

This metric filled annual report will give you a deeper understanding of the services Cornell Wellness provided during fiscal year 2019-2020 in relation to our unit's 6 strategic goals. It is worth noting that by mid-March 2020 the coronavirus pandemic dictated University wide operational and service delivery changes. Between mid-March and the end of the fiscal year all Wellness staff worked from home and provided services through virtual means.

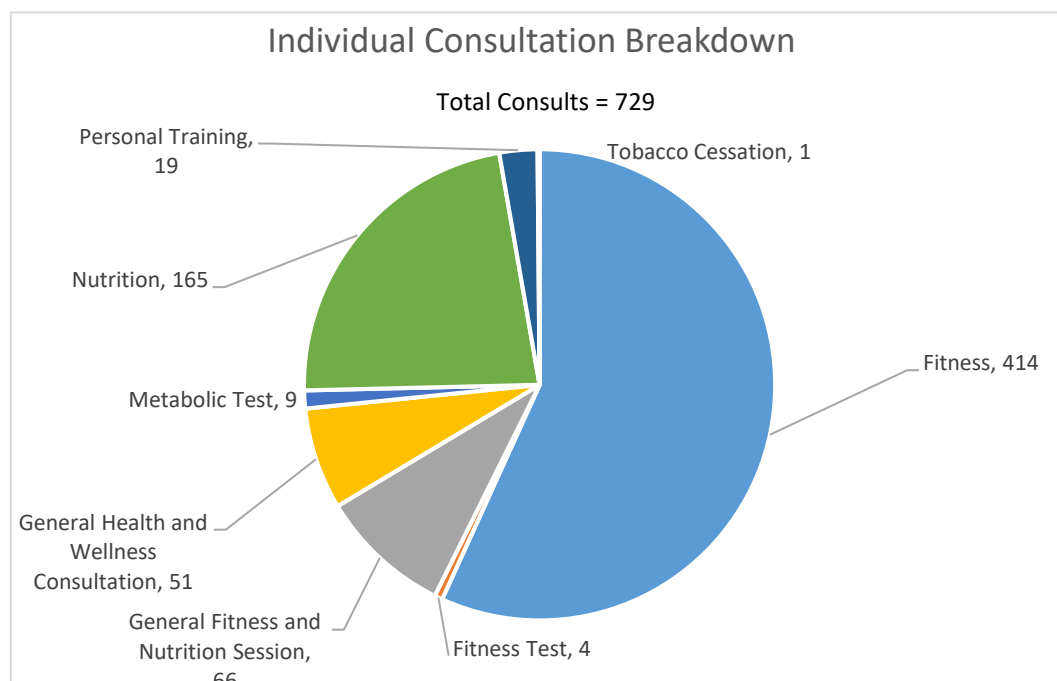
Strategic Goal 1:

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 Dimensions of Wellbeing and understand how to access Cornell resources that fall under each dimension.

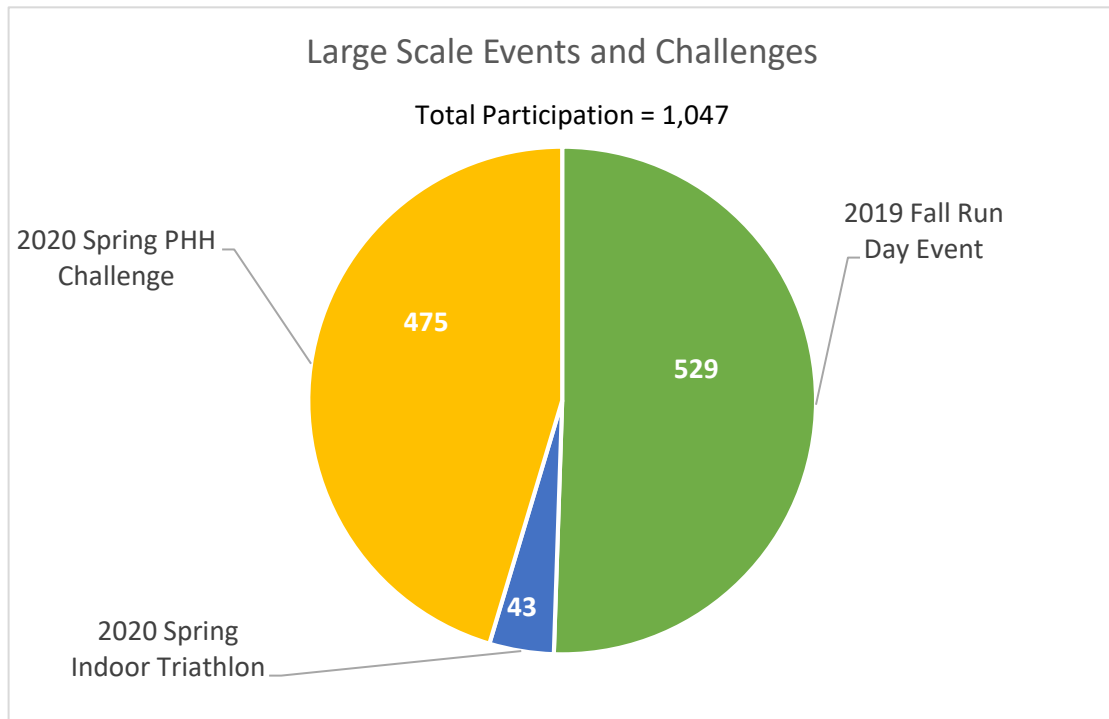
Cornell Wellness reached over 4,000 unique people within the Cornell Community for FY19-20. This reach is equal to the previous fiscal year. (Note: This equal reach is incredible because of the three and a half month period during this fiscal year when the pandemic was unfolding and our staff was required to switch to providing some of its core services such as group fitness classes and wellness consultations entirely through remote means. In a massive effort, our whole team rapidly improved our Zoom, video filming, recording and editing skills, Video On Demand, Instagram and Facebook skills. We also quickly rolled out new services, to meet the emerging needs/wants of the people we serve, that were brought about by the pandemic). (see Appendix A for additional data and metrics notes).

