

## Outdoor Program Evaluations

### Key Findings:

The Outdoor Program provides trips, equipment rental, trip planning, and educational opportunities. Participants are surveyed at the conclusion of each outdoor adventure trip regarding trip leadership, equipment, and overall experience. Additionally, rental users are surveyed each year regarding quality of equipment and guest service experience.

### Actions Taken:

The following are examples of program changes as a result of participant feedback.

- New outdoor adventure trips have been added.
- Selected equipment rental rates have been raised and lowered.
- Based on comments that participants wanted updated information about the Outdoor Program, an email distribution list was created to distribute news and events about the Outdoor Program. This list now reaches over 1200 people.
- Students asked for ice climbing, so the Outdoor Program now has a full complement of ice climbing equipment for rental. Additionally, we now offer adventure trips for ice climbing.
- In a customer satisfaction survey, 72% of people responded that they made a reservation via phone. As a result, we have improved student staff training to provide better service for the phone reservations.

Every trip leader is given a copy of the evaluation. If there are critical comments regarding their leadership, it is discussed and suggestions and ideas for changes are made.