

UNC Asheville Division of Student Affairs Departmental Annual Report

Campus Recreation

2008-2009

Department Mission

UNC Campus Recreation is comprised of student employees and recreational professionals housed within the Division of Student Affairs. The department provides access to facilities, and educational and recreational activities to the campus community that enhance the UNC Asheville experience.

Executive Summary

The 2008-2009 academic year was a successful year for the campus recreation department overall. In spite of great change, great uncertainty, shortage of professional staff, and rapidly changing budget constrictions, the department was able to complete most of its goals for the year. The two highlights of the year were the successful implementation of new operations in the facility that lead to a successful customer service rating by patrons as well as an improved reputation that increased relationships with our campus and community partners. Additionally, our new black history month program was hugely successful for a first year program, and we expect it to only improve and grow as it becomes an annual event. Another highlight of our year was the successful completion of a collaborative split participation course model with the Health and Wellness Department, which allows for the knowledge and expertise of Campus Recreation to be shared with students majoring in Health and Wellness Promotion. Two areas of concern are the lack of a diverse student staff, and professional staff positions.

Moving forward, the campus recreation department will need to continue to establish itself as a leading contributor to the campus experience through strong assessment results founded in scholarly but practical methods of ascertainment. Additionally, ensuring the future of campus recreation as a leading student affairs department that advances academic achievement through teaching, internships, and fellowships- will require a commitment from the university that all professional staff lines will be fully funded, in order to attract and secure the highest quality individuals in the field. Thirdly, our commitment to student development and to diversity needs to be fiscally supported. We will open more hours, reach out to more underserved populations, offer more diverse programs around health and wellness, and create new student staff positions necessary to operate during construction and opening of the NCCHW.

Goals & Assessment

Goal One: Increase collaboration with the Health and Wellness Department

1. Linkage to Foundation Documents

1. Division Goal

- i. Students promote and practice wellness
- ii. Students persist and achieve academically

2. UNCA Strategic Action Plan

- i. The Campus Experience: Engage all students in a robust campus learning experience based on community responsibility, learning, respect, and service

3. UNCA Strategic Plan Learning Goals

- i. Increase options for meaningful on-campus engagement for resident and commuter students, including on-campus employment and internships

4. UNC Tomorrow Priorities

- i. UNC should lead in improving health and wellness in North Carolina
- ii. UNC should educate more health professionals
- iii. UNC should lead in utilizing health information to improve health and wellness in North Carolina

5. Community Principals

- i. A college is an educationally purposeful community, a place where faculty and students share academic goals and work together to strengthen teaching and learning on the campus

6. CAS Standards

- i. Part 2: Student learning and development outcome domains related to: leadership development, effective communication, healthy behavior, collaboration, satisfying and productive lifestyles, intellectual growth, social responsibility, independence and career choices
- ii. RSP leadership and collaboration for academic partnerships that advance the goals of the RSP and the institution that are different, but compliment, athletics, academics, and PE

2. Measured Outcomes: 3 Students will earn academic credit for internship experience with Campus Recreation

1. Action Plan

- i. Collaborate with the Health & Wellness Department to establish internship program based

on practical and theoretical applications provided by campus recreation programming and partnerships

- ii. Develop a functional model for a potential outdoor education minor

2. Assessment Method

- i. The grade given to each intern will be the assessment method for determining if students that worked as interns received a passing grade of a C or above to meet the credit requirement of the Health and Wellness Department
- ii. The interns will provide constructive feedback to the Director regarding how to make the internships stronger moving forward
- iii. The Director and the Chair will meet to discuss how to improve the internships moving forward

3. Summary of Findings

- i. All three interns received an A for their educational experience in Campus Recreation
- ii. Interns provided the following suggestions to improve these opportunities in the future:
 - i. The internship should be more eclectic and include components of facility management, personal training and fitness/wellness programs.
 - ii. The internship should end with a semester project to tie the learning together with the practical experience.
 - iii. The internship supervisor should provide more guidance and make clear the expectations from the beginning.
 - iv. The internships should be an integral part of the leadership team within the Health and fitness Department
- iii. The Chair and the Director recognized the following shortcomings of the current internship opportunities:
 - i. Tracking a student's progression and learning needs to be more clearly defined moving forward.
 - ii. Outcomes should tailor to accreditation standards of HWP and of the field of Campus Recreation.
 - iii. Semester projects should be more narrowly focused.
 - iv. The intern supervisor should be more invested in the development of the interns and in the time dedicated to helping achieve learning outcomes.
 - v. Internships should be broader based so students are getting a well-rounded experience of HWP within campus recreation.

