

AC 2025-2026 Rec Complex Assessment

NSU Robert G. Wilson Recreation Complex

Prepared by: Executive Director Patric DuBois Date: 6.12.26

Approved by: President James Genovese Date: 6.12.26

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.

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.

AC 2025-2026 Rec Complex Assessment

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 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: Target met.

Analysis:

1. In AC 2024-25, the target was 90 percent satisfaction for all questions. The numbers of users were up, we received very positive feedback on the Rec Complex, but we still did not reach the 90 percent satisfaction threshold.
2. Based on the analysis of the AC 2024-25 results, the Rec Complex made the following changes in AC 2025-26 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 new consultant for the golf course and continued beautifying areas at the pool that would make an impact on users. Our consultant led our Course Superintendent 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 had the pool interior fixed in several places and we power washed the concrete all around the pool. We power washed all the locker rooms and shower areas. We purchased and utilized a new pool vacuum which was more efficient for our daily/weekly cleaning.
3. As a result of these changes, in AC 2025-26 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 higher than 90 percent satisfaction rate overall.

Decision:

1. In AC 2025-2026, our target of 90 percent satisfaction was met.

AC 2025-2026 Rec Complex Assessment

2. Based on the analysis of AC 2025-2026, the Rec Complex will implement the following changes in AC 2026-27 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. All schedules are on paper (computer) to ensure continuity for years to come.
3. These changes have and 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: Target met.

Analysis:

1. In AC 2024-25, the target was to create and distribute surveys to determine programming at the pool and golf course.
2. Based on the analysis of the AC 2024-25 survey results the Rec Complex made the following changes In AC 2025-26 to drive the cycle of improvement. We have taken leadership in-house with all water activities including classes and private/group lessons. We have added more Thursday evening golf scrambles during the summer and did all the paperwork and procedures creating an NSU club sport of golf.
3. As a result of these changes in AC 2025-26 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 2025-2026 the target was met to provide more programming.
2. Based on the analysis of the AC 2025-26 results, the Rec Complex will implement the following additions/changes in AC 2026-27 to drive the cycle of

AC 2025-2026 Rec Complex Assessment

improvement. We will host children's golf camps and lessons and add a ladies night for golf play, and we will build on swimming activities with those who participate in current swimming classes and lessons. Both areas will stay involved with intramural activities.

3. These changes will help 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: Target met.

Analysis:

1. In AC 2024-25 the total rounds of golf played were 8,331 for the fiscal year and total visits for pool use during the fiscal year were 1,935.
2. Based on the analysis of the AC 2024-25 results, the Rec Complex made the following changes in AC 2025-26 to drive the cycle of improvement. We enhance our relationship with the Natchitoches Golf Association who provides personnel to assist in marketing the course and tournaments as well as helping financially with different aspects. We will diligently work on the golf course to make it more challenging and attractive as well as provide classes and lessons in the swimming pool to attract users.
3. As a result of these changes, in AC 2025-26, the target of increasing numbers of golf rounds and pool users was met. The total rounds of golf played was 13,402 and total visits for pool use was 2171.

Decision:

1. In AC 2025-2026 the target was met.
2. Based on the analysis of the AC 2025-26 results, the Rec Complex will implement the following changes in AC 2026-27 to drive the cycle of improvement. We will make the course more challenging and market towards tourists on top of current marketing. We will add golf tournaments and lessons

AC 2025-2026 Rec Complex Assessment

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 to a greater number of people, we plan to increase numbers which will help us push the cycle of improvement.

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: Target met.

Analysis:

1. In AC 2024-2025 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 2024-25, the Rec Complex made the following changes in AC 2025-26 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 prospective students and families. We started a co-ed golf team with club sports status. 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. We were able to provide golf in a team atmosphere. The facility has very good working amenities with an inviting environment.

Decision:

1. In AC 2025-26 the target was met to provide attractive amenities at the Rec Complex to help drive the retention and recruitment of students at NSU.

AC 2025-2026 Rec Complex Assessment

2. Based on the analysis of the AC 2025-2026 results, the Rec Complex in AC 2026-2027, will increase programming and reach out to student groups with the assistance of NSU Intramurals, Club Sports, 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.

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: Target met.

Analysis:

1. In AC 2024-25 the target was to improve facility quality and programming with the assistance of a golf course consultant, Natchitoches Golf Association, and our aquatics director who assists all pool programming. This created a teamwork atmosphere for all staff engaging in facility maintenance and upgrades.
2. Based on the analysis of 2024-25 results, the Rec Complex made the following changes in AC 2025-26 to drive the cycle of improvement. The fairways and greens were much improved with new equipment purchased. We hired Alan Pasch as course superintendent, and he worked with our new consultant, Ryan Campbell (Owner of Teche Turf in Lafayette, LA), to ensure continued improvement. Rec complex management worked with the Natchitoches Golf Association (NGA) to improve marketing, programming, and extended the size of our driving range. Our aquatics director, Paula Ray was creative in cleaning and fixing areas that made a difference in the perception of the pool area, took over the lead in all pool programming, and we have landscaping done outside the facility every three months making it more inviting.
3. As a result of these changes, in AC 2025-26, 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.

AC 2025-2026 Rec Complex Assessment

Decision:

1. In AC 2025-26, the target was met to improve all facilities and create an inviting atmosphere.
2. Based on the analysis of the AC 2025-26 results, the Rec Complex will implement the following changes in AC 2026-27 to drive the cycle of improvement. We will add to our working document for our facility maintenance on a 12-month basis and add to our volunteer base for consistent maintenance.
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.

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 2025-26. These changes are based on the knowledge gained through analyzing the AC 2024-25 results and lessons learned.

SO 1, Measure 1.1 the Rec Complex uses 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 does all swimming programming in-house and golf programming is growing. We added a co-ed golf team as a club sport.

SO 1, Measure 1.3, the Rec Complex reached out to different campus departments, worked with the NGA to make the golf course more challenging, 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 and programming more inviting to our patrons.

Plan of action moving forward:

AC 2025-2026 Rec Complex Assessment

The Rec Complex patron satisfaction is 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 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.