Analysis Questions and Analysis Answers

For Administrative Support and Student Support Units

Informed by your assessment activities, what changes have you made in your unit in the last three to five years? Describe the changes, the general results that prompted the changes, and the impact on your unit’s clients/customers that you might attribute to these changes.

From 2007-2014 University Recreation, in an effort to monitor participant satisfaction, participated in the Campus Labs StudentVoice Survey 5 separate times: 2007, 2008, 2010, 2012 and 2014. Participation in this survey, combined with University Recreation participation numbers, over the course of these years not only allowed us to compare to peer institutions but also provided the opportunity to examine against our own baseline.

Of particular importance to University Recreation were the following items:

- Facility Safety
- Facility Cleanliness
- Adequate Facility Space
- Adequate Fitness and Cardiovascular Equipment

In the Spring of 2012, The University of Alabama announced the intent to construct an additional facility for student recreation and fitness usage that would be named the Student Activity Center at Presidential Village. The layout, design and equipment selection for this facility, to be opened in the Summer of 2014, has been guided by the findings of the StudentVoice Survey and University Recreation participation trends among other elements. StudentVoice results continue to factor into the discussions of planned upgrades and facility improvements as the University Recreation professional staff evaluates patron needs on an ongoing basis.

Mission / Purpose

University Recreation encourages healthy interaction through active and safe lifestyle opportunities for students and the greater University community that strengthens learning and personal growth.

Other Outcomes, with Any Associations and Related Measures, Targets, Findings, and Action Plans

OthOtcm 1: Freshman Participation

75% of freshmen will utilize a University Recreation facility, program or service at least once.

Related Measures

M 1: Fusion Counts

A Fusion report of first-year student usage will be created based on Action Card swipes for entry into the facility.

Source of Evidence: Activity volume

Target:

Action Card swipe of at least 75% of freshmen.

Finding (2013-2014) - Target: Met

2013-14 Freshman Enrollment: 6478

Action Card Swipe Recorded via Fusion: 5850

Percentage of freshmen accessing a UREC facility, program or service: 90.3%

OthOtcm 2: Female Intramural Participation

Percentage of female intramural participants will increase by 3% compared to the prior year.

Related Measures

M 2: Intramural Participation Counts

Participation counts by gender will be recorded for all intramural events. Female participation for all sports will be compared to the same measurement from the prior academic year.

Source of Evidence: Activity volume

Target:

Female intramural participation will increase by 3% over the past year.
Finding (2013-2014) - Target: Met
2012-13 Female Intramural Participation: 1430
2013-14 Female Intramural Participation: 1576
Percentage Change: +9.07%

OthOtcm 3: Male Group Exercise Participation
Percentage of male participants in group exercise will increase from the beginning of the academic year to the end of the academic year.

Related Measures
M 3: Group Exercise Participation Counts
Participation counts by gender will be recorded by instructors for all group exercise classes. Mean participation by males will be assessed on month to month basis with the goal of spring semester participation being greater than that of fall semester participation due to various marketing programs to be implemented.

Source of Evidence: Activity volume
Target:
Increase in number of male group exercise participants from beginning of the academic year to the end of the academic year.

Finding (2013-2014) - Target: Met
August 2013 - November 2013 (beginning of academic year): 1274 male participants (6.4% of overall participation)
January 2014 - April 2014 (end of academic year: 1553 male participants (7.0% of overall participation)

OthOtcm 4: Stress Level
University Recreation will conduct research to examine the differences in perceived stress level of participants and non-participants.

Related Measures
M 4: Stress Survey
Administration of a validated instrument to measure perceived stress level. University Recreation student users will be compared to non-user students.

Source of Evidence: Administrative measure - other
Target:
Administration of a valid stress measurement instrument.

Finding (2013-2014) - Target: Met
Administration of the Cohen Perceived Stress Survey to 1381 students:
In the last month, how often have you felt that you were unable to control the important things in your life?
In the last month, how often have you felt confident about your ability to handle your personal problems?
In the last month, how often have you felt that things were going your way?
In the last month, how often have you felt that difficulties were piling up so high that you could not overcome them?

Results
Response rate of 17.2%
Statistically significant correlations were identified between UREC participation and questions 1, 2 and 4 on the PSS using Pearson's Bivariate Correlation with an alpha level of .01
There were no statistically significant correlations found between engagement in regular physical activity "at some other location" and any of the four items on the PSS.

M 10: StudentVoice Survey (Facility Usage and Stress Management Questions)
StudentVoice Survey was administered in Spring 2014 to assess participant satisfaction and for benchmarking purposes. Among the questions included on this survey, facility usage and "ability to manage stress" were assessed. These two items will be cross-tabbed to examine facility usage and stress management.

Source of Evidence: Client satisfaction survey (student, faculty)
Target:
Assessment of the relationship between facility usage and stress management

Finding (2013-2014) - Target: Met
Students who used University Recreation facilities between 3 and 5 times per week associated their UREC participation with ability to manage stress more than any other frequency of participation.50.6%, 58.9% and 70.6% of three, four and five time per week users respectively stated that ability to manage stress was "definitely" impacted by UREC participation.

OthOtcm 5: Participation and GPA
University Recreation will conduct research to assess the relationship between use of the Student Recreation Center and grade point average.

Related Measures
M 5: Usage and GPA
Office of Institutional Research and Assessment will replicate a prior research project evaluating the relationship between a student’s grade point average and usage of University Recreation facilities, programs and services. University Recreation participation will be obtained through use of a Fusion report.

Source of Evidence: Existing data

**Target:**
Assessment of participation records and GPA

**Finding (2013-2014) - Target: Met**
Administration of the GPA and UREC usage survey by the Office of Institutional Research and Assessment:

**Findings**

- SRC usage and freshman retention are notably correlated.
  
  • Students that used the SRC at least once in their first term were 5.5% more likely to return for the following fall term.
  
  • The amount of usage also appears to be linked to retention. Student retention trends higher with increased visits during their initial term.
  
  • Demographically, retention rates for students were higher across the board for SRC users when broken down by sex and race. The disparity was greatest 7.1% for Black students and 6.2% for female students.
  
