

AY 2017-2018 Assessment

NSU Robert G. Wilson Recreation Complex

Prepared by: Leah Jackson

Date: 5.12.18

Approved by: Jerry Pierce

Date: 7.18.18

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

AY 2017-2018 Assessment

(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 will enhance 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: Target not met.

Analysis: In 2016-17, Rec Complex staff relied on verbal satisfaction. Use of the Rec Complex by the community outside the university has continued to grow. As a result in 2017-2018 and based on the growth and verbal customer satisfaction, no satisfaction survey was created.

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

Action: Based on the analysis of the results in 2017-2018 the Rec Complex will continue to rely on verbal feedback to determine customer satisfaction. Staff will also be open to suggestions from the to identify the needs of their customer base. 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.

AY 2017-2018 Assessment

Finding: Target not met.

Analysis: In 2016-17, Rec Complex staff did not distribute surveys, but responded to verbal requests for a Red Cross Junior Life Guard Class. Based on the analysis of these results in 2017-2018 it was determined 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. The facilities were at maximum capacity for golf, swimming and tennis.

Action: Based on the analysis of the 2017-18 results, In the future Rec Complex staff will continue to be receptive to verbal suggestions for classes and/or extra programming as is feasible.

Measure 1.3.

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

Finding: This goal was met.

Analysis: In 2016-17, Golf course usage grew from 968 memberships to 3,948 memberships July 2017-May 2018. Pool usage during summer months 2017 grew from 850 to 969. In May 2018 (when the pool reopened to the public for the season), usage was 593 NSU and 162 members. Figures for Summer 2018 will be available after the summer season.

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. Swim classes for youth and adults are very popular, as are free swim hours.

Action: Based on the analysis of the 2017-18 results, 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.

Analysis: In 2016-17, the Rec Complex served many needs for NSU students as well as the community by offering golf, swimming, tennis and use of the pavilion that can be

AY 2017-2018 Assessment

rented to host all types of functions. The Rec Complex also hosted the local high school golf teams as a practice facility and the Natchitoches Central tennis team. The Rec Complex also offered golf lessons and swimming lessons that drew prospective students and their families to utilize the amenities there.

The golf course and pool have been at capacity operation.

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: Based on the analysis of the 2017-18 results, the Rec Complex will continue to offer classes and facilities popular with students and the local community.

Measure 2.2.

The Rec Complex will continue to grow with the addition of a driving range, grounds improvements and other amenities.

Finding: Goal met.

Analysis: In 2016-17, staff began facility maintenance and upgrades, including the installation of new carts paths, new irrigation control monitors and development of a new driving range. Personnel continued to maintain the existing facilities, so they are attractive and safe. Personnel worked with the city of Natchitoches for installation of perimeter poles to hold nets at the end of the range. Flooring was replaced in the pavilion. A new fleet of golf cards was ordered.

Action: Based on the analysis of the 2017-18 results, the Rec Complex will continue forward with developing the driving range and will record data to identify the percentage of increase when the driving range is complete. Target date for completion is December 2018.

Comprehensive summary of key evidence of improvement based on analysis of the results.

- The Rec Complex acquired a new fleet of golf carts, created and improved golf cart paths, installed new irrigation control monitors and made progress towards development of a new driving range.
- Rec Complex staff continued to care for and manicure facilities at the Rec Complex.

AY 2017-2018 Assessment

Plan of action moving forward.

NSU Rec Complex will continue to grow in membership, complete the new driving range and complete other physical improvements. The Complex will continue to work with groups who wish to use facilities for meetings, swimming, tennis, golf and community events.

The Rec Complex will continue to seek strong positive feedback and will continue to remain an asset to the university and Natchitoches community.