

## Assessment Cycle AY 2018-19

### Randall J. Webb Wellness, Recreation and Activities Center

**Division or Department: N/A**

**Prepared by: Leah Jackson**

**Date: 6.14.19**

**Approved by: Jerry Pierce**

**Date: 7.10.19**

**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;

## Assessment Cycle AY 2018-19

(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 2017-2018 the target was to complete satisfaction surveys and measure 100 percent customer satisfaction. Based on the analysis of these results in 2018-2019 the WRAC completed satisfaction surveys for Fun and Fitness Camp from July 2018-December 2019 and found that overall satisfaction fell slightly. Eight percent of parents did not feel fully informed of the Fun and Fitness activities. Satisfaction surveys for 2019 are pending. 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 2018-2019 result, in 2019-2020 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' expectations. 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.

## Assessment Cycle AY 2018-19

**Finding:** Goal met.

**Analysis:** In 2017-2018, the target was to distribute surveys to determine areas of interest for programming and/or classes that should be developed. Based on the analysis of these results in 2018-2019 the WRAC offered 24 Intramural activities with 3,020 participants. Intramural competitions for students encouraged them be engaged in fitness and wellness. Competitions included both male and female students.

**Action** – Based on the analysis of the 2018-19 result, in 2019-2020, WRAC personnel will gage 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 2017-2018 the target was to increase membership by 30 percent. Membership increased about 8 percent in 2018-19. Based on the analysis of these results management hired Lana Hightower as new administrative coordinator and Kaitlyn Hamm as Assistant Director of Wellness & Fitness. Staff promoted the WRAC's Fitness Assessment Lab to the general public in the hopes of increase memberships. Give-aways and drawings for general membership were held at gift-giving times of year (Mother's Day, Christmas, etc.). 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 2018-19 results, in 2019-2020, the WRAC will develop programs and incentives to grow membership.

**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 2017-2018 the target was to create more awareness of amenities offered at the WRAC. Based on the analysis of these results in 2018-2019 the WRAC exposed more students to the facility by participating in more Welcome Week/Demon Days activities than the previous year. The WRAC added two graduate students to help with programming and offered incentive programs, give-aways and special Demon Days

## Assessment Cycle AY 2018-19

classes such as blindfold yoga, Take-A-Hike and foam roll stress away. As a result, 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 2018-19 results, in 2019-2020 the WRAC will continue to 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 2017-2018 the target was to get professional inspection/repair on cardio equipment and ensure proper equipment maintenance. Based on the analysis of these results in 2018-19, WRAC personnel increased their focus on keeping the facility clean, floors waxed and equipment updated. New acoustic panels were added to walls of group exercise room to improve sound during class.

The WRAC 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 2018-19 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.**

WRAC personnel increased the number of activities offered to students and participated in Welcome Week and other activities to make new students aware of programs and services available at the WRAC.

WRAC management hired a new administrative coordinator and Assistant Director of Wellness & Fitness. Staff promoted the WRAC's Fitness Assessment Lab to the general public in the hopes of increase memberships. Give-aways and drawings for general membership were held at gift-giving times of year (Mother's Day, Christmas, etc.). The WRAC added two graduate students to help with programming and offered incentive programs to incoming students.

## Assessment Cycle AY 2018-19

The WRAC 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.

### **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. The WRAC offers many health classes and Intramural activities for students with high participation numbers.

Staff will continue to maintain a clean and safe facility that is an asset to the university and the community. Programming will reflect patron's interests and awareness efforts will draw more new students to the WRAC.

Fun and Fitness satisfaction surveys will be distributed at the conclusion of the camp in July 2019.