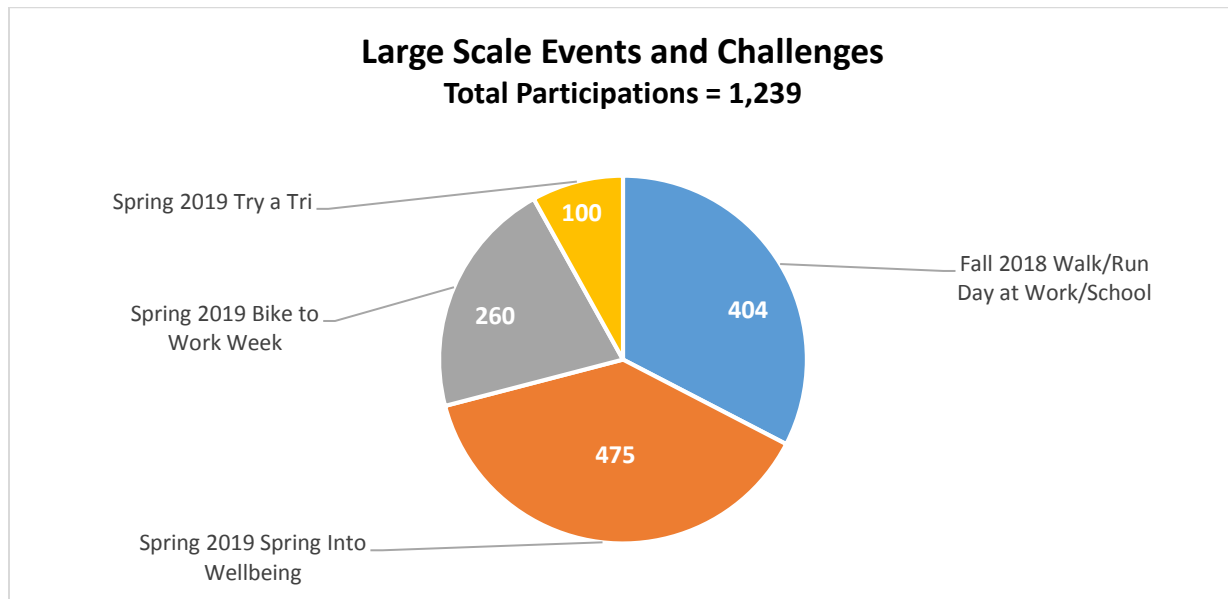
**Cornell Wellness reached 4,025 unique people within the Cornell Community for FY18-19. This breaks down to 3,447 unique Cornell employees, 275 unique Cornell retirees and 303 (some non-unique) spouses/dependents and others in the Cornell Community.** Note: participants in large scale events and challenges were not included in any of the numbers above.

## How we did this:

- 1) provided 1:1 fitness consultations, nutrition consultations, life coaching sessions, general fitness and nutrition education sessions. Offered in-person, zoom, telephone, and on-site meetings. Traveled to Geneva and NYC to offer these on-site as well.



- 2) offered large scale events and challenges to the Cornell community. These included: Cornell Bike Week; Spring Into Wellbeing 4 wk Challenge; Virtual Try A Tri Triathlon; Walk/Run To Or @ Work/School Day.



- 3) provided quarterly 4-wk health campaigns that included tabling events, educational messaging campaigns through Facebook, guest and/or in-house lecturers, and more. Campaigns included: Triple H: Happiness Of The Healthy Heart Campaign (February), and Movement Madness: Physical Activity Campaign (May).

#### Triple H: Happiness Of The Healthy Heart Campaign

- approximate total number of people who stopped by the tabling events 50
- total number of FB posts (24) for the educational messaging campaign and average number of people reached per post 564
- total number of people who attended the guest lecture by Dr. Stefek in person (10) and total number of FB lecture views of the recording 534
- total number of people who viewed the guest interview with Renee Alexander through FB views of the recording 3,500

#### Movement Madness: Physical Activity Campaign

- approximate total number of people who stopped by the tabling events 51
- total number of FB posts (27) for the educational messaging campaign and average number of people reached per post 491
- total number of people who attended the lecture by Jeremy Stewart in person (7) and total number of FB lecture views of the recording 1,900

- 4) tabled at multiple HR events including: Benefair, Staff Development Day, Vet Benefair, Geneva Benefair. And, tabled at events by department request including: NYC (Tech campus and ILR), Vet College Wellbeing Fair, and the Johnson College Of Business Wellbeing Fair.

