

**Student Services Annual Department Report
Department: Center Activities**

Humboldt State University

Enrollment Management and Student Affairs

University Center

Center Activities

University Center Mission Statement

Mission Statement

The University Center is a comprehensive campus auxiliary and student union that provides Humboldt State University's students and the greater campus community with services, conveniences and amenities requisite to the daily life of the campus. Opportunities to grow in areas outside of the academic classroom are provided through organized recreational, cultural and educational offerings, as well as dining services, and other support operations and facilities.

Related Items

1: To provide students with leadership experience and training

Description of Goal

To provide students with leadership experience and training.

1A: Guide Training Program

Type of Outcome: General Outcome

Learning Domain:

Description of Outcome

Center Activities will develop a continuous and effective relationship with the HSU Kinesiology and Recreation Administration Department to support a guide training program and applicant pool.

Measurement Strategy: Existing Data, Observation

Assessment Method

1. Measure effectiveness of relationship with Kinesiology & Recreation Department.
2. Determine if the training program is successful
3. Determine if the applicant pool is sufficient

Results of Assessment

1. Through ongoing conversations and communication with the HSU Kinesiology & Recreation Department's Dr. Marchand, we have determined that we have a very strong and effective relationship. There has been a very collaborative approach on deciding methods for implementing the training program, delegating topics or areas of trainings, and finding ways to improve the program for the next semester. We have completed two semesters of the training program and will be continuing to offer it in the fall of 2015. This demonstrates that the working relationship between our departments is effective.

2. We feel the training program has been successful for the students both from observation and student evaluations. The students who have been through the program have been trained in a wide variety of outdoor activities that they did not have the exposure to in their school courses. These activities included rock climbing, sea kayaking*, stand up paddling*, and canoeing*. (*Mandatory) They were able to demonstrate proper technique and rescue (self and assisted) skills during the trainings and then had the opportunity to assist on Center Activities outings in addition to assisting with the Recreation Department courses. Additional in class trainings on specific topics relating to the outdoors, such as understanding and reading tidal information, were presented throughout the semester.

Semester 1 (Fall 2014): 4 Student Participants, 3 aquatic activity skills trainings, 9 Center Activities outings led with Assistant Instructors from program

Semester 2 (Spring 2015): 5 Student Participants (2 repeating), 3 aquatic activity skills trainings, 1 risk management training, 1 rock climbing training, 10 Center Activities outings led with Assistant Instructors from program

Semester 3 (Fall 2015): 9 Students Accepted into program

3. The applicant pool has not increased as dramatically as we had hoped. Students who demonstrated strong skills in the field were encouraged to apply for paid positions as Instructors for Center Activities. From the first semester, we had only one student apply. We hired this student. Two students felt they needed another semester of the training, and the remaining student graduated and moved from the area.

We are waiting to see how many of the spring 2015 semester students apply for the paid Instructor positions in the fall. We know that 2 of them graduated and will not be in the area any longer.

Conclusions

Overall, this program has been successful, but will need further assessment in the coming semester to continue the improvement of the training program.

As a result of the knowledge and experience gained in the past two semesters of offering this program, Center Activities has determined the areas that will be focused on for the upcoming semesters will be:

- more in class topic trainings
- developing a mentorship program with the current Center Activities Instructors to mentor the Assistant Instructors going through the training
- increasing female participation
- clarifying the hiring process for students upon completion of the training program
- capturing students earlier in their college years to increase the number of trained students

available to hire upon completion of the program

1B: Outdoor Skills Training

Type of Outcome: Student learning outcome

Learning Domain: KA: Knowledge Acquisition, Construction, Integration & Application, PC: Practical Competence

Description of Outcome

As a result of outdoor skill trainings, employees will be able to demonstrate, teach and supervise proper technique and safety protocol specific to the skill.

Measurement Strategy: Existing Data, Evaluations

Assessment Method

- Skill verification check off forms
- Training Attendance forms

Results of Assessment

In the spring 2015 semester, the following skills trainings were offered:

Climbing - 6 in attendance

Sea Kayak (Humboldt Bay Aquatic Center Staff) - 8 in attendance

Sailing/Windsurfing - 8 in attendance

Sea Kayak - 14 in attendance

Canoe & Stand Up Paddle - 21 in attendance

Rafting (cancelled due to low participation numbers)

Of the staff attending the training, all were able to successfully demonstrate proper technique & safety protocols. Not all staff had the opportunity to teach and supervise each skill due to the timing limitations of the day.

Conclusions

After implementing the skills verification check off sheets for the trainings, we realized that at a training, staff members are able to demonstrate that they can perform the specific skills, but the training is limited in the sense that we are not able to verify they have taught the specific skill. In attempt to remedy this, the skills check off now has a second place to verify they can teach the skill that is filled in at a later date by a Lead Instructor who has witnessed their teaching. Assistant Instructors will need to be checked off by a Lead Instructor before they will be allowed to lead an activity.

Center Activities would like to offer more skills trainings. Skill verification forms still need to be created for surfing, backpacking, reading tides, and whitewater kayaking.

2: To involve and engage students, staff and faculty

Description of Goal

To involve and engage students, staff and faculty on the campus and community through diverse recreational and social opportunities.

2A: Programming & Events

Type of Outcome: General Outcome

Learning Domain:

Description of Outcome

The events and programs offered by Center Activities will meet the needs of student, staff, faculty and local community.