  • Students struggling academically are far less likely to be retained. But, again, when those that use the SRC are contrasted with those that do not, there is notable increase in retention for SRC patrons.
  
  • There is a very strong positive linear relationship between SRC usage and first-term GPA.
  
  • There is a linear positive relationship between student ACT Composite entrance scores and SRC usage.

**M 11: StudentVoice Survey (Facility Usage and GPA)**

StudentVoice Survey was administered in Spring 2014 to assess participant satisfaction and for benchmarking purposes. Among the questions included on this survey, facility usage and self-reported grade point average were assessed. These two items will be cross-tabbed to examine the relationship between facility usage and GPA.

Source of Evidence: Client satisfaction survey (student, faculty)

**Target:**
Assessment of the relationship between facility usage and grade point average.

**Finding (2013-2014) - Target: Met**

Of those students who never use University Recreation facilities, programs and services, 64.8% self-report a grade point average of 3.5-4.0, 29.7% of 3.0-3.4, 1.3% of 2.5-2.9 and 4% of 2.0-2.4. None reported a GPA of less than 2.0.

Of those students who use UREC at one-five times per week, self-reported GPA’s were in the following ranges:

- 3.5-4.0: 60-63%
- 3.0-3.4: 31-37%
- 2.5-2.9: 5-7%
- 2.0-2.4: 0-4%
- Less than 2.0: 0%

**OthOtcm 6: Professionalism of UREC professional staff**

Professional staff will attend a minimum of five (5) training sessions (90% attendance) designed to improve knowledge and application of professionalism which support mentoring and role modeling to student staff.

**Related Measures**

**M 6: Training Session Attendance Records**

Official attendance records of identified training sessions maintained by the office of the Director of University Recreation.

Source of Evidence: Administrative measure - other

**Target:**
90% of University Recreation Professional Staff will attend at least 5 educational opportunities offered within the department

**Finding (2013-2014) - Target: Met**
Of the 16 professional staff available to participate in the sessions dedicated to these educational opportunities, average attendance was 14.6 per session. This is an attendance rate of 91.25%.

**OthOtcm 7: Student Staff Professionalism**
Student staff will attend a minimum of three (3) staff meetings/inservices (90% attendance) related to improvement of professionalism.

**Related Measures**

**M 7: Student staff attendance**
Attendance at staff meetings and inservices recorded and maintained by individual department/program areas within University Recreation.

Source of Evidence: Administrative measure - other

**Target:**
Minimum of 90% attendance rate at 3 staff trainings with an educational component related to professionalism.

**Finding (2013-2014) - Target: Met**
Student staff participated in each of the following training sessions:
(1) All-Staff Training (August 2013)
(2) Title IX Training (Summer/Fall 2013)
(3) UA HR Required Educational Modules (Fall 2013/Spring 2014)

Attendance at all three of these training sessions was between 96% and 100%.

**OthOtcm 8: Conference Presentations**
Professional staff will present at a minimum of three (3) state, regional or national conferences on topics relevant to their area of expertise.

**Related Measures**

**M 8: Annual report**
Assessment of annual reports from University Recreation professional staff.

Source of Evidence: Administrative measure - other

**Target:**
Presentations at a minimum of 3 state, regional or national conferences.

**Finding (2013-2014) - Target: Met**
UREC professional staff presented at a total of 4, state level or higher conferences:
George Brown, John Jackson, Jason Casey, Walter Kolis.

**OthOtcm 9: Program Area Benchmarking**
The seven program/department areas within University Recreation (membership/marketing, informal recreation, intramural sports, sport clubs, fitness, outdoor recreation and aquatics) will benchmark against a pre-determined number of comparable campus recreation facilities, identify best practices, present findings and prepare an outline for improvement.

**Related Measures**

**M 9: UREC Staff Meeting Presentations**
Presentation of benchmark findings and outline for improvement during University Recreation bi-monthly staff meetings.

Source of Evidence: Discussions / Coffee Talk

**Target:**
At least 7 UREC program areas will create benchmark profiles and present at UREC professional staff meetings.

**Finding (2013-2014) - Target: Met**
A total of 8 UREC program areas benchmarked and presented at UREC Staff Meetings:
Aquatics
Outdoor Recreation
Group Exercise
Memberships
Intramurals
Informal Recreation
Marketing
Sport Clubs

**Details of Action Plans for This Cycle (by Established cycle, then alpha)**

**Inclusion and Diversity Training**
University Recreation staff will actively participate in training that promotes identification and action/response to improved inclusion and diversity of the myriad of participants (current and potential) who may wish to engage in programs, services and facility offerings.

**Established in Cycle:** 2011-2012
**Implementation Status:** Planned
**Priority:** High
**Implementation Description:** Staff (professional and student) will take part in training from the following areas: 1) Safe Zone-recognition and inclusion/sensitivity training of LGBTQ members of the campus community 2) Safe Harbor-recognition and steps to prevent and respond to individuals who are or may be potential victims of domestic violence 3) QPR-Question, Persuade and to identity and give support and assistance to individuals exhibiting suicidal thoughts or behaviors

**Projected Completion Date:** 11/2012
**Responsible Person/Group:** All professional staff, clerical/support staff and select student leaders of the department.

**Additional Resources:** Scheduled meetings in tandem with regular bi-weekly staff meetings during the fall semester of 2012. Working to arrange meeting dates and reservation of adequate space within the Student Recreation Center.

**Quality of Life Educational Plan**
Based on the 2012 Quality of Life Survey, evidence suggests the need for improved education on the benefits of regular physical activity for all populations.

**Established in Cycle:** 2011-2012  
**Implementation Status:** Planned  
**Priority:** High  
**Implementation Description:** The recently completed "METRECs" program is designed to improve and simplify understanding of commonly considered acceptable guidelines and standards for quantity and quality of physical activity.  
**Responsible Person/Group:** Fitness Staff of University Recreation and Marketing Department for distribution.  
**Additional Resources:** None at this time

**Aquatics Benchmark**
As part of the departmental area evaluation, aquatics will benchmark against comparable campus recreation programs, present findings, and prepare an outline for improvement. This should help improve patron satisfaction and, in turn, increase future participation numbers.