HR tabling events (approximate number of people interacted with)

- Benefair 150
- Staff Development Day 150
- Vet Benefair 100
- Geneva Benefair 40

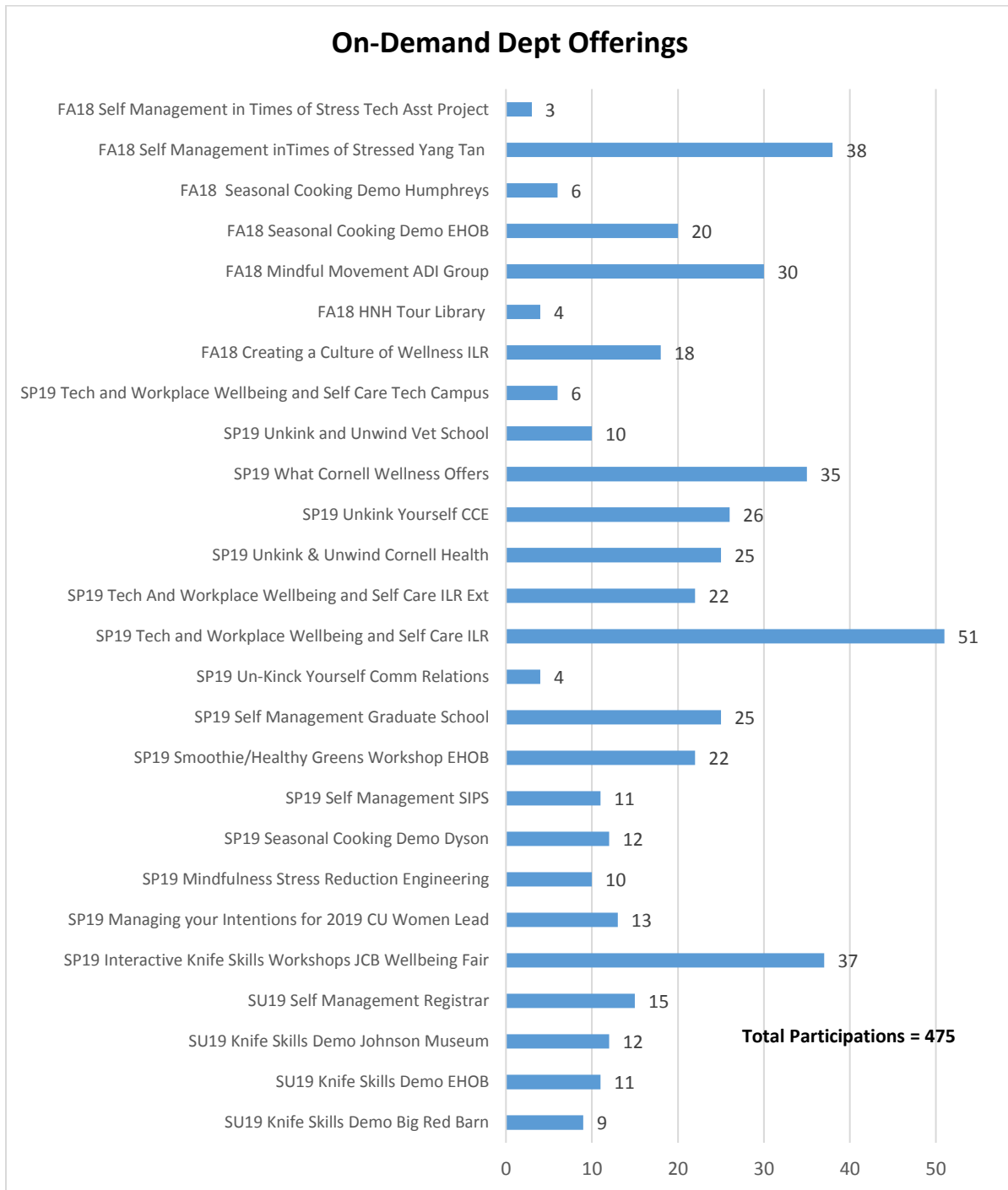
And, tabling at events by department request (approximate number of people interacted with)

