



## Program Review Summary

<b>Program Name</b>	University Recreation (UREC)
<b>Date of Review</b>	Spring 2001
<b>Major Findings</b>	<ul style="list-style-type: none"> <li>• Capital needs – funding is currently being sought for additional playing fields. All focus groups and the UREC staff expressed this need. The director has presented this as an issue for capital funding.</li> <li>• Develop strategies/resources to expand weight-training services to all groups. Install a curtain on the window between the weight room and pool.</li> <li>• There is a need to redesign the existing space to more adequately meet the changing needs of the UREC clients, and long term planning is needed for the replacement of fitness equipment.</li> <li>• As alternative sources of funding are pursued (revenue from outside users, charges to users for specific services, etc.), additional personnel will be necessary. The needs are currently being met with a part-time fiscal assistant. A business manager position should be added to the UREC staff with the next few years to manage this aspect of the operation.</li> <li>• Continue to pursue plans for recreational fields close to the campus.</li> <li>• Review hours (weekend, morning, and downtime) for specific facilities and connect downtime with special groups (beginners, faculty/staff, and community).</li> <li>• Review marketing/promotion/publicity to determine if it is reaching the broadest possible spectrum of JMU students, faculty and staff.</li> <li>• Work with Health Sciences to determine the appropriate role of trainers and certified supervisors for specific programs.</li> </ul>
<b>Contact Person</b>	Susan Linn

<p><b>Location of Report Hardcopy</b></p>	<p>Wilson Hall, room 113</p>
<p><b>Plans for Recommendations</b></p>	<ul style="list-style-type: none"> <li>• Incorporate the following considerations in the next review of the mission statement:             <ul style="list-style-type: none"> <li>○ In what ways UREC contributes to the reasons why students choose to attend and persist at JMU (i.e., recruitment/retention tool)</li> <li>○ Define/examine targeted primary user groups (students) and secondary user groups (faculty, staff, families, etc.).</li> <li>○ Should self-esteem and/or personal self-assessment components be added?</li> </ul> </li> <li>• Provide better outreach to those who are not already included to participate in its activities.</li> <li>• Develop strategies that would more intentionally link UREC’s mission to the mission of JMU.</li> <li>• Develop a marketing and educational plan that promotes the beginning level programs to first time UREC users. This plan needs to go to the non-users outside of the building, rather than being distributed solely in the UREC building.</li> <li>• Develop more field space to meet current demand.</li> <li>• Clarify the role of UREC in the larger community (outside of JMU). Publicize this role and develop community programs accordingly.</li> <li>• Develop specific strategies to attract users of all body types and physical conditions.</li> <li>• Develop a more intentional approach towards marketing UREC to students who are not currently using the facilities.</li> <li>• Promote “life-long commitment” of overall fitness and health in marketing, education, and programming.</li> <li>• A salary comparison of UREC staff with other national professionals in the field of recreation should be conducted for alignment.</li> <li>• Survey users regarding styles and volumes of music played in various facilities.</li> <li>• Identify programs, services, and promotional activities that will help UREC overcome the “intimidation factor.”</li> </ul>