**Established in Cycle:** 2012-2013  
**Implementation Status:** Planned  
**Priority:** High  
**Projected Completion Date:** 04/2014

**Female Intramural Participation**
Implementation of a marketing plan to increase female participation in intramurals.

**Established in Cycle:** 2012-2013  
**Implementation Status:** Planned  
**Priority:** High  
**Projected Completion Date:** 04/2014

**Male group exercise participation**
Implementation of a marketing plan to increase male participation in group exercise.

**Established in Cycle:** 2012-2013  
**Implementation Status:** Planned  
**Priority:** High  
**Projected Completion Date:** 04/2014

**Outdoor Recreation Benchmarking**
As part of the departmental area evaluation, outdoor recreation will benchmark against comparable campus recreation programs, present findings, and prepare an outline for improvement. This should help improve patron satisfaction and, in turn, increase future participation numbers.

**Established in Cycle:** 2012-2013  
**Implementation Status:** Planned  
**Priority:** High  
**Projected Completion Date:** 04/2014

**Providing counsel to diverse student population**
Mandatory professional staff attendance at a minimum of 5 training sessions that will increase professionalism along with improving mentoring and role modeling to student staff.

**Established in Cycle:** 2012-2013  
**Implementation Status:** Planned  
**Priority:** High  
**Projected Completion Date:** 04/2014

**Student Center at Presidential Village**
Planning, construction, outfitting, and opening of the new Student Center at Presidential Village. This new facility will provide an additional facility and potentially reduce overcrowding at the Student Recreation Center.

**Established in Cycle:** 2012-2013  
**Implementation Status:** Planned  
**Priority:** High  
**Projected Completion Date:** 06/2014

**UREC impact on stress**
University Recreation will conduct research designed to investigate the impact of participation in University Recreation programs, services and facilities on perceived stress level of students.

**Established in Cycle:** 2012-2013  
**Implementation Status:** Planned  
**Priority:** High  
**Projected Completion Date:** 04/2014
Mission / Purpose

University Recreation encourages healthy interaction through active and safe lifestyle opportunities for students and the greater University community that strengthens learning and personal growth.

Student Learning Outcomes, with Any Associations and Related Measures, Targets, Findings, and Action Plans

SLO 6: Patron Wellness

As a result of participation in University Recreation programs, services and facilities, patrons will exhibit a higher level of overall health and wellness.

Relevant Associations:

Related Measures

M 13: QOL-BREF Question #2
Administration of the World Health Organization Quality of Life-BREF; analysis of question #2, "how satisfied are you with your health?". Scores on this question will be compared to participant use through the use of a Fusion (facility software management) report.

Source of Evidence: Administrative measure - other

Target:
As mean facility usage (per student) increases, mean response to question #2 on WHO-QOL(BREF) increases

Finding (2012-2013) - Target: Met
109 students were randomly sampled and asked two questions for the purposes of this measure. The first question related to UREC Usage and the second question was a validated question from the WHOQOL-BREF relating to perceived health benefits. The questions and results from the survey are as follows:

Questions #1: In an average week, how often do you use University Recreation facilities, services or programs? (i.e. the Student Recreation Center or any activity in it or associated with it, the Aquatic Center or any activity in it or associated with it, etc. This includes outdoor activities associated with either of the above mentioned facilities)

a. 1-2 times per week  b. 3-4 times per week  c. 5+ times per week  d. Never or not on a regular basis

Question #2:
How satisfied are you with your health?

1-Very Dissatisfied  2-Dissatisfied  3-Neither Satisfied nor Dissatisfied  4-Satisfied  5-Very Satisfied

Results:

Those who reportedly did not use University Recreation or "Not on a Regular Basis", mean "satisfaction with health": 3.56
Those who reported using University Recreation 1-2 times per week, mean "satisfaction with health": 3.58
Those who reported using University Recreation 3-4 times per week, mean "satisfaction with health": 3.76
Those who reported using University Recreation 5+ times per week, mean "satisfaction with health": 4.35

Related Action Plans (by Established cycle, then alpha):
For full information, see the Details of Action Plans section of this report.

Female Intramural Participation
Established in Cycle: 2012-2013
Implementation of a marketing plan to increase female participation in intramurals.

Male group exercise participation
Established in Cycle: 2012-2013
Implementation of a marketing plan to increase male participation in group exercise.

UREC impact on stress
Established in Cycle: 2012-2013
University Recreation will conduct research designed to investigate the impact of participation in University Recreation program...

M 14: QOL-BREF Evaluation of Wellness Domains
The World Health Organization Quality of Life (BREF) will be administered and the four measured wellness domains (physical health, psychological, social relationships and environment) will be scored and compared to patron usage through a Fusion (facility software management) report.

Source of Evidence: Administrative measure - other
Target:
As mean facility usage increases (per student), mean score of the 4 measured domains (physical health, psychological, social relationships, environment) on the WHO-QOL (BREF) increases

Finding (2012-2013) - Target: Partially Met
An examination of the WHO-QOL (BREF), with a sample size of 575 participants, indicated the following related to the mean score of the four domains that were measured:
(1) Participants in University Recreation had a higher mean for each of the four measured domains with the exception of "social relationships";
(2) Analysis of variance yielded a statistically significant higher score for University Recreation participants on how they rated their "psychological wellness"

Related Action Plans (by Established cycle, then alpha):
For full information, see the Details of Action Plans section of this report.

Female Intramural Participation
Established in Cycle: 2012-2013
Implementation of a marketing plan to increase female participation in intramurals.

Male group exercise participation
Established in Cycle: 2012-2013
Implementation of a marketing plan to increase male participation in group exercise.

UREC impact on stress
Established in Cycle: 2012-2013
University Recreation will conduct research designed to investigate the impact of participation in University Recreation program...

Other Outcomes, with Any Associations and Related Measures, Targets, Findings, and Action Plans

OthOtcm 1: Increase Participation
As a result of access to programs, services and facility offerings through University Recreation, the number and frequency of participation of each of the following specific program areas will increase: Student Recreation Center and Aquatic Center Usage by 5%.