4. Decisions

- i. The combined information led to the following decisions regarding Fall 2009 collaboration and internship program with Health and Wellness
 - i. New name for the internship will be The Campus Recreation Fitness Internship, and we will provide only 2 per year- one per semester.
 - ii. General focus on health and wellness with these four items being the highlights of the experience:
 - i. Fitness Facilities Management
 - ii. Group Fitness Management
 - iii. Individual Fitness Management
 - iv. Promotion and Marketing on a college campus
 - iii. A comprehensive assessment project of related to the experience will be required of the interns that include the following:
 - i. Group Fitness Participant Outcomes
 - ii. Facilities and Access Patron Satisfaction
 - iii. Digital portfolio of individual fitness progression and marketing strategies that include a personal scholarly narrative from the intern regarding the experience and individual learning goals

5. Timeframe to reassess

- i. End of the Fall 2009 Semester
- ii. End of the Spring 2010 Semester

Goal Two: Increase the quality and safety of Health & Fitness Center (HFC) equipment.

1. Linkage to Foundation Documents

1. Division Goal

- i. Students promote and practice wellness
- ii. Students live life with passion and compassion

2. UNCA Strategic Action Plan

- i. Social Sustainability: Build a respectful, vibrant, responsible and inclusive campus community for everyone that encourages academic, civic, and public engagement.

3. UNCA Strategic Plan Learning

- i. Practice the kind of inclusion that goes beyond minority statistics (curriculum, perspectives, opportunities, ideas, and experiences); enhance the University experience for everyone.

4. UNC Tomorrow Priorities

- i. UNC should encourage and facilitate interdisciplinary and inter-institutional collaboration among its institutions.
- ii. UNC should continue to seek an efficient use of available resources in fulfillment of its mission
- iii. UNC should continue efforts to establish accountability and performance measures that ensure and demonstrate transparently its success in carrying out its mission

5. Community Principals

- i. A college is a caring community, a place where the well-being of each member is sensitively supported and where service to others is encouraged.

6. CAS Standards

- i. Part 7: Facilities, Technology, and Equipment – Must provide equipment adequate to meet the needs of participants; must require protective equipment and safety devices as appropriate, must establish appropriate policies and procedures for responding to emergency situations, especially where RSP facilities, personnel, and resources could assist the institution.

2. Measured Outcomes:

- i. 60% of patrons will indicate that they have exceptionally positive experiences in the HFC while practicing healthy behaviors that keep them coming back consistently
- ii. 60% of patrons will indicate that they feel safe and secure using equipment in the HFC while practicing healthy behaviors

2. Action Plan

- i. Replace 10% of the equipment
- ii. Cement a maintenance and repair schedule and rotation for the center
- iii. 100% of staff is certified as an emergency first responder by an accrediting agency
- iv. Develop an assessment tool that measures if a relationship between participation in programs and services and healthy behaviors exists

3. Assessment and Evaluation Methods

- i. Determine if we replaced 10% of the equipment as tracked on the equipment rotation and replacement excel document managed by the Facilities' professional
- ii. Service provider for preventative maintenance will be satisfied through raw data tracking

where we hope to:

- i. Decrease the number of equipment malfunctions by 10%
- ii. Decrease the time it takes for malfunctioning equipment to be repaired by 10%
- iii. Online distribution of a survey to a representative sample of the UNC Asheville community.
 - i. Asks patrons about the relationship between participating in informal recreation and healthy behaviors
 - ii. Asks patrons about feelings of safety in relation to participating in informal recreation
- iv. 10% Reduction in incidents and accidents during programs and informal recreation as indicated by documents
- v. Staff evaluation of first responder skills will be ongoing and tracked by professional staff members to assess skills and improvement in response time and knowledge

4. Summary of Findings

- i. We were only successful in replacing 7% of the equipment and then had to stop due to budgetary constraints
- ii. 22% response rate of the survey
- iii. 78% felt more healthy from participating in informal recreation
- iv. 67% felt safe while participating
- v. 64% indicated a positive overall satisfaction with campus recreation programs and services
- vi. All staff were certified, and we did 2 skill refresher courses per year among program and facility staff which was needed as skill sets seem to decrease in between refreshers.
- vii. 12% reduction in accidents and incidents

5. Decisions

- i. We will continue to work toward replacing old and outdated equipment
- ii. We will continue to secure a preventative maintenance contract, but will increase the number of visits by the provider with no fewer than 3 visits a semester
- iii. Establish a better way or a better incentive program to distribute surveys since the response rate we got was unsatisfying, to say the least.
 - i. Send out one comprehensive online survey at the end of each year to decrease the amount of surveys members are completing.