How we reached over 4,000 unique people:

- 1) Provided 1:1 fitness consultations, nutrition consultations, general health and wellness consultations, general fitness and nutrition education sessions, fitness testing, metabolic testing and tobacco cessation sessions. While working on campus we offered these consultations and education sessions in-person, and virtually when requested. However, once campus was de-densified, they were offered only by zoom and telephone. Due to University pandemic restrictions, as of mid-March fitness testing and metabolic testing was paused.



- 2) Offered large scale events and challenges to the Cornell community. These included: Walk/Run To Or @ Work/School Day, Virtual Try A Tri Triathlon and Pick a Healthy Habit Challenge.



- 3) Provided health campaigns that included tabling events, educational messaging campaigns through Facebook, guest and/or in-house lecturers, and more. Campaigns included: Eat Safe Campaign (September 2019), Diabetes Awareness Campaign (November 2019), and the Eat Right For Life Campaign (March 2020).

3-wk Eat Safe Campaign

- approximate total number of people who stopped by the tabling events 37
- total number of FB posts (21) for the educational messaging campaign and average number of people reached per post 722
- total number of people who attended the guest lecture “How to prep your meals safely for you and your family” by Director of Undergraduate Studies in the Cornell University Food Science Department, Christopher Loss, PhD., in person (10) and total number of FB lecture views of the recording 274
- total number of people who attended the lecture on “Tips and tricks for safely purchasing and handling produce, fruits, and vegetables” by Cornell Wellness staff, Hannah Feinberg, live (10) and total number of FB lecture views of the recording 314

4-wk Diabetes Awareness Campaign

- approximate total number of people who stopped by the tabling events 50
- total number of FB posts (20) for the educational messaging campaign and average number of people reached per post 310
- total number of people who participated in the fitness challenge through Facebook (0). And, total number of people who participated in the recipe/meal share through Facebook (0).
- total number of people who attended the lecture on “The fast growing diabetes epidemic” by Nancy Peckenpaugh, a Certified Diabetes Educator(CDE), in person (7) and total number of FB lecture views of the recording 277
- total number of people who attended the lecture on “Risk factors, signs & symptoms of diabetes” by Wellness staff, Kerry Howell, live (5) and total number of FB lecture views of the recording 226
- total number of people who attended the diabetes friendly food demo by Wellness staff, Hannah Feinberg, live (10)
- total number of people who attended the lecture on “Fitness and nutrition specific to gestational diabetes” by Wellness staff, Hannah Feinberg and Ruth Merle-Doyle, live (3) and total number of FB lecture views of the recording 28

2-wk Eat Right For Life Campaign

- approximate total number of people who stopped by the tabling events 91
- total number of FB posts (14) for the educational messaging campaign and average number of people reached per post 330
- total number of people who viewed the recorded lecture on “Plant based nutrition” released on FB by Wellness staff, Keri Johnson, 105
- total number of people who viewed the recorded lectures on “What’s the best diet” and “How to read a nutrition label” released on FB by Wellness staff, Jeremy Stewart, 31 and 91 respectively

4) Tabled at multiple HR events and large-scale dept. events including: Ithaca campus Benefair, Staff Development Day, Vet Benefair, AgriTech campus Benefair, Tech campus Benefair, SCL All-In event, CVM Wellbeing Fair.

