

Institutional Effectiveness Report

Assessment Summary

Administrative Unit: Campus Recreation

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Assessment Cycle: Academic Year (July 1-June 30)

Mission (related to VSU mission): The mission of the Department of Campus Recreation is to provide students, faculty, staff, and members of the campus community the opportunity to experience lifelong activities while enhancing their well-being by promoting fitness and wellness, by offering a positive outlet for stress, by providing safe and clean quality facilities, equipment, and programs. Furthermore, the Department of Campus Recreation strives to promote a positive healthy experience while building interpersonal and leadership skills.

Assessment History (discuss here how and when the unit developed its current assessment program, what it used prior to starting that program to assess its effectiveness, etc.):

Campus Recreation was keeping numbers of participation and participates prior to 2003. This information was used in an attempt to guide programming with various levels of success. In 2003 Campus Recreation was asked to formalize this process and has an assessment plan based on the guidelines of the Student Affairs Assessment Committee. Campus Recreation decided to use the Quality and Importance of Recreational Services (QIRS) assessment tool developed by NIRSA and the University of Tennessee-Knoxville in 1991 as one of the new tools in assessing the department and meeting the guidelines on the new assessment plan. Campus Recreation decided to attempt to improve participation and participation counts and how the information was collected and used. There were also additional factors in the new assessment model that was turned into the Student Affairs Assessment Committee. Student Affairs decided to adopt a model of assessment throughout the Division of Student Affairs (based on the model developed in Upcraft and Shuh, Assessment Practice in Student Affairs. Jossey Bass: 2001). This is a comprehensive model, which requires assessment and is an accepted standard of assessment practice in Student Affairs.

Documentation (Budget Requests, Annual Reports, Assessment Reports, Policy memoranda, ect) is kept on file in the Student Recreation Center.

Goals for Unit:

The following is a list of goals for Campus Recreation for three years (2005-2006, 2006-2007, and 2007-2008).

2005-2006

1. To achieve a 5% increase in member participation in Campus Recreation sponsored events overall, based on previous participation statistics.

2. To establish a baseline for participant numbers in new programs, and increase involvement in ongoing specialty programming by 5% for the 2005 – 2006 school year.
3. To accomplish the following steps in our five-year construction plan: completion of the Sustella Avenue Intramural Sports Fields; selection and acquisition of property sites for construction of the Outdoor Rental Center and Adventure Ropes Course; initiation of the design phases for the Outdoor Rental Center and Adventure Ropes Course.
4. To complete the final stage of the needs assessment of Campus Recreation constituents, including compilation and analysis of participant demographical information

2006-2007

5. To achieve a 5% increase in member participation in Campus Recreation sponsored events overall, based on previous participation statistics.
6. To increase involvement in ongoing specialty programming by 5% for the 2006 – 2007 school year.
7. To accomplish the following steps in our five-year construction plan: assessment of property sites for construction and initiation of the design phases for the Outdoor Rental Center and Adventure Ropes Course.
8. To have at least 60% of departmental student leadership staff attend professional skill development opportunities.
9. To have at least 60% of internal poll respondents assert Campus Recreation’s importance in the development of beneficial life skills.
10. To prepare and present analyzed results of the 2005-2006 needs assessment of Campus Recreation constituents.
11. To administer the new Campus Recreation satisfaction survey to university populations.

2007-2008

12. To prepare and present a proposal to the Student Fee Committee to increase the student fee by \$5.00 so that we might hire two new Assistant Directors for Campus Recreation. Need to have this completed to present to the committee on their October meeting.
13. Develop a marketing campaign to promote the grand opening of our newly acquired ropes course to VSU community. Measurement of this goal would be simply to accomplish this task, by the October 2007.
14. Research ideas for ropes course marketing plan by September 30th, 2007. 2. Develop a marketing plan for Ropes Course in conjunction with Campus Recreation marketing department by October 31, 2007. 3. Implement ropes course marketing plan by November 30, 2007.
15. Recognizing the need for an organized allocation process, create a Club Sport Compliance Points Program by Summer 2008 to be implemented Fall 2008.
16. Increase the number of participants in each specific intramural sport (Fall 2007 and Spring 2008) by 5 percent from the 2006-2007 academic year (3719 participants actual) to the 2007-2008 academic year (3885 participants projected).

