

2023 Campus Rec Member Survey Report

The Campus Rec Member Survey is an annual assessment of user satisfaction and perception of Campus Rec programs and services.



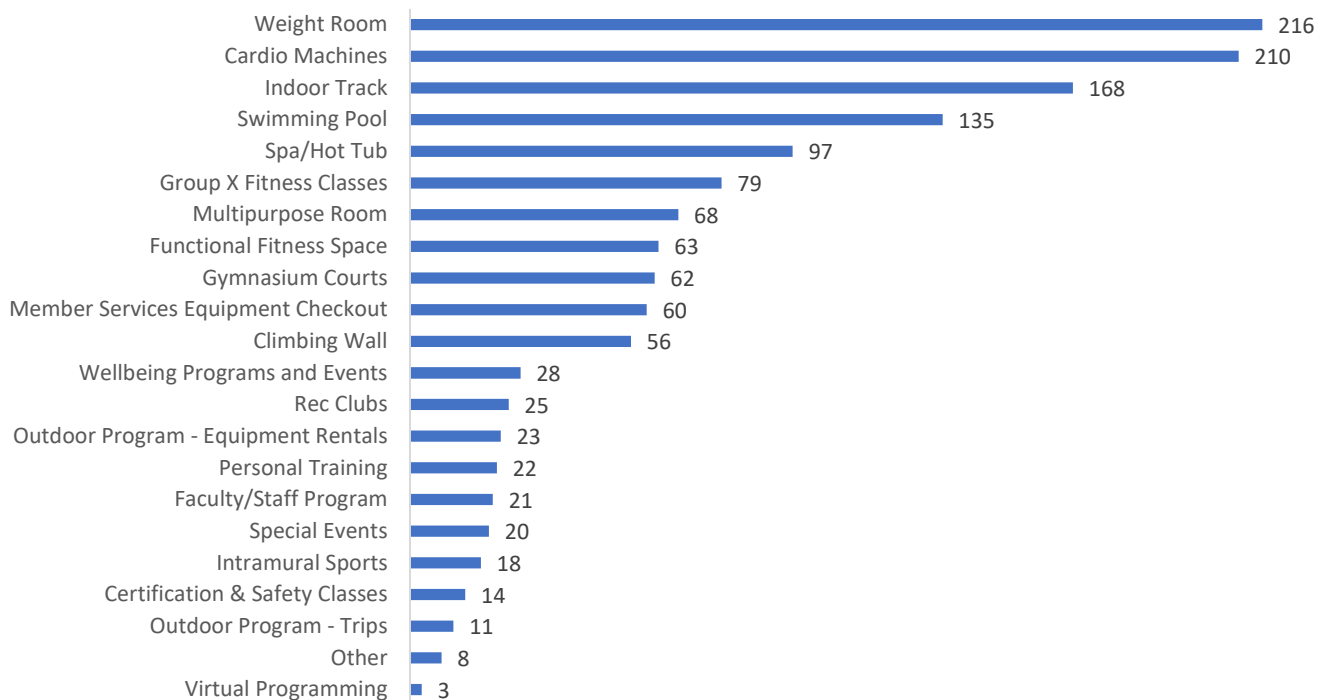
1 SURVEY RESPONSE RATE

The overall *response rate*, percent of survey completion, is 6.7%. Due to the persistent decline in responses over time, regardless of incentives, communications and marketing, the survey frequency and content will be revised in 2024.