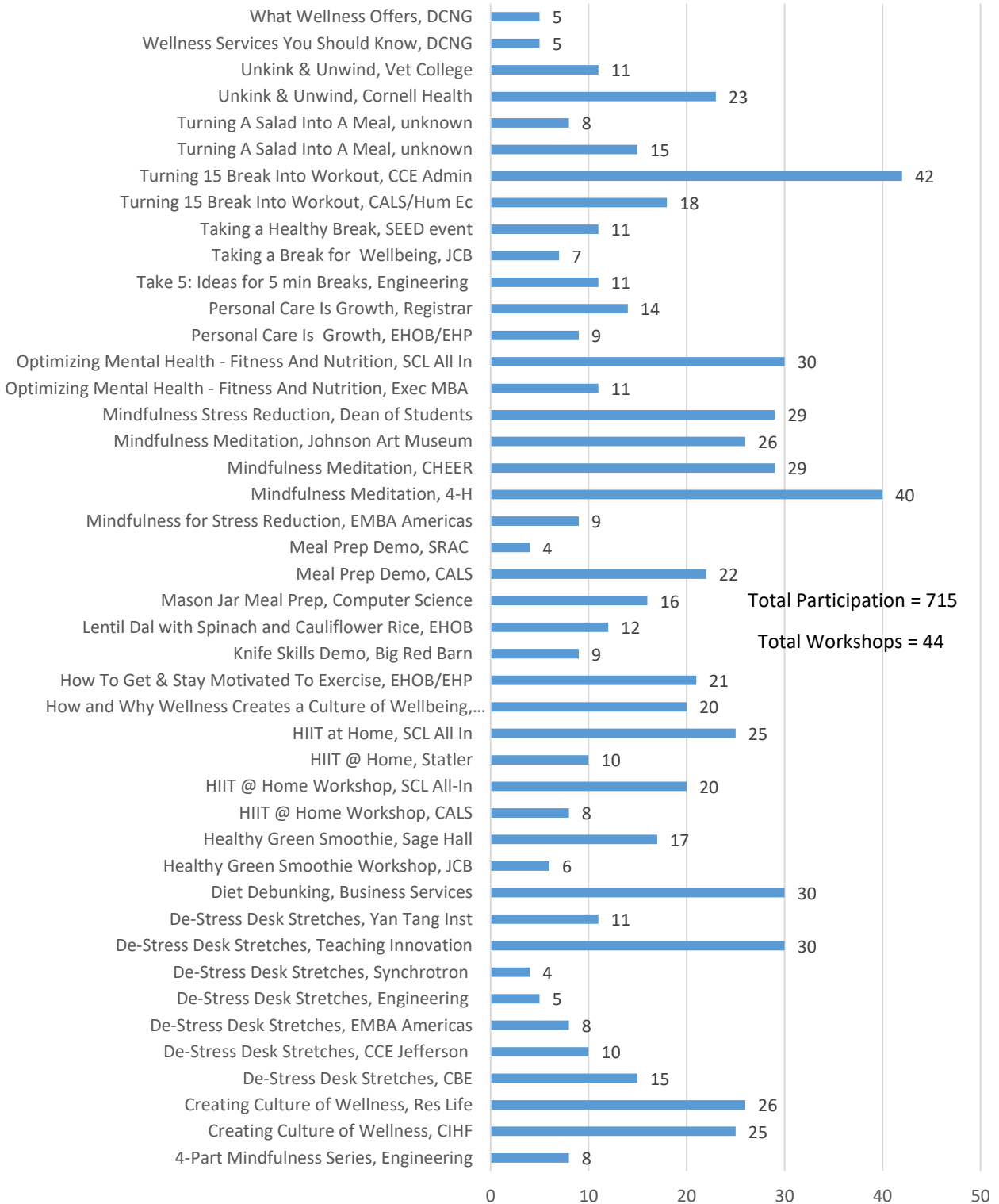
- Benefair - approximate number of people who stopped by the table 100
- Staff Development Day 100
- Vet Benefair 100
- AgriTech Benefair 40
- Tech Benefair 40
- SCL All-In 100

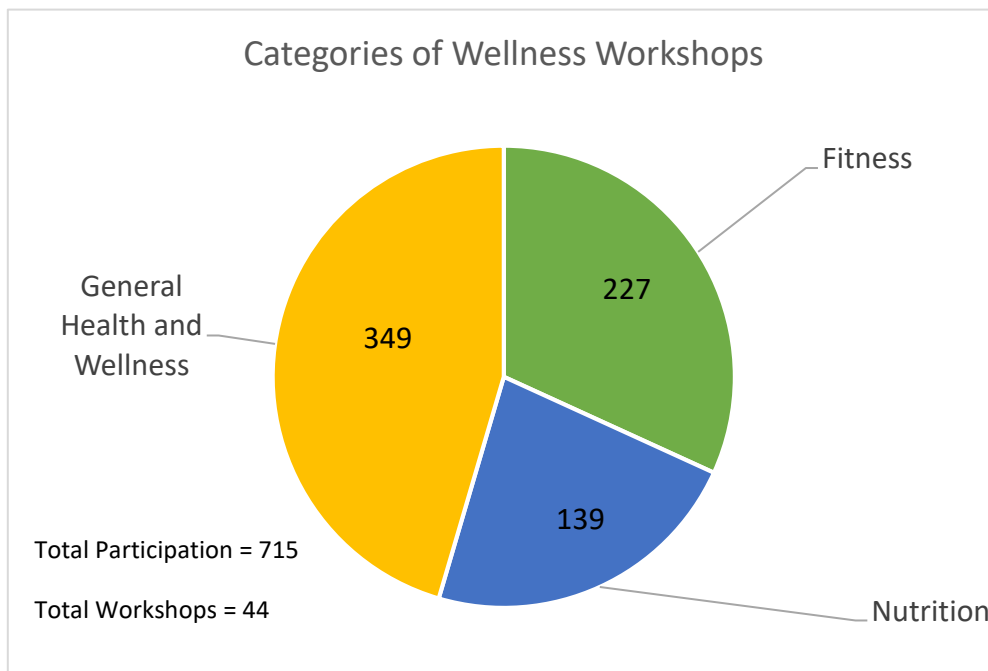
- 5) Attended and presented at annual mandatory gatherings held by large departments (whose employees had little time flexibility during the workday).

