Executive Summary

Campus Recreation 2010-2011

Summary: This year Campus Recreation accomplished 50% of its outcomes and goals. The other 50% of the goals not met were approaching the target, so they will be continued in the next assessment cycle in addition to a few new goals related to student engagement and the campus experience. Despite an ongoing construction project, a renovation in the pool, and continued issues with the space and status of the Intramural Field, the department – while not hitting its target percent of students served – served a vast array of the population at 38%. The small drop in percentage may be attributed to the continued issues with facilities and access, but we are also aware that the drop may be indicative of barriers that exist for students to participate, as indicated by our assessment efforts. Barriers related to marketing events and activities and barriers related to the types of programs offered will be the focus of our efforts in the coming years. We plan to spend more money, energy and time on marketing as well as develop a program schedule that combines traditional recreational activities with more non-traditional activities that students at UNC Asheville have requested and/or think they will respond well to.

Challenges, future changes, and future goals are highlighted below, all of which are indicated on CYCLE II of our strategic plan which was motivated by our assessment efforts and results over the last three years.

Challenges:
- Facility access, renovations, and lack of dedicated recreation space
- Finding a marketing strategy that hits non-participants in a meaningful way
- Employee morale, time, motivation, and lack of tangible rewards for high levels of productivity and service to the community
- Sherrill Center responsibilities and expectations this year were excessive as excitement grows regarding the opening and rollout festivities planned
- Fitness program sustainability related to availability of space
- Challenging budget year that has put some pressure on the department to generate revenue in a way that we have not been asked to consider before
- Director responsible for two departments now so availability has decreased, but the staff has handled that extremely well and have worked at high level of productivity

Future Changes:
- Opening of the Sherrill Center will provide a better student experience by incorporating larger space, more space, and state of the art equipment room.
- The additional space provided by the Sherrill Center coupled with the lack of academic health and wellness classes being offered will allow us to offer traditional and non-traditional activities during prime times for student participation and in prime locations
- Repurposing of the current space is set to be underway this summer and getting professional staff into offices that have HVAC and adequate air quality will increase staff motivation and morale
- Small changes in the organizational report structure are expected to take place within the next 12 months.

Future Goals:
- Develop and implement an instructional recreation program of healthy and engaged activity for students to participate in to replace the health and wellness activity courses that were cut
- Receive AEE accreditation for the Outdoor Program
- Examine the potential of after school programs and summer camps as well as childcare during activities to help alleviate the need of non-traditional students
- Establish residential hall programming with community directors and RAs
- Establish commuter student programming with SGA commuter reps
- Market on shuttles in apartments and other places that commuter students hang out so they understand what is available to them