Connected Document
University Recreation Assessment Timetable

Related Measures

M 1: Action Card Counts- SRC
Action Card Counts Student Recreation Center
Source of Evidence: Activity volume

Target:
2012-13 at least 5% > 2011-12

Finding (2012-2013) - Target: Met
Action card counts during the measured period of June 1, 2012 - May 31, 2013: 613456
Action card counts during the same date range for the prior year: 560416
Increase in participation as measured through Action Card Counts: 9.4%

Related Action Plans (by Established cycle, then alpha):
Female Intramural Participation
Established in Cycle: 2012-2013
Implementation of a marketing plan to increase female participation in intramurals.

Male group exercise participation
Established in Cycle: 2012-2013
Implementation of a marketing plan to increase male participation in group exercise.

Student Center at Presidential Village
Established in Cycle: 2012-2013
Planning, construction, outfitting, and opening of the new Student Center at Presidential Village. This new facility will provi...

For full information, see the Details of Action Plans section of this report.

M 2: Action Card Counts Aquatic Center
Action Card Counts Aquatic Center
Source of Evidence: Activity volume

Target:
2012-13 at least 5% > 2011-12

Finding (2012-2013) - Target: Met
Action card counts during the measured period of June 1, 2012 - May 31, 2013: 84260
Action card counts during the same date range for the prior year: 75954
Increase in participation as measured through Action Card Counts: 10.9%*

*These numbers are strictly reflective of the Aquatic Center and do no included the Outdoor Pool Complex participation numbers.

Related Action Plans (by Established cycle, then alpha):
Male group exercise participation
Established in Cycle: 2012-2013
Implementation of a marketing plan to increase male participation in group exercise.
Student Center at Presidential Village
Established in Cycle: 2012-2013
Planning, construction, outfitting, and opening of the new Student Center at Presidential Village. This new facility will provi...

For full information, see the Details of Action Plans section of this report.

M 3: Random Fusion Checks (SRC)
Random quarterly spot checks of the software management system (Fusion) will be run in order to measure participation numbers as a validation of the Action Card Reports.
Source of Evidence: Existing data

**Target:**
2012-13 at least 5% > 2011-12

**Finding (2012-2013) - Target: Met**
A random sample of Fusion (primary software used for University Recreation) was taken to validate the findings from Action Card participation findings. An examination of the random sample dates of January through May revealed the following:

Jan 2012 - May 31, 2012: 312679
January 2013 - May 31, 2013: 326103
Change: +4.2% (for the 5 month period)

M 4: Random Fusion Checks (Aquatic Center)
Random quarterly spot checks of the software management system (Fusion) will be run in order to measure participation numbers as a validation of the Action Card Reports.
Source of Evidence: Existing data

**Target:**
2012-13 at least 5% > 2011-12

**Finding (2012-2013) - Target: Met**
A random sample of Fusion (primary software used for University Recreation) was taken to validate the findings from Action Card participation findings. An examination of the random sample dates of January through May revealed the following:

Jan 2012 - May 31, 2012: 36,837
January 2013 - May 31, 2013: 42,338
Change: +14.9% (for the 5 month period)

OthOtcm 2: Participation and Engagement
As a result of access to programs, services and facility offerings through University Recreation, as well as intentional programming and marketing efforts, participation in the following program will increase by 5%: swim lessons.

**Relevant Associations:**

**Related Measures**

M 5: Swim Lesson Course Roster
Swim lesson course rosters will be compiled and compared to overall participation for 2011-12 using course roster data for that cycle.
Source of Evidence: Administrative measure - other

**Target:**
2012-13 at least 5% > 2011-12

**Finding (2012-2013) - Target: Met**
Course roster for June 1, 2012 - May 31, 2013 indicates a total enrollment of 852 participants in swim lessons; course roster for corresponding dates of the prior year indicate 609 total participants. Increase in participant enrollment for this measurement period was 39.9%.

**Related Action Plans (by Established cycle, then alpha):**

Aquatics Benchmark
Established in Cycle: 2012-2013
As part of the departmental area evaluation, aquatics will benchmark against comparable campus recreation programs, present find...

For full information, see the Details of Action Plans section of this report.

M 6: Swim Lesson Attendance Records
Swim lesson attendance records will be compiled and compared to the corresponding records from the 2011-12 cycle.
Source of Evidence: Administrative measure - other

**Target:**
2012-13 at least 5% > 2011-12

**Finding (2012-2013) - Target: Met**
Swim lesson attendance records for June 1, 2012 - May 31, 2013 indicate that out of 6816 possible swim lessons, 6680 were attended; during the same measurement period for the preceding year, there were 4872 possible lessons with 4774 of those being attended. Comparison of swim lessons actually attended yielded an increase of 39%.

**Related Action Plans (by Established cycle, then alpha):**

Aquatics Benchmark
Established in Cycle: 2012-2013
As part of the departmental area evaluation, aquatics will benchmark against comparable campus recreation programs, present find...

For full information, see the Details of Action Plans section of this report.

OthOtcn 3: Participation and Engagement
As a result of access to programs, services and facility offerings through University Recreation, as well as intentional programming and marketing efforts, participation in the following program will increase by 5%: outdoor recreation.

Relevant Associations:

Related Measures

M 7: Outdoor Recreation Financial Transactions
Aggregate number of financial transactions in Outdoor Recreation as measured through Fusion (software reporting system) compared to same measure from 2011-12 cycle.

Source of Evidence: Administrative measure - other

Target:
2012-13 at least 5% > 2011-12

Finding (2012-2013) - Target: Met
The number of financial transactions for the date range June 1, 2012 - May 31, 2013 (288) showed a 80% increase over the same date range for the 2011-12 (160) measurement period. Details are outlined below:

June 1, 2012 - May 31, 2013:
216 transactions with a total revenue of $52,216
72 transactions with a total revenue of $100 (climbing competition)
288 total transactions with a total revenue of $52,316

June 1, 2011 - May 31, 2012
115 transactions with a total revenue of $56,898
45 transactions with a total revenue of $120 (climbing competition)
160 total transactions with a total revenue of $57,018

Related Action Plans (by Established cycle, then alpha):

Outdoor Recreation Benchmarking
Established in Cycle: 2012-2013
As part of the departmental area evaluation, outdoor recreation will benchmark against comparable campus recreation programs, pr...