We 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 approximately 200 employees attend the following Cornell Wellness lecture and workshop titles: "How-To's for Personal Wellness", "HIIT @ Home", "Personal Care is Both Personal *and* Professional Growth", "Turn Your 15-Minute Smoke Break Into a Workout", "Plant Based Nutrition", and "Diet Debunking."

- 6) Delivered requested on-demand workshops, lectures, cooking/food demos to units, departments, and divisions. A list of topic options for departments to choose from was listed on our website. All workshops were delivered virtually after mid-March. It's important to note that once the pandemic hit we received an increased number of department workshop requests as a whole and several from departments we had previously never connected with. This chart is lengthy, so it appears in its entirety on the next page.

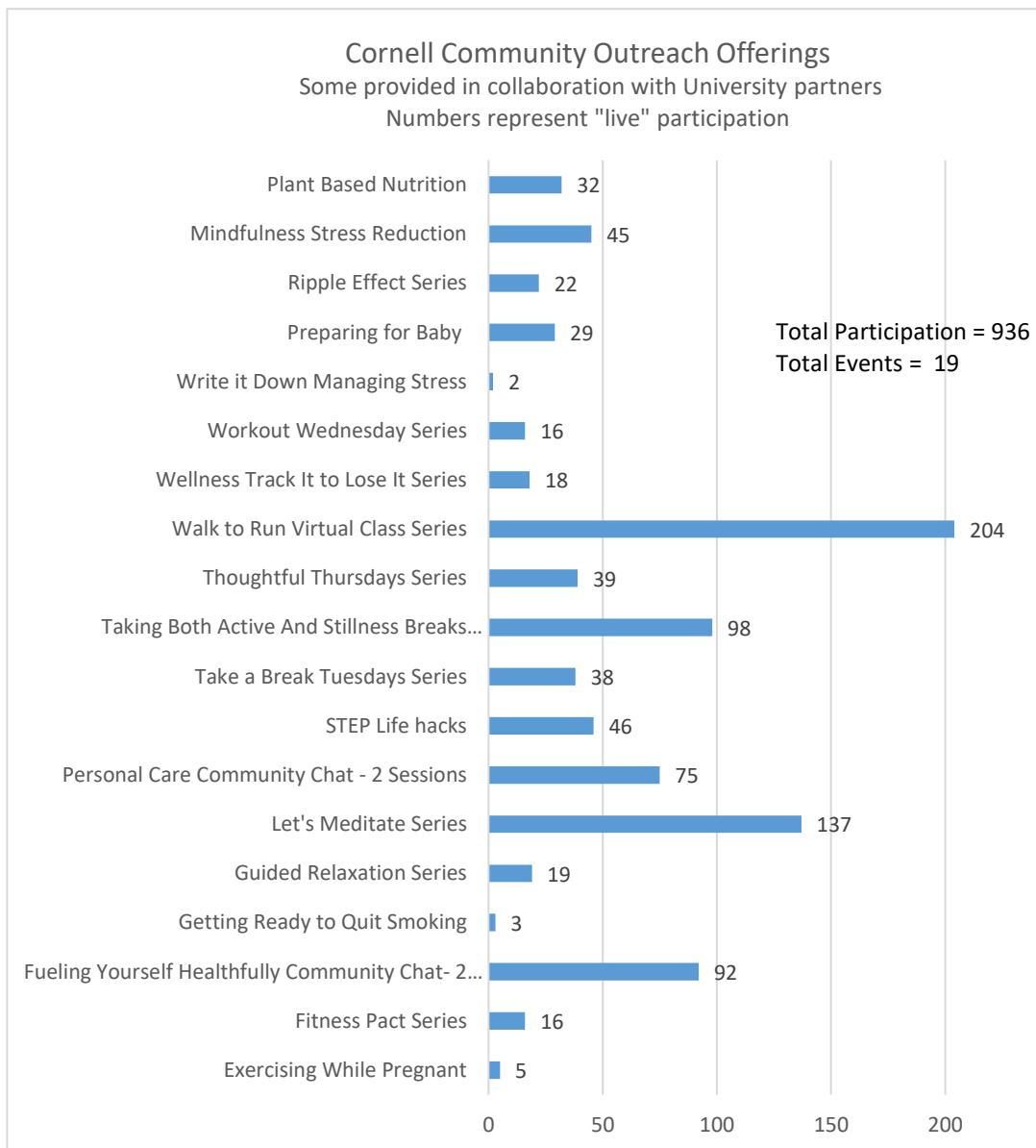
Breakdown of Requested Wellness Workshops





**Additionally, a wellness staff member was a panelist for an e-Cornell Keynote event. The event was titled “Managing Your Wellbeing: Empowering Yourself to Make Healthy Choices During Stressful Moments” and 1500 people attended from all over the globe.

