

Fitness Program Evaluation (Summer 2011, Fall 2011, Spring 2012)

Brief description of program:

Each semester, Campus Recreation Services offers a wide range of group classes covering cardio/fitness, mind/body, and personal enrichment, including indoor cycling, zumba, yoga, body works, step, pilates, belly dance, and latin dance.

Who was asked to complete survey:

All participants in the program, meaning they:

- 1) had a Fitpass,
- 2) bought a 12-punch card, or
- 3) registered for a Personal Enrichment class

Response Rates (approximate):

Summer: 47% (67 of 143)

Fall: 40% (130 of 372)

Spring: 30% (114 of 400)

Administration Type: Campus Labs e-mail and link to post on website

Summary of Key Findings:

The majority of participants were satisfied with the program.

90% of participants would recommend any particular class while 10% would not recommend a particular class.

60% of participants on average were repeat customers.

92% of participants are female, 8% are male. The percentage of males is increasing each semester.

Low percentage of underclassmen participate in the program.

Actions Taken:

Shared results of survey with individual instructors and discussed ways to make improvements where feedback indicated the need.

Hiring more qualified/experienced instructors for future positions.

Focused some marketing toward males and lower classmen.

Explored/offered trending classes.

Which department and/or program goals does this survey align with?

Our main program goal is to offer a wide variety of classes every day of the week in an effort to give each participant a chance to find some activity that fits their interests and schedules.

Which Student Affairs goals does this survey align with?

1-(a – most relevant), (b – most relevant), (c)

6-(a), (b), (c), (d)

8-(a)