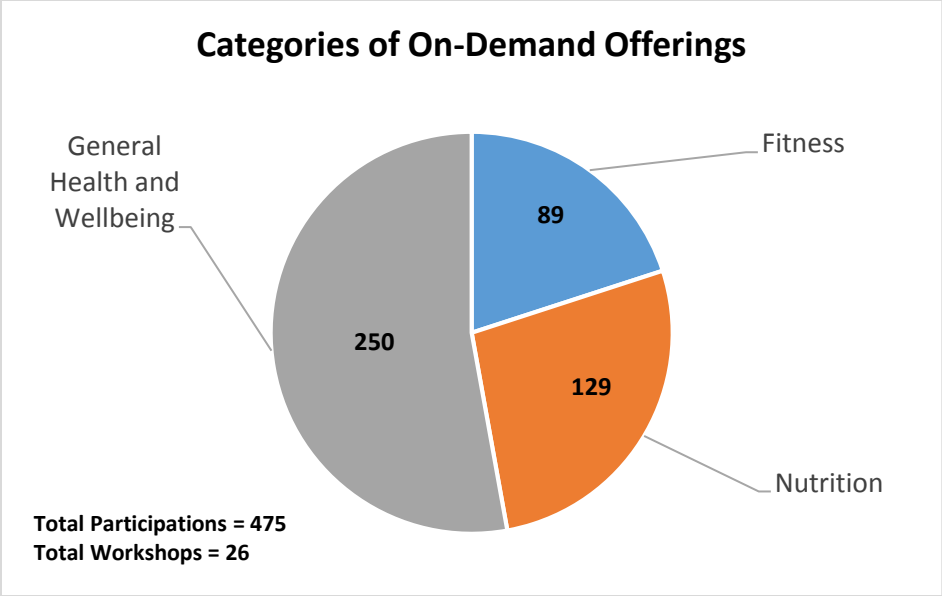
- NYC – Cornell Tech 20
- NYC – ILR Ext 6
- Vet College Wellbeing Fair 350
- Johnson College Of Business Wellbeing Fair 200

- 5) attended and presented at annual mandatory gatherings held by large departments (whose employees had little time flexibility during the workday). We only presented at one of these this past year and it was for the Cornell Dining department's annual week long employee development event.

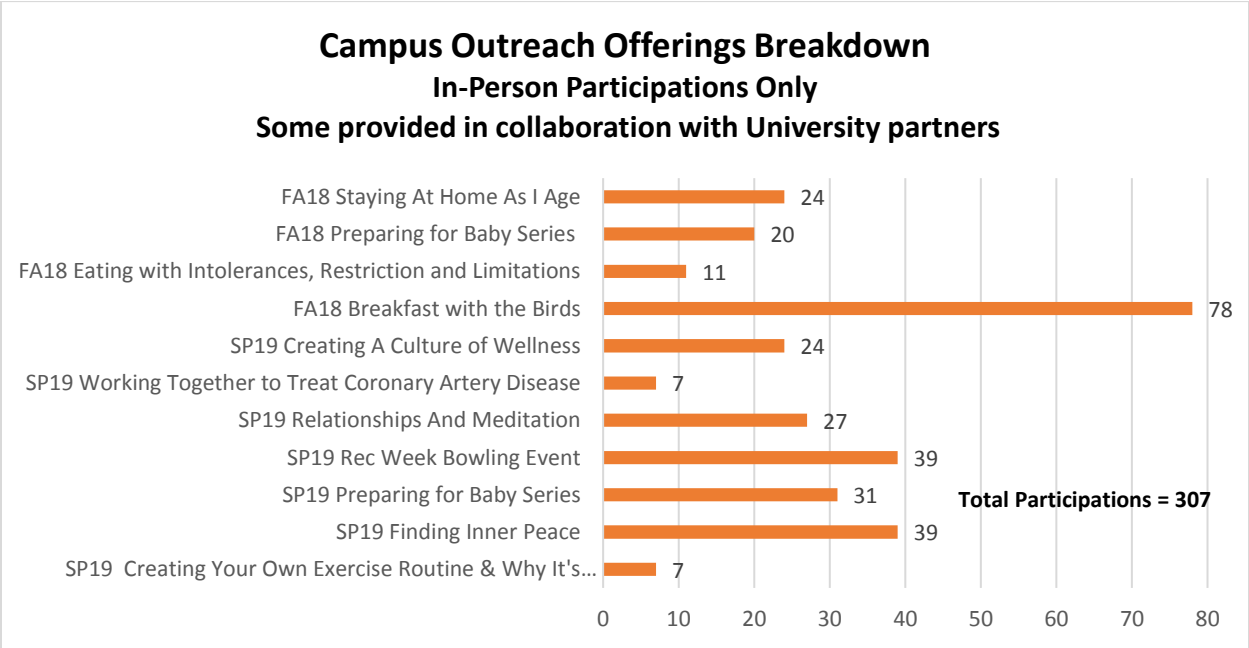
During this week-long event, we had 142 employees attend the following Cornell Wellness lecture and workshop titles: “Managing Your Stressed Out Self”, “What is All This Yoga Stuff?”, “5 Questions for Quitters”, “Unkink Yourself”.