- ii. Use Banner to develop a random list of individuals so that we can hear from individuals who do not currently use our services and programs.
- iii. Utilize dining services and the bookstore to provide meaningful incentives to patrons so that they take the time to fill out the survey.
- iv. While we met the initial outcomes of healthy behaviors and safety, there were two unexpected results that emerged which will inform our future work:
 - i. 70% of participants were dissatisfied with current hours of operation
 - ii. 60% were dissatisfied with equipment that could be checked out (basketballs, rackets, etc.)
- v. We will increase the amount of refreshers given to staff throughout the year (3 per semester) so that their skills do not fall so dramatically from the time of certification to each refresher.

6. Timeframe to reassess

- i. End of the Spring 2010 Semester
- ii. Staff assessments will be ongoing and take place whenever a refresher course is offered.

Goal Three: Make campus Recreation programs, facilities and employment opportunities welcoming and comfortable for African-American, Latino, Asian, and Native American (ALANA) students and gay, lesbian, bisexual, transgender and queer (GLBTQ), students.

1. Linkage to Foundation Documents

1. Division Goal

- i. Students appreciate and respect diversity
- ii. Students promote and practice wellness

2. UNCA Strategic Action Plan

- i. Diversity & Inclusion: Intentionally reflect the vibrant demographics, in all its complexity, of our city, our region, our State, and beyond.
- ii. Assert and demonstrate our individual and collective responsibility to invite, honor, and learn from our differences, as preparation for an increasingly interconnected world.

3. UNCA Strategic Plan Learning Goals

- i. Expand student curricular and educational opportunities away and abroad, and increase intercultural experiences on campus.
- ii. Create a holistic and specific definition of diversity that targets our responsibility in relation to underrepresented groups.
- iii. Develop specific student, faculty, and staff recruitment plans to meet those responsibilities.

- iv. Assure that faculty and staff in all departments work to make their membership more diverse and their department culture more inclusive and welcoming each year.

4. UNC Tomorrow Priorities

- i. UNC should promote the arts and cultural enrichment in all regions of the state.
- ii. UNC should facilitate inclusive discussions on important community issues.

5. Community Principals

- i. A college is a celebrative community, one in which the heritage of the institution is remembered and where rituals affirming both tradition and change are widely shared.
- ii. A college is a just community, a place where the sacredness of the person is honored and where diversity is aggressively pursued.

6. CAS Standards

- i. Part 9: Equity and Access – Must take affirmative action to remedy significant imbalances in student participation and staffing patterns.
- ii. Part 11: Diversity – RSP must address the characteristics and needs of a diverse population when establishing and implementing policies and procedures. RSP must promote educational experiences that are characterized by open and continuous communication that deepens understanding of one's own identity, culture, and heritage, and that of others. Programs and services must educate and promote respect about commonalities and differences in their historical and cultural contexts.

2. Measured Outcomes:

3. Participation by ALANA and GLBTQ students will increase by 2% in Campus Recreation programs

1. 40% of ALANA and GLBTQ students indicate that they feel welcome and comfortable participating in Campus Recreation programs and in using Campus Recreation facilities
2. The diversity of the Campus Recreation student staff will meet or exceed the diversity of the UNC Asheville student body.

