

AC 2021-2022 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 2021-2022 the target was to complete satisfaction surveys and measure 100 percent customer satisfaction. Based on the analysis of these results in 2021-2022 the WRAC did not complete surveys. All surveys were on hiatus since the COVID-19 pandemic. 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 2021-2022 results, in 2022-2023 WRAC personnel will once again present programming for prospective students, WRAC patrons and youngsters who attend Fun and Fitness Camp and continue to organize activities to meet patrons' 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 met.

Analysis: In 2021-2022, the target was to distribute surveys to determine areas of interest for programming and/or classes that should be developed. Staff rely on a

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combination of suggestion box, customer feedback, staff research and instructor suggestions. Based on the analysis of these results in 2022-2023, the WRAC will once again seek input on what classes patrons would like to participate in.

Action – Based on the analysis of the 2021-22 result, in 2022-2023, 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 2021-2022 the target was to increase membership by 30 percent. Since the COVID-19 pandemic, the volume of activity at the WRAC has not returned. With more students taking classes online and community members still apprehensive about returning to a high-volume people facility, WRAC numbers have not fully recovered to pre-COVID days.

WRAC personnel have been advertising classes and fitness assessment lab features (massage therapy, assessments, personal training) to students and current patrons. The WRAC does not advertise in the community for memberships as the facility does not want to take away from private business. Information on memberships is primarily based on word of mouth communication. The WRAC offers many activities throughout the year to showcase the facility to the community. Those include Fun N Fitness camps, Wellness Fest, cheer camps, Louisiana Sports Hall of Fame junior training camps and other event. The staff is involved in Welcome Week and get-to-know-your-equipment seminars, 5K runs and other activities in collaboration with other units on campus.

Action: Based on the analysis of the 2021-22 results, in 2022-2023, the WRAC will continue to develop programs and incentives to engage the NSU and Natchitoches communities.

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 2021-2022 the target was to create more awareness of amenities offered at the WRAC. Based on the analysis of these results in 2022-2023, the staff has

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continued to be involved in Welcome Week and get-to-know-your-equipment seminars, 5K runs and other activities in collaboration with other units on campus.

The WRAC hosted the campus Wellness Fest as its biggest awareness event. The event is presented in collaboration with Student Affairs and several other units on campus. Preparation for the event begins months in advance and involves many community members and businesses. The Assistant Director of Wellness Kaitlyn Hamm is chairing the committee. She also runs some Yoga initiatives with the City of Natchitoches downtown, Kiwanis (5K Run) and has done other outreach with campus housing.

Intramural programming, which did not take place during COVID, made a cautious return, though not to pre-COVID levels. The eSports venue stays consistently busy and there are events planned for eSports group in 2022.

Action: Based on the analysis of the 2021-22 results, in 2022-2023 the WRAC will continue to offer classes to bring students to the WRAC and participate in campus outreach activities. The WRAC will continue to 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.

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 2021-2022 the target was to get professional inspection/repair on cardio equipment and ensure proper equipment maintenance. Based on the analysis of these results in 2022-23, WRAC personnel consistently clean equipment every day and inspect equipment weekly. An outside company comes in twice each year to inspect and thoroughly clean the insides of equipment.

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.

A few new pieces of strength equipment were acquired within the past year and plans are in place to replace a large percentage of the strength equipment on the fitness floor in the next six months.

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Action: Based on the analysis of the 2021-20 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.

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.

Plan of action moving forward.

Satisfaction with the NSU WRAC is very high. Although the COVID-19 pandemic affected membership numbers, the WRAC offers many health classes and Intramural activities for students and expects a return to high participation numbers.

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.