

AC 2023-2024 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.

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 director:
- (2) The 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):
- (5) The director, in consultation with the staff and senior leadership, will determine proposed changes to measurable outcomes, assessment tools for the next assessment period and, where needed, service changes.

Wellness, Recreation and Activities Center

Service Outcomes:

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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 gauge 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, non-student surveys, i.e. clients not associated with the school. The target is to have at least 90% above average or higher, facility customer satisfaction of received surveys.

Finding: This target was met.

Analysis:

1. In 2022-2023 the target was 90 percent above average or higher customer satisfaction by all who completed a satisfaction survey at the WRAC.
2. 100% of all respondents found the WRAC to be clean, 100% respondents found the student employees to be courteous, 97% respondents found our professional staff to be courteous, and 93% of respondents would recommend the WRAC to others.
3. Based on the analysis of the 2022-23 results our staff made the following changes in 2023-24 to improve the satisfaction survey response rate. We do continuous training for our student employees and have full student employee meetings before each semester. The professional staff meets every two weeks to go over each area and communicate ongoing events and/or issues.
4. As a result of these changes, in 2023-2024, the target was 90 percent above average or higher customer satisfaction by all who completed a satisfaction survey at the WRAC. 100% of all respondents found the WRAC to be clean, 100% respondents found the student employees to be courteous, 100% respondents found our professional staff to be courteous, and 100% of respondents would recommend the WRAC to others

Decision:

1. In 2023-2024, the target was 90 percent above average or higher customer satisfaction by all who completed a WRAC customer satisfaction survey.
2. Based on the analysis of the 2023-2024 results, in 2024-2025 WRAC personnel will continue to present a high level of service for prospective students, WRAC patrons and youngsters who attend Fun and Fitness Camp to meet patrons' high expectations.
3. All changes and staying up to date on the needs of our patrons and students will help provide a vibrant facility and a healthier community.

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Measure 1.2.

The WRAC will actively determine areas of interest for extra programming and/or classes that can be developed for our students and patrons to enhance a healthy lifestyle and promote a high level of activity in the WRAC.

Finding: The target was met.

Analysis:

1. In 2022-2023, the target was to distribute surveys to determine areas of interest for programming, equipment, and classes that should be developed in all areas of WRAC.
2. We were provided with good feedback, and we added Pound, HIIT, Raise the Barre, Bootcamp rotation, and new equipment on the fitness floor.
3. Based on the analysis of the 2022-2023 results, in 2023-2024 we continue to solicit feedback from students and patrons through surveys, suggestion box, and bulletin boards to drive the cycle of improvement of programming and equipment in the WRAC
4. As a result of these changes, in 2023-2024, the target was met. We added the classes of Zumba, HIIT, Family Fit, Ab Attack and R.I.P.P.E.D and received feedback on types of equipment our patrons want.

Decision:—

1. In 2023-2024, the target was met.
2. Based on the analysis of the 2023-24, in 2024-2025, WRAC personnel will continue to gauge customer activity and satisfaction through comment cards, verbal feedback, and QR code surveys to determine if areas need improvement and will develop new programs based on interest surveys. WRAC staff will develop programming to draw more incoming freshman to the facility.
3. These consistent avenues and improvements of adding equipment, classes, and engaging freshman students specifically, will enhance the odds for students to continue using our facility on a consistent basis therefore improving the percentages of a healthy lifestyle and high activity levels at the WRAC.

Measure 1.3.

The WRAC will increase membership facility use by 10 percent.

Finding: This target was met.

Analysis:

1. In 2022-2023 the target was to increase facility membership use by 10 percent.

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2. Total individuals coming through the WRAC front entry system in fiscal year 2022-23 was 47,701.
3. Based on the analysis of the 2022-2023 results, WRAC personnel have been advertising classes and fitness assessment lab features (massage therapy, assessments, personal training) to students and current patrons. 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 events. The staff is involved in Welcome Week and get-to-know-your-equipment seminars, "pop-up" holiday classes, outdoor classes, 5K runs and other activities, some in collaboration with other units on campus.
4. As a result of these changes and additions, the target was a 10 percent increase in membership facility use. In fiscal year 2023-24, total individuals coming through the WRAC front entry system was 73,287 for an increase of 35%.

Decision:

1. In 2023-2024, the target was met.
2. Based on the analysis of the 2023-24 results, in 2024-2025, the WRAC will continue to develop programs and incentives to engage the NSU and Natchitoches communities. We will promote our facility more in the community through Holiday specials and a New Year's resolution membership push. Our goal will be a 10% increase in the fiscal year 24-25.
3. These changes and continuity of positive measures will keep our numbers strong and help promote an active and healthy facility and community which helps NSU in every way.