- 7) Provided campus-wide (not on-demand) workshops, lectures, mindfulness sessions and cooking/food demos. It’s important to note here as well that once the pandemic hit, we pushed out an increased number of campus-wide offerings that fell under this category. This was done in response to a growing need for services provided to employees that focused on enhancing personal resilience and supporting a healthy immune system.



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, health education and social gatherings (membership required). With exceptional effort when the pandemic hit, all group fitness classes, health education and social gatherings switched to being offered through Zoom. This program's coordinator put in extra time and effort to ensure the training of the group fitness instructors on virtual techniques and delivery platforms/devices to continue this program's offerings with only a 2-week pause. A sense of community and connection for older adults provided through in-person class participation that was lost due to the pandemic was quickly replaced through virtual means of group fitness classes with cameras on and social/educational virtual coffee hour gatherings.

Group fitness classes

- total number of classes offered each week for SU (12 classes), FA (15), SP (15) until March 15. Virtual Classes began March 23 with 3 classes per week, then beginning April 6 we offered 11 virtual classes through the end of May, SU session 1 virtual classes (11)
- total number of group fitness participations 6,520

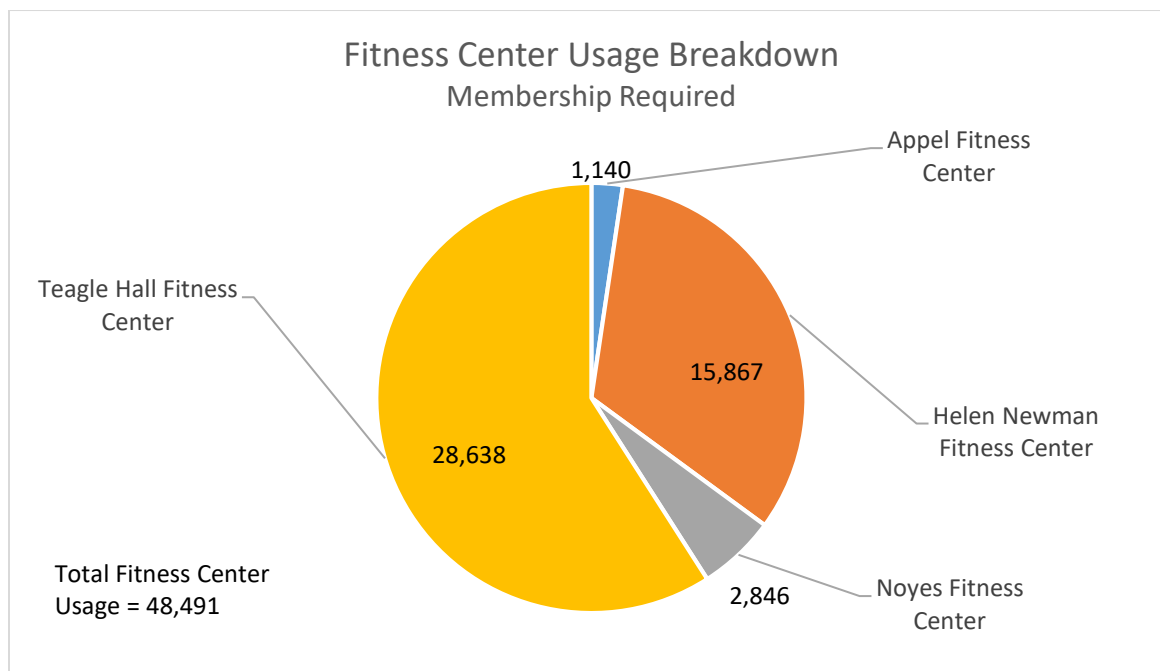
Senior fitness test

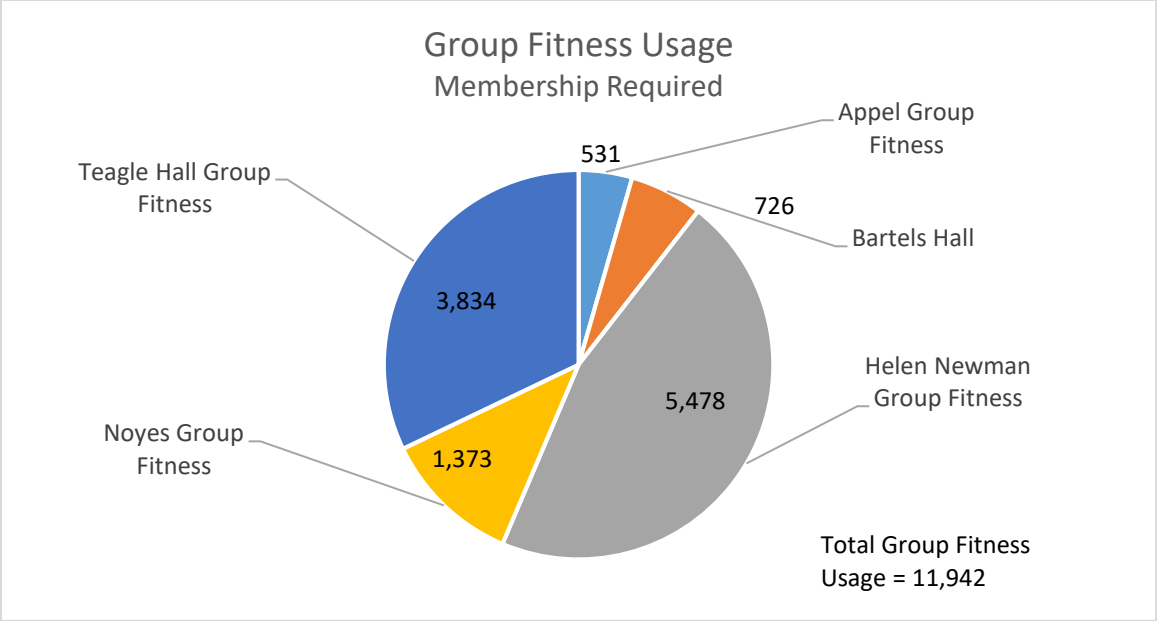
- 1 group test was offered in person on the Ithaca campus. It was a pilot test of a new structure due to the discontinuation of the testing software typically used, 25 participants

Health education and Social connections

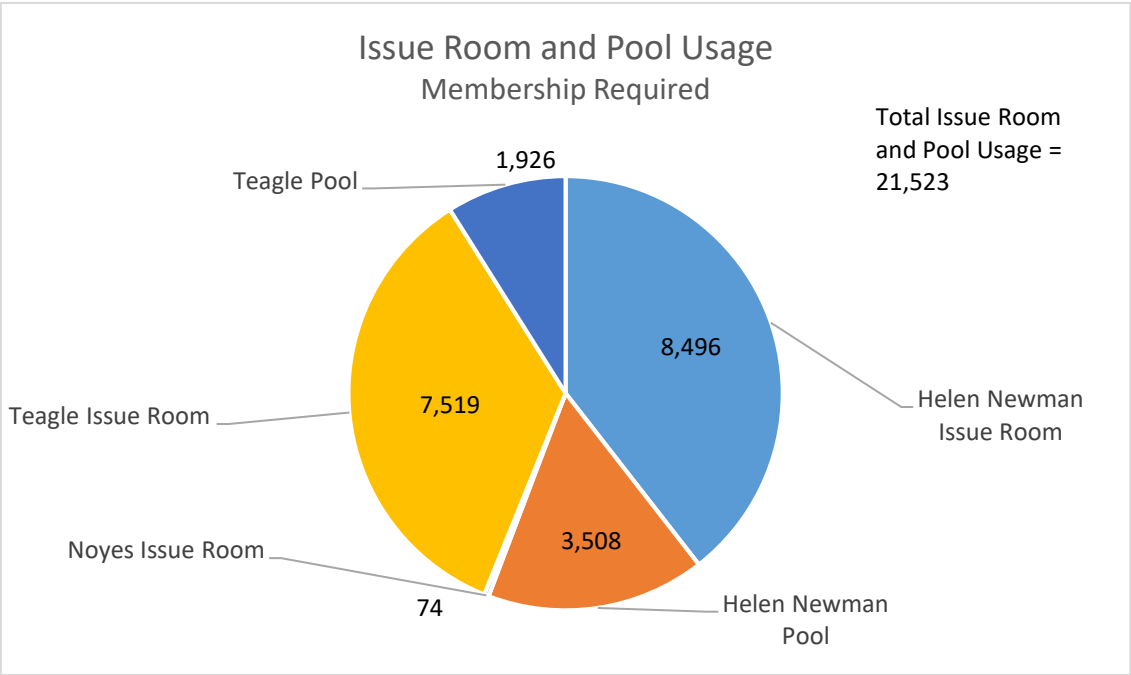
- 2 events were offered. Total number of participations for New Year luncheon 48, and Coffee Hour 27. After the pandemic hit we began a Virtual Coffee Hour which averaged 8 participants per session. Over 100 total participations

- 9) Members had access to 5 fitness centers, 95 group fitness classes, 2 pools, issue room services, and reduced cost services through the Athletics department's sister organizations (ice skating, climbing walls, golf, sailing center, tennis center, PE). As of mid-March, due to the pandemic, the fitness facilities, issue room services, PE classes, ice rink, pools, and climbing walls were closed to staff, faculty, retirees and their spouses/partners for the remaining 3.5 month period.





