



**Client: Marquette,  
Indianapolis, IN, managed by  
Life Care Services**



**NIFS Staffing Summary:**

- **Less than 40hr/wk in 2004**
- **40hr/wk for January, 2005–April, 2010**
- **80hr/wk for April, 2010–current**

*“Using the MAC is a most important part of our life at Marquette. The morning aerobics classes get my day off to a good start. The strength classes using the new chairs with steps are really great and have become a favorite with me. Our beautiful new pool offers another great exercise option for both me and my husband. The NIFS staff are so personable and creative and they have the ability to really challenge us while making exercise a lot of fun.”*

*—Marquette Resident*

**A STORY OF GROWTH**

**The History**

Marquette is a well-established, upscale community on the northwest side of Indianapolis. Since it opened its doors in 1981, it has been focused on providing exceptional living options for its residents.

NIFS’s relationship with Marquette, one of many communities managed by Life Care Services, began in 2004, with a model we often see in place today. Very quickly, however, Marquette’s leadership realized that their current part-time fitness center manager, who worked one on one with residents and also taught weekly group exercise classes, wasn’t enough. Marquette wasn’t interested in status quo—they never have been. They were, and continue to be, focused on growth that is on the leading edge of change.

In January 2005, Marquette began staffing with a full-time manager from NIFS who provided fitness center programming and management as well as a robust menu of NIFS-taught group exercise classes for residents.

In 2006, Jonathan Cook became the community’s Executive Director. He quickly saw the lasting value of a well-managed wellness program and started the wheels in motion to build a culture of vibrant living at Marquette that would become a cornerstone of its value proposition to prospective residents.

In 2008, NIFS worked closely with Jonathan and his design team to support the wellness wing expansion project at the community. With an anticipated opening in spring 2010, the ambitious plans were laid for a wellness center that would include a fitness center and a group exercise studio that were both about 1,500SF. A substantial pool complex, a massage room, a concierge counter, and well-equipped locker rooms were also on the plans.

In April, 2010, the Marquette Athletic Center (MAC) opened with much fanfare and enthusiasm from both the residents and the staff at Marquette.



*Residents utilize the fitness center daily at Marquette Athletic Center.*

### **Today's Reality**

The MAC truly is the heartbeat of Marquette. The fitness center, group exercise studio, and pool averaged more than 2,200 visits per month in 2011, up from 1,700 in 2010, and just over 950 in 2008. Group exercise classes at Marquette, taught both in the studio and in the water, average more than 10 residents per class throughout the year. And the NIFS staff onsite maintain about 135 individual resident exercise and senior fitness testing appointments per month. That's an increase of more than 21% since the MAC opened.

The Marquette vision for enhanced resident well-being didn't stop with adding staff to the beautiful new MAC. Jonathan saw the potential for NIFS staff to spearhead community wellness initiatives by creating a Wellness Director role where our fitness center manager would also coordinate all healthy activities at Marquette for a more streamlined, intentional, and culture-building approach at the community.

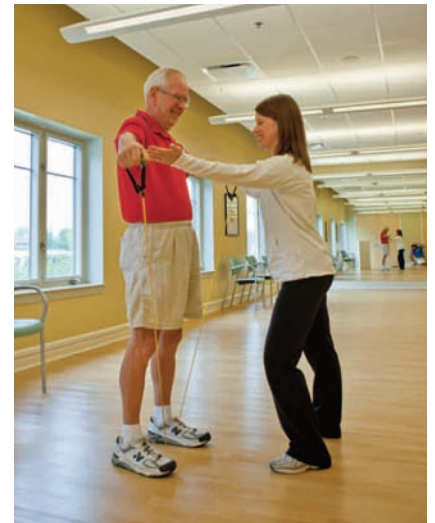
Marquette's current Executive Director, Steven Stills, continues to support healthy innovation for the community; NIFS Six Week Wellness Series was formed under his leadership. During each Wellness Series NIFS staff educate residents on a new topic. Throughout each cycle, residents participate in special events and exercise sessions, listen to guest speakers, and learn about local resources related to the topic. Program assessments measure how much participants have learned from the program.

### **The Bottom Line**

Marquette's vision to provide robust living with diverse opportunities for residents to choose vitality is being realized, in part because of its partnership with NIFS. Jonathan Cook, former Executive Director at Marquette, recalls the early days of the fitness center. "Five years ago we started out with some fitness equipment in the basement for our residents." Marquette now utilizes its fitness center as a cornerstone for its marketing and sales efforts. "Today they have two full-time NIFS staff and over 2,200 visits a month. Marquette's commitment to senior wellness, coupled with the experience and leadership of NIFS, has provided us with one of the top senior wellness programs in the country."

*"Many thanks for the fitness program you brought to Marquette Manor. It has been very helpful to me. In February 2009, due to a fall, I had a fractured femur. When I was recently released, the doctor told me to get back to the exercise program I had before the fall. He said my leg healed well because my body was so healthy. I am looking forward to getting back to the program full time. Thanks for your help."*

*—Marquette Resident*



*Residents take advantage of the experience NIFS staff bring to Marquette Athletic Center.*

***For more information about NIFS's expertise in senior fitness management, contact Bethany Garrity, 317.274.3432. Visit [nifs.org](http://nifs.org).***