3. Action Plan

- i. Offer 2 educational seminars with the IC that discuss health parity among cultures in communities
- ii. Develop a comprehensive Black History Celebration that partners with SAIL, IC, and student organizations to highlight and honor the African American Founding Fathers of NIRSA
- iii. Work closely with the IC to actively recruit additional ALANA, and GLBTQ students interested in health and wellness promotions, sports, management and/or marketing
- iv. Do statistical analysis between self reported racial identity and sense acceptance to

participate on the larger survey discussed in goal two

- v. Compare racial statistical analysis from last academic year to this academic year to ascertain increases and/or decreases in participation based on race using descriptive statistics among all programs

4. Assessment and Evaluation Method

- i. Extract student of color survey answers to describe minority perceptions about feeling welcomed in campus recreation
- ii. Increase staff students of color by 2%
- iii. Increase students of color participation by 2%
- iv. Offer 2 seminars with clear learning objectives regarding health disparities as measured through a questionnaire
 - i. Awareness of Ratio of Type II Diabetes between races
 - ii. Awareness of Ratio of AIDS between races
- v. The Black History celebrative event will be offered and have:
 - i. At least 100 attendants
 - ii. Promotional materials from NIRSA to advance the association and its value
 - iii. A quick survey to ascertain participant knowledge of NIRSA and its African American Roots/Founders for descriptive purposes
 - iv. Promote the history and African heritage associated with NIRSA

2. Summary of Findings

- i. 38% of those surveyed indicated feeling welcomed and accepted to participate in campus recreation programs
- ii. Increased participation among underserved populations by 3.6%
- iii. 0% increase in demographic characteristics of staff
- iv. 2 seminars averaged a participation number of 13, but we were shortsighted and forgot to hand out the evaluations to determine if the objectives had been met
- v. Black History Event Successful – RECOgnize Your History
 - i. 125 participants
 - ii. NIRSA loaned us the Historical banners indicating the timeline of the associations founding and its HBCU colleges

iii. Survey ascertained that only 8% of the participants knew anything about NIRSA

iv. Of those 8%, only .5% indicated awareness of its HBCU roots

3. Decisions

- i. Continue to work for increased diversity of student staff by being more aggressive in our work with IC and planning presentations, employment incentives, and benefits of working with us to underserved populations
- ii. Continue to offer 2 health/culture related seminars/programs and work towards the identified participation numbers
- iii. Include learning outcomes with the seminars so that even if our target numbers are not met, we can begin to ascertain the type and progression of learning in those seminars
- iv. Make RECOgnize your History an annual event and improve the following:
 - i. Participation
 - ii. Awareness/Educational spin as part of the event that includes learning outcomes
 - iii. Establish a stronger connection and bridge with the IC and share the workload
 - iv. Establish a recruitment strategy for getting participants to come to the recreation department regularly
 - v. Establish a recruitment strategy for increasing staff diversity

4. Timeframe to reassess

- i. End of the Fall Semester 2009 to review and see progression
- ii. End of the Spring Semester 2010 to assess and ascertain results/success

Goal Four: Build a culture of evidence that demonstrates significant support of the value of Campus Recreation Programs and Services

1. Linkage to Foundation Documents

1. Division Goal

- i. Students solve problems creatively
- ii. Students communicate effectively

2. UNCA Strategic Action Plan

- i. Economic Sustainability: Demonstrate the value of UNC Asheville's distinctiveness within the UNC system so that our optimal size and liberal arts mission are acknowledged and rewarded within the State formula for funding higher education.

3. UNCA Strategic Plan Learning Goals

- i. Track and communicate key data for cohesive flow of information and efficient dovetailing with accreditation requirements.

2. UNC Tomorrow Priorities

1. UNC should continue efforts to establish accountability and performance measures that ensure and demonstrate transparently its success in carrying out its mission
2. UNC should apply, translate and communicate research and scholarship to broader audiences
3. UNC should create a mechanism for applying research and scholarship to addressing significant regional and statewide issues [(i.e. obesity)].
4. UNC should communicate its resources and expertise to wider audiences.

3. Community Principals

- i. A college is a disciplined community, a place where individuals accept their obligations to the group and where well-defined governance procedures guide behavior for the common good.
- ii. A college is an educationally *purposeful* community, a place where faculty and students share academic goals and work together to strengthen teaching and learning on the campus.

2. CAS Standards

- i. Part 13: Assessment and Evaluation – Programs and services must employ effective qualitative and quantitative methodologies as appropriate, to determine whether and to what degree the stated mission, goals, and student learning and development outcomes are being met.

4. B. Measured Outcomes: Campus Recreation will produce comprehensive participation data for all programs and facilities.

