

AC 2020-2021 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 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;

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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 was not met.

Analysis: In 2020-2021 the target was to complete satisfaction surveys and measure 100 percent customer satisfaction. Based on the analysis of these results in 2020-2021 the WRAC did not complete surveys for Fun and Fitness Camps that did not take place in summer and winter break. However, based on verbal feedback, overall satisfaction was extremely high with nearly 100 percent satisfaction for organization, adequate attention and professional staff.

Action: Based on the analysis of the 2020-2021 results, in 2021-2022 WRAC personnel will once again present programming for prospective students and youngsters who attend Fun and Fitness Camp and continue to organize the camp to meet parents' expectations.

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: Goal not met.

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Analysis: In 2020-2021, the target was to distribute surveys to determine areas of interest for programming and/or classes that should be developed. As most activities were cancelled, the WRAC did not distribute surveys. During the COVID pandemic the WRAC offered online classes that were utilized by about 10 people per class. Based on the analysis of these results in 2021-2022, the WRAC will once again seek input on what classes patrons would like to participate in.

Action – Based on the analysis of the 2020-21 result, in 2021-2022, WRAC personnel will gauge customer satisfaction through comment cards and surveys 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 2020-2021 the target was to increase membership by 30 percent. During the 9-week COVID-19 closure, memberships were frozen, and people were not charged. Membership fell 20 percent during the pandemic. During the closure time, the WRAC offered virtual classes in cardio kickboxing, upper body and cardio, strength and cardio, lower body and cardio, fully body HIIT, yoga, barre and beach body insanity cardio. The WRAC hosted about 10 classes per week with an average of 10 participants per class and offered personal training through WebEx as well as exercise prescriptions for clients to perform on their own. The hybrid plan also included “TV binge-worthy workouts” based on certain tv shows such as “Tiger King,” “The Office,” and Parks and Recreation,” that were a huge success and popular with patrons.

In the fall 2020, the WRAC started back with a face-to-face schedule (with one WebEx yoga) which included 18 classes each week. These classes were limited to 12 people who had to stay in their space, each class (marked with an X on the floor) – personnel did not have any issues turning people away. Spring 2021 was the same except the capacity numbers were lifted to 15. All classes were a success.

Prior to the pandemic staff promoted the WRAC’s Fitness Assessment Lab to the general public in the hopes of increasing memberships. Giveaways and drawings for general membership were held at gift-giving times of year (Mother’s Day, Christmas, etc.). None of these initiatives took place during the pandemic. The WRAC has not sold one day guest passes since March 18, 2020.

Action: Based on the analysis of the 2020-21 results, in 2021-2022, the WRAC will once again develop programs and incentives to grow membership and will offer virtual classes as demand continues.

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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 2020-2021 the target was to create more awareness of amenities offered at the WRAC. Based on the analysis of these results in 2021-2022, during the pandemic, the WRAC was limited in its ability to expose more students since Welcome Week/Demon Days activities took place in limited capacity, but 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.

The WRAC provided a full schedule of activity for intramurals in fall 2020. Most involved e-sports leagues and tournaments which were very successful. However, the WRAC did host traditional tournaments and/or leagues in kickball, softball and tennis. In spring, 2021, the WRAC ran more traditional activities, including four major sports of football, basketball, softball and volleyball. All sports were following CDC/state guidelines with masks and did not have fans in attendance. The LCIRSA State IM Tournaments were not held in fall, 2020 or spring 2021.

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

The WRAC will continue to follow CDC guidelines with cleaning and disinfecting a priority. Staff have a pivot plan in place for intramurals and 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: This goal was met.

Analysis: In 2020-2021 the target was to get professional inspection/repair on cardio equipment and ensure proper equipment maintenance. Based on the analysis of these results in 2021-22, the WRAC was running with a limited number of patrons at a time, which allowed WRAC personnel increased their focus on keeping the facility clean, floors waxed, and equipment updated.

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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 followed pandemic capacity guidelines as they were directed from the state of Louisiana. At no point did was the WRAC being filled to the current capacity nor were patrons turned away due to too many people in one space. Personnel practiced social distancing and kept certain rooms, areas, and events to specific numbers. It was required to wear a mask at all times in the WRAC, even while working out, as directed by the state. Personnel constantly had student employees, professional staff, and Red River employees sanitizing and keeping the facility clean. Team basketball was not allowed from March 18, 2020 through May 26, 2021.

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 2020-21 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 made the most of all facilities, programming, and staff best they could consider CDC and Louisiana state guidelines. WRAC personnel did their best to maintain an allowable number of activities during the pandemic.

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 the COVID-19 pandemic affected membership numbers, the WRAC will resume offering different types of memberships to encourage patrons to remain as members. The WRAC will resume offering many health classes and Intramural activities for students and expects a return to high participation numbers.

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Once the WRAC could reopen, 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 operational and programs resume.