

**Texas A&M International University  
Annual Institutional Effectiveness Review (AIER)  
for Administrative or Educational Support Units**

**Unit Name:**

**Recreational Sports Department**

**Unit Type:**

**Administrative Unit**

**Educational Support Unit**

**Assessment Period Covered:**

**January 2009 to February 2010**

**Unit Coordinator (Preparer of Report):**

**Juan de Dios Garza, Director**

**List Other Report Contributors (if applicable):**

**Denise Schuster, Associate Director of Fitness & Wellness**

**Stephen Sayward, Associate Director of Intramurals**

**The annual review is directed at the following goals of the Texas A&M International University 2006-2010 Strategic Plan. Please list goals below:**

Goal 3: SERVICE – 3.2 Provide service and outreach activities to the University service area in a professional, courteous, efficient and timely manner.

Goal 6: PHYSICAL RESOURCES – 6.4 Operate, maintain, and renovate facilities to serve the needs of the University.

**Institutional Mission**

Texas A&M International University, a Member of The Texas A&M University System, prepares students for leadership roles in their chosen profession in an increasingly complex, culturally diverse state, national, and global society ... Through instruction, faculty and student research, and public service, Texas A&M International University embodies a strategic point of delivery for well-defined programs and services that improve the quality of life for citizens of the border region, the State of Texas, and national and international communities.

**Administrative or Educational Support Unit Mission**

Recreational Sports provides opportunities for participation in a variety of fitness, recreational, and social activities designed to accommodate all ages, skill levels, genders, and sports interest for the University community. Recreational participation facilitates educational interaction outside the classroom among students, faculty, staff, and alumni. These activities promote leadership, development opportunities, and individual wellness.

**Provide summary of the last cycle’s use of results and changes implemented**

*This statement should specify if the outcomes addressed were a continuation of previous ones, new outcomes, or modified versions of previous outcomes. In addition, the statement should include a concise analysis of the assessment data collected during the previous year, a brief explanation of actions taken to address specific outcomes, an evaluation of how these actions contributed to the improvement of the unit, and any recommendations formulated. Assessment data must be viewed and discussed by the unit during this process.*

Based on the maintenance of reports, breakdown reports, and rotations, Rec Sports will be identifying funds to maintain the cardio room. With the growing student population, Rec Sports in the near future will be faced with machine problems based on the growing demands. Three new cardio pieces a year will allow for the growth in student population and the demand each machine will incur. On the healthy eating side, Rec Sports is still in the process of conducting and identifying our focus eating groups. These sessions will be one-on-one and small group (question and answer).

**List of unit-level outcomes**

*It is recommended that units rotate through their entire set of outcomes over a multi-year period. Units may focus on one or two outcomes each year, as deemed appropriate.*

- 1. To maximize utilization and begin groundwork for expansion of services, programs, and Facilities.**
- 2. To promote healthy lifestyles through a variety of nutritional seminars, workshops, trainings, group fitness classes, & personal training programs.**
- 3. To continue increasing female participation in the Intramural program**
- 4.**
- 5.**
- 6.**

**Section I: Planning and Implementation**

**Outcome(s)**

*Identify the outcome(s) that will be focused upon this year.*

- 1) To maximize Recreational Center utilization and prepare for expansion of services, programs, equipment and facilities.
- 2) To promote healthy lifestyles through a variety of nutritional seminars, workshops, trainings, group fitness classes, & personal training program.
- 3) To continue increasing female participation in Intramurals.

**Methods of assessment to be used:**

*Identify and describe the type of assessment(s) that will be used and how the data will be obtained. During this assessment period, has your unit used any of the following measures for assessment of outcomes? Indicate “Y” if currently being used; “N” if not currently being used but interested in using; and “NA” if not applicable.*