	Response rate
2018	12.6%
2019	9.7%
2020	8.3%
2022	8.5%
2023	6.7%

2 RESPONDENT USAGE OF CAMPUS REC

Which Campus Rec programs or services do you use? (n=351)



Frequency of use (n=351)

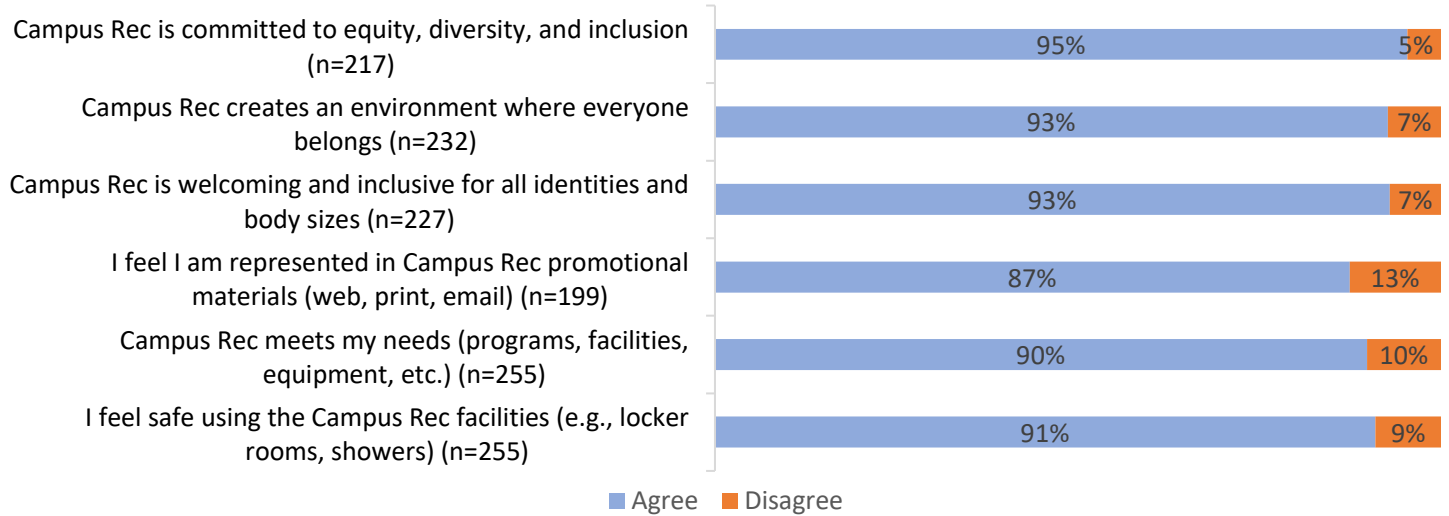


■ Weekly or more
 ■ About weekly
 ■ About monthly
 ■ Less than monthly
 ■ Never/rarely