For full information, see the Details of Action Plans section of this report.

M 8: Outdoor Recreation Participation Records
Aggregate of trip participation and climbing wall participation assessed through participation logs/records compared to same measure for 2011-12 cycle.

Source of Evidence: Administrative measure - other

Target:
2012-13 at least 5% > 2011-12

Finding (2012-2013) - Target: Met
Based on participation records, Outdoor Recreation had an 80% increase in number of participants for all combined activities; following is a detailed list of participants for each of the various activities:

Summer 2011 - Spring 2012: 160 total participants
(Trips)
Summer - 15
Fall - 56
Spring - 44

Climbing Competition - 45

Summer 2012 - Spring 2013: 288 total participants
(Trips)
Summer - 10
Fall - 77
Spring - 54
Miscellaneous Trips - 75

Climbing Competition - 72

Related Action Plans (by Established cycle, then alpha):

Outdoor Recreation Benchmarking
Established in Cycle: 2012-2013
As part of the departmental area evaluation, outdoor recreation will benchmark against comparable campus recreation programs, pr...

For full information, see the Details of Action Plans section of this report.

OthOtcn 4: Collaboration
In order to increase efficiency and improve program visibility across campus, individual areas within University Recreation will participate in at least one internal (e.g. intramurals and group exercise) and one external (e.g.
outdoor recreation and the counseling center) collaborative event.

**Relevant Associations:**

**Related Measures**

**M 9: UREC Staff Meeting Collaborative Event Discussion**

Internal and external collaborative events will be documented and assessed at UREC bimonthly staff meetings during program area reports.

Source of Evidence: Discussions / Coffee Talk

**Target:**

100% participation by all UREC program areas.

**Finding (2012-2013) - Target: Met**

As recorded and reported by the office of the Executive Director of University Recreation during UREC bimonthly staff meetings, all program areas participated in at least one internal and external collaborative event.

**M 10: Annual Report by Program Areas**

Internal and external collaborations will be reported on end of year annual reports by individual program areas.

Source of Evidence: Administrative measure - other

**Target:**

100% participation by all UREC program areas.

**Finding (2012-2013) - Target: Met**

An examination of annual reports by program areas (Aquatics, Group Exercise, Personal Training/Fitness, Sport Clubs, Intramurals, Outdoor Recreation) confirm that all areas reported at least one internal and one external collaborative project:

Internal

- Aquatics: Collaboration with Intramurals to run a Battleship Tournament
- Group Exercise: Continuing education opportunities with Personal Training/Fitness
- Personal Training/Fitness: Group personal training program with Outdoor Recreation to help participants prepare for a hiking/camping trip
- Sport Clubs: Assisted with Intramural Officials Training
- Intramurals: Collaboration with Aquatics to run the 2nd annual fall Battleship Event in October
- Outdoor Recreation: Provided a group fitness program though personal training/fitness to prepare participants for a trip

External

- Aquatics: Collaboration with University Programs to provide a "Dive-In Movie"
- Group Exercise: Collaborated with the Office of Health Promotion and Wellness to raise money and awareness for the American Heart Association by programming a "Zumbathon"
- Personal Training/Fitness: "Summer Slimdown" with the Office of Health Promotion and Wellness
- Sport Clubs: Women's Soccer Club volunteered at University Veteran's Association 5K Run
- Intramurals: Collaborate with WVUA-FM radio station to broadcast championship events for Flag Football and Basketball
- Outdoor Recreation: Collaboration with HRC to promote "T-Town Pull Down" as part of a competition weekend.

**OthOtcm 5: Diversity and Inclusion**

As a result of professional development, inservices and various educational opportunities, University Recreation staff will be equipped to provide appropriate levels of counsel to a diverse student population and when necessary have the knowledge to direct students to available resources.

**Relevant Associations:**

**Related Measures**

**M 11: Attendance/participation records**

Records of attendance and participation at inservices and educational opportunities related to diversity and inclusion.

Source of Evidence: Administrative measure - other

**Target:**

100% participation of UREC professional staff in at least one diversity and/or inclusion educational opportunity.

**Finding (2012-2013) - Target: Met**

Attendance as recorded and reported from the office of the Executive Director of University Recreation indicate that all University Recreation professional staff attended at least one diversity and/or inclusion educational opportunity.

**Related Action Plans (by Established cycle, then alpha):**

**Providing counsel to diverse student population**

Established in Cycle: 2012-2013

Mandatory professional staff attendance at a minimum of 5 training sessions that will increase professionalism along with impr...

For full information, see the Details of Action Plans section of this report.

**M 12: Annual reports**

Individual annual reporting of attendance at inservices, meetings and other educational opportunities related to diversity and inclusion.

Source of Evidence: Administrative measure - other

**Target:**

100% participation of UREC professional staff in at least one diversity and/or inclusion educational opportunity.
Finding (2012-2013) - Target: Met
Three different diversity and/or educational opportunities were offered during the measurement period: QPR, SafeZone and Safe Harbor. An examination of annual reports yielded an overall participation rate of 87% (47/54 offerings attended; calculated from 18 professional staff at 3 opportunities each); all UREC professional staff attended at least one of the three educational opportunities that were offered.

Related Action Plans (by Established cycle, then alpha):
Providing counsel to diverse student population
Established in Cycle: 2012-2013
Mandatory professional staff attendance at a minimum of 5 training sessions that will increase professionalism along with impr...

For full information, see the Details of Action Plans section of this report.

