

Exploring Campus Wellness Partnerships: An Importance-Performance Study

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The purpose of this study is to investigate the role of campus recreation in addressing campus health and wellness goals. Specifically, we sought to describe the importance college recreation directors placed on the eight elements of the wellness wheel, and their perceptions of departmental performance in addressing the wellness needs, of students, faculty, and staff. This exploratory study used a web-based survey platform to collect quantitative (e.g., rank order, categorization, descriptive) and qualitative (e.g., open ended) responses from college recreation directors. Currently, we are analyzing the agreement between the importance placed on the wellness areas as part of campus recreation's mission and the extent to which the wellness areas are addressed (or performed) in the department's activities, programs, and services. Thus far, we have found consensus among campus recreation professionals concerning the importance of and performance in the areas of physical, psychological, and social wellness. For wellness areas that showed deviation between reported importance and actual performance (i.e., environmental, financial, intellectual, occupational, and spiritual wellness), we will investigate the differentiations by institutional characteristics (e.g., campus size, organizational structure, staffing) and the existence and quality of partnerships (e.g., number of partners, formal versus informal partnerships). Moreover, qualitative data describing programming in the "contested" areas of wellness within campus recreation will be reported in order to provide practical programming ideas for professionals expanding their department's mission to include wellness areas beyond the physical, psychological, and social.