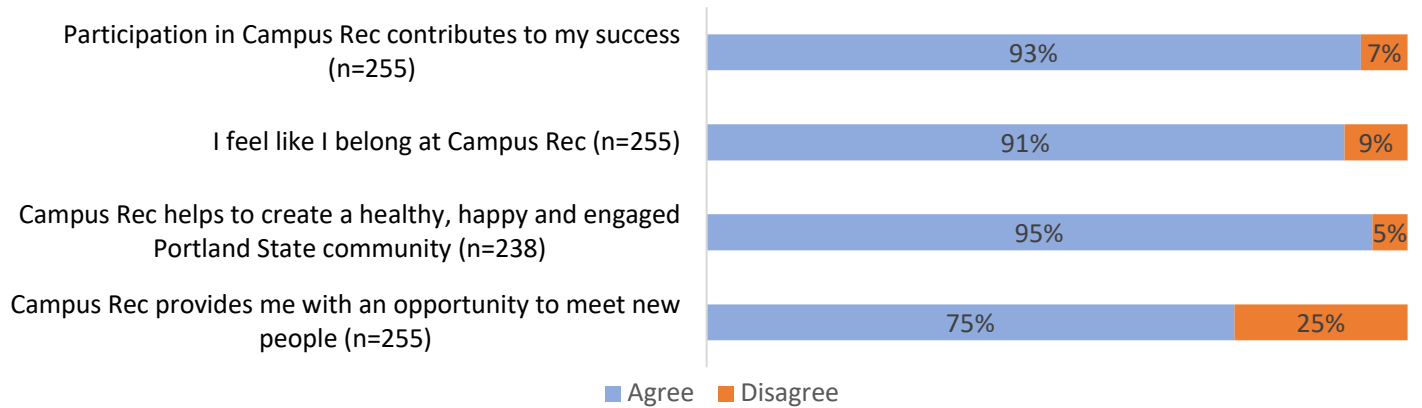
3 PERCEPTIONS AND EXPERIENCE WITH CAMPUS REC

Blue represents Agree and Strongly Agree, Orange represents Disagree and Strongly disagree.

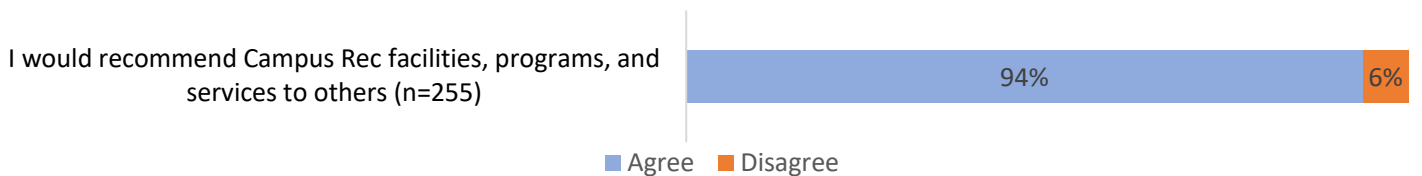
EQUITY AND INCLUSION



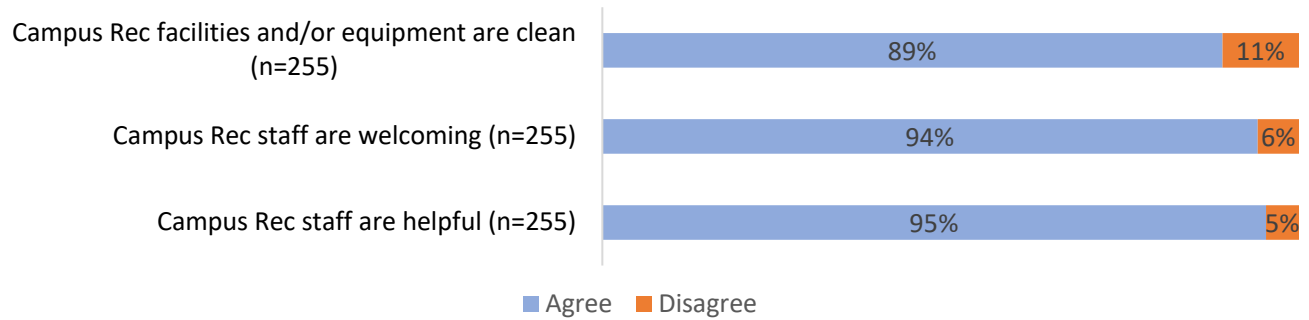
3.1 SUCCESS AND WELLBEING



3.2 RECOMMENDING CAMPUS REC



3.3 EXPERIENCE WITH STAFF AND FACILITIES



4 ACTIONS

4.1 ACTIONS BASED ON ASSESSMENT RESULTS

Based on Prostaff, staff and stakeholder discussion, the following actions are being undertaken to respond to the findings in this survey.

4.1.1 Actions taken in response to survey data (final list from Strategic Pod meeting)

1. Reassess survey frequency and focus and create changes to increase response rates and gather necessary information from members.
2. Create Signage team to implement signage changes during FY24 to address wayfinding, increase awareness of all gender spaces, and address policy/culture needs.
3. Implement Fusion for membership enhancements and communications.
4. Continue offering programs for first-timers (orientations, rec buddies, etc.).
5. Assess facility equipment for improvements.
6. Create, implement and assess strategies to address weight room etiquette and culture to increase inclusivity among patrons.