Recreation Benchmark Survey Results 2011

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Introduction to National Recreation Benchmark Survey

- Nation-wide assessment done biennially
  - First done at UND in 2009
- Compare data to nation-wide results as well as peer institutions
  - 2011: 22 institutions completed the assessment
    - n=21,110
  - 2011 Peer institutions: Large, 4-year, primarily residential campuses
    - 9 campuses, n=8,652
- 2011: 443 total respondents from UND
Wellness Center Strategic Plan

Goals

• Reach non-users
• Satisfaction with programming
• Facility maintenance and cleanliness
• Multi-dimensional Wellness
• Link wellness to academic success
Facility Utilization: Users

2011

2009

UND
Peer
Nation

Question 2
Users/Non-Users: Class Standing

- **Users (n=194)**
- **Non-Users (n=30)**

**Question 112**
Users/Non-Users: Housing

- On Campus: Users 23, Non-Users 0
- Fraternity or Sorority: Users 0, Non-Users 0
- Off: Alone or roommates: Users 37, Non-Users 7
- Off: With parents: Users 7, Non-Users 7
- Off: Spouse/partner/children: Users 27, Non-Users 0
- Other: Users 0, Non-Users 0
Top 5 factors that impede the use of the Wellness Center

Non-User Responses:
1. No time (43.75%)
2. Lack of Privacy (21.88%)
3. Do not like to exercise (18.75%)
4. Programs not offered at convenient times (18.75%)
5. Facilities are too crowded (18.75%)

User Responses:
1. No time (51.19%)
2. Facilities too crowded (39.66%)
3. Programs not offered at convenient times (21.43%)
4. Parking was a problem (16.67%)
5. Hours of operation are not convenient (16.67%)
Overall Satisfaction

“I enjoy participating in Wellness programs/services and or/utilizing facilities.” (strongly and somewhat agree)
Satisfaction with Programming: Fitness

Questions 152-155
Comments about Programming: Fitness

• “The instructors in the fitness classes have always been awesome!”
• “Classes should be offered in the summer.”
• “It would be nice to have the morning classes start at 6 am so that those that need to go to work at 8 am could attend.”
• “There could be more group exercise classes during the day instead of just in the morning and late/afternoon evening. This would help encourage students to come work out when they are on campus and have a break between classes.”
• ”ZUMBA is a lot of fun and so is the abs blast class, but the room we use for the class isn’t very big and sometimes gets really crowded.”
Satisfaction with Programming: Intramurals

- Number of team sports offered: UND 2011 (n=37) - 99, Peer 2011 - 65, Nation 2011 - 84
- Number of individual sports offered: UND 2011 (n=37) - 65, Peer 2011 - 70, Nation 2011 - 70
- Variety of team sports offered: UND 2011 (n=37) - 84, Peer 2011 - 70, Nation 2011 - 70
- Variety of individual sports offered: UND 2011 (n=37) - 70, Peer 2011 - 70, Nation 2011 - 70

Questions 156-159
Comments about Programming: Intramurals

• “Hockey refs should have proper training and hockey experience. It is very frustrating to have a ref that doesn’t know how to call a game, especially at a more advanced level.”

• “I love the intramurals! But you need the referees to know more about the sport and to pay attention. There was once in a while when at basketball, they would be chatting with one another and not pay attention to the game.”

• “Intramural refs are very inconsistent with their calls.”
Satisfaction with Programming: Cooking Classes

Questions 166-168
Comments about Programming: Cooking Classes

• “I have honestly not heard about any of the cooking classes offered, and I go to the Wellness Center a number of times a week.”

