AC 2025-2026 WRAC Assessment

Randall J. Webb Wellness, Recreation and Activities Center

Division or Department: N/A

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Approved by: President James Genovese **Date: 6.12.2026**

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 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 proposed changes to measurable outcomes, assessment tools for the next assessment period and, where needed, service changes.

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Wellness, Recreation and Activities Center

Service Outcomes:

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 (3) External Validation – collected by surveys of the community, i.e. clients not associated with the school. The target is 90 percent and above customer satisfaction.

Finding: Target Met.

Analysis:

1. In AC 2024-2025 the target was to complete satisfaction surveys and measure 90 percent and above customer satisfaction. 100% of 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, 100% were satisfied with the equipment offered, 100% were satisfied with group exercise classes offered, and 100% of respondents would recommend the WRAC to others.
2. Based on the analysis of the 2024-2025 results, in 2025-2026 we used QR codes and provided a suggestion/comment box at our service center to make it more convenient for patrons to provide feedback to drive the cycle of improvement of cleanliness, programming and equipment in the WRAC.
3. As a result, in 2025-2026, the target was met. The QR codes and suggestion box improved our response rate and allowed us to focus on the needs and suggestions of our patrons.

Decision:

1. In AC 2025-2026, the target was met.

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2. Based on the analysis of the AC 2025-26 the WRAC will implement a professional staff open door policy when available, to our patrons in AC 2026-27 to engage with our patrons to drive the cycle of improvement.
3. These changes will improve the WRAC's ability to consistently engage with our patrons to learn, evaluate, and improve on the needs and requests of our patrons to provide a vibrant facility and healthier community.

Measure 1.2.

The WRAC will distribute annual surveys, promote discussion, provide suggestion box, and QR code questionnaires to determine areas of interest for extra programming, classes and equipment that can be developed or added to the WRAC.

Finding: Target Met.

Analysis:

1. In AC 2024-2025, the target was to distribute surveys, discuss with patrons, and provide QR codes to determine areas of interest for programming, equipment, and classes that should be developed in all areas of WRAC.
2. Based on the analysis of the AC 2024-25, we made the following additions in AC 2025-26 to help drive the cycle of improvement. We added the Hip Hop and Pound classes and a couple of new pieces of equipment on the fitness floor and free weight room.
3. As a result of these changes, in AC 2025-2026, the target was met. We added the Hip Hop and Pound classes which were well attended and added a Glute/Ham developer machine in the free weight room. These changes impacted on our ability to provide a wider variety of equipment and classes.

Decision:

1. In AC 2025-26, the target was met.
2. Based on the analysis of the AC 2025-26 results, the WRAC will provide a variety of classes and equipment needs in AC 2026-27 based on available instructors and budget to drive the cycle of improvement.
3. These changes will improve the WRAC's ability to meet the needs of our patrons which will enhance our push for a cycle of improvement.

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Measure 1.3.

The WRAC will increase facility membership by 3 percent.

Finding: Target Not Met.

Analysis:

1. In AC 2024-2025 the target was to increase facility membership use by 5 percent.
2. Total individuals coming through the WRAC front entry system in fiscal year 2024-25 was 75,365.
3. Based on the analysis of the AC 2024-2025 results, WRAC personnel have been advertising classes and fitness assessment lab features (massage therapy, assessments, personal training) to students and current patrons. 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, winter wellness and other activities, some in collaboration with other units on campus.

4. The result of these changes and additions was a slight decrease in membership facility use, and not the 3% targeted increase. In fiscal year 2025-26, total individuals coming through the WRAC front entry system was 74,578 for a decrease of 1%.

Decision:

1. In AC 2025-2026, the target was not met.
2. Based on the analysis of the AC 2025-26 results, in AC 2026-2027, the WRAC will provide updated spaces to engage the NSU and Natchitoches communities. We have refinished all gymnasium floors and will roll out a pilates room in fall, 2026. We will expand our promotion of the Winter Wellness program to ensure more NSU participation. Our target will be a 3% increase in fiscal year 2026-27.
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.

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

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

Finding: Target Met.

