

**UNIVERSITY OF WISCONSIN-WHITEWATER**  
**Office of Recreation Sports & Facilities**  
**OPR Executive Summary - August 2002**

**Introduction**

In an effort to improve the delivery of programs and services, the Office of Recreation Sports and Facilities, under the Division of Student Affairs, conducted an extensive Office Planning and Review (OPR) process from January 2001- February 2002. This review was coordinated by Therese Kennedy, Associate Director of Recreation Sports, and included a Self-Study Report, a Campus Evaluation Team Report chaired by Pat Freer, and an External Consultant Team Report. The External Consultant Team was chaired by Mr. Stan Campbell, Director of Campus Recreation at the University of Nebraska and former NIRSA President, and the team members were three recreational sports professionals from UW-System institutions (Eau Claire, LaCrosse, and Madison). The External Team met with numerous campus constituencies and officials during their visit on November 12-13, 2001 following a complete review of all Recreation Sports facilities, policies, services, budgets, and programs. The External Consultant Report was submitted on December 26, 2001. Following are the major parts of the OPR Executive Summary that was submitted by Gary Harms, Director of Recreation Sports and Facilities in February 2002 that follow the new OPR guidelines as approved by Chancellor's staff in April 2002:

**Major Objectives of the Office**

The mission of the Office of Recreation Sports and Facilities is to provide comprehensive and diverse sports activities that compliments academics while improving the quality of campus life. This mission is accomplished by providing facilities, programs, and services that enrich the learning environment while promoting opportunities for student leadership and development. These goals are directly related to the Division's and University's Goals, particularly in the areas of retention, experiential learning, enhancing student transitions, providing exceptional facilities and services, pursuit of alternative funding sources and sound fiscal practices, and creating community partnerships.

**Measurable Outcomes/Selected Findings and Observations**

The Annual Report of Activities and progress on the above mentioned goals indicates that the majority of the objectives are being met. There are certainly areas needing improvement. Following are *Selected Findings and Observations* from the OPR Reports indicating these outcomes:

- The Consultant Team found the Office to be well regarded by peer organizations and perceived as an important University asset. In short, the Office was viewed as an outstanding organization and one that is committed to excellence.
- Recreational Sports believes that recreation sports opportunities for all students, including those of diversity, gender, and with disabilities, is a vital part of the educational experience.
- Assessments are being conducted on an annual basis to gauge participant satisfaction with programs and services.
- There appears to be significant campus and collaborative interest (i.e. - Leadership Development, University Center, HPRC, Athletics, and Health and Counseling) in assessing the needs and depth of an outdoor recreation program and /or challenge course.
- The current marketing plan serves as a starting point for further discussion regarding primary and secondary audiences that are served by programs, services, and facilities.
- It appears that the Office serves as an excellent resource/leader in student development, however, formal assessment of learning outcomes for participants and student employees is not currently measured.
- No system currently exists for the accrual of maintenance reserves.

- Although advisory boards currently exist within other departments on campus, a Recreation Sports and Facilities Advisory Board does not currently exist.
- Documented data collected in 2001-02 indicated that 93% of the Weight Room/Fitness members rated our services as above average to excellent; that 95% of student employees with Work Study monies were retained; that female participation numbers increased by 12% in Intramurals, by 14% in Wheelchair Recreation, by 8% in General Recreation, and by 35% in Weight Room/Fitness programs; that there was an average increase of 98 participants per day (or 22%) in the General Recreation program with the new facilities.

### **Selected Recommendations/Development of New Goals**

- Evaluate and revise the current Mission Statement incorporating the wider Whitewater community and facilities it now serves, while eliminating individual mission statements such as the Weight Room.
- Develop an annual marketing plan that identifies target audiences, establishes measurable goals, creates promotional materials, and evaluates results.
- Collaborate with the Leadership Development Center and purchase *The Quality and Importance of Recreational Services* from NIRSA to develop instruments to assess student learning outcomes of participants and student employees.
- Take a leadership role in collaborating with the various units described above (in findings) to assess the needs and depth of an outdoor recreation program. As an established outdoor recreation program, review the UW-Eau Claire model.
- Determine the feasibility of adding more accessible equipment and/or attendant care to the Williams Center Weight Room and potentially upgrade the strength training equipment at the Roseman physical therapy room in order to meet the needs of students with disabilities.
- Increase the number of students of color (7%) and women (54%) amongst student employees and participants to reflect the University's student population. Current status reflects 6.7% and 51% in those areas.
- Establish a Recreation Sports and Facilities Advisory Board to advise on policies, hours of operation, use of facilities, membership and fee structures. The membership is to consist of the main users of the facility (students, faculty, staff, and community members).
- Evaluate the need for a Graduate Assistant to supplement permanent full-time staff and allow for experiential opportunities for students.
- Utilize the new *Resource 25* campus facility scheduling software for campus-wide access to all indoor and outdoor facilities.
- In coordination with FP&M, evaluate the custodial care based on the increased square footage and increased usage, and identify needs to campus administration when appropriate.
- Develop an accrual account for facility maintenance and replacement equipment that includes contributions from GPR, Intercollegiate Athletics, and Summer Camps. Implement consistent facility use fees and camp participant fees in coordination with Continuing Education, to annually increase the facilities operations and maintenance budget.
- Continue to track student retention amongst recreation sports employees and compare vs. the retention rate of the general student population.
- Consider the development and/or expansion of student internships with academic departments.
- Continue to administer user satisfaction surveys to evaluate the delivery of programs and services.

### **Resources**

Many of the above stated recommendations/new goals can be accomplished within existing resources. In the areas of student learning and retention, revisions of the mission and marketing plan, increasing

participation numbers, establishing the Advisory Board, and implementing the new facility scheduling package, the current Recreation Sports Staff and financial resources are adequate to implement these needs. The following would require additional resources, and Recreation Sports will begin to analyze and evaluate the needs and potential financial and/or staffing resources for the following new goals:

- The addition of an outdoor recreation program/challenge course. This will require additional staffing and facility space, depending on the depth of the program.
- The addition of a Graduate Assistant.
- The addition of strength training equipment in the Roseman area.
- The addition of marketing and technology personnel (most probably student employees that would benefit from experiential learning) in order to implement a marketing plan complete with upgrades in web page design and functionality.
- The addition of stand-up computer terminals in the upper lobby space to provide students with e-mail and web access.
- The addition of increased custodial care for the facilities.