**Due to the pandemic, group fitness classes, after a 2-week pause, went fully virtual in late May. Participation numbers for Wellness' Healthy Living Program virtual group fitness classes were tracked, however not all participation numbers for CFC's virtual group fitness classes were. The chart above only reflects card swipe data for in-person group fitness classes held on Ithaca's campus; no virtual group fitness class data is included.



10) Provided short duration workshops inside fitness facilities.

This past year, we offered one workshop (membership required). It was a Bulgarian Bag Workshop inside the Appel fitness center during closed hours to adhere to filming policies. It was 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. As a note, by mid-March all of our services were offered through remote means which exponentially increased the number of video recordings available to the people we serve.

Virtual and social platform metrics for Facebook, Instagram, and Zoom posted to Video On Demand:

- *Wellness Facebook* total number of followers 1,685
- *Wellness Facebook Live/recorded videos* total unique views 6,731 for 22 videos
- *Wellness Instagram* total number of followers 840
- *Wellness views of recorded Zoom videos housed on Video On Demand* (note: the numbers of views below were captured in December 2020)
 - *Make It Happen Monday: Create Your At Home Exercise Routine* 94
 - *Make It Happen Monday: Strategies To Improve Your Quality Of Sleep* 25
 - *Make It Happen Monday: Strength Exercises To Improve Posture* 68
 - *Make It Happen Monday: Dynamic Warm-up For Movement Prep* 41
 - *Make It Happen Monday: Self-Massage Techniques To Help Alleviate Common Aches & Pains* 93
 - *Make It Happen Monday: Reflexology* 40
 - *Make It Happen Monday: Full Body Post Workout Stretch Routine* 77
 - *Make It Happen Monday: Creating A Healthy Green Smoothie* 76
 - *Take A Break Tuesday: 5 Ideas For 5 Min Breaks* 172
 - *Take A Break Tuesday: Stretching For Tension – Upper Body* 35
 - *Take A Break Tuesday: Stretching For Tension – Lower Body* 42
 - *Take A Break Tuesday: Take 5 Kid Edition* 35
 - *Take A Break Tuesday: Stretching With The Family* 3
 - *Workout Wednesday: Functional Fitness* 145
 - *Workout Wednesday: Workout With Kidz* 68
 - *Workout Wednesday: Agility Workout* 30
 - *Workout Wednesday: Fun Family Fitness* 57
 - *Workout Wednesday: Tabata Workout* 41
 - *Workout Wednesday: Yoga With Kidz – Partner Poses* 4
 - *Workout Wednesday: Sit And Be Fit – Seated Exercises* 50
 - *Thoughtful Thursday: Creek Side Meditation* 84
 - *Thoughtful Thursday: Awareness And Breathe Work* 12
 - *Thoughtful Thursday: Physical Tension Awareness Meditation* 20
 - *Thoughtful Thursday: Listening Meditation* 16

- Thoughtful Thursday: Meditation For The Senses 16
- Fuel It Friday: Meal Planning And More 121
- Fuel It Friday: Healthy Cooking At Home 53
- Fuel It Friday: Everyday Super Foods For Immune Health 102
- Fuel It Friday: Mindless Eating 62
- Fuel It Friday: Mindful Eating 60
- Fuel It Friday: Healthy Snacking 27
- Fuel It Friday: Benefits of Cooking With Kids 10
- Fuel It Friday: Cooking With Kids: Age Appropriate Tasks 11
- Fuel It Friday: 5 Ways To Increase Vegetables In Meals You're Already Making 50
- Fuel It Friday: How To Eat Local 21
- Note: Fuel It Friday slow cooker recipes through Instagram each week = 107 total engagements for 9 posts
- Plant Based Nutrition – Getting Started 105
- How To Read A Nutrition Label 31
- What's The Best Diet For Me 90
- Mindfulness Meditation Introduction 59
- Optimizing Mental Wellness Through Fitness And Nutrition 29
- Exercising While Pregnant 22
- Getting Ready To Quit Smoking 16

12) Marketed through multiple means to reach as many as possible. This included: Wellness e-newsletter, Wellbeing e-newsletter, Faculty And Staff e-newsletter, Tech campus and AgriTech campus specific e-newsletters 2x/yr, Healthy Living Program e-list, retirees e-list, Wellness website, Faculty And Staff website, HR Wellbeing website, Wellness Facebook and Instagram, Working At Cornell Facebook, and the University Calendar of Events. For large scale events additional marketing included: posters to building ambassadors, posters at timeclocks, posters in SCL buildings, posters in fitness centers, poster and messaging specific to NYC employees, messaging on Rec Services TV's, Facebook, website, Twitter, Instagram, group fitness e-lists, and group fitness instructor announcements.

