

Assessment Cycle 2024-2025

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.

Robert G. Wilson Recreation Complex Mission: The mission of the Rec Complex is to enhance the quality of life for the university and outlying communities by providing a facility for golf, tennis, and swimming as well as 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).
- (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.

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Robert G. Wilson Recreation Complex

Service Outcomes:

SO 1. The Rec Complex will enhance the quality of life for students, faculty and staff, and Natchitoches community by providing an attractive and healthy facility 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 surveys done through a QR code. Ninety percent and above surveyed will answer yes or no to questions concerning staff being courteous, pro-shop being clean and inviting, pleased with the overall condition of the golf course, providing enough golf events, pleased with the overall condition of the swimming pool, and recommending the facility to family and friends.

Finding: This goal was met.

Analysis:

1. In AC 2023-24, the target was 100 percent satisfaction. While the numbers of users were up, we still received feedback with more than half the respondents saying our golf course and pool can be better. Tennis was not mentioned.
2. Based on the analysis of the AC 2023-24 results, the Rec Complex made the following changes in AC 2024-25 to drive the cycle of improvement. We changed our satisfaction surveys to yes or no and had a target of 90 percent satisfaction. We made it easier to do the survey by providing a QR code so patrons could provide feedback and help drive the cycle of improvement. We made a commitment to improving these areas by hiring a consultant for the golf course and fixing several minor items at the pool that would make an immediate impact on users. Our consultant led our workforce to improve the fairways and greens on the golf course, which made a huge impact on our users. We had a strict schedule of fertilization, cutting and watering which led to positive results. We fixed several items at the pool such as benches, locker rooms, picnic tables, and painted the locker rooms. We power washed the concrete all around the pool.
3. As a result of these changes, in AC 2024-25 the target was met. These changes impacted the attitudes of our patrons on a more positive atmosphere. Our number of users remains high, and our satisfaction surveys yielded a 90 percent satisfaction rate overall.

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Decision:

1. In AC 2024-2025, our target of 90 percent satisfaction was met.
2. Based on the analysis of AC 2024-2025, the Rec Complex will implement the following changes in AC 2025-26 to drive the cycle of improvement. The Rec complex will focus on outstanding customer service and ensuring our facilities keep improving through consistent and high-level work and maintenance schedules.
3. These changes will allow the rec complex to attract more patrons, which will enhance revenue. This higher revenue will push the cycle of improvement forward.

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: Goal met.

Analysis:

1. In AC 2023-24, the goal was to create and distribute surveys to determine programming at the pool and golf course.
2. Based on the analysis of the AC 2023-24 survey results the Rec Complex made the following changes In AC 2024-25 to drive the cycle of improvement. We added an evening water aerobics class and hired more personnel to offer more group and private swimming lessons. We started having Thursday evening golf scrambles and did all the paperwork and procedures creating an NSU club sport of golf.
3. As a result of these changes in AC 2024-25 our target was met by providing more programming. These changes have had an impact on our NSU and Natchitoches community who have committed to participate in this new programming at the Rec Complex.

Decision:

1. In AC 2024-2025 the target was met to provide more programming.
2. Based on the analysis of the AC 2024-25 results, the Rec Complex will implement the following changes in AC 2025-26 to drive the cycle of improvement. We will add children's golf camps and lessons and will build on

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swimming activities by working with NSU Intramural Sports in having events in the pool for the fall 2025 schedule.

3. These changes will improve the Rec Complex ability to increase NSU student and community use. We plan to build these groups which will enhance the activity, helping us push the cycle of improvement.

Measure 1.3.

The Rec Complex will increase patron use of the pool and golf course.

Finding: This goal was not met.

Analysis:

1. In AC 2023-24 the goal was to keep track of pool and golf course use for future comparisons and to increase this use each year. Total rounds of golf played were 8,163 for the year and total visits for pool use during the year were 3,285.
2. Based on the analysis of the AC 2023-24 results, the Rec Complex made the following changes in AC 2024-25 to drive the cycle of improvement. The newly formed Natchitoches Golf Association provided personnel to assist in marketing the course and tournaments as well as helping financially with different aspects. NCHS and St. Mary's utilized the course for their team practices which led them to come out on their own and practice as well. The pool area was power washed inside and out and certain areas had a facelift to make it more attractive.
3. As a result of these changes, in AC 2024-25, the target of increasing numbers of golf rounds was met and pool users were not met. The total rounds of golf played was 8,331 and total visits for pool use was 1,935.

Decision:

1. In AC 2024-2025 the target was not met.
2. Based on the analysis of the AC 2024-25 results, the Rec Complex will implement the following changes in AC 2025-26 to drive the cycle of improvement. We will add golf tournaments and lessons and will build on swimming activities by offering more opportunities for classes and lessons.
3. These changes will improve the Rec Complex ability to increase NSU student and community use. By offering more opportunities, we plan to increase numbers which will help us push the cycle of improvement.