• “Some prices for some cooking classes are a little too high for a college student like me.”
Satisfaction with Programming: Rock Wall

Questions 169-171
Comments about programming: Rock Wall

• “I am very satisfied. My only concern is that the Rock Wall costs a fee, even for students.”
Satisfaction with Facilities

Facilities are clean: 98
Facilities provide a safe environment: 98
Well-maintained, encourage participation: 95

Questions 129-131
Satisfaction with Facilities: Hours

“Please rate your level of satisfaction with on campus Wellness facilities hours of operation.” (very/somewhat satisfied responses)

Questions 144-145
Comments about Facilities

• “The Wellness Center is a great facility and I greatly appreciate the availability. It’s a great improvement to what was available in the past.”
• “I run on the track frequently and am frustrated with the amount of people that jump out onto the track without looking. I would appreciate additional efforts to educate people on looking before the cross.”
• “Quite often, it is hard to find an available cardio machine during peak hours.”
• “Would love to have straight bars for pull ups that are not right next to a wall.”
Comments about Facilities

• “I have been very satisfied with the hours of operation of the wellness facilities. Every time I would like to use the facilities they are available, and the machines I like to use are almost always available and if they are not, it is only a matter of minutes before they are.”

• “I wish the Wellness Center was open earlier on Saturday and Sunday.”

• “If someone forgets their ID, please have a policy in place where they get 2 ‘passes’ per semester. We provide our name and ID number and have you ask a security question of something. For students who live far off campus, this is very inconvenient.”
Multi-Dimensional Wellness

“To what extent has your participation in Wellness programs/services impacted you…?”

1. Physical (75.32%)
2. Social (32.09%)
3. Occupational (23.62%)
4. Emotional (23.04%)
5. Intellectual (19.81%)
6. Environmental (17.41%)
7. Spiritual (12.95%)

Questions 69-75
Multi-Dimensional Wellness

“From your participation in Wellness programs/services, do you feel you have increased your...?”

Questions 61, 64, 66, 54
Linking Wellness to Academic Success

Self-reported cumulative GPA

- Users
- Non-Users

Question 122
Linking Wellness to Academic Success

“From your participation in Wellness programs/services, do you feel you have increased your...?”

Questions 45, 50, 53, 59, 57, 60, 65
Maintaining Healthy Lifestyle

• “How important is maintaining a healthy lifestyle to you prior to enrolling/after leaving UND??

• “How important were recreation, sports and/or fitness activities prior to enrolling/after leaving UND?”

Questions 7-10
Enhancing Life at UND

“Wellness activities and programs contribute to the quality of life at this institution.”
- 85% (strongly/somewhat) agree with that statement

By participating in the Wellness programs/services:
- “I feel a lot better about myself, and it has really helped me relieve my stress.”
- “I have learned a lot about eating habits from some of the personal programs offered. I have learned how to let loose and just leave everything else behind once I walk into the Wellness Center.”
- “It definitely makes me have a positive attitude.”

Questions 36, 67
Enhancing Life at UND

By participating in the Wellness programs/services:

• “It has made me much more focused on taking care of myself every single day so I stay healthy and continue with a strong academic performance.”

• “Trying new exercises/machines I would have never thought of trying prior to my college experience. Also, visiting the Wellness Center has taught me that it is not scary/intimidating to be a part of a Wellness facility, as many people have not participated in one before.”
That’s great! So... now what?

• Increase student utilization
  • Participate in Graduate School Orientation week events/activities
  • Bigger presence in first year Medical Student’s orientation week
  • Involved in International Student Orientation week activities

• Online students unable to ‘physically’ participate/utilize services
  • Increase online presence- videos, resources, etc. available from website and other media tools

• “No time” is a common barrier for utilization of Wellness facilities
  • Create a “30 minute fitness” routine that can completed within the facility or at home
  • Schedule more 30 minute Group Exercise classes
That’s great! So... now what?

• Continue to improve satisfaction
  • Online comment card developed- able to share comments/suggestions anonymously
  • Re-adjust the timing of some group exercise classes

• Weekend hours of operation are being re-evaluated
  • SWAC project

• Continue to educate on how participation in Wellness activities is linked to academic success, professional success
  • 7 Dimensions of Wellness/Wristbands- Spring 2012 campaign

• Increase utilization of less frequently used programs/services
  • Improved marketing processes

• ID policy- Friendly Reminder Program (new Fall 2011)
Thank you!

- Any Questions?