Measurement Strategy: Existing Data

Assessment Method

-Number of Programs offered

-Participation Numbers

Results of Assessment

Center Activities and the Humboldt Bay Aquatic Center offered 109 different types of programs/trips in the 2014/2015 year. Many of those programs were offered multiple times throughout the year, so we advertised 292 opportunities. Of those 292 program opportunities offered, 176 occurred. Many were cancelled due to low enrollment numbers, or weather conditions. Some programs were cancelled because the instructors with the specialized skill set moved from the area. Additionally, there were 68 private lessons/trips offered throughout the course of the year.

Total Types Activities Offered: 109

Number of Individual Programs that ran during the year: 244

Total Participants: 2455 (as of 6/8/15 - programming continues during the summer)

Conclusions

Each program needs to be assessed on an individual basis because they all have such specific needs, limitations, and constricting factors. Below are some generalized conclusions from the programs offered.

Some programs were offered too frequently and never had enough participation to allow them to run. We adjusted the number of times we offered them in the Spring semester.

We will need to hire and train additional biking/cycling instructors so we do not have to cancel the biking programs.

Climbing programs are struggling for enrollment. We will need to rethink what we are offering and how we are marketing the programs.

3: To foster an environment for academic, personal and professional development

Description of Goal

To foster an environment for academic, personal and professional development.

3A: Humboldt Outdoor Wilderness Leadership

Type of Outcome: Student learning outcome

Learning Domain: IC: Interpersonal Competence, ID: Intrapersonal Development

Description of Outcome

Through participation in Humboldt Outdoor Wilderness Leadership trip, students will have a meaningful transition from high school to college.

Measurement Strategy: Survey, Evaluations

Assessment Method

-Trip Evaluations

-Survey follow up

Results of Assessment

Assessments were not completed this year. This will be revisited in the 2015/2016 year.

Conclusions

3B: Customer Service

Type of Outcome: Student learning outcome

Learning Domain: CC: Cognitive Complexity

Description of Outcome

During the duration of employment, students will be able to successfully demonstrate quality customer service.

Measurement Strategy: Evaluations, Other

Assessment Method

Customer Evaluations

Suggestion Box responses

Observation by supervisors

Results of Assessment

Customer evaluations rated the customer service as "Excellent" 92% of the time, 6% "Good," 2% as "Average."

No customer service complaints came in the suggestion box.

There were 2 incidents of complaints made to supervisors in regards to customer service.

Managers still feel that they hear staff struggle with responses to questions, instructions, or miscommunications from the public.

Conclusions

Good quality customer service will continue to be a focus moving forward. Center Activities still feels we are training our staff on this skill and will continue to refine staff members' skills. Each staff members customer service skills are being addressed in evaluations and in situations that arise. As the staff became more confident in the information they are communicating, their customer service increased. We will continue to develop clear resources for their reference and train them on responses appropriate for their area. We feel that good customer service is assumed by the staff, but they have not yet embraced the culture of great customer service we are attempting to instill. Center Activities will continue to emphasize high quality customer service into the existing culture.

4: To provide opportunities for skill acquisition

Description of Goal

To provide opportunities for skill acquisition in a non-academic setting.

4A: Certification Courses

Type of Outcome: General Outcome

Learning Domain:

Description of Outcome

Center Activities will offer certification courses that meet needs (variety and frequency) of students, campus community, and the public.

Measurement Strategy: Existing Data, Other

Assessment Method

-What number of courses are offered of each type.

-How many types of Certifications are offered.

-Informal feedback/inquires for variety of courses offered, suggestion box responses.

Results of Assessment

Center Activities offered the following certifications:

ACA Instructor Certification: 2 courses offered, 0 enrolled

CPR/AED Adult & Pediatric: 2 courses offered, 2 courses ran, 21 participants

CPR/AED for the Pro Rescuer: 7 courses offered, 7 courses ran, 88 participants

First Aid & CPR: 5 courses offered, 5 courses ran, 54 participants

EMT: 2 courses offered, 2 courses ran, 42 participants

EMT CE Units: 2 courses offered, 1 course ran, 12 participants

River Rescue Certification: 1 course offered, 0 enrolled

Wilderness First Aid: 1 offered, 1 course ran, 17 participants

Wilderness First Responder: 2 courses offered, 2 courses ran, 53 participants

Wilderness First Responder Recertification: 2 courses offered, 1 course ran, 30 participants

We had a few people request SCUBA certifications. Other informal requests were for trainings to be held at different times in the day/year to meet personal needs. There were requests for more CPR/First Aid courses.

Conclusions

Center Activities could increase its offerings of the CPR and First Aid courses as they were generally at their course capacity and people were requesting more courses. Many people had to go to outside agencies.

Center Activities is attempting to increase the certifications it offers. There have been difficulties getting certifying bodies to come to the area to instruct the courses, which often drives the price high. Center Activities is working with the Recreation Department on campus to see what certifications the recreation students would benefit from having.

5: To provide a welcoming space

Description of Goal

To provide a welcoming space that cultivates healthy lifestyles.

5A: Welcoming Space for Students

Type of Outcome: General Outcome

Learning Domain:

Description of Outcome

All of our locations will provide a welcoming and encouraging atmosphere for students.

Measurement Strategy: Survey

Assessment Method

Survey "weeks" at different locations specifically asking about the atmosphere and comfort level. Make comparisons.

Results of Assessment

Assessments were not completed this year. This will be assessed in the 2015/2016 year.

Conclusions

End of Year Summary

Summary and Conclusions

Next Steps and Plans for Improvement

Related Items

There are no related items.