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

Measure 2.1.

The Rec Complex will provide attractive amenities to current and prospective students.

Finding: This target was met.

Analysis:

1. In AC 2023-2024 the target was to create more awareness for our NSU students and prospective students in our swimming pool, golf course, and tennis courts and all programming associated with each.
2. Based on the analysis of these results in AC 2023-24, the Rec Complex made the following changes in AC 2024-25 to drive the cycle of improvement. We did more advertising of our facility and programming through all NSU avenues and word of mouth. We requested that NSU coaches, and our recruiting office, make the Rec Complex a regular part of their tours for perspective students and families. We focused on curb appeal and continually made sure our grounds were kept neat and clean.
3. As a result of these changes, we were able to provide excellent tours for all prospective and current students who visited or used the Rec Complex. The facility has very good working amenities with an inviting environment.

Decision:

1. In AC 2024-25 the target was met to provide attractive amenities at the Rec Complex to help drive the retention and recruitment of students at NSU.
2. Based on the analysis of the AC 2024-2025 results, the Rec Complex in AC 2025-2026, will increase programming and reach out to student groups with the assistance of NSU Intramurals and the office of the student experience to drive the cycle of improvement.
3. These changes will improve the ability of the Rec Complex to reach out to a great number of students and prospective students as we continue to push the cycle of improvement forward.

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Measure 2.2.

The Rec Complex will improve facilities with course improvements, pool improvements and other amenities improvements to create a more inviting atmosphere.

Finding: This goal was met.

Analysis:

1. In AC 2023-24 the target was to improve facility quality and programming with the assistance of a golf course consultant, Natchitoches Golf Association, and a newly hired aquatics director. This created a teamwork atmosphere for all staff engaging in facility maintenance and upgrades.
2. Based on the analysis of 2023-24 results, the Rec Complex made the following changes in AC 2024-25 to drive the cycle of improvement. The fairways and greens were much improved. David Minish, course superintendent, worked with consultant, Andrew Rasch (Superintendent at the Links on the Bayou), to ensure continued improvement. Rec complex management worked with the Natchitoches Golf Association (NGA) to improve marketing and programming at the golf course. Our aquatics director, Paula Ray was creative in cleaning and fixing areas that made a difference in the perception of the pool area, making it more inviting.
3. As a result of these changes, in AC 2024-25, our target of improving facilities and amenities to create a more inviting atmosphere was met. These changes had a direct impact on the level of satisfaction of facility patrons.

Decision:

1. In AC 2024-25, the target was met to improve all facilities and create an inviting atmosphere.
2. Based on the analysis of the AC 2024-25 results, the Rec Complex will implement the following changes in AC 2025-26 to drive the cycle of improvement. We will purchase equipment needed to promote efficiency in maintaining our facilities. We will create a working document for our facility maintenance on a 12-month basis.
3. These changes will improve the Rec Complex ability to be efficient in our use of personnel and equipment, pushing our cycle of improvement forward.

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Comprehensive summary of key evidence of improvement based on analysis of the results:

The following reflects changes implemented to drive the continuous process of seeking improvement in AC 2024-25. These changes are based on the knowledge gained through analyzing the AC 2023-24 results and lessons learned.

SO 1, Measure 1.1 the Rec Complex added QR codes to make it more convenient for patrons to provide feedback and help drive the cycle of improvement.

SO 1, Measure 1.2, the Rec Complex added programming in swimming and golf to the facility based on patron input.

SO 1, Measure 1.3, the Rec Complex reached out to local high schools, worked with the NGA, and created a more inviting environment, to create higher levels of facility usage.

SO 2, Measure 2.1, the Rec Complex advertised through more NSU avenues and reached out to NSU coaches and recruiters to have the facility as part of all recruitment tours of prospective students.

SO 2, Measure 2.2, the Rec Complex personnel took a hands-on approach, with assistance from others to make incremental improvements, making the Rec Complex facilities more inviting to our patrons.

Plan of action moving forward:

The Rec Complex patron satisfaction is slowly but continually improving. We will improve our distribution of satisfaction surveys through different avenues to receive more feedback from a greater percentage of our students and non-student patrons. We will take this feedback and adjust as needed and as possible.

The NSU Rec Complex will work with areas on campus and in the community to grow campus programming, membership, and improve the physical environment of all facilities. Facility improvements and membership increases, work hand in hand for continued growth and success. We will continue to work with our students, community and the NGA to ensure short-term and long-term success.

The Rec Complex Staff will maintain a clean and safe facility with strong curb appeal that is an asset to the university and the community. All staff will be capable of participating in and assisting in different areas of the Rec Complex.