SO 2. The WRAC contributes to recruiting and retention efforts by offering amenities and programming attractive to prospective students.

Measure 2.1. The WRAC will provide tours to prospective and current students and highlight all amenities and programming provided by our facility and professional staff.

Finding: This target was met.

Analysis:

1. In 2022-2023 the target was to create more awareness of amenities offered at the WRAC to every prospective student (and family) and current student who requested a tour of the WRAC.

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2. Our professional staff or student supervisor staff provided a tour every time it was requested at the WRAC front desk.
3. Based on the analysis of these results in 2022-2023, our staff continues to be involved in all campus tours, athletics recruit tours, and general community patron tours that come through. We have designed a set way to do tours so that all tours have the same experience, including talking about current events and programs happening at NSU and the WRAC.
4. As a result of these changes, our 2023-2024 target was met to provide a fantastic experience and information for all who experienced a WRAC tour.

Decision:

1. In 2023-24, the target was met.
2. Based on the analysis of the 2023-24, the WRAC staff in 2024-2025 will continue to increase its visibility among new students to inform them of amenities at the WRAC by hosting tours of the facility, equipment demonstrations, and with staff participating in campus events and by coordinating and co-coordinating university and community events.
3. These changes will improve the likelihood of students utilizing our facility and programming more often, thereby pushing our cycle of improvement forward.

Measure 2.2. Facility and equipment evaluations will include cleanliness, variety, repair time and costs, monthly safety inspections and measuring customer satisfaction through surveys distributed every semester. The target was 90 percent above average or higher customer satisfaction for all who completed a satisfaction survey at the WRAC.

Finding: This target was met.

Analysis:

1. In 2022-2023 the target was 90 percent above average or higher customer satisfaction by all who completed a satisfaction survey at the WRAC
2. 90% of all respondents found the WRAC to have a good variety of equipment to use, 93% found our facility equipment in good working condition, 100% found the WRAC to be clean and inviting, and 93% of respondents would recommend the WRAC to others.
3. Based on the analysis of 2022-2023, in 2023-2024, WRAC personnel continue to consistently clean equipment daily and inspect equipment weekly. The WRAC has a daily/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. An outside company comes in twice each year to inspect and

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thoroughly clean the insides of equipment, check proper working of equipment, and address any safety issues.

4. As a result, in 2023-2024, our target was met. Our equipment works at a high level with very few pieces of equipment down for an extended period, if at all. This high level of service leads to higher membership and satisfaction for our students and patrons.

Decision:

1. In 2023-2024 the target was met.
2. Based on the analysis of 2023-2024, we will continue to train our student workers properly and consistently, all checklists will be used to ensure all equipment is safe, clean and working properly as we continue to strive for constant improvement.
3. These changes and additions will enhance our ability to provide first-class equipment so our students and patrons have a high level of satisfaction.

Comprehensive summary of key evidence of improvement based on analysis of results. The following reflects all the changes implemented to drive the continuous process of seeking improvement in AC 2023-2024. These changes are based on the knowledge gained through the AC 2022-2023 results analysis.

The WRAC strives to improve every day to provide the highest level of satisfaction possible for our students and patrons. Based on the analysis of the 2022-23 results our staff made the following changes in 2023-24 to improve the satisfaction survey response rate. We do continuous training for our student employees and have full student employee meetings before each semester. The professional staff meets every two weeks to go over each area and communicate ongoing events and/or issues.

We continue to solicit feedback from students and patrons through surveys, suggestion boxes, and bulletin boards to drive the cycle of improvement of programming and equipment in the WRAC.

WRAC personnel have been advertising classes and fitness assessment lab features (massage therapy, assessments, personal training) to students and current patrons. 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 events. The staff is involved in Welcome Week and get-to-know-your-equipment seminars, "pop-up" holiday classes, outdoor classes, 5K runs and other activities, some in collaboration with other units on campus.

The WRAC staff continue to be involved in all campus tours, athletics recruit tours, and general community patron tours that come through. We have designed a set way

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to do tours so that all tours have the same experience, including talking about current events and programs happening at NSU and the WRAC.

WRAC personnel continue to consistently clean equipment daily and inspect equipment weekly. The WRAC has a daily/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. An outside company comes in twice each year to inspect and thoroughly clean the insides of equipment, check proper working of equipment, and address any safety issues.

Plan of action moving forward.

Satisfaction with the NSU WRAC is very high. The WRAC offers many fitness classes, club sports, special events, informal recreation space, and Intramural activities for students and expects to consistently improve participation numbers. We have and will continue to work with other areas on campus to provide programming not only in the WRAC, but in different areas on campus. We plan to do our part in the recruitment and retention of quality students at NSU.

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.

We will continue to improve and distribute satisfaction surveys to provide more feedback from a greater percentage of our students and non-student patrons.