

<b>Campus Recreation 2014-2015 Goals &amp; Assessment Plan</b>  2014-2015 Closing the Loop Summary  2015-2016 Goals & Assessment Plan	<b>Unit: Campus Recreation</b>  <b>Director: Scott Haines</b>
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**Mission Statement:** Campus Recreation promotes student success by prioritizing student learning and development through educationally purposeful activities, leadership opportunities, and employment. We are committed to offering healthy lifestyle choices through safe quality programming to the college campus and surrounding communities emphasizing student learning beyond the classroom.

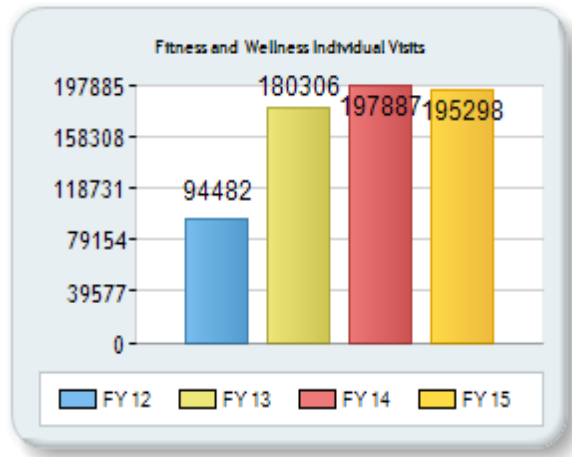
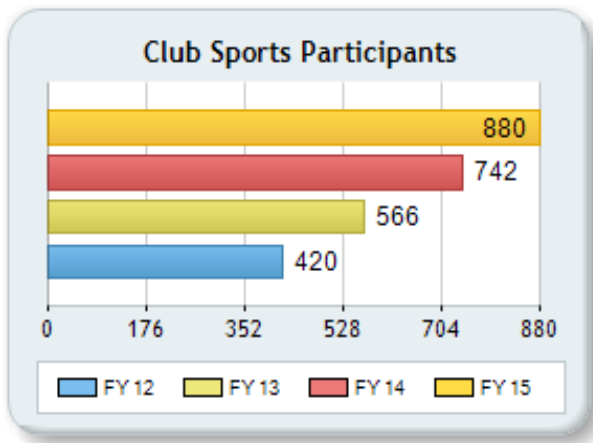
**2014-2015 Assessment Plan**

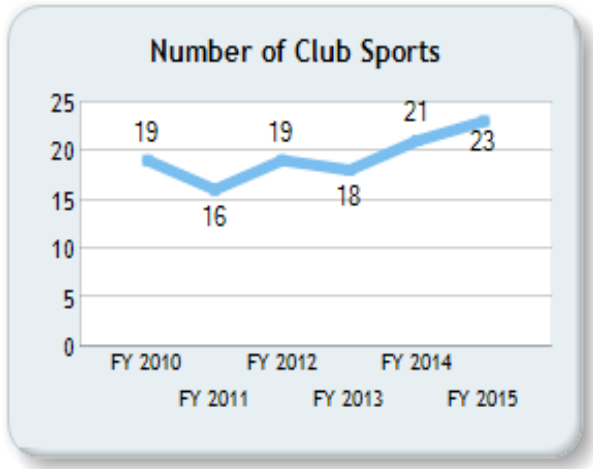
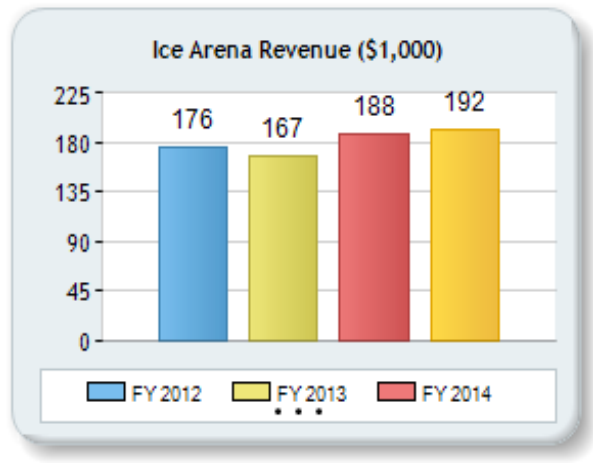
Strategic Plan Construct	Divisional Priority/Objective(s)	Unit Goal	Assessment Objective	Assessment Results	Resources Used	Outcome/Status
Co-Curricular Programming & Support Services	Diversity & Inclusiveness Recruitment Strategies Civic Engagement & Student Leadership	To increase the number of student employees to reflect the diverse population of the college community.	At least 12% of students employed by Campus Recreation will reflect the underrepresented student body population.	12.6% of Campus Recreation Employees are students from underrepresented populations at The College at Brockport.	Employee demographics and personal interviews.	Achieved Goal
Co-Curricular Programming & Support Services	Retention of our students Civic Engagement & Student Leadership Healthy Campus 2020	Increase the knowledge and confidence of student employees through a purposeful employee training program.	95% of Campus Recreation student employees will successfully pass the department training and quizzes on their first attempt.	98% of Campus Recreation employees successfully completed the department training and quizzes on their first attempt.	Department trainings and quizzes. Attendance for trainings, including mock drills and 11 point check scores.	Achieved Goal