1. Action Plan

- i. Student supervisors will complete hourly participation counts by recreational area
- ii. Student supervisors will assist the director in compiling one card access reports
- iii. Program areas will compile program evaluations submitted by participants
- iv. Program areas will record participation numbers through the program registration process
- v. Program areas will offer student development opportunities to student employees that will be assessed through skill acquisition and participant feedback

5. Assessment and Evaluation Method

1. Ascertain raw participation data from all programs and services using the described plans above

2. Identify if a positive relationship may exist between participation in campus recreation and healthy behaviors
3. Determine if student employees have a higher sense of belonging, less anxiety, and more confidence as a result of their employment from the beginning of the year to the end, as measured by pre and post tests

6. Summary of Findings

1. Campus Recreation serves 34.65% of the campus community
2. This is a 12% overall increase, which we assume is related to the plans implemented to better track our participation rather than a growing interest in the department
3. Individuals did report feeling more healthy as a result of their participation in campus recreation.
4. We ran out of time and were unable to do pre/post tests. We have zero data to report on this initiative.

7. Decisions

1. We really did not make any decisions based on this data because it was our first year to implement many of these items
2. Instead we decided to continue with our plans over the next year to have sequential data regarding these items that may be more helpful in allowing us to make fully informed decisions for the community
3. Areas of interest based on this year's results include:
 - i. Need to exceed operational hours based on participation data/trends
 - ii. Need to change access procedures based on participant feedback regarding memberships, access, and other policies
 - iii. Expanding to mixed method assessment to gain qualitative information regarding perspectives on programs, services, and staff development
 - iv. Each area reviewed participant feedback regarding processes and procedures that are controlled at the programmatic level and implemented changes based on this feedback.
 - i. Outdoors expanded office hours to accommodate patrons
 - ii. IMS developed a new policy to encourage female participation in traditional sports
 - iii. Sport Clubs initiated the sport club council
 - iv. Informal recreation streamlined rounds, paperwork, safety, and first responder protocol
 - v. Fitness initiated a happy hour class in order to identify new programs for the future

8. Timeframe to reassess

1. Review at the end of Fall 2009 for progression and any changes that are warranted for the following semester
2. Reassess annually at the end of the spring semester

Goal Five: Develop a departmental strategic direction that incorporates program considerations, facility considerations, marketing needs, and risk management plans.

1. Linkage to Foundation Documents

1. Division Goal

- i. Students communicate effectively
- ii. Students serve the local and global community

2. UNCA Strategic Action Plan

- i. North Carolina: Assure that our campus, our region, and our State understand how uniquely positioned we are to define the practical, life-long value of a liberal arts education in the 21st century.
- ii. Social Sustainability: Invest in staff development and success.

3. UNCA Strategic Plan Learning Goals

- i. Fund and implement a comprehensive, coordinated marketing and communications plan and refines and updates the perception of UNC Asheville among North Carolinians.
- ii. Enhance the staff experience by expanding professional and leadership development opportunities, diversity, and opportunities for engagement with students and the educational enterprise.

4. UNC Tomorrow Priorities

- i. UNC should increase efforts to attract and retain high quality staff at all levels
- ii. UNC should continue to seek an efficient use of available resources in the fulfillment of its mission

5. Community Principals

- i. A college is an open community, a place where freedom of expression is uncompromisingly protected and where civility is powerfully affirmed.
- ii. A college is an educationally *purposeful* community, a place where faculty and students share academic goals and work together to strengthen teaching and learning on the campus

6. CAS Standards

- i. Part 3: Leadership – Leaders must identify and find means to address individual, organizational, or environmental conditions that inhibit goal achievement; promote campus environments that result in multiple opportunities for student learning and development, must educate other institutional leaders about the significant differences in mission among intercollegiate athletics, physical education, and academic units, and campus recreation.

2. Measured Outcome

- i. All Campus Recreation professional staff will be able to articulate the key components of the Campus Recreation Strategic plan

2. Action Plan

- i. Provide guidance and leadership for the department
- ii. Utilize resources fully
- iii. Get student input
- iv. Link to UNCA strategic direction

3. Assessment and Evaluation Method

- i. We will track the goals of the strategic plan annually to determine if our plan is working

4. Summary of Findings

- i. Due to unforeseen circumstances with staffing lines and budgets, this goal was deferred indefinitely. Until that point, however, we were on track to securing the required participation rates among students, faculty, staff, and the professionals here in campus recreation.

5. Decisions

- i. We plan to continue this as soon as possible in the next fiscal year.

6. Timeframe to reassess

- i. Quarterly review
- ii. Annual evaluation on progression