6) offered on demand workshops, lectures, cooking/food demos to units and departments. A list of topic options for departments to choose from was listed on our website.





7) Provided campus-wide workshops, lectures, and cooking/food demos.



8) provided retiree focused offerings through Wellness' Healthy Living Program. These focused on fitness, health education, and building social connections. Offerings included: group fitness classes, senior fitness testing, senior week events, and social gatherings (membership required).

**Group fitness classes**

- total number of classes offered SU 9, FA 12, WI 10, SP 11, SU 8
- total number of participations 5,461

Senior fitness tests

- 1 group test was offered. A second group test was canceled due to weather. total number of participants 32

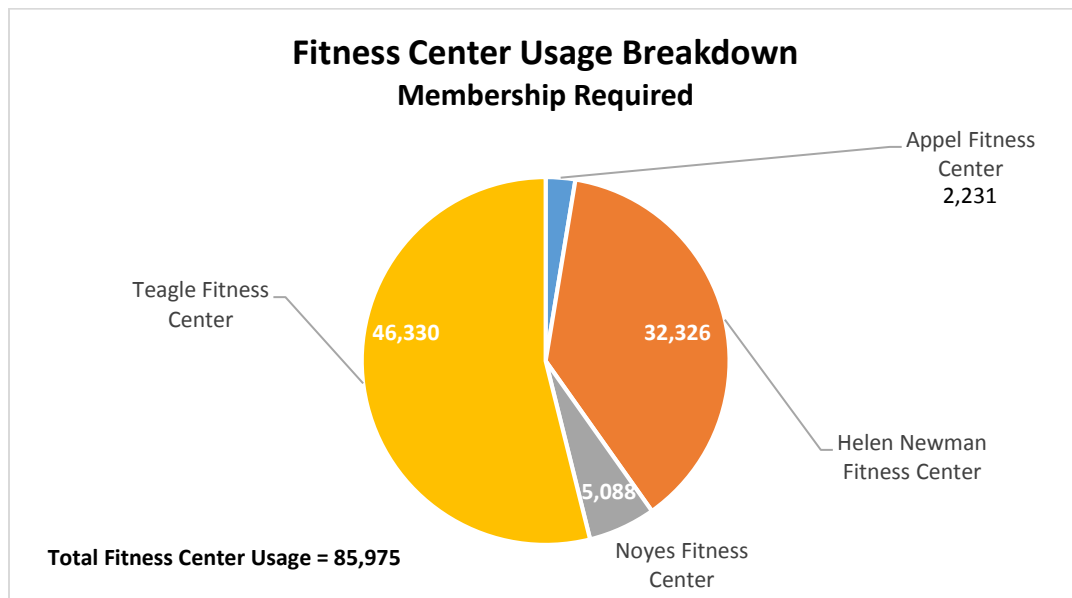
Senior week (Wellness Week) educational lectures, workshops, events

- 4 events were offered. total number of participations 56. note: not all metrics were recorded for senior week