Type of Measure	Y	N	NA	Specify which type of measure was used and what outcome the measure was applied to:
Volume of Activity: (Number of clients served, circulation data, etc.)	XXX			Each program (facility operations, intramurals, and fitness/wellness) documents daily headcounts. This information is the most reliable tracking system (both manual head counts and Onecard system reader) we utilize

				to provide data. Our cardio equipment also has the capability of monitoring “miles” in order to track usage.
<u>Efficiency:</u> (Turnaround time for filling requests, timely service or prompt response, etc.)				
<u>Service Quality:</u> (Error rates, accuracy of information provided, etc)	XXX			The training of our instructors, personal trainers, and weight room attendants, through nationally recognized programs (i.e. Les Mills & ACE curriculum)
<u>Client Satisfaction Survey</u> (Student, employer, alumni, customer, etc.)	XXX			Rec Sports has sustained a secret shopper program in which a Rec Sports member is randomly selected to evaluation, critique, and provide feedback regarding our customer service, programs, facility, & general quality of our department.
<u>Feedback:</u> (Suggestion box, focus groups, evaluation forms, etc.)	XXX			The Rec Sports department has two types of evaluation assessments. The first is conducted on a quarterly basis and is an internal evaluation. Basically, our student employees, managers, and Graduate Assistants submit an anonymous evaluation of our services, programs, training, and job satisfaction. The second assessment is our customer satisfaction comment drop box which is available on a regular daily basis at our front counter.
<u>Review of existing data:</u> (Routine records or reports, institutional data, audits, etc.)				
Staff discussions or evaluations of services to clients				
Standards/guidelines provided by professional associations	XXX			The Rec Sports department strives to maintain a 100% CPR/AED training/certification of all employees. We are also driven by industry standards and guidelines provided by the American College of Sports Medicine, American Council of Exercise, and National Intramural & Recreational Sports Association.
Standards set by federal, state, county, city or system regulations				
External evaluations or auditors				
Benchmarks or comparisons with peer institutions				
Other				

**Criteria/Benchmark(s):**

*Specify, if deemed appropriate to assess outcome(s). Criteria/ benchmark(s) may be optional, especially if qualitative measures are used for data collection.*

1. The Recreation Center operates for 89.5 hours a week and averages about 8,000 participants per month based on 4,287 participants per month (increase of 86.5%). Based on these numbers alone, it is the shared vision of the Recreational Sports to expand our existing facility as well as

services, equipment, and programs. Our short term goal is to expand services. Our long-term goal is to expand the facility itself to include additional amenities. Our existing Precor exercise equipment was purchased in the fall of 2007 and as an average life expectancy of about 4.5 years.

2. The Fitness & Wellness program has sustained its existing programs increasing its programs from 91 to 112, an increase of 23%. In addition to this, our Fitness and Wellness program has introduced a new Weight Room Attendant program with a goal in mind of providing trained, specialized, & certified employees. The Fitness and Wellness program has also become an ACE educational partner and will be including nationally recognized curriculum into the training of instructors and personal trainers.
3. Intramurals has increased participation as well as introduced new events and tournaments based on last year's assessment. The main focus of our Intramural program has been to increase awareness and participation to the non-traditional participant. We identified these needs by introducing a student housing league as well as a women's only league. Intramurals increased participation 39% based on last year's numbers (1,075 to 1,439).

## Section II: Analysis of Results

### **What were the results attained?**

*Describe the primary results or findings from your analysis of the information collected. Were the results used to improve the unit services or operations? Please specify:*

The results of our analysis based on the information collected were very helpful. The data recorded (i.e. Intramural participation, Fitness/Wellness participation and programming, and Facility Operations membership sold and head counts) has given the department opportunities to provide more services and programs to the TAMIU community. Furthermore, it has also helped us in determining how to run our areas more efficiently. As a result, we now have dedicated employees throughout the department: Front Desk Attendants, Facility Attendants, Weight Room Attendants, Game Room Attendants, Facility Managers, Fitness Managers, Contracted Officials, Contracted Fitness Instructors, one contracted Dietitian, one Facility Operations Graduate Assistant, one Intramural Graduate Assistant, and two new additions to the professional staff: Facility Operations Specialist & Strength & Conditioning Specialist.