Details of Action Plans for This Cycle (by Established cycle, then alpha)

Inclusion and Diversity Training
University Recreation staff will actively participate in training that promotes identification and action/response to improved inclusion and diversity of the myriad of participants (current and potential) who may wish to engage in programs, services and facility offerings.
Established in Cycle: 2011-2012
Implementation Status: Planned
Priority: High
Implementation Description: Staff (professional and student) will take part in training from the following areas: 1) Safe Zone-recognition and inclusion/sensitivity training of LGBTQ members of the campus community 2) Safe Harbor-recognition and steps to prevent and respond to individuals who are or may be potential victims of domestic violence 3) QPR-Question, Persuade and and Respond program to identify and give support and assistance to individuals exhibiting suicidal thoughts or behaviors
Projected Completion Date: 11/2012
Responsible Person/Group: All professional staff, clerical/support staff and select student leaders of the department.
Additional Resources: Scheduled meetings in tandem with regular bi-weekly staff meetings during the fall semester of 2012. Working to arrange meeting dates and reservation of adequate space within the Student Recreation Center.

Quality of Life Educational Plan
Based on the 2012 Quality of Life Survey, evidence suggests the need for improved education on the benefits of regular physical activity for all populations.
Established in Cycle: 2011-2012
Implementation Status: Planned
Priority: High
Implementation Description: The recently completed "METRECs" program is designed to improve and simplify understanding of commonly considered acceptable guidelines and standards for quantity and quality of physical activity.
Responsible Person/Group: Fitness Staff of University Recreation and Marketing Department for distribution.
Additional Resources: None at this time

Aquatics Benchmark
As part of the departmental area evaluation, aquatics will benchmark against comparable campus recreation programs, present findings, and prepare an outline for improvement. This should help improve patron satisfaction and, in turn, increase future participation numbers.
Established in Cycle: 2012-2013
Implementation Status: Planned
Priority: High
Relationships (Measure | Outcome/Objective):
Measure: Swim Lesson Attendance Records | Outcome/Objective: Participation and Engagement
Measure: Swim Lesson Course Roster | Outcome/Objective: Participation and Engagement
Projected Completion Date: 04/2014

Female Intramural Participation
Implementation of a marketing plan to increase female participation in intramurals.
Established in Cycle: 2012-2013
Implementation Status: Planned
Priority: High
Relationships (Measure | Outcome/Objective):
Measure: Action Card Counts- SRC | Outcome/Objective: Increase Participation
Measure: QOL-BREF Evaluation of Wellness Domains | Outcome/Objective: Patron Wellness
Measure: QOL-BREF Question #2 | Outcome/Objective: Patron Wellness
Projected Completion Date: 04/2014

Male group exercise participation
Implementation of a marketing plan to increase male participation in group exercise.
Established in Cycle: 2012-2013
Implementation Status: Planned
Priority: High
Relationships (Measure | Outcome/Objective):
Measure: Action Card Counts Aquatic Center | Outcome/Objective: Increase Participation
Measure: Action Card Counts- SRC | Outcome/Objective: Increase Participation
Measure: QOL-BREF Evaluation of Wellness Domains | Outcome/Objective: Patron Wellness
Measure: QOL-BREF Question #2 | Outcome/Objective: Patron Wellness
Projected Completion Date: 04/2014
Outdoor Recreation Benchmarking
As part of the departmental area evaluation, outdoor recreation will benchmark against comparable campus recreation programs, present findings, and prepare an outline for improvement. This should help improve patron satisfaction and, in turn, increase future participation numbers

Established in Cycle: 2012-2013
Implementation Status: Planned
Priority: High

Relationships (Measure | Outcome/Objective):
- Measure: Outdoor Recreation Financial Transactions | Outcome/Objective: Participation and Engagement
- Measure: Outdoor Recreation Participation Records | Outcome/Objective: Participation and Engagement

Projected Completion Date: 04/2014

Providing counsel to diverse student population
Mandatory professional staff attendance at a minimum of 5 training sessions that will increase professionalism along with improving mentoring and role modeling to student staff.

Established in Cycle: 2012-2013
Implementation Status: Planned
Priority: High

Relationships (Measure | Outcome/Objective):
- Measure: Annual reports | Outcome/Objective: Diversity and Inclusion
- Measure: Attendance/participation records | Outcome/Objective: Diversity and Inclusion

Projected Completion Date: 04/2014

Student Center at Presidential Village
Planning, construction, outfitting, and opening of the new Student Center at Presidential Village. This new facility will provide an additional facility and potentially reduce overcrowding at the Student Recreation Center.

Established in Cycle: 2012-2013
Implementation Status: Planned
Priority: High

Relationships (Measure | Outcome/Objective):
- Measure: Action Card Counts Aquatic Center | Outcome/Objective: Increase Participation
- Measure: Action Card Counts- SRC | Outcome/Objective: Increase Participation

Projected Completion Date: 06/2014

UREC impact on stress
University Recreation will conduct research designed to investigate the impact of participation in University Recreation programs, services and facilities on perceived stress level of students.

Established in Cycle: 2012-2013
Implementation Status: Planned
Priority: High

Relationships (Measure | Outcome/Objective):
- Measure: QOL-BREF Evaluation of Wellness Domains | Outcome/Objective: Patron Wellness
- Measure: QOL-BREF Question #2 | Outcome/Objective: Patron Wellness

Projected Completion Date: 04/2014
Mission / Purpose

University Recreation encourages healthy interaction through active and safe lifestyle opportunities for students and the greater University community that strengthens learning and personal growth.

Other Outcomes, with Any Associations and Related Measures, Targets, Findings, and Action Plans

OthOtcm 1: Increase Participation

As a result of access to programs, services and facility offerings through University Recreation, the number and frequency of participation of each of the following specific program areas will increase: Student Recreation Center and Aquatic Center Usage by 5% each; Intramural Sports and Sport Club participation will increase by 5% each.

Connected Document
University Recreation Assessment Timetable

Related Measures

M 1: Action Card Counts- SRC
Action Card Counts Student Recreation Center

Source of Evidence: Activity volume

Target:
Student Recreation Center participation of 560,416, an increase of 5% from 2010-11 (533,729).

Finding (2011-2012) - Target: Met
The following participation numbers were compiled through Action Card participation counts:
Student Recreation Center participation of 574,869, an increase of 7.7%.

