

AY 2017 – 2018 Assessment

Randall J. Webb Wellness, Recreation and Activities Center

Division or Department: N/A

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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.

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:
- (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.

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 gage 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 not been met.

Analysis: In 2016-17 the target was not met as no survey was conducted. As a result, in 2017-2018 the WRAC completed satisfaction surveys for Fun and Fitness Camp and found 98 % satisfaction. 2 % of parents did not feel fully informed of the Fun and Fitness activities.

Providing a positive experience for youngsters and their parents at the WRAC creates a positive impression of both health and fitness and the university.

Action: Based on the analysis of the 2017-18 result, WRAC personnel will work to present programming for prospective students who attend Fun and Fitness Camp and will better organize the camp to meet parents' expectation. Parents will be provided with a schedule of activities in which their child will be participating during Fun and Fitness Camp.

Measure 1.2.

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

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Finding: This goal has been met.

Analysis: In 2016-17 the target was met. The WRAC offered 27 intramural activities with 1,837 students participating. Based on the analysis of the results in 2017-2018 the WRAC offered 28 intramural activities with 3,712 students participating. Intramural competitions for students keeps them engaged in fitness and wellness. Competitions include both male and female students.

Action – Based on the analysis of the 2017-18 result, WRAC personnel will gauge customer satisfaction through comment cards to determine if areas need improvement and will develop new programs based on interest surveys. WRAC staff will also develop programming to draw more incoming freshman to the facility.

Measure 1.3.

The WRAC will increase membership and engagement by 30 percent.

Finding: This goal was not met.

Analysis: In 2016-2017 the target was not met. In 2017-18, WRAC membership grew from 605 to 636. Verbal satisfaction is very high. 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: Based on the analysis of the 2017-18 result, the WRAC will continue to encourage memberships and continue to provide customer satisfaction and allow the monthly memberships. Management plans to hire a new Assistant Director of Wellness & Fitness soon and will promote the WRAC's fitness assessment lab in 2018-2019. By promoting the Fitness Assessment Lab to the public, staff hope to increase memberships.

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

Measure 2.1.

Finding: This goal was met.

Analysis: In 2016-2017 the target was met. Based on the plan of action from 2016-2017 in 2017-18, the WRAC exposed more students to the facility by participated in more Welcome Week/Demon Days activities than the previous year. The WRAC hosting the Battleship Activity at the Rec Complex and offered increased sessions of

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equipment orientation at the WRAC, which resulted with more new students visiting the WRAC. Staff also organized the Glow Run during Homecoming week.

Based on ID scans, many students are using the WRAC more than once per day, for both circuit equipment and classes that are offered.

Action: Based on the analysis of the 2017-18 results, the WRAC will offer classes to bring students to the WRAC. The WRAC will increase its visibility among new students to inform them of amenities at the WRAC by hosting tours of the facility and equipment demonstrations and with staff participating in campus events and by coordinating and co-coordinating university and community events.

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.

Analysis: In 2016-2017 the target was not met. Based on the analysis of the results in 2017-18, all cardio equipment requiring professional repair was repaired by an authorized entity. Equipment is properly maintained.

The WRAC now has a monthly equipment checklist that includes cardio equipment, strength machines and free weights. Replacement parts for equipment and stand-by equipment are kept ready in case a piece of equipment is found to work improperly.

Action: Based on the analysis of the 2017-18 results, The WRAC will continue to monitor equipment for safety and efficiency with regular checks and with verbal input from patrons.

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

- The WRAC completed satisfaction surveys for Fun and Fitness Camp and found 98 % satisfaction.
- The WRAC offered 28 intramural activities with 3,712 students participating.
- The WRAC exposed more students to the facility by participated in more Welcome Week/Demon Days activities than the previous year.
- The WRAC now has a monthly equipment checklist that includes cardio

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equipment, strength machines and free weights. Replacement parts for equipment and stand-by equipment are kept ready in case a piece of equipment is found to work improperly.

- In March 2018, the WRAC was officially renamed the Randall J. Webb Wellness, Recreation and Activities Center to honor former president the late Dr. Randall J. Webb, who was president during the development and construction of the facility. The formal ceremony for the renaming at the WRAC provided an opportunity for community members to visit the facility and learn about amenities available there.

Plan of action moving forward.

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.

Management plans to hire a new Assistant Director of Wellness & Fitness soon and will promote the WRAC's fitness assessment lab in 2018-19.

Staff will continue to maintain a clean and safe facility that is an asset to the university and the community.

Fun and Fitness satisfaction surveys will be distributed at the conclusion of the camp in July 2018.