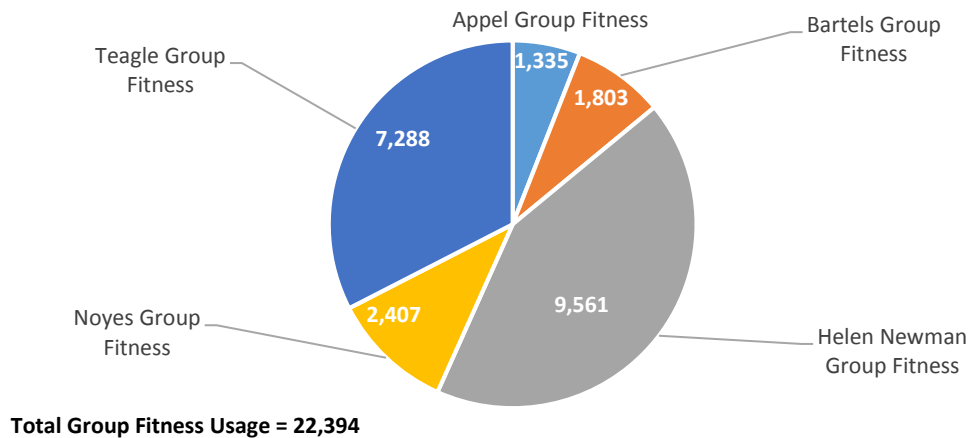
Social gatherings (coffee hours, ice cream social, New Year's gathering)

- total number of participations 102

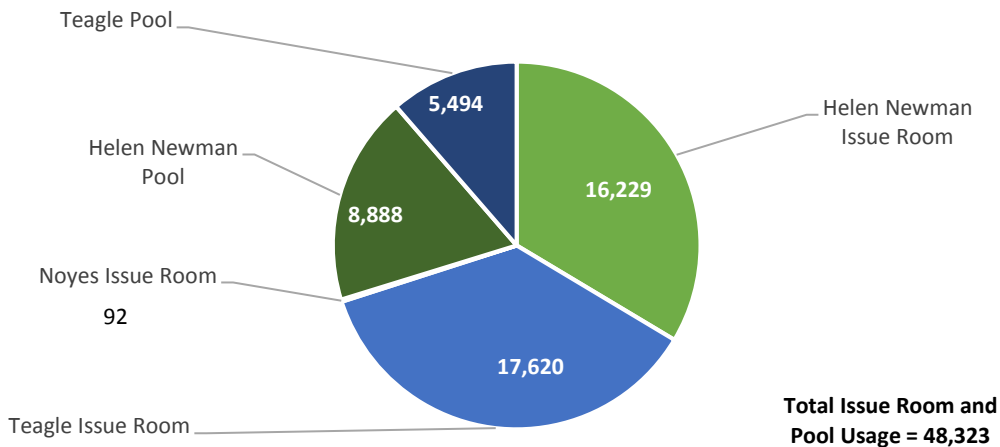
9) members had access to 5 fitness centers, 100 group fitness classes, 2 pools, issue room services, and reduced cost services through the Athletics department's sister organizations (ice skating, climbing wall, golf, sailing, PE). (membership required).



### Group Fitness Usage Breakdown Membership Required



### Issue Room and Pool Usage Membership Required



10) provided short duration workshops inside fitness facilities. This past year, we only offered one workshop (membership required).

We offered a Bulgarian Bag Workshop inside the fitness center for members only and had 15 people participate in-person. There were 304 views of this recorded workshop through Facebook.

11) leveraged technology and social platforms to expand how people accessed our services. We utilized Facebook, Facebook Live, Instagram, Videos, and Zoom.

#### Technology and social platform metrics

- Wellness Facebook total number of followers 1,575
- Wellness Facebook Live/recorded videos total views 7,415
- Wellness Instagram total number of followers 431
- Wellness Videos housed on CornellCast total views (Food/cooking demo videos and exercise/fitness demo videos) 5,873. Top 10 viewed are listed below.
  - Core strengthening and back pain prevention exercise routine 1,303 views
  - How to make yogurt 796 views
  - How to make sauerkraut 651 views
  - Swiss chard salad 607
  - Easy leafy green sautee 467
  - How to make kombucha tea 439
  - Chair stretches exercise routine 285
  - Body weight exercise routine 265
  - Dumbbell exercise routine 224
  - Blueberry banana green smoothie 108