M 2: Action Card Counts Aquatic Center
Action Card Counts Aquatic Center

Source of Evidence: Activity volume

Target:
Aquatic Center participation of 89,546, an increase of 5% from 2010-11 (85,281);

Finding (2011-2012) - Target: Met
The following participation numbers were compiled through Action Card participation counts:
Aquatic Center participation of 93,236, an increase of 9.33%.

M 3: Program Area Usage Report Intramural Sports
Program Area Usage Report Intramural Sports

Source of Evidence: Activity volume

Target:
Intramural participation of 11,317, an increase of 5% from 2010-11 (10,778);

Finding (2011-2012) - Target: Met
The following participation numbers were compiled through Action Card participation counts:
Intramural participation of 11,563 an increase of 7.3%.

M 4: Program Area Usage Report Sport Clubs
Program Area Usage Report Sport Clubs

Source of Evidence: Activity volume

Target:
Sport Club participation of 650, an increase of 5% from 2010-11 (619).

Finding (2011-2012) - Target: Met
The following participation numbers were compiled through Action Card participation counts:
Sport Club participation of 771, an increase of 24.6%.

OthOtcm 2: Staff Leadership development

As a result of employment within University Recreation, professional and student staff will experience professional and personal leadership development growth opportunities. Professional staff will be expected to attend at least one internal or external conference/workshop that will improve the knowledge, skills and/or the abilities associated with their respective positions. Each program area will provide at least one in-service or workshop per semester that will lead to the professional growth and maturity of student staff within their respective areas.

Connected Document
University Recreation Assessment Timetable

Related Measures

M 5: Reports on staff conference/workshop participation
Annual reports on professional staff attendance at conferences and workshops

Source of Evidence: Administrative measure - other

Target:
At least one professional development opportunity per professional staff employee.
**Finding (2011-2012) - Target: Met**
14 out of 14 professional staff employees self-reported attending at least one conference or continuing education opportunity that provided a professional development opportunity.

**M 6: Program Area Reports on student staff in-services and workshops**
Program Area Reports on student staff in-services and workshops
Source of Evidence: Administrative measure - other

**Target:**
At least two (2) student staff inservices within the academic year for each department area; the inservices should be designed to provide professional growth for the student staff. Areas include: Intramurals, Fitness/Group Ex, Fitness/Personal Training, Outdoor Recreation, Sport Clubs, Aquatics, Informal Recreation.

**Finding (2011-2012) - Target: Met**
Reported by department area:
- Intramurals, 4 inservices;
- Fitness/Group Ex, 1 inservice (group ex coordinator position vacant in the spring semester; no one available to provide inservice);
- Fitness/Personal Training, 3 inservices;
- Outdoor Recreation, 2 inservices;
- Sport Clubs, 2 inservices;
- Aquatics, 2 inservices;
- Informal Recreation, 2 inservices.

**M 7: Reports from Student Affairs Professional Development Committee**
Reports from Student Affairs Professional Development Committee
Source of Evidence: External report

**Oth Otom 3: Participant Demographic Representation**
As a result of access to a facility offerings as well as a diverse range of programs and services, University Recreation participation by demographics will be reflective of The University of Alabama student population as a whole. Based on ethnicity, University Recreation participation will be greater than or equal to that of the UA student population.

**Connected Document**
University Recreation Assessment Timetable

**Related Measures**

**M 8: Demographic Reports and UA Student Data**
Demographic Reports and UA Student Data
Source of Evidence: Existing data

**Target:**
UA campus-wide demographics:

- African-American/Black: 12.9%
- Asian: 1.4%
- Hispanic/Latino: 2.5%
- Indigenous/Native American: 1.2%
- White: 80.3%
- Multiracial: 0.4%

- Male: 45.9%
- Female: 54.1%

**Finding (2011-2012) - Target: Met**
African-America/Black: 8.2%
- Asian: 4%
- Hispanic/Latino: 2.1%
- Indigenous/Native American: 0%
- White: 68%

- Male: 61.1%
- Female: 38.9%

**M 9: Student Voice Survey Data**
Student Voice Survey Results
Source of Evidence: Client satisfaction survey (student, faculty)

**Target:**
UA campus-wide demographics:

- African-American/Black: 12.9%
- Asian: 1.4%
- Hispanic/Latino: 2.5%
- Indigenous/Native American: 1.2%
- White: 80.3%
- Multiracial: 0.4%

- Male: 45.9%
- Female: 54.1%

**Finding (2011-2012) - Target: Met**
Student Voice Survey was sent to a random sample of UA students. Of those responding to the survey, the following demographics resulted from those identifying themselves as users of University Recreation facilities, programs and/or services:

- African-American/Black: 10.49%
Asian/Pacific Islander: 5.12%
Hispanic/Latino: 1.46%
Indigenous/Native American: 0.98%
White: 77.8%
Multiracial: 1.71%
Other: 0.24%

Male: 35.6%
Female: 63.7%

**Related Action Plans (by Established cycle, then alpha):**

**Inclusion and Diversity Training**
*Established in Cycle: 2011-2012*
University Recreation staff will actively participate in training that promotes identification and action/response to improved i...

For full information, see the *Details of Action Plans* section of this report.

**OthOtcn 4: Aquatics Offerings**
Aquatics will offer a variety of classes and lessons with no less than fifteen different opportunities per year

**Related Measures**

**M 10:** Program Area Report provided by Aquatics
*Program Area Report provided by Aquatics.*
Source of Evidence: Administrative measure - other

**M 11:** Student Voice Survey Data - Aquatics
*Student Voice Survey (Level of Satisfaction with Aquatics Classes)*
Source of Evidence: Client satisfaction survey (student, faculty)

**OthOtcn 5: Student Staff Demographic Representation**
University Recreation Student Staff Demographics will be statistically similar to that of the UA student population.

