

# Assessment Cycle 2019-2020

## NSU Robert G. Wilson Recreation Complex

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Date: 6.14.20

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Date: 6.25.2020

**Northwestern Mission:** Northwestern State University is a responsive, student-oriented institution committed to acquiring, creating, and disseminating knowledge through innovative teaching, research, and service. With its certificate, undergraduate, and graduate programs, Northwestern State University prepares its increasingly diverse student population to contribute to an inclusive global community with a steadfast dedication to improving our region, state, and nation.

**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);

## Assessment Cycle 2019-2020

(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 2018-2019 the target was to create satisfaction surveys to gage customer satisfaction. Based on the analysis of these results in 2018-2019 the Rec Complex staff developed satisfaction surveys. Most patrons did not wish to complete the survey, and most were dropped in trash bins. Personnel relied on verbal feedback for customer satisfaction.

Based on the analysis of 2018-2019 results, in AC 2019-2020 the Rec Complex hosted the maximum number of golf tournaments it could accommodate (2 per month) and were booked through March 2020. The pavilion was rented weekly by numerous organizations and businesses in the community and had several bookings for Spring 2020.

The Rec Complex was closed March-June with no patron attendance due to COVID-19. The Rec Complex cancelled all golf tournaments and meetings in the pavilion and closed the swimming pool. The golf course reopened May 26 with staggered tee times and social distancing measures. The clubhouse, swimming pool and driving range remains closed

**Action:** Based on the analysis of 2019-20 results, in 2020-2021 the Rec Complex will focus on returning to normal operations and practice safety measures as mandated by health officials. Staff will also be open to suggestions from the community 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.

## Assessment Cycle 2019-2020

### **Finding: Target not met.**

**Analysis:** In 2018-19, the goal was to create and distribute surveys to determine programming at the pool and golf course. A survey was developed but patrons did not wish to complete the survey.

**Action:** Based on the analysis of the 2019-20, in 2020-2021 Rec Complex staff will reevaluate ways to determine patrons' desires for new programs/classes as is feasible.

### **Measure 1.3.**

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

**Finding:** This goal was not met.

**Analysis:** In 2018-2019 the target was an increase in membership of 30 percent. Based on the analysis of these results in 2019-2020 membership remained steady. However due to COVID-19, the Rec Complex was closed March-June. Once reopened, a number of patrons played golf. The Rec Complex pool, clubhouse and driving range remained closed for the spring and summer.

**Action:** Based on the analysis of the 2019-20 results, in 2020-2021 the Rec Complex will focus on resuming normal operations as directed by health mandates.

### **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 focus on returning to normal operations as health mandates allow.

**Finding:** This goal was not met.

**Analysis:** In 2017-2018 the target was to increase participation in classes, membership and interest in programming by 30 percent. Based on the analysis of these results in 2018-2019 the Rec Complex did not meet this goal. However, the Rec Complex served many needs for NSU students and the community by offering golf, swimming, tennis and use of the pavilion that is available for rental to host all types of functions. The Rec Complex offered golf lessons and swimming lessons that drew prospective students and their families to utilize the amenities there.

The golf course and pool were at capacity operation July-September 2018 and May-June 2019.

The Rec Complex hosted student events/games during Welcome Week to draw new students to the facility and create awareness of amenities offered there.

## Assessment Cycle 2019-2020

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 recreation and athletic activities. Membership is expected to grow as the complex expands.

**Action:** Based on the analysis of the 2019-2020 results, in 2020-2021, the Rec Complex will offer classes and facilities popular with students and the local community and will increase participation in activities to make students aware of facilities and programming.

### Measure 2.2.

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

**Finding:** Target met.

**Analysis:** In 2018-2019 the target was to grow with the addition of a driving range, grounds improvements and other amenities. Based on the analysis of these results staff engaged in facility maintenance and upgrades. This includes refurbishing the mowers, carryalls and tractors by sanding and painting them to prevent rusting. The driving range project is still ongoing. The perimeter poles have been installed. Personnel are currently waiting on the City of Natchitoches to hang the guide wires on the perimeter poles. Upon completion, personnel will then be able to hang the nets up on the perimeter poles. The floors and furniture in the pro shop have also been upgraded. As a result, in 2019-2020 the target was met.

Personnel maintained the existing facilities, so they are attractive and safe. Cart paths have been repaired and replaced with new concrete. The front gate was replaced, and new flower beds added to enhance the complex entrance. The ProShop acquired new furniture.

**Action:** Based on the analysis of the 2019-2020 results, in 2020-2021, the Rec Complex will move 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 2019. The project with the city of Natchitoches for Parc Natchitoches is expected to be complete by the end of 2020.

### Comprehensive summary of key evidence of improvement based on analysis of the results:

The Rec Complex maintained membership and activities and was proactive in facility and equipment maintenance.

Rec Complex improvements include refurbishing the mowers, carryalls and tractors by sanding and painting them to prevent rusting. The driving range project is still ongoing. The perimeter poles have been installed. Personnel are currently waiting on the City of Natchitoches to hang the guide wires on the perimeter poles. Upon completion, personnel will then be able to hang the nets up on the perimeter poles. The floors and furniture in the pro shop have also been upgraded

## **Assessment Cycle 2019-2020**

Personnel continued to maintain the existing facilities, so they are attractive and safe. Cart paths have been repaired and replaced with new concrete. The front gate was replaced, and new flower beds added to enhance the complex entrance. The ProShop acquired new furniture.

Personnel worked with the city of Natchitoches on the development of an adjacent sports complex, Parc Natchitoches.

### **Plan of action moving forward:**

NSU Rec Complex will continue to seek new memberships 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.

Personnel will work with the city on a pending joint project, Parc Natchitoches, a developing sports complex, on improving outdoor amenities.

The Rec Complex will develop customer satisfaction surveys to gauge satisfaction with the pool, golf course and other facilities and seek input on programs or classes in which customers would like to participate.