Cornell Wellness marketing metrics through the Wellness e-list and Rec website

- *Wellness e-list* total number of subscribers 7,203. Open rate 27-33%
- *Rec Website* – These numbers were for the entire Rec Services website
 - Total number of page views 965,886
 - Total number of users 154,000
 - Total number of sessions 398,000
 - Total number of pages per session 2.43
 - Average session duration 1 min 41 sec
 - Top 2 languages pages are accessed in: English – US 132,434 (87.16%), Chinese 3,801 (2.50%)
 - Top 2 geographic locations pages are accessed from: Unites States 136,069, Canada 2,435

- Top 2 browsers used to access site: Safari 78,535 (51.82%), Chrome 56,399 (37.21%)
- Top 2 devices used for viewing site: mobile 83,926 (55.37%)(1.9 pages/session, 1 min 19 sec session duration), desktop 64,379 (42.48%)(3.07 pages/session, 2 min 10 sec)
- Top 2 ways the site was acquired: organic search 96,680, direct 56,550.

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 climate and culture 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 HR's Wellbeing Initiative b) start or continue partnerships (and strengthen some) with Cornell internal groups including: Rec Services, Work/Life, Cornell Benefits, 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 Analytics to provide bi-annual Awareness/Prevention/Management campaigns tied to conditions with lifestyle implications as indicated by Analytics data and national monthly campaign topics d) in alignment with the Wellbeing Initiative, continue to work with Cornell colleges and units/departments wanting to enhance the health, wellness and wellbeing of their employees.

How we did this:

- 1) Aligned and partnered with HR's Wellbeing Initiative and central HR communications to help create and produce deliverables to the Cornell community that enhanced and promoted a climate and culture of wellness and wellbeing.
- 2) Aligned and partnered with the Rec collaborative group on events and offerings that benefit both employees and students.
- 3) Internal to Cornell partnerships. We had strong partnerships and regularly scheduled meetings with: HR Wellbeing, Rec Services, and Transportation. We collaborated on (some) programming, events, videos, communication and marketing. Plus we cross-promoted (some) services. We had fair partnerships with Cornell Health physical therapy, MSIPP, FSAP, CNG's, LGBT, and Sustainability. And we had weak partnerships with Botanic Gardens, CURW, and Cornell Health services (with offerings to staff/faculty outside of physical therapy). Additionally, through the health campaigns, internal to Cornell partnerships were developed with specific individuals who have expertise on campaign topics.
- 4) External to Cornell partnerships. Focused on building these national and local connections through Health Campaigns and partner organization events. Partnerships included American Heart Association and Alzheimer's Association.
- 5) Based on Analytics medical data and national monthly campaign topics, we offered Health Campaigns focused on food safety, diabetes, and healthy eating.

- 6) In alignment with the Wellbeing Initiative, consulted with colleges/units/departments to establish their own climate and culture 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.

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, video, and demo participations were tracked through ID scan, Zoom, VOD, FB, and Instagram. Contest and challenge participations were captured through Qualtrics. Membership participations for fitness centers, pools, group fitness classes, and issue room services were captured through Rec Trac card swipes and Zoom. It's important to note that once the pandemic hit, we switched from collecting data through RecTrac, Qualtrics, and ID scan, over to collecting data through Zoom and Video On Demand.
- 2) Ran quarterly data reports that included: number of memberships (total and by type), fitness center usage, group fitness usage for CFC, issue room services, and pool usage. As mentioned previously, after mid-March there was no data for fitness centers, pools, or issue room services due to the pandemic and these services not being open to employees, retirees, or spouses/partners.
- 3) Annual or semi-annual reports were provided on: CPHL memberships, 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 held virtually for the first time due to the pandemic.
- 2) Watched webinars provided through Optum, Virgin Pulse, ACSM, and more on corporate trends and data for wellness and wellbeing.
- 3) Subscribed to health, wellness, wellbeing push messages to keep an eye on trends.
- 4) Note: ACSM national conference was cancelled due to the pandemic.

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 4) contribute to and be mentioned in journals, articles, or publications recognized in our field.

How we did this:

- 1) This past fiscal year 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. It is important to note that when the pandemic hit in March, Cornell Wellness staff continued to provide high level customer service through remote means while we were required to work from home to help de-densify campus.
- 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. In-person payment options paused in March.
 - optional in-person, zoom, telephone or on-site consultations, orientations, fitness assessments. All consultations were provided by Zoom or phone beginning in March.
 - 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. In-person options were paused in March.
 - membership database was managed in house by Wellness, CIT, and CFC staff which led to quicker problem solving when needed.

Appendix A

Additional Data And Metrics Notes

- As of March 13, 2020, Wellness' programmatic offerings became immediately and entirely virtual.
- Our shift to using Zoom as our virtual platform at the start of the pandemic did not allow us to accurately and thoroughly track our participants as we were more focused on delivery of offerings than on registration for those offerings.
- When engaging with our virtual participants in the spring of 2020, we became aware that some programmatic participations were coming from alumni, family members of students, and people in the Ithaca community. This was due to direct sharing of programmatic Zoom links through our marketing. At that time, there were no institutional safe guards in place that reduced the chances of Zoom bombing and restricted access.
- Additionally, we began recording our virtual offerings in order to not only have a live session, but be able to offer the event to those who could not attend. Our data this year has "live" session attendance as well as "views" of recordings of events.
- In the later part of spring 2020, both because of heightened security from the university for Zoom and better reporting capacity via Zoom, we were able to more accurately capture our participant data.