**Related Measures**

**M 12:** Student Staff Demographics - Gender
*Student Staff Demographics (Gender) and UA Student Data*
Source of Evidence: Existing data

**Target:**
UA Student Enrollment Gender Distribution:
Male, 45.9%
Female, 54.1%

**Finding (2011-2012) - Target: Met**
Overall:
Male: 71.2%
Female: 28.8%

UREC Employee Gender Distribution by Department
Informal Recreation: Male, 53%; Female, 47%
Fitness/Personal Training: Male, 65%; Female, 35%
Fitness/Group Exercise: Male, 5%, Female, 95%

Intramurals:
Sport Clubs: Male, 63%; Female, 37%
Aquatics:
Outdoor Recreation: Male, 72%; Female, 28%

**M 13:** Student Staff Demographics - Ethnicity
*Student Staff Demographics (Ethnicity) and UA Student Data*
Source of Evidence: Existing data

**Target:**
UA Student Enrollment Ethnic Distribution
African-America/Black:12.9%
Asian: 1.4%
Hispanic/Latino: 2.5%
Indigenous/Native American: 1.2%
White: 89.3%
Unknown: 0.4%

**Finding (2011-2012) - Target: Met**
University Recreation Student Employment Ethnic Distribution:
African-America/Black:21%
Asian: 2%
Hispanic/Latino: 3%
Indigenous/Native American: 0%
White: 74%

By area:
Intramurals:
African-America/Black: 27%
Asian: 3%
Hispanic/Latino: 3%
Indigenous/Native American: 0%
White: 66%

Outdoor Recreation:
African-America/Black: 0%
Asian: 0%
Hispanic/Latino: 0%
Indigenous/Native American: 0%
White: 100%

Sport Clubs:
African-America/Black: 37%
Asian: 0%
Hispanic/Latino: 0%
Indigenous/Native American: 0%
White: 63%

Personal Training:
African-America/Black: 0%
Asian: 0%
Hispanic/Latino: 0%
Indigenous/Native American: 0%
White: 100%

Group Exercise:
African-America/Black: 5%
Asian: 0%
Hispanic/Latino: 0%
Indigenous/Native American: 0%
White: 95%

OthOtcm 6: Participant Quality of Life
As a result of participation in University Recreation programs, services and facilities, patrons will exhibit a higher perception of their quality of life than nonusers.

Connected Document
University Recreation Assessment Timetable

Related Measures

M 14: Student Voice Survey Data- Quality of Life
StudentVoice Survey, questions specifically related to perceived Quality of Life.
Source of Evidence: Administrative measure - other

Target:
Users of UREC facilities, services and/or programs will answer positively as to their perception of UREC’s impact on their overall quality of life.

Finding (2011-2012) - Target: Met
Of the StudentVoice Survey respondents who use UREC facilities, services and/or programs 75% perceive this as having a positive impact on their overall quality of life; less than 2% disagreed while 12.5% felt it had no impact and 10.6% had no basis to judge.

(StudentVoice Survey, Q.28: Please indicate your level of agreement with the following statements: - UREC activities and programs contribute to the quality of life at this institution)

Related Action Plans (by Established cycle, then alpha):
Quality of Life Educational Plan
Established in Cycle: 2011-2012
Based on the 2012 Quality of Life Survey, evidence suggests the need for improved education on the benefits of regular physical ...

For full information, see the Details of Action Plans section of this report.

M 15: UREC Research Project- Quality of Life
Research project that will be conducted using a validated QOL survey administered to a random UA student population sample; results of users and nonusers will be compared.

Source of Evidence: Administrative measure - other

Target:
Students participating in the WHOQOL-BREF study who participate in University Recreation facilities, programs and/or services will self-report a higher quality of life than nonusers.

Finding (2011-2012) - Target: Met
576 randomly selected UA students completed the WHOQOL-BREF to assess self-reported quality of life. 398 of the participants considered themselves to be regular users (at least 1-2 times per week) and scored a mean of 4.49 on a 1-5 Likert Scale. Participants who did not consider themselves regular users (n=178) scored themselves a mean of 4.44 on the 1-5 Likert Scale.

WHOQOL-BREF Q.1: How would you rate your quality of life? Very Poor=1; Poor=2; Neither Poor Nor Good=3; Good=4; Very Good=5

Related Action Plans (by Established cycle, then alpha):

Quality of Life Educational Plan
Established in Cycle: 2011-2012
Based on the 2012 Quality of Life Survey, evidence suggests the need for improved education on the benefits of regular physical ...

Details of Action Plans for This Cycle (by Established cycle, then alpha)

Inclusion and Diversity Training
University Recreation staff will actively participate in training that promotes identification and action/response to improved inclusion and diversity of the myriad of participants (current and potential) who may wish to engage in programs, services and facility offerings.
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Implementation Status: Planned
Priority: High
Relationships (Measure | Outcome/Objective):
Measure: Student Voice Survey Data | Outcome/Objective: Participant Demographic Representation
Implementation Description: Staff (professional and student) will take part in training from the following areas: 1) Safe Zone-recognition and inclusion/sensitivity training of LGBTQ members of the campus community 2) Safe Harbor-recognition and steps to prevent and respond to individuals who are or may be potential victims of domestic violence 3) QPR-Question, Persuade and and Respond program to identity and give support and assistance to individuals exhibiting suicidal thoughts or behaviors
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Additional Resources: Scheduled meetings in tandem with regular bi-weekly staff meetings during the fall semester of 2012. Working to arrange meeting dates and reservation of adequate space within the Student Recreation Center.

Quality of Life Educational Plan
Based on the 2012 Quality of Life Survey, evidence suggests the need for improved education on the benefits of regular physical activity for all populations.
Established in Cycle: 2011-2012
Implementation Status: Planned
Priority: High
Relationships (Measure | Outcome/Objective):
Measure: Student Voice Survey Data- Quality of Life | Outcome/Objective: Participant Quality of Life
Measure: UREC Research Project- Quality of Life | Outcome/Objective: Participant Quality of Life
Implementation Description: The recently completed "METRECs" program is designed to improve and simplify understanding of commonly considered acceptable guidelines and standards for quantity and quality of physical activity.
Responsible Person/Group: Fitness Staff of University Recreation and Marketing Department for distribution.
Additional Resources: None at this time
### III. Timetable: What Assessment Measures will be Administered When for Each Expected Outcome

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<th>Month</th>
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