

Assessment Cycle Plan

Academic Year 2017-2018

Informational Services, Marketing & Branding, NSU TV

Division or Department: External Affairs

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Northwestern Mission. Northwestern State University is a responsive, Student-oriented institution that is committed to the creation, dissemination, and acquisition of knowledge through teaching, research, and service. The University maintains as its highest priority excellence in teaching in graduate and undergraduate programs. Northwestern State University prepares its Students to become productive members of society and promotes economic development and improvements in the quality of life of the citizens in its region.

External Affairs: External Affairs provides multimedia services to promote a positive image of Northwestern State University through relationships with the local community, the media, our alumni, prospective students, donors and government and civic leaders. These offices units play an important role in showcasing the university and impacting enrollment, fundraising, alumni and community involvement, and other goals. The Division is directly involved in promoting a learning-centered environment, improving retention and graduation rates and maintaining a positive, student-oriented atmosphere. External Affairs includes a diverse segment of the university that includes Athletics, Alumni and Development, Wellness, Recreation and Activities Center (WRAC); The Robert Wilson Recreation Complex; NSU Press/Publications, Marketing and Branding, NSU TV, University Printing, the News Bureau (Office of Communications), Photo Services and Sports Information.

Robert G. Wilson Recreation Complex Mission: The mission of the Rec Complex is to enhance the quality of life for the university and the outlying communities by providing a facility for golf, tennis, swimming for the University and community's use, by providing facilities for philanthropic tournaments, facilities for aquatics classes, to provide space for community meetings and events and to contribute to improving the overall health of the community.

Methodology: The assessment process includes:

- (1) Data from assessment tools (both direct – indirect, quantitative and qualitative) are collected and returned to the executive director;
- (2) The executive director will analyze the data to determine whether the applicable outcomes are met:
- (3) Results from the assessment will be discussed with the appropriate staff;

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(4) Individual meetings will be held with staff as required (show cause);

(5) The executive director, in consultation with the staff and senior leadership, will determine propose changes to measurable outcomes, assessment tools for the next assessment period and, where needed, service changes.

Robert G. Wilson Recreation Complex

Service Outcomes:

SO 1. The Rec Complex enhances the quality of life for students and the community by providing an attractive and healthy place for golf, tennis, and swimming, for group gatherings and for use in philanthropy projects such as golf tournaments.

Measure 1.1.

The Rec Complex will measure customer satisfaction through (1) Attitudinal measures – Measuring the client satisfaction through assessment surveys distributed to clients (2) Direct Measures – counting the degree/volume/level of service through surveys distributed to students and (3) External validation – surveys from the community, i.e. not associated with the university. The target is 100 percent customer satisfaction.

Finding: This goal was not met. The Rec Complex has never distributed satisfaction surveys but relied on word of mouth customer satisfaction. The Rec Complex hosted the maximum number of golf tournaments it could accommodate (2 per month) and were booked months in advance through the year. The pavilion was rented weekly by Natchitoches Rotary and Natchitoches Kiwanis Club, as well as numerous businesses in the community.

Analysis: Increased use of the Rec Complex, including requests to host tournaments, indicates general satisfaction with service and facilities at the Rec Complex.

Action: The Rec Complex will distribute an annual satisfaction survey. The desired target would be a 100 percent satisfaction rate.

Measure 1.2.

The Rec Complex will distribute annual surveys to determine areas of interest for extra programming and/or classes that should be developed.

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Finding: The Rec Complex offers golf lessons, swimming lessons, and aquatics classes. In the past, the Rec Complex has responded to verbal suggestions for classes such as Red Cross Junior Life Guard training.

Analysis: The Rec Complex is meeting needs in the community to offer swimming classes and lifeguard training and staff have been receptive to suggestions for classes that were feasible.

Action: In the future, surveys requesting suggestions for classes will be distributed to explore more class possibilities.

Measure 1.3.

The Rec Complex will increase membership and engagement by 30 percent.

Finding: this goal was met. Golf course usage was 820 individuals from NSU, 3,570 members and 1,684 for the general public. Pool usage during summer months was 1,267 members and 921 general public

Analysis: Since the Natchitoches Country Club closed, the NSU Rec Complex is the only 18-hole golf course in the parish and membership has grown and its membership is expected to continue to grow.

Action: The Rec Complex will continue to accommodate old members and attract new members to use the facilities.

SO 2. The Rec Complex contributes to recruiting and retention efforts by offering amenities attractive to prospective students.

Measure 2.1.

The Rec Complex will increase participation in classes, membership, and interest in programming by 30 percent annually.

Finding: This goal was met. The rec complex serves many needs for the students as well as the community such as golf, swimming, tennis and the pavilion that can be rented for host all types of functions. The Rec Complex also hosts the local high school golf teams as a practice facility as well as the Natchitoches Central tennis team. The Rec Complex also offers golf lessons and swimming lessons that draw prospective students and their families to utilize the amenities there.

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Analysis: Because there is a shortage of facilities in the city and parish to accommodate golf, tennis, and swimming, the Rec Complex fills a need in the community for these recreation and athletic activities. Membership is expected to continue to grow as the complex expands.

Action: The Rec Complex will collect data on growth numbers to determine which programs/facilities are most popular and survey patrons on their satisfaction.

Measure 2.2.

The Rec Complex continues to grow with the addition of a driving range, grounds improvements, and other amenities, to be completed in 2018.

Finding: This goal has not yet been met. The Rec Complex is currently replacing an irrigation pump to benefit the golf course. Planning for a new driving range is underway.

Analysis: Facility maintenance and upgrades are ongoing.

Action: The Rec Complex will record data to identify the percentage of increase when the driving range is complete.

Summary of key findings and or decisions.

NSU's Recreation Complex is growing in membership as the only 18-hole golf course in the parish with plans for more growth with the completion of a new driving range and other improvements. The Rec Complex draws many community people to use the facilities for meetings, swimming, tennis, golf, and community events.