17. Create a baseline data survey to measure participant satisfaction by Summer 2008 to be implemented at intramural sports captain's meetings during the 2009 fiscal year.
18. Increase Campus Recreation Lifeguard training to twice a month from once a month for the Fall 07 semester.
19. Increase the number of qualified Group Fitness Instructors from 2 to 10 and have them begin teaching by Jan 08. I have been conducting interviews over the past few weeks leading me to believe I will be able to. Due to the increased number of instructors I would like to increase the number of offered Group Fitness classes from 9 to 20.
20. Replace 5 pieces of Cardio Equipment (Life Fitness Elliptical) by the end of Spring 2008.
21. Develop and implement a body part training program for all weight room attendants that will demonstrate and explain the proper use of all equipment in the weight room by Jan 08.
22. Create a Leadership Development program for Club Sports Participants by Summer 2008 to be implemented Fall 2008
23. 1. Investigate ideas for a standardized database for collection of outdoor recreation participation usage by October 1st, 2007. 2. Create a standardized database for collection of outdoor recreation participation usage by October 31, 2007. 3. Using standardized Outdoor recreation database gather baseline participation data from November 1st, 2007 through end of spring semester.
24. Increase awareness of SRC members and on campus community who visit the Student Recreation Center; participate in intramurals sports; and fitness/wellness classes; outdoor activities and special events.

Assessments (include when and to whom these are administered, and align goals with specific assessments):

- **Assessment Project Reports** (annually)-**Goals 1,2,3,4,5,6,7,16,17.**
- **QIRS needs and satisfaction survey** (bi-annually)-**Goals 3,4,10,11.**
- **Benchmarking** (as needed)-**Goals 1, 12, 19,23.**

2005-2006

- Assessment Results (submit an electronic file of the data collected):
 - **Assessment Project Reports:** The Campus Recreation Assessment plan was formed and submitted to the Student Affairs Assessment Committee. This model includes a combination of strategies including surveys, tracking information from One Card, benchmarking and comparisons to national agency standards. This plan was accepted by the Student Affairs Committee and was implemented by Campus Recreation. This plan included working with One Card and Banner Support to help extract tracking information on the students that use the Student Recreation Center.
 - **QIRS needs and satisfaction survey:** Campus Recreation also designed a needs and Satisfaction survey based on the Quality and Importance of Recreational Services (QIRS) assessment tool developed by NIRSA and the University of Tennessee-Knoxville in 1991.**(Goals 3,4,10,11)**
 - **Benchmarking:** This includes comparing programming and services that Campus Recreation offers to other peer institutions (which were selected by the University). The use of the Council for Advancement of Standard in Higher Education (CAS) and the National Intramural Recreational Sports Association (NIRSA standards). **(Goals 12, 19,23)**

- Discussion/Dissemination of Results:
 - **Assessment Project Reports:** is submitted to an online data base for Student Affairs Assessment. Some of this information like participation numbers and programming numbers are also reported on the Annual report.
 - **QIRS needs and satisfaction survey:** the QIRS survey was designed and given out. The report was being completed in cooperation with Institutional Research. They had recommended that we get 10% of the student population. Campus Recreation was given permission from IRB to conduct the survey.
 - **Benchmarking:** is reported internally and as part of the assessment plan report. The initial effort to look at bench marking was looking at the CAS standards and the NIRSA standards.

- Modifications Made:
 - **For Goal 1 & 2:** Based on the tracking numbers and the program reports and surveys the goal was met.
 - **For Goal 3:** Early data analysts of the QIRS and other program surveys suggested that students desired more field space. The Sustella Avenue Intramural Sports Fields started construction in Spring of 05 and were complete in Summer of 06, This was an attempt to meet student needs for more recreational space. Selection and acquisition of property sites for construction of the Outdoor Rental Center and Adventure Ropes Course was not accomplished. Campus Recreation will continue to strive to acquire the space for the construction of these areas.
 - **For Goal 4:** This goal was not met, and more work was needed to complete the report. Preliminary data suggested that the satisfaction level for Campus Recreation was high. The reports on facility improvement showed some support for the construction of fields, rental center and ropes course.

