

AC 2020-2021 Assessment

NSU Robert G. Wilson Recreation Complex

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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);

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(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 met.

Analysis: In 2020-2021 the target was to enhance quality of life for patrons and gage verbal feedback for customer satisfaction. There was a noted an increase in golf course use during the pandemic and the course ran at full capacity. The course had a substantial increase in rounds played and revenue. Rounds played was up over 2000 more rounds than the same time last year and revenue was up substantially as well.

Although the number of golf tournaments was low, personnel noted an increase when COVID guidelines were relaxed.

Because of the increase in golfers, two student workers were hired to lock up at night and an extra shift was added to disinfect golf cars.

The Natchitoches Central high school tennis team continued to use the facility to practice and were able to host two separate matches. St. Mary's golf team also used the golf course and driving range.

The pool reopened in May 2021.

Action: Based on the analysis of 2020-21 results, in 2021-2022 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.

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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.

Finding: Target not met.

Analysis: In 2020-21, the goal was to create and distribute surveys to determine programming at the pool and golf course. Surveys were not created. The staff was so busy with golfers that creating a survey was not a priority.

Action: Based on the analysis of the 2020-21, in 2021-2022 Rec Complex staff will evaluate ways to determine patrons' desires for programs as is feasible.

Measure 1.3.

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

Finding: This goal was met.

Analysis: In 2019-2020 the target was an increase in membership of 30 percent and increased engagement. Based on the analysis of these results in 2020-2021 participation showed a significant increase during the pandemic, with both students and the general public. The number of golf tournaments began to increase as COVID restrictions were relaxed. The pool reopened in May 2021.

Action: Based on the analysis of the 2020-21 results, in 2021-2022 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.

Finding: This goal was met.

Analysis: In 2020-2021 the target was to increase participation in classes, membership and interest in programming by 30 percent. Based on the analysis of these results in 2020-2021 the Rec Complex was at full capacity for golfers as other facilities were closed. The Rec Complex served many needs for NSU students and the community by offering golf and allowing local high school tennis and golf teams use the facilities.

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.

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Action: Based on the analysis of the 2020-21 results, in 2021-2022, the Rec Complex will continue to 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 grounds improvements and other amenities.

Finding: Goal met.

Analysis: In 2020-2021 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. During the pandemic, personnel were able to put new roofs on the Pro Shop and the pavilion.

As a result, in 2020-2021 target was met.

Personnel maintained the existing facilities, so they are attractive and safe. The Pro Shop and pavilion were reroofed.

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Action: Based on the analysis of the 2020-21 results, in 2021-2022, the Rec Complex will continue forward with providing students and the community with fun, healthy activities. The project with the city of Natchitoches for Parc Natchitoches was delayed due to COVID. No projected completion date is available.

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

The Rec Complex maintained membership and had to increase personnel to accommodate the increased number of golfers.

Personnel continued to maintain the existing facilities, so they are attractive and safe. The Pro Shop and Pavilion each had a new roof installed.

Personnel continue to work 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 maintain the physical environment. 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 continuing joint project, Parc Natchitoches, a developing sports complex, and improving outdoor amenities.