12) marketed through multiple means to reach as many as possible. This included: Wellness e-newsletter, Career/Life e-newsletter, Pawprint e-newsletter, Faculty And Staff e-newsletter, NYC and Geneva specific e-newsletters 2x/yr, Pawprint Flash e-list, Healthy Living Program e-list, retirees e-list, Wellness website, Faculty And Staff website, and the University Calendar of Events. For large scale events additional marketing included: posters to building ambassadors, posters in bus stops, posters at timeclocks, posters in SCL buildings, posters in fitness centers, poster and messaging specific to NYC/Geneva employees, messaging on Rec Services TV's, Wellness Facebook, Rec Facebook, Rec website, Twitter, Instagram, group fitness e-lists, group fitness instructor announcements, sometimes Chronicle or Sun.

#### Cornell Wellness marketing metrics we have access to

- Wellness e-list total number of subscribers 7,259. Open rate 26-33%
- Website – These numbers were for the entire Rec Services website
  - Total number of page views 1,015,403
  - Total number of users 142,101
  - Total number of sessions 420,674
  - Total number of pages per session 2.41
  - Average session duration 1 min 39 sec
  - Top 2 languages pages are accessed in: English – US 129,053 (90.44%), Chinese 2,888 (2.02%)
  - Top 2 geographic locations pages are accessed from: Unites States 129,741, Canada 3,130



- Top 2 browsers used to access site: Safari 69,750 (48.87%), Chrome 56,594 (39.66%)
- Top 2 devices used for viewing site: mobile 73,251 (51.44%)(1.88 pages/session, 1 min 18 sec session duration), desktop 65,140 (45.74%)(3.07 pages/session, 2 min 4 sec)
- Top 2 ways the site was acquired: organic search 101,271, direct 44,461

## **Strategic Goal 2:**

Collaborate with University and (sometimes) Tompkins County partners to drive health, wellness and wellbeing initiatives for (all) employees, (more) retirees, and (some) spouses/partners. Sub-strategies: 1) Continue to drive initiatives (and collaborate with partner organizations) to shift health, wellness and wellbeing culture and climate at Cornell. This benefits recruitment, retention, and results in cost savings to the university and benefits pool 2) Cultivate new strategic relationships with (some) Cornell units and departments as well as (some) Tompkins County and National organizations/groups that have a focus on health, wellness and wellbeing. Sub-categories include: a) aligning with Cornell Benefits vision for community focus concept - this is not off the ground yet b) start or continue partnerships (and strengthen some) with Cornell internal groups including: Cornell Benefits, Rec Services, Work/Life, Sustainability, CNG's, Transportation, Cornell Health, MSIPP, FSAP, LGBT, CURW, Botanic Gardens. And with non-Cornell external local or national groups including: Alzheimers Association, American Heart Association, and more c) partner with Cornell Benefits to provide bi-annual Awareness/Prevention/Management campaigns tied to conditions with lifestyle implications as indicated by Benefits data and national monthly campaign topics d) continue to be a consultant to Cornell colleges and units/departments wanting to implement and/or increase a health, wellness and wellbeing climate and culture model in their areas.

## **How we did this:**

- 1) partnered with central HR communications and Work/Life to help create and produce messaging and tools for the Cornell community that promoted a culture and climate of wellness and wellbeing. Tools for managers and employees worked on included: NSOCP online module on wellbeing, HR website wellbeing page content, HR wellbeing brochure content, wellbeing statement by leadership.
- 2) internal to Cornell partnerships. We had strong partnerships and regularly scheduled meetings with: Cornell Benefits, Rec Services, Work/Life, and Transportation. We collaborated on (some) programming, events, communication and marketing. Plus we cross-promoted (some) services. We had fair partnerships with Cornell Health physical therapy, MSIPP, FSAP, and Botanic Gardens. And we had weak partnerships with Sustainability, LGBT, CURW, CNG's, and Cornell Health services (with offerings to staff/faculty outside of physical therapy).
- 3) external to Cornell partnerships. Focused on building these national and local connections through Quarterly health campaigns and partner organization events. Partnerships included American Heart Association and Alzheimer's Association.
- 4) based on last years Benefits top 20 medical data lists and national monthly campaign topics, we offered quarterly health campaigns focused on heart health and physical activity.
- 5) consulted with colleges/units/departments to establish their own culture and climate of wellness and wellbeing to meet the needs of their populations. Provided support to groups that

formed wellness committees, established informal exercise areas, and had on-site programming. One of the highlights from this past year included the work we did with the Johnson College of Business on creating a culture and climate of wellbeing within three very large siloed colleges that were combined to make one college of business.