2006-2007

- Assessment Results (submit an electronic file of the data collected):
 - **Assessment Project Reports:** The Assessment Report continued to show good participation satisfaction and was reported to the Student Affairs Assessment Committee. **(Goals 1,2,3,4,5,6,7,16,17)**
 - **QIRS needs and satisfaction survey:** The QIRS needs and satisfaction survey report was completed and report included in the assessment report and covered internally. (n=561) The number of participates was well below the goal of 10% of VSU student population but was a random sample of about 7%. The results indicate a high level of satisfaction with Campus Recreation programming and services. The number one facility change recommend by about 40% of the students that resounded on the survey was adding outdoor fields. The number one programming change by about 36% was more intramural sports programming. Other programming changes that scored high were more fitness classes ~33% and extended facility hours ~28%. These results were included in the assessment report in addition to the other surveys and tracking information. **(Goals 3,4,10,11)**
 - **Benchmarking:** This includes comparing programming and services that Campus Recreation offers to other peer institutions (which were selected by the University). The use of the Council for Advancement of Standard in Higher Education (CAS) and the National Intramural Recreational Sports Association (NIRSA standards). **(Goals 12, 19,23)**

- Discussion/Dissemination of Results:
 - **Assessment Project Reports:** is submitted to an online data base for Student Affairs Assessment. Some of this information like participation numbers and programming numbers are also reported on the Annual report.**(Goals 1,2,3,4,5,6,7,16,17)**
 - **QIRS needs and satisfaction survey:** This report was included in an internal report and in the Assessment Report that was turned into the Student Affairs Assessment Committee. Based on the

results of the QIRS needs and satisfaction survey a request to hire a Fitness Graduate student were made and plans to increase hours for the Student Recreation Center were investigated. Steps were taken to start the administration of the next QIRS needs and satisfaction survey. **(Goals 3,4,10,11)**

- **Benchmarking:** This includes comparing programming and services that Campus Recreation offers to other peer institutions (which were selected by the University). The use of the Council for Advancement of Standard in Higher Education (CAS) and the National Intramural Recreational Sports Association (NIRSA standards). **(Goals 12, 19,23)**

- **Modifications Made:**

- **For Goal 5 & 6:** Based on the tracking numbers and the program reports and surveys the goal was met.
- **For Goal 7 & 8:** Campus Recreation was unable to complete these goals. The department decided to reevaluated a plan to measure and assesses these goals.
- **For Goal 10:** QIRS needs and satisfaction report was completed and work started on the next survey to be issued in 2007.
- **For Goal 11:** The QIRS needs and satisfaction survey was looked at by Institutional Research and Campus Recreation for modifications to be made. Several questions were modified.

2007-2008

- **Assessment Results (submit an electronic file of the data collected):**

- **Assessment Project Reports:** The Assessment Report continued to show good participation satisfaction and was reported to the Student Affairs Assessment Committee **(Goals 1,2,3,4,5,6,7,16,17)**
- **QIRS needs and satisfaction survey:** The second QIRS needs and satisfaction survey report was started (n=1021). The goal of getting about 10% of the VSU student population was achieved. High levels of satisfaction for Campus Recreation services and program was reported by students that were surveyed. Over 70% of all students reported that availability of recreational sports facilities was important in deciding to come to VSU and that the availability for recreational sports facilities was important in their decision to stay at VSU. The number one requested change for facilities was building an outdoor pool with a hot tub at ~80% of the responses. Massage therapy and adding basketball/volleyball courts at ~42% and ~23% respectively. Students reported that the most important programming change needed was adding more intramural sports programming ~45%. Other programming that was reported high was extended hour of operation at ~34% and more fitness classes at ~29%.
- **Benchmarking:** A bench marking study was completed comparing VSU Campus Recreation to 10 peer Universities and 2 Universities that were not peer institutions. This study provided useful information on professional and student positions and on programming. Seven Universities reported a larger enrollment than VSU and 5 reported student enrollment under VSU. Six of the twelve Universities reported budgets that were higher than VSU Campus Recreation (4 didn't report budget numbers). When comparing facility personal and programming VSU had the lowest number of professional staff (1/3) and student staff (26) but the second highest number of programs (34). Outdoor programming Fitness programming also showed that VSU has the lowest number of professional staff in these areas at 1/2 and 1/3 respectively. Aquatics showed that VSU was the third highest in events (6) and classes (21) but the lowest in professional staff (1/3). **(Goals 12, 19, 23)**

