Department Mission -
The Campus Recreation Department at the University of North Carolina at Asheville provides community members with opportunities to enhance overall physical and mental wellness through various supervised and/or self-directed programs, activities, and services.

Department Vision –

The UNC Asheville Campus Recreation Department is built upon a foundation of programming excellence in intramural sports, fitness and wellness programs, outdoor recreation opportunities, and sport clubs. The provision of outstanding facilities, along with the efforts of highly qualified and enthusiastic professional staff ensures the highest student participation rate among colleges in Western North Carolina.

Campus Experience: Through participation, we enhance the sociological, physiological and psychological well-being of each individual, foster community, form lasting memories, and instill a sense of belonging to the institution. We promote physical fitness, healthy habits and balanced behaviors, to encourage students to make choices that improve overall wellness. We teach students meaningful life skills, encourage personal achievement, and develop involved and responsible citizens.

Sustainability: Innovation and the use of technological advancement enables the Campus Recreation Department to take full advantage of its human, physical, and financial resources to be fully connected with the changing interests and needs of the campus community and beyond. We provide excellent service and are committed to environmental sustainability through the implementation and enforcement of paperless processes that are convenient and accessible to our community, and compliment UNC Tomorrow and UNC Asheville Aspire Higher strategic objectives.

Education: Reflective of our commitment to the liberal arts mission of the University, a highly selective program for undergraduate coordinators and interns provides exceptional educational, research, and career opportunities for UNC Asheville and visiting students. Our academic partnerships allow students to learn, grow and develop through experiential education, collaboration, role modeling, and leadership opportunities.

Executive Summary –
The 2009-2010 academic year was a successful year for the campus recreation department overall. In spite of continuing change, great uncertainty in a resource shortage, and rapidly changing budget constrictions, the department was able to complete assessment plans for most of its goals this year. While the department was not successful in all of their endeavors regarding the targeted criteria for success, the department continues to move in the right direction toward completion of the 3 year strategic planning goals ending at the beginning of FY12. One highlight for the department this year was achieving a fully staffed professional roster that allowed the department to move ahead on strategic goals and directives. Having a full professional staff dedicated to the department, the division, and the institution allowed us to do more, try more, and develop students in a more meaningful way. New professional staff members bring new ideas, new perspectives, and new leadership initiatives that, successful or not, only advance the departments’ growth and challenge our thinking and the thinking of our students. Many of what was implemented this year did not reach the criteria set aside for certain programs and initiatives, but what was accomplished is exciting considering what is in store for the department in the future. Another highlight for the department this year was the successful implementation of our new
members of the student body, faculty, and staff, as well as our upgraded packages for Alumni and Reuter Member patrons. These packages streamlined our offerings to these patrons while maintaining our commitment to the student body as our number one priority when offering programs, services, and facilities. Additionally, the revenue generated from these packages and increased facility rentals resulted in a 16% increase in fee monies which allowed us more freedom to try more programs and initiatives in response to the needs of our student body.

As part of this commitment, the department was able to replace 100% of 20 year old, outdated, and unserviceable equipment in the fitness center. Our student body was very receptive to this change and appreciative of the effort to bring the facility into the 21st century regarding fitness equipment. Other patrons struggled a little more adapting to the change, but by the end of the first semester, all patrons were satisfied with the equipment and happy with our efforts to educate them on the use of the equipment. A final highlight of the year has been our increasing positive relationships with Athletics and Health and Wellness. We are at a point where the entire staff is viewed as a valuable contributor to the educational mission of the Health and Wellness Department as confirmed by the fact that we all teach classes in an adjunct capacity for that department while staying focused on the goals and needs of campus recreation. The relationship with Athletics continues to improve as evidenced by the coaches and administrative staff increasingly being compliant with our policies and directives – they are working with us, and we are working with them to accomplish goals for both organizations.

Our primary need, which will be even more urgent when the NCCHW opens, will be to invest 80K – 100K into a software package that will allow us to serve and protect patrons better, guard the university’s interest regarding facility maintenance and upkeep (keeping people out in off hours), and protect the interest of the University from a risk liability standpoint should an individual have access to an area that they should be restricted from given that there is no staff, no emergency support or responders, and no way to know about these access violations until well after the fact. Implementing software that allows us to wire the building and control access through a computer, the internet, and one-card swipes is a worthwhile investment.

