

Assessment Cycle 2019-2020

Randall J. Webb Wellness, Recreation and Activities Center

Division or Department: N/A

Prepared by: Leah Jackson

Date: 6.14.2020

Approved by: Jerry Pierce

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.

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 2019-2020

(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: Target met.

Analysis: In 2018-2019 the target was to complete satisfaction surveys and measure 100 percent customer satisfaction. Based on the analysis of these results in 2019-2020 the WRAC completed satisfaction surveys for Fun and Fitness Camp from July 2019-December 2020 and found that overall satisfaction was extremely high with nearly 100 percent satisfaction for organization, adequate attention, professional staff, activities and events, children's enjoyment and if parents would recommend the camp and plan to attend next year's camp. Providing a positive experience for youngsters and their parents at the WRAC creates a positive impression of both health and fitness and the university.

Over Christmas break, the WRAC offered a free Fun & Fitness camp for faculty/staff required to return to work. They had 73 participants and anecdotal satisfaction was very high.

Decision: Based on the analysis of the 2019-2020 result, in 2020-2021 WRAC personnel will present programming for prospective students who attend Fun and Fitness Camp and continue to organize the camp to meet parents' expectations. However, Fun & Fitness Camp was cancelled due to COVID-19.

Assessment Cycle 2019-2020

Measure 1.2.

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

Finding: Target met.

Analysis: In 2018-2019, 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 2019-2020 the WRAC offered 24 Intramural activities with 3,055 participants. Intramural competitions for students encouraged them be engaged in fitness and wellness. Competitions included both male and female students.

Decision – Based on the analysis of the 2019-2020 result, in 2020-2021, 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: Target met.

Analysis: In 2018-2019 the target was to increase membership by 30 percent. During 2019-2020 COVID-19, memberships were frozen, and people were not charged. Membership increased when the WRAC reopened. During the pandemic, the WRAC was closed for 9 weeks. During that time, the WRAC offered virtual classes in cardio kickboxing, upper body and cardio, strength and cardio, lower body, and cardio, fully body HITT, yoga, barre, and beach body insanity cardio. The WRAC hosted about 10 classes per week with an average of 10 participants per class.

Prior to the pandemic staff promoted the WRAC's Fitness Assessment Lab to the general public in the hopes of increase memberships. Give-always and drawings for general membership were held at gift-giving times of year (Mother's Day, Christmas, etc.). Verbal satisfaction is very high.

Decision: Based on the analysis of the 2019-20 results, in 2020-2021, the WRAC will continue develop programs and incentives to grow membership and will offer virtual classes if demand continues.

Assessment Cycle 2019-2020

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

Measure 2.1.

Finding: Target met.

Analysis: In 2018-2019 the target was to create more awareness of amenities offered at the WRAC. Based on the analysis of these results in 2019-2020 the WRAC exposed more students to the facility by participating in more Welcome Week/Demon Days activities than the previous year. The WRAC added any personnel to help with programming and offered incentive programs, giveaways, and special Demon Days 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.

Over Christmas break the WRAC hosted a fitness camp specifically for faculty/staff who returned to work before public school holiday break had ended. Parents reported high percent satisfaction that 73 children had a healthy place to spend their holiday time while parents were required to work.

During the COVID-19 Pandemic, the WRAC offered free on-line group exercise classes with an average of 10 participants each. The goal was to keep students engaged and provide a way to relieve stress and maintain fitness.

Decision: Based on the analysis of the 2019-20 results, in 2020-2021 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.

As opening is allowed, WRAC will follow CDC guidelines with social distancing and constant cleaning and disinfecting a priority. There is uncertainty about intramurals; some sports may be tweaked or discontinued because of body contact. Staff have a pivot plan in place for intramurals with other activities.

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: Target met.

Assessment Cycle 2019-2020

Analysis: In 2018-2019 the target was to get professional inspection/repair on cardio equipment and ensure proper equipment maintenance. Based on the analysis of these results in 2019-2020, WRAC personnel increased their focus on keeping the facility clean, floors waxed, and equipment updated.

Based on these result in 2019-2020, during the COVID-19 pandemic, the closure allowed staff to thoroughly clean the entire facility with great attention to detail and complete other projects such as replacing rubber matting in the free weight room and sealed all areas from moisture.

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.

Decision: Based on the analysis of the 2019-20 results, in AC 2020-2021 the WRAC will 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.

Staff promoted the WRAC's Fitness Assessment Lab to the general public in the hopes of increase memberships. Giveaways 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.

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.

The WRAC is popular with the university and community and offers programming for all ages. Staff are thoughtful and detail oriented. During pandemic shut-down, staff used time to complete a thorough and detailed cleaning of the facility and complete maintenance projects. Staff also organized, advertised and hosted virtual group exercise classes.

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

Assessment Cycle 2019-2020

encourage patrons to remain as members. The WRAC offers many health classes and Intramural activities for students with high participation numbers.

Once the WRAC could reopen at 50 percent occupancy, many patrons returned to the WRAC and expressed gratitude that the WRAC had reopened, even in limited capacity. Patrons were required to maintain social distancing and equipment was meticulously cleaned.

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.

Satisfaction surveys will be distributed once the WRAC is fully reopened.