- **Discussion/Dissemination of Results:**

- **Assessment Project Reports:** is submitted to an online data base for Student Affairs Assessment. Some of this information like participation numbers and programming numbers are also reported on the Annual report. **(Goals 1,2,3,4,5,6,7,16,17)**
- **QIRS needs and satisfaction survey:** The QIRS needs and satisfaction survey report was completed and report included in the assessment report and covered internally. It is clear that based on the QIRS needs and satisfaction survey that students consider recreational activities as important when choosing a University and when deciding to stay at a University. VSU is focused on attracting and retaining students and it seems clear that recreational facilities are important to students. The department of Campus Recreation will consider the needs of expansion carefully because the survey seems to show support of an increase in recreational facilities. Campus Recreation was able to hire a graduate assistant to help increase intramural sports programming and several fitness instructors were hired to increase fitness class offerings. The SRC has increased hours of operation to help address the student needs requested on the survey. **(Goals 3,4,10,11)**
- **Benchmarking:** This information was presented to the Student Fees Committee as the bases for a student fee increase. Based on the bench mark study Campus Recreation has asked for more professional positions and has added more graduate assistantships to help offset these discrepancies. More graduate assistances were hired but professional positions were turned down. This has put the Department of Campus Recreation under pressure to keep pace with the Universities Peer Institutions, and could have a negative impact on attracting and retaining students in the future. **(Goals 1, 12, 19,23)**

- **Modifications Made:**

- **For Goal 12:** The student fee request was presented and they agreed to a \$2.00 increase which was then denied by the president. Campus Recreation will resubmit a fee request for professional staff in the coming years. This fee increase is important because it allows Campus Recreation to stay competitive with peer institutions.
- **For Goal 13, 14, &15:** No changes or modifications required at this time. Completed.
- **For Goal 16:** This goal was met based on tracking number and reports. This goal will be modified to represent the increase number the department of Campus Recreation services.
- **For Goal 17:** This goal is currently in progress and no changes are required at this time.
- **For Goal 18:** This goal has been met and the documentation to support this goal is maintained in the department. Lifeguard need to practice their skills so that in the event of an emergency that the Lifeguards will be able to respond properly.
- **For Goal 19:** More group fitness instructors were hired and trained. This has allowed the department of campus recreation to meet this goal and increase the number of group fitness classes offered. This goal helps address the needs that student rank highly in the Spring 07 QIRS needs and satisfaction survey.
- **For Goal 20:** This goal was met and helps the Department of Campus Recreation stay competitive with other peer institutions by updating equipment.
- **For Goal 21 &22:** These goals have been met. They will help the Campus Recreation improve service to students and increase leadership skills in sports clubs.
- **For Goal 23:** Baseline data has been collected and will be used to evaluate the program.
- **For Goal 24:** This is an ongoing goal for Campus Recreation in an attempt to increase awareness of the program and services that Campus Recreation offers.

Unit Director**Date**

President/VP for Unit**Date**

Adapted from: University of Alabama SACS site (<http://sacs.ua.edu/degreeInfo2.cfm?college=2&dept=50>);

University of Western Kentucky SACS Accreditation Review Process (<http://www.wku.edu/sacs/assessmentmanual.htm>) ; and

Dr. Marila Palmer, LeTourneau University, presentation materials for 2008 SACS Summer Institute