**New Programs & Initiatives –**

- 21 new programs were implemented this year across the department (Outdoors, Intramural Sports, Sport Clubs, Fitness)
- Approximately 90,000 participations were tracked this year in our fitness facility alone – given the construction and distracting atmosphere we are currently in, we feel this is very successful
- 88% of our staff was retained this year, we feel this is a direct result of the brand new comprehensive student development training program we implemented, which included a standard way to develop student staff members regardless of what area they primarily worked in (implementation of the Work Performance Improvement Plan)
- Successful implementation of a new special event “GET RECD” that will become a staple of rendezblue from this point on

**Goals & Assessment**

<table>
<thead>
<tr>
<th>Departmental Goal</th>
<th>Successful implementation of the Split-Participation Model with Health and Wellness</th>
</tr>
</thead>
<tbody>
<tr>
<td>Student Learning Outcomes</td>
<td></td>
</tr>
</tbody>
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- As a result of participating in group exercise classes, students will learn the value of physical activity as a means for practicing healthy habits in their everyday lives.
- As a result of participating in the group exercise classes, students will learn fundamental motor skills in a given format. |
- As a result of participating in the group exercise classes, students will understand how the class contributes to one of the six dimensions of fitness.

### Outcomes

- Increase group fitness courses for recreation participants by 12%
- Decrease spending on group fitness instructors and equipment by 20%
- 90% of students registered for credit will receive a passing grade in these courses
- 80% of the student supervisors in campus recreation will self-report an increase in work ethic and communication based on the added responsibility of split course management
- 70% of the faculty in health and wellness will self-report an increase in student engagement among recreation participants and for-credit participants

### Departmental Goal

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

### Student Learning Outcomes

- As a result of using HFC equipment through programs and services, students will value the contribution leisure time activity has on their physical fitness.
  - As a result of using HFC equipment through programs and services, students will value the contribution leisure time activity has on their mental wellness.

### Outcomes

- 70% of patrons will indicate that they have exceptionally positive experiences in the HFC while practicing healthy behaviors that keep them coming back consistently
- 80% of patrons will indicate that they feel safe and secure using equipment in the HFC while practicing healthy behaviors

### Departmental Goal

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.

### Student Learning Outcomes

- Students will value multi-cultural recreational experiences through participation with and among a diverse population.
- Students will understand the contributions of African-Americans to the field of Campus Recreation in the US.
- Students will understand health parity as it relates to leisure time activity in the US.

### Outcomes

- Participation by ALANA and GLBTQ students will increase by 10% in Campus Recreation programs
- 50% of ALANA and GLBTQ students indicate that they feel welcome and comfortable participating in Campus Recreation programs and in using Campus Recreation facilities
- The diversity of the Campus Recreation student staff will meet or exceed the diversity of the UNC Asheville student body.

### Departmental Goal

Build a culture of evidence that demonstrates significant support of the value of Campus Recreation Programs and Services
## Student Learning Outcomes
- As a result of participating in the Wilderness Experience, students will learn about their personal strengths and weaknesses.
- As a result of participating in Intramural Sports, students will value the principles of sportsmanship and teamwork.
- As a result of participating in Sport Clubs, students will develop personal leadership skills.

## Outcomes
- Increase in annual participation rates across campus community members of 15% among all programs and services
- Increase overall satisfaction with departmental programs and services by 25% compared to 2008-2009
- 60% of the Wilderness experience participants will report a decrease in anxiety as a result of participating in the program
- 85% of the Wilderness experience participants will report increase in confidence as a result of participating in the program

## Decisions –
Based on all of the data that was collected and given the issues we had with response rate, survey fatigue, and survey development with our quantitative methods, we relied heavily on the data analyzed from our qualitative methods to help us make decisions. These methods were implemented as a result of our struggling to get meaningful data from our original assessment plan, and so we incorporated focus groups, reflective journals, observations, and mini-interviews with patrons, student staff, and other members to begin building evidence that would lead us to better decisions in the future. From these methods, which again were not originally part of our plan nor where they included in our original goals (are included in the tracdat report), we gathered enough data in some areas to come to the conclusions below.

In 2010 – 2011….

- We need to work closely with StudentVoice to develop a comprehensive instrument that allows us to quantitatively analyze our value across program areas without taxing patrons’ time and commitment.
- We need to develop a stronger sampling plan to increase our response rates.
- We need to provide additional support to Sport Clubs Leaders, as sport clubs are a valuable community for our students, and we need to allocate more resources to these students and find a way to increase the number of clubs and members.
- We need to identify operational hours that will be set and consistent throughout the year. This means that given our calendar and the academic schedule, we will need to implement regular hours, holiday hours, break/final hours, and summer hours. These hours need to be pre-determined and posted online year round to avoid confusion.
- We need to do more with workplace wellness, so we have assigned a Liaison to help the workplace wellness program accomplish its goals.
- Fitness participants are enjoying the schedule and format, though we need to identify more available times and locations to offer the few additional classes that individuals have requested. Many of our fitness patrons understand the value of the program and report that they feel healthier by participating.
- We need to streamline our development goals in the student employee training program that we implement annually to maximize the benefits of training for students and to reach our learning outcomes for these programs.
- We need to align all of our programs with our learning outcomes in a more meaningful way to maximize student learning, fun, and goal achievement. We are on the right track, but we will need to focus on this in the upcoming year to reach our ultimate goals by the end of FY11.