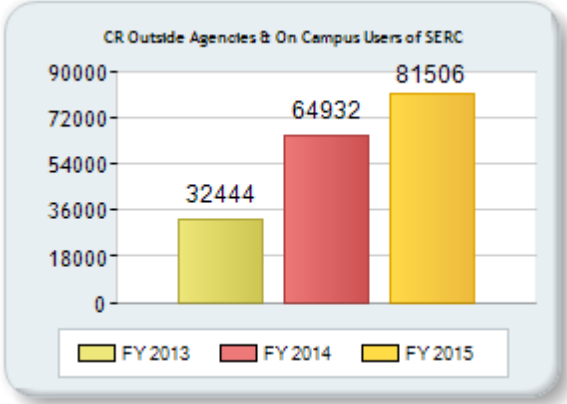
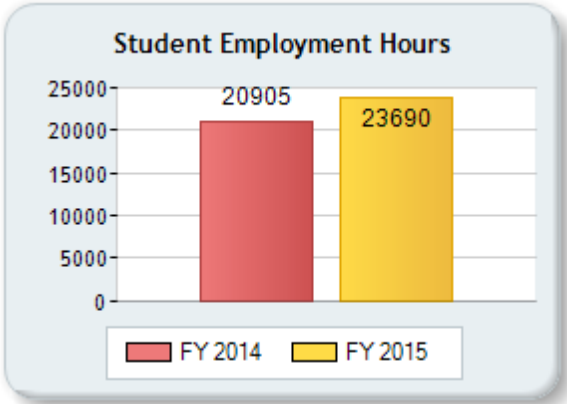
<b>Strategic Plan Construct</b>	<b>Divisional Priority/Objective(s)</b>	<b>Unit Goal</b>	<b>Assessment Objective</b>	<b>Assessment Results</b>	<b>Resources Used</b>	<b>Outcome/Status</b>
Co-Curricular Programming & Support Services	Diversity & Inclusiveness Recruitment Strategies Civic Engagement & Student Leadership	Increase the percentage of unique student participants in Campus Recreation programs and events from 78.5 % (13-14) to 80% (14/15).	The total number of unique students who participate in Campus Recreation events, intramurals, informal recreation and fitness and wellness programs.	80.2% of students participate in at least 1 Campus Recreation program or event.	Attendance from all events Campus Rec sponsors.	Achieved Goal
Co-Curricular Programming & Support Services	Retention of our students Civic Engagement & Student Leadership Healthy Campus 2020	Assist Club Sport teams in their goal of participating in regional and national tournaments.	20% of club sports will represent the college at regional or national tournaments.	28% of Club Sport teams represented the college at regional or national tournaments.	MyBrockport, Club Sport funding, and staffing	Achieved Goal
Co-Curricular Programming & Support Services	Retention of our students Civic Engagement & Student Leadership Healthy Campus 2020	Increase Fitness and Wellness programs by 5%.	Total number of participants in Fitness and Wellness programs.	The total number of Fitness and Wellness programs (Group Ex, Pink Gloves Boxing, Personal Training, etc.) decreased by 35%.	Participation numbers for fitness assessments, personal training and group exercise.	A decline of 35% primarily due to the process for checking in for Group Exercise classes. This process has been streamlined to be more efficient.

