

# Assessment Cycle Academic Year 2016 – 2017

## Office of Institutional Effectiveness and Human Resources

**Division or Department: N/A**

**Prepared by: Leah Jackson**

**Date: 5.1.17**

**Approved by: Jerry Pierce**

**Date: 6.15.17**

**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.

**Wellness, Recreation, and Activities Center:** The WRAC offers comprehensive, quality programs and services that enhance and promote healthy lifestyles, competition and leisure activities. The WRAC supports the recruitment and retention of students by enhancing the quality of student life on our campus through recreation, sports competition, instruction, fitness, and wellness activities, provides a safe environment while promoting sportsmanship, team building, leadership and improves the quality of life for NSU students, faculty/staff, alumni and the Natchitoches 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:

## Assessment Cycle Academic Year 2016 – 2017

- (3) Results from the assessment will be discussed with the appropriate staff;
- (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.

### Wellness, Recreation and Activities Center

#### Service Outcomes:

**SO 1.** The WRAC enhances the university and the community by promoting fitness, wellness, and a healthy lifestyle and provides facilities and extra programming for fitness and wellness.

#### Measure 1.1.

The WRAC will annually gauge its success through (1) Attitudinal measures – measuring the level of client satisfaction through assessment surveys for all clients (2) Direct Measures – counting the degree/volume/level of service through student surveys (3) External Validation – collected by surveys of the community, i.e. clients not associated with the school. The target is 100 percent customer satisfaction.

Finding: This goal has been met. The WRAC hosted three week-long sessions of Fun and Fitness Camp for children ages 5-11 with a total of 249 campers participating. The WRAC organized 27 different intramural competitions for students during the academic year. 1,837 students participated in fall intramural sports and 1,000 participated in spring intramural sports.

Analysis: Providing a positive experience for youngsters and their parents at the WRAC creates a positive impression of both health and fitness and the University. Providing intramural competitions for students keeps them engaged in fitness and wellness. Competitions include both male and female students.

Action: WRAC personnel will continue to present programming for prospective students who attend Fun and Fitness Camp as well as provide activities for current students.

#### Measure 1.2.

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

## Assessment Cycle Academic Year 2016 – 2017

Finding: This goal has been met. The WRAC collected surveys on Fun and Fitness Camp satisfaction and found nearly 100 percent satisfaction from parents surveyed.

The WRAC also collected surveys to gather information on the benefits members report on engaging in physical activity. 94.7 percent engage in physical activity for physical wellness. 76.3 percent engage in physical activity for emotional wellness. 63.2 engage for intellectual (mental) wellness. 52.8 percent engage for social wellness. 28.9 percent engage for environmental wellness. 26.3 engage for spiritual wellness. 13.2 engage for occupational wellness. 7.9 percent engage for financial wellness.

Analysis: Students and community members find physical activity beneficial.

Action – WRAC personnel will continue to gauge customer satisfaction to determine if areas need improvement.

### **Measure 1.3.**

The WRAC will increase membership and engagement by 30 percent.

Finding: This goal was not met. Fluctuations in the economy affect WRAC memberships. WRAC memberships for non-students is 605. In 2015-16 and 2016-17, patrons moved towards a monthly trial membership in which they pay each month at the desk; although this costs the patrons a bit more, they do not get locked into a contract. Verbal satisfaction is very high.

Analysis: Although patrons of the WRAC report satisfaction with the facility and programming, WRAC memberships are affected by downturns in the economy. The WRAC's bottom line revenue is consistent from year to year with different types of memberships available.

Action: The WRAC will continue to encourage memberships and continue to provide customer satisfaction and allow the monthly memberships.

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

### **Measure 2.1.**

WRAC membership, participation in classes and interest in programming will increase by 30 percent annually.

Finding: This goal was met. Student participation is very high. The WRAC reports scanned student IDs during the academic year average 10-12,000 per month.

## **Assessment Cycle Academic Year 2016 – 2017**

Analysis: Many students are using the WRAC more than once per day, for both circuit equipment and classes that are offered.

Action - Decision or Recommendation: The WRAC will continue to offer classes to bring students to the WRAC.

### **Measure 2.2.**

Facility and equipment evaluations will include repair time and costs, monthly safety inspections and measuring customer satisfaction through surveys distributed every semester. The target is 100 percent customer satisfaction.

Finding: This goal was met. The WRAC has a monthly equipment checklist that includes cardio equipment, strength machines, and free weights. Replacement parts for equipment and standby equipment are kept ready in case a piece of equipment is found to work improperly.

Analysis: WRAC equipment is rarely not available, except the occasional cardio equipment which requires professional repair. Equipment is properly maintained.

Action – The WRAC will continue to monitor equipment for safety and efficiency.

### **Summary of key findings and or decisions.**

Satisfaction with the NSU WRAC is very high. Although downturns in the economy affect membership numbers, the WRAC offers different types of memberships to encourage patrons to remain as members.