The results have also allowed us to improve our membership management process. We are in the process of installing biometric readers for membership sales, membership management/verification, and equipment checkout. We hope that this leads into purchasing a campus recreation software program. Most importantly is the fact that our student recreation fee has been approved through a student referendum to be placed at a flat rate of \$48 per semester. Membership fees for non-students (i.e. faculty, staff, affiliates, alumni) are now at a rate comparable to other similar recreation centers and local private fitness facilities. Our payroll deduction plans have also been revamped to provide more convenient payment options for our TAMIU faculty and staff. Finally, all of our exercise equipment is on a regular preventative maintenance schedule 3 times a year through a contract with Marathon Fitness.

An increase in group fitness participation has also given us the opportunity to pair up with professional nationally accredited fitness organizations in order to provide a service that meet national standards in wellness. Furthermore, we have also been able to venture into partnerships with local businesses. We just explored this option recently but look to continue vying for more partnerships.

An increased participation in Intramurals has allowed our Intramural program to obtain more personnel, equipment, expanded programming, as well as travel.

**What were the conclusions reached?**

*Include a brief description of the procedure used for reaching the conclusion(s) based on the evidence collected and describe the process used to disseminate the information to other individuals. For example, if the discussion took place during the annual retreat, include a summary from those deliberations using the Meeting Minutes template found on the Project Integrate web page at <http://www.tamtu.edu/integrate/docs/Minutes-Template.doc>. Once completed, submit the minutes to [assessment@tamtu.edu](mailto:assessment@tamtu.edu).*

The procedures used for reaching these conclusions are based on our manual and electronic head counts. Furthermore, we also maintain an accurate log of memberships sold. Finally, we are able to disseminate this information regularly with at our professional staff meetings, Directors meetings, focus groups, and monthly staff meetings. All information is rather lengthy can be provided upon request.

**Describe the action plan formulated. (The plan may be multi-year in nature.)**

*Based on the conclusion(s), describe the action plan to be implemented to improve or maintain unit services and operations, including resources needed and a timeline for implementation.*

Our action plan is fairly simple. Every year we set a main goal for the department. Once we achieve that goal at the end of the year, that goal carries forward to the following year as well as a new goal for the next year. For example: 2007=increase awareness; 2008=increase awareness and participation; 2009=increase awareness, participation, and technology; 2010=increase awareness, participation, technology, and risk management.

Resources needed are dependent on two sources: student fees and membership revenue in the form of: locker sales, membership sales, summer camps, specialized group fitness classes.

As we venture into the new 2011-2015 strategic plan next year, we will focus on a new set of goals while maintaining previous year's standards.

**Section III: Resources**

**Resource(s) to implement action plan:**

*Describe the resources that will be needed to implement the action plan. Also indicate if the resources are currently available, or if additional funds will be needed to obtain these resources.*

**Funding**

- New Resources Required
- Reallocation of current funds

**Physical**

- New or reallocated space

**Other**

- Primarily faculty/staff time
- University rule/procedure change only

**Provide a narrative description and justification for requested resources (include linkage to Strategic Plan – or Compact, if relevant)**

Goal #6 – Build, maintain, and renovate facilities to meet the current and future needs of the University.

All equipment is operated and maintained through the Recreational Sports department to service the needs of our growing TAMIU community. Rec Sports was successfully able to request and have passed this year's student referendum which will increase our budget for the next academic year. With these additional funds, the Rec Sports Department will look to replace outdated exercise equipment, purchase a campus recreation management software program, expand Intramural and Fitness programs, and hopefully make way to construct, expand, or renovate existing/additional facility space. Rec Sports has also established a reserve fund to maintain the facility in the years to come and to hopefully use these funds to expand in the future.

**Identify proposed outcomes for the next assessment cycle:**

Continuation of present outcome(s) – (Indicate reason for continuation):

New Outcome(s) – (List outcomes below):

Identify a more efficient way to manage our membership process...hopefully through an improved campus recreation software program.

Modification of present outcome(s) – (Indicate reason for modification):

Provide additional surveys, incentive programs, and secret shopper programs.

Date Completed:

March 16, 2010

Submit completed form to [integrate@tamiu.edu](mailto:integrate@tamiu.edu).

Updated 9/2009