### Creating a Culture of Evidence & Continuous Improvement

The College at Brockport is committed to improving program effectiveness and the quality of the student experience through assessment data. The use of assessment data will contribute to the culture of evidence within each unit and the overall campus community. This section allows units to report administrative assessment data that might not necessarily be tied to a specific goal, but illustrates program or unit effectiveness.

Assessment Objective	KPIs/Benchmark	Outcome/Results	Analysis										
Total number of Fitness & Wellness individual visits which include Personal Training Sessions, Group Exercise Classes and Individual visits to the SERC.	Number of Fitness & Wellness Individual visits over past 4 years.	 <table><caption>Fitness and Wellness Individual Visits</caption><thead><tr><th>Fiscal Year</th><th>Visits</th></tr></thead><tbody><tr><td>FY 12</td><td>94482</td></tr><tr><td>FY 13</td><td>180306</td></tr><tr><td>FY 14</td><td>197887</td></tr><tr><td>FY 15</td><td>195298</td></tr></tbody></table>	Fiscal Year	Visits	FY 12	94482	FY 13	180306	FY 14	197887	FY 15	195298	Relatively flat participant numbers. A flaw in the process for checking in Group Exercise participants was found and has since been resolved.
Fiscal Year	Visits												
FY 12	94482												
FY 13	180306												
FY 14	197887												
FY 15	195298												
Total number of Club Sport participants who filled out participation packets through MyBrockport.	Number of Club Sports participants over past 4 years.	 <table><caption>Club Sports Participants</caption><thead><tr><th>Fiscal Year</th><th>Participants</th></tr></thead><tbody><tr><td>FY 12</td><td>420</td></tr><tr><td>FY 13</td><td>566</td></tr><tr><td>FY 14</td><td>742</td></tr><tr><td>FY 15</td><td>880</td></tr></tbody></table>	Fiscal Year	Participants	FY 12	420	FY 13	566	FY 14	742	FY 15	880	Growth has been increasing quickly. Although this is good, Campus Recreation needs to develop a strategy to control growth in upcoming years.
Fiscal Year	Participants												
FY 12	420												
FY 13	566												
FY 14	742												
FY 15	880												

Assessment Objective	KPIs/Benchmark	Outcome/Results	Analysis														
Total number of active Club Sport Teams.	Number of Club Sports over past 5 years.	<div><p>Number of Club Sports</p><table><thead><tr><th>Fiscal Year</th><th>Number of Club Sports</th></tr></thead><tbody><tr><td>FY 2010</td><td>19</td></tr><tr><td>FY 2011</td><td>16</td></tr><tr><td>FY 2012</td><td>19</td></tr><tr><td>FY 2013</td><td>18</td></tr><tr><td>FY 2014</td><td>21</td></tr><tr><td>FY 2015</td><td>23</td></tr></tbody></table></div>	Fiscal Year	Number of Club Sports	FY 2010	19	FY 2011	16	FY 2012	19	FY 2013	18	FY 2014	21	FY 2015	23	Growth has been increasing quickly. Although this is good, Campus Recreation needs to develop a strategy to control growth in upcoming years.
Fiscal Year	Number of Club Sports																
FY 2010	19																
FY 2011	16																
FY 2012	19																
FY 2013	18																
FY 2014	21																
FY 2015	23																
Total revenue from Ice Arena.	Last 4 years of ice arena revenue.	<div><p>Ice Arena Revenue (\$1,000)</p><table><thead><tr><th>Fiscal Year</th><th>Revenue (\$1,000)</th></tr></thead><tbody><tr><td>FY 2012</td><td>176</td></tr><tr><td>FY 2013</td><td>167</td></tr><tr><td>FY 2014</td><td>188</td></tr><tr><td>FY 2015</td><td>192</td></tr></tbody></table></div>	Fiscal Year	Revenue (\$1,000)	FY 2012	176	FY 2013	167	FY 2014	188	FY 2015	192	Growth continues to increase as new groups are renting ice time.				
Fiscal Year	Revenue (\$1,000)																
FY 2012	176																
FY 2013	167																
FY 2014	188																
FY 2015	192																