Analysis

1. In AC 2024-2025 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.
2. Based on the analysis of these results in AC 2024-2025, the WRAC made the following changes in AC 2025-26 to drive the cycle of improvement. Our staff are 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. We provide tours on football game days when the WRAC is closed in general.
3. As a result of these changes, our AC 2025-2026 target was met to provide a fantastic experience and information for all who experienced a WRAC tour.

Decision

1. In 2025-26, the target was met to create more awareness of the amenities offered at the WRAC to all current students and perspective students.
2. Based on the analysis of the AC 2025-26, the WRAC staff in 2026-2027 will increase its visibility among new students to inform them of amenities at the WRAC by hosting tours of the facility, equipment demonstrations, expand our area on the NSU website, have classes take group tours, be more visible at freshman connections, and have staff participating in campus events and by coordinating and co-coordinating university and community events throughout different areas on campus.

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 space and equipment will be a priority in terms of safety and working properly on a consistent basis. Our staff will set parameters for checking all equipment for safety, cleanliness, and in proper working condition.

Finding: Target Met.

Analysis:

1. In 2024-2025 the target was high customer satisfaction by all who used any type of space or equipment in the WRAC. We provide clean spaces and working equipment on a consistent basis.
2. Based on the analysis of 2024-2025, in 2025-2026, WRAC personnel 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, if available, and can be fixed in house, are kept in house in case a piece of equipment is found to work improperly. We have a professional company come out twice each year to inspect and clean all equipment. When we cannot make repairs in house, we contact the professional and pay them to come out and repair as soon as possible.
3. As a result, in 2025-2026, 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 AC 2025-26, our target was met.

2. Based on the analysis of the AC 2025-26 results, the WRAC will train our student employees properly and consistently to clean and recognize issues with our equipment in AC 2026-27. We have a specific spot in the service center to place all detailed notes for issues that are checked daily by professional staff. Our

entire staff will seek input from our patrons pertaining to any issues they encounter. These changes will drive the cycle of improvement.

3. These changes will improve WRAC's ability to provide top notch equipment so we can continue to push the cycle of improvement forward.

Measure 2.3.

Growing our Club Sports program will be a priority. We would like to add a variety of these student-initiated clubs to engage current students and recruit perspective students to NSU.

Finding: Target Met.

Analysis:

1. In 2025-2026 the target was to add at least one club sport to our current seven club sports.

2. Based on the analysis of 2025-2026, the WRAC added five new club sports to our department for a total of twelve.
3. As a result, in 2025-2026, our target was met.

Decision:

1. In AC 2025-26, our target was met.

2. Based on the analysis of the AC 2025-26 results, the WRAC club sport area will actively promote, market and recruit students to be part of current club sport teams or start a new club sport with the required interest in AC 2026-27. We will have a dedicated professional staff member to work with these club sports to retain status as a club sport and retention of team members. These changes will drive the cycle of improvement.

3. These changes will improve the WRAC's ability to provide club sport programming for current and perspective students.

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Comprehensive summary of key evidence of improvement based on analysis of 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 WRAC added QR codes and a suggestion/comment box at the service center to make it more convenient for patrons to provide feedback.

SO 1, Measure 1.2, the WRAC added the Hip Hop and Pound classes and new pieces of fitness equipment to the facility based on patron input.

SO 1, Measure 1.3, the WRAC emphasized and added to their approach to marketing all aspects of facility and programming and worked with other areas on campus programming to create higher levels of facility usage.

SO 2, Measure 2.1, WRAC personnel who provide tours came together on a set way of doing all tours so that all visitors received the same high level tour experience.

SO 2, Measure 2.2, WRAC personnel take a hands-on approach to ensure our spaces and equipment are clean, safe, and running properly as often as possible.

SO 2, Measure 2.3, WRAC personnel will promote, market, and grow our club sports program to attract and retain current and prospective students to NSU.

Plan of action moving forward.

Satisfaction with the NSU WRAC is high. 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 get this feedback and adjust as needed and as possible.

The WRAC offers many fitness classes, club sports, special events, and IM 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 will use feedback from all patrons to enhance the facility and programming as well as increase membership.

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Staff will continue to maintain a clean and safe facility that is an asset to the university and the community. All staff will be capable of cleaning all areas and equipment of the WRAC and all professional staff will be capable of recognizing issues and fixing equipment.