

Assessment Cycle 2021-2022

NSU Robert G. Wilson Recreation Complex

Prepared by: Leah Jackson

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Approved by: Jerry Pierce

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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 2021-2022 the target was to enhance quality of life for patrons and gage verbal feedback for customer satisfaction. Golfers played more than 1,200 rounds of golf. However, revenues fell over last year's all-time high due to the decline in student enrollment.

The Rec Complex continued supporting the local high schools allowing them to use our facilities. St. Mary's and Natchitoches Central golf teams used the course, driving range and practice area for their daily practices. During their seasons, the Rec Complex hosted a match between the two schools along with a few other local schools and was the host site for a District golf tournament in which St. Mary's was the home team. Natchitoches Central also used the tennis courts for their practices. They hosted two matches. Members of the community also used the courts for pickle ball.

The pool reopened June 7, 2022, later than usual, due necessary repairs and the difficulty in finding certified lifeguards and/or people willing to earn certification.

Action: Based on the analysis of 2021-22 results, in 2022-2023 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.

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Finding: Target not met.

Analysis: In 2021-22, 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 2021-22, in 2022-2023 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 not met.

Analysis: In 2021-2021 the target was an increase in membership of 30 percent and increased engagement. Based on the analysis of these results in 2022-2023 participation remained steady, with both students and the general public.

Action: Based on the analysis of the 2021-22 results, in 2022-2023 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 2021-2022 the target was to increase participation in classes, membership and interest in programming by 30 percent. Based on the analysis of these results in 2022-2023 the Rec Complex was at full capacity for golfers. 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.

Action: Based on the analysis of the 2021-22 results, in 2022-2023, 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.

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Finding: Goal met.

Analysis: In 2021-2022 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 2022-2023 target was met.

The Rec Complex purchased multiple new pieces of equipment over the past year to replace old equipment. Two John Deere mowers were purchased and a John Deere Gator UTV. Also purchased were a range ball picker and a ball washer to keep up with the growing usage of the driving range. There is also a new fleet of golf carts equipped with GPS screens. The screens, along with geo-fencing technology, allow personnel to keep golfers from entering restricted zones on the golf course.

After being unavailable during COVID, the Rec Complex pavilion is now available for use. The Natchitoches Rotary Club has been hosting their weekly luncheons in the pavilion. Alliance Compressors used the building for 4 days on two separate occasions for a training seminar. We hosted Natchitoches Regional Medical Center for their annual family day event on 10-16-21. Superior Livestock used the pavilion for their annual get together on 4-7-22. We also were the site for the host site for Tri Beta's Biology Ball on 4-21-22.

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Action: Based on the analysis of the 2021-22 results, in 2022-2023, the Rec Complex will continue to provide 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 over the past year as the NSU and Natchitoches communities continued to utilize its amenities.

Personnel continued to maintain the existing facilities, so they are attractive and safe. The Pro Shop and Pavilion each had a new roof installed. The Pavilion is being used on a regular basis again.

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.