Assessment Objective	KPIs/Benchmark	Outcome/Results	Analysis								
Total revenue from SERC HOF.	Last 3 years of revenue from the SERC House of Fields.	 <table border="1"><caption>CR Outside Agencies &amp; On Campus Users of SERC</caption><thead><tr><th>Fiscal Year</th><th>Revenue</th></tr></thead><tbody><tr><td>FY 2013</td><td>32444</td></tr><tr><td>FY 2014</td><td>64932</td></tr><tr><td>FY 2015</td><td>81506</td></tr></tbody></table>	Fiscal Year	Revenue	FY 2013	32444	FY 2014	64932	FY 2015	81506	There has been a significant increase in revenue for the SERC House of Fields. Many groups are booking several years in advance.
Fiscal Year	Revenue										
FY 2013	32444										
FY 2014	64932										
FY 2015	81506										
Total number of student employment hours.	Total number of employment hours.	 <table border="1"><caption>Student Employment Hours</caption><thead><tr><th>Fiscal Year</th><th>Hours</th></tr></thead><tbody><tr><td>FY 2014</td><td>20905</td></tr><tr><td>FY 2015</td><td>23690</td></tr></tbody></table>	Fiscal Year	Hours	FY 2014	20905	FY 2015	23690	There has been a 15% increase in the number of hours due to increased program initiatives.		
Fiscal Year	Hours										
FY 2014	20905										
FY 2015	23690										

## **2014-2015 Closing the Loop Summary Report**

The following report outlines the assessment tools used and data compiled in regard to **no more than three** unit/office goals from 2014-2015. It will also highlight the proposed action items and recommendations for the next year. Please note that this information will be included in the EMSA Briefing Book.

***2014-2015 Goal: To increase the number of student employees to reflect the diverse population of the college community***

***Tool Used:*** Employee demographics and personal interviews.

***Data/Results:*** 12.6% of students employed by Campus Recreation identify as underrepresented at The College at Brockport.

***Summary/Conclusions:*** Campus Recreation continues to engage in intentionally hiring to reflect the diversity of the student population.

***Recommendations/Action Items for next year:*** We will continue to engage in intentionally hiring students who come from diverse backgrounds. We also focused on our promotional positions (Supervisor, SERC Manager and Membership Services).

***Methods for disseminating results:*** Review of staffing took place while conducting the Campus Recreation Unit Assessment Plan.

***Sentence to be included in EMSA Briefing Book:***

In 2014-2015 Academic Year, Campus Recreation employed 12.6% of students from underrepresented students at The College at Brockport. Also, 17.1% of the staff in promotional positions identify as underrepresented students.

***2014-2015 Goal: Increase the knowledge and confidence of student employees through a purposeful employee training program, to ensure guidelines are met for a safe structured working environment***

***Tool Used:*** Department trainings and quizzes attendance for trainings.

***Data/Results:*** 98% of Campus Recreation employees successfully completed the department training and quizzes on their first attempt.

***Summary/Conclusions:*** Campus Recreation exceeded the percentage rate of 95% for successful completion of departmental trainings and quizzes on the first attempt.

***Recommendations/Action Items for next year:*** Continue with a robust department training program for all Campus Recreation student employees.

***Methods for disseminating results:*** Staff training outcomes were reviewed while conducting the Campus Recreation Unit Assessment Plan.