### **Strategic Goal 3:**

Develop meaningful, measurable and useful data gathering, analysis, and metrics practices: sub-categories: 1) create a method for capturing all Cornell Wellness participations that are not being captured now (unique and total) sub-categories include: a) contests/challenges b) department work c) informal substantial interactions including email and hallway consultations d) social media e) video 2) with HR Analytics assistance, expand the current information included on the HR Wellness dashboard to more accurately depict the services Wellness provides 3) with HR Analytics assistance, consider creating a framework for measuring change after implementing a new initiative through a) self-reports? b) pre and post survey after bi-annual awareness/prevention/management campaigns tied to benefits data? c) collection of VOI data? 4) design and implement a rotating practice for evaluation of services provided a) consultations b) workshops c) demos d) lectures e) group fitness classes 5) use data for ongoing strategic planning and budgeting purposes.

### **How we did this:**

- 1) captured consultation participations through Sharepoint. Workshop, lecture, and demo participations were tracked through ID scan. Contest and challenge participations were captured through Qualtrics. Recorded Wellness' Healthy Living Program group fitness class participations through Rec Trac card swipes. Video participations were recorded through views, and membership participations through Rec Trac card swipes.
- 2) monthly data reports were switched to quarterly data reports and included: number of memberships (total and by type), fitness center usage, group fitness usage for CFC, issue room services, and pool usage.
- 3) annual or semi-annual reports were provided on: CPHL memberships, membership demographic data, membership data for Truven medical analysis, and HR dashboard data.

### **Strategic Goal 4:**

Continually research and stay current on worksite and public health, wellness, and wellbeing trends through benchmarking, gathering of evidence based information, and attending conferences and workshops. Develop program offerings based on this information: sub-categories: 1) identify and benchmark against entities - Ivy Plus, and corporations 2) collect information on current research and trends in the health, wellness, and wellbeing industry in a time conscious manner 3) implement new initiatives and create and deliver messaging soundbites based on trending health, wellness, and wellbeing topics.

### **How we did this:**

- 1) benchmarked against other Ivies at annual Ivy Plus Wellness meeting.
- 2) watched webinars provided through Optum and Virgin Pulse on corporate trends and data for wellness and wellbeing.
- 3) subscribed to health, wellness, wellbeing push messages to keep an eye on trends.

- 4) attended ACSM conference to gain insight into the latest research and emerging wellness focus points.

#### **Strategic Goal 5:**

Maintain national recognition of Cornell Wellness in the wellness field: sub-categories: 1) present at a national conference 2) obtain a national award 3) contribute to and be mentioned in publishable health, wellness, and wellbeing related grants or research that will directly benefit the Cornell community we serve.

#### **How we did this:**

- 1) presenting at a conference and obtaining a national award were not focuses this past year, however our part-time nutritionist, who was a graduate student at Cornell, continued data collection followed by thesis writing and defense on a two-phase research study that involved the topic of Wellness program utilization. Additionally, we helped aid in subject recruitment for other Cornell-based research groups.

#### **Strategic Goal 6:**

Maintain high quality customer service.

#### **How we did this:**

- 1) customer service for non-members included: typically less than 2 day response time to email, phone call, and drop-in inquiries; and individual consultations typically scheduled with no more than a 2 week wait.
- 2) customer service for members included:
  - easy membership sign-up online or in-person with payment accepted by check, credit card, payroll deduction, CPHL, or comp
  - optional in-person, zoom, telephone or on-site consultations, orientations, fitness assessments
  - updates on services sent regularly through e-newsletter
  - often we had an open door policy so that people could drop in at any time to ask questions or members could call the main line or email the wellness email for answers
  - the membership renewal process was overhauled and streamlined with an easy new process that also made our comp membership numbers more accurate and cut down on the number of members renewing memberships but not using the membership services
  - membership database was managed in house by Wellness, CIT, and CFC staff which led to quicker problem solving when needed