

# Assessment Cycle 2022-2023

## 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 Alumni and Development, The Robert Wilson Recreation Complex; NSU Press/Publications, Marketing and Branding, University Printing, the News Bureau (Office of Communications), Photo Services and Sports Information.

As of this year, Athletics and the WRAC are no long part of External Affairs.

**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 2022-2023 the target was to enhance quality of life for patrons and gage verbal feedback for customer satisfaction.

Golfers played slightly less than 1,200 rounds of golf but revenues were the highest ever.

Memberships are the same as last year. St. Mary's and Natchitoches Central High School used the driving range, practice area and the course for their practices during the golf season. Many High School also utilized facilities for their practices due to Cypress Bend being under construction. The Rec Complex hosted two matches between the three schools.

The pool is back open and off to a good start. A new director of Aquatics, Paula Ray, was hired, following the retirement of the previous director. Ray has decided to bring back the pool memberships and members have already grown. A full staff was hired to accommodate the swimmers.

Natchitoches Central Tennis continued to have their practices here. They hosted three matches during their season. St. Mary's also used the courts for one of their tournaments. They played all their doubles matches here. We still have people using the courts for pickle ball although not as many as last year.

Pickleball is also available.

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Natchitoches Rotary Club continued to use the pavilion for their weekly luncheon. The Rec Complex hosted Natchitoches Regional Medical Center, Weyerhaeuser, Superior Livestock and Epic Touch for company outings. The Rec Complex also hosted NSU Tri Beta Biology Honor Society's Biology Ball.

**Action:** Based on the analysis of 2022-23 results, in 2023-2024 the Rec Complex will focus on normal operations. 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.

**Finding: Target met.**

**Analysis:** In 2022-23, the goal was to create and distribute surveys to determine programming at the pool and golf course.

Customer satisfaction surveys were distributed to members and patrons via email and paper copies available in the pro shop. Few of the surveys have been returned, so results are inconclusive. However, verbal feedback has been positive.

**Action:** Based on the analysis of the 2022-23, in 2023-2024 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 2022-2023 the target was an increase in membership of 30 percent and increased engagement. Based on the analysis of these results in 2023-2024 participation showed a small increase in golf and swimming by 10 percent, with both students and the general public.

**Action:** Based on the analysis of the 2022-23 results, in 2023-2024 the Rec Complex will focus on maintaining normal operations.

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

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### Measure 2.1.

**Finding:** This goal was met.

**Analysis:** In 2022-2023 the target was to increase participation in classes, membership and interest in programming by 30 percent. Based on the analysis of these results in 2023-2024 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 of Natchitoches and the adjoining Sabine 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.

Pickleball is now also available.

Natchitoches Central Tennis continued to have their practices here. They hosted three matches during their season. St. Mary's also used the courts for one of their tournaments. They played all their doubles matches here. We still have people using the courts for pickle ball although not as many as last year.

**Action:** Based on the analysis of the 2022-23 results, in 2023-2024, 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 2022-2023 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.

As a result, in 2022-2023 target was met.

The Complex pavilion received a technology upgrade this year. A podium with a computer with a computer, microphone, Apple TV, and surround sound were added. This upgrade also included a projector and retractable screen.

There was an upgrade to the course by pouring 1,000 feet of cart path to fix the cart paths that needed to be repaired.

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**Action:** Based on the analysis of the 2022-23 results, in 2023-2024, the Rec Complex will continue to provide students and the community with fun, healthy activities.

### **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 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, pickleball and community events.