***Sentence to be included in EMSA Briefing Book:*** In 2014-2015, 98% of Campus Recreation employees successfully completed the department training and quizzes on their first attempt

***2014-2015 Goal: Increase the percentage of unique student participants in Campus Recreation programs and events from 78.5 ('13/'14) to 80% ('14/'15)***

***Tool Used:*** Attendance from all events Campus Rec offers and Club Sport rosters.

***Data/Results:*** The total number of unique students who participate in Campus Recreation events, intramurals, informal recreation and fitness and wellness programs was 4,967 participants (80.2%) for the 2014-2015 Year.

***Summary/Conclusions:*** The total number of unique students who participate in Campus Recreation events, intramurals, and informal recreation and fitness and wellness programs increased by almost 2% from 2013-2014. Campus Recreation introduced new programs targeting students who may not otherwise participate in Campus Recreation programs, such as Global Rec Fest.

***Recommendations/Action Items for next year:*** Campus Recreation will continue to provide a variety of programs and events that meets the ever changing needs of the campus community. Continue growing and marketing programs as well as focusing more strategically on freshman and transfers.

***Methods for disseminating results:*** Programs and events were reviewed and provided on the Campus Recreation highlights on the Campus Recreation website and in departmental annual report.

***Sentence to be included in EMSA Briefing Book:*** The total number of unique students who participate in Campus Recreation events, intramurals, and informal recreation and fitness and wellness programs was 4,967 participants (80.2%) for the 2014-2015 Year, an increase from 78.5% for the 2013-2014 Year.

### 2015-2016 Assessment Plan

<b>Strategic Plan Construct</b>	<b>Divisional Priority/Objective(s)</b>	<b>Unit Goal</b>	<b>Assessment Objective</b>	<b>Assessment Measures</b>	<b>Resources Needed</b>	<b>Action Plan</b>	<b>Person(s) Responsible</b>
Co-Curricular Programming & Support Services	Diversity & Inclusiveness Recruitment Strategies Civic Engagement & Student Leadership	To increase the number of student employees to reflect the diverse population of the college community.	At least 15% of students employed by Campus Recreation will identify as an underrepresented student at The College at Brockport.	Student employee demographics	Personal interviews	Staff will continue to promote employment opportunities with underrepresented students via face to face interactions we have on a daily basis, including those who use the SERC, working with the office of international education office, and offices who advise clubs and organizations.	Scott Haines
Co-Curricular Programming & Support Services	Retention of our students Civic Engagement & Student Leadership Healthy Campus 2020	Increase the knowledge and confidence of student employees through a purposeful employee training program, to ensure guidelines are met for a safe structured working environment.	95% of Campus Recreation student employees will successfully pass the department training and quizzes on their first attempt as well as reviewing the results from the training survey through Baseline, the 11 point checks scores and Mock Drills.	Mach forms	None	Continue to review best practice processes and procedures for student trainings, staffing models, manuals, and Emergency Action Plans. Develop a year round staff training plan suited for the needs of Campus Recreation employees.	Campus Recreation staff



<b>Strategic Plan Construct</b>	<b>Divisional Priority/Objective(s)</b>	<b>Unit Goal</b>	<b>Assessment Objective</b>	<b>Assessment Measures</b>	<b>Resources Needed</b>	<b>Action Plan</b>	<b>Person(s) Responsible</b>
Co-Curricular Programming & Support Services	Healthy Campus 2020	Increase the percentage of unique student participants in Campus Recreation programs and events from 78.5 ('13/'14) to 80.2% ('14/'15)	The total number of unique students who participate in Campus Recreation events, intramurals, informal recreation and fitness and wellness programs.	The amount of students participate in at least 1 Campus Recreation program or event.	None	More intentional programming, along with expanding promotional information. Continue to assess the needs of the students throughout the year.	Campus Recreation Staff
Co-Curricular Programming & Support Services	Retention of our students Civic Engagement & Student Leadership Healthy Campus 2020	Assist Club Sport Teams in their goal of participating in regional and national competitions.	25% of club sports will represent the college at regional or national competitions.	The number of clubs representing the college at regional or national competitions.	Finances	Campus Recreation needs to develop a strategy to control growth in upcoming years.	Campus Recreation Staff
Co-Curricular Programming & Support Services	Retention of our students Civic Engagement & Student Leadership Healthy Campus 2020	Increase Fitness and Wellness programs by 3%	Total number of participants in Fitness and Wellness programs.	The total number of Fitness and Wellness programs.	None	Increase the awareness of programs via electronic media opportunities such as the Campus Recreation App, web page, digital signage, etc.	Campus Recreation Staff
Co-Curricular Programming & Support Services	Diversity & Inclusiveness Recruitment Strategies Civic Engagement & Student Leadership	To mirror or exceed the underrepresented student body at The College at Brockport.	Total number of underrepresented student employees who are in promotional positions within Campus Recreation.	Employee demographics in promotional positions.	Performance reviews, Student Employee Recognition Program	Identify and encourage student employees from our underrepresented staff to consider applying for positions in promotional areas.	Campus Recreation Staff

<b>Strategic Plan Construct</b>	<b>Divisional Priority/Objective(s)</b>	<b>Unit Goal</b>	<b>Assessment Objective</b>	<b>Assessment Measures</b>	<b>Resources Needed</b>	<b>Action Plan</b>	<b>Person(s) Responsible</b>
Co-Curricular Programming & Support Services	Retention of our students Civic Engagement & Student Leadership	Expand the student mentor program to include Club Sports.	The total number of students who become involved in the Student Mentor Program for Intramurals and Club Sports.	The number of new mentors who finish the program.	Certificate of Completion, Staffing	We will promote the program within IM's and Club Sport participants.	Mick Ballart
Co-Curricular Programming & Support Services	Retention of our students Civic Engagement & Student Leadership	To increase the confidence of student employees through a purposeful employee training and to ensure guidelines are met for a safe and structured working environment, specifically in the area of officiating intramural competitions.	Student officials will be trained in the classroom, clinician training (on-field and courts), as well as pre-season controlled scrimmages.	Pre and Post written test for Flag Football and Basketball Officials.	IM Supervisors, GA's and Professional	Identify area of improvement and develop strategies to increase the skills and training for officials.	Mick Ballart

### **Points of Pride & Accomplishments**

<b>Point of Pride/Accomplishment (include data/results as applicable)</b>	<b>Applicable Strategic Construct/ College Priority/College Goal/ Divisional Priority/Unit Goal</b>	<b>Additional Notes</b>
Hosted Girls Hockey Tournament which included teams from all over the United States and Canada.	Co-Curricular Programming & Support Services	
Campus Recreation Student Employee Persistence Rate for 2014-2015 is 95.9% (Campus Recreation student employees who either graduated or returned to the College at Brockport).	Co-Curricular Programming & Support Services	
195,287 patrons used the SERC facilities.	Co-Curricular Programming & Support Services	
Club Sports participants increased to 880 from 406 participants in 2011.	Co-Curricular Programming & Support Services	
Campus Recreation celebrated over 500,000 users since the Grand Opening of SERC in 2012.	Co-Curricular Programming & Support Services	
Ice Arena revenue increased 5.5% in 2014-2015.	Recruitment strategies Civic Engagement & Student Leadership	
SERC House of Fields was used 57 days for “Special Events”: 18 days for on Campus Events; 16 days for Athletic Competitions; and 23 days of off campus rentals.	Recruitment strategies Civic Engagement & Student Leadership	
Campus Recreation Student Supervisors along with Club Sport team, participated in 44 community service projects and raised over \$32,000.	Culture of Philanthropy & Alumni Connectedness	
Campus Recreation Student Supervisors had a cumulative grade point average of 3.36. Two of the student supervisors had a 4.0 GPA for the Spring Semester.	Academic Quality & Engagement	
One graduate assistant obtained a position at Lander University and one at the College at Brockport. One student employee obtained a graduate assistant position at The College at Brockport.	Academic Quality & Engagement	