

Assessment Cycle 2021-2022

Office of Student Activities and Organizations

Division or Department: The Student Experience

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Northwestern Mission. Northwestern State University is a responsive, student-oriented institution committed to acquiring, creating, and disseminating knowledge through innovative teaching, research, and service. With its certificate, undergraduate, and graduate programs, Northwestern State University prepares its increasingly diverse student population to contribute to an inclusive global community with a steadfast dedication to improving our region, state, and nation.

The Student Experience Mission Statement. The Student Experience provides the University community with programs and services to support the academic mission of creating, disseminating, and acquiring knowledge through teaching, research and service while empowering a diverse student population to achieve their highest educational potential. The Student Experience creates a stimulating and inclusive educational environment that is conducive to holistic personal growth. The commitment to students initiates prior to entrance, sustains throughout the college experience, and continues beyond graduation. Enrollment Services provides equal access for education to potential students throughout the state and region and promotes economic stability and financial access to citizens. Student Affairs enhances student development and broadens intellectual, social, cultural, ethical, and occupational growth. The Student Experience works closely with faculty, staff, students, and the community to ensure graduates have the capability to promote economic development and improvements in the region.

Student Affairs Mission. The Division of Student Affairs prepares students to be productive members of society and to improve the quality of life of students. Student Affairs provides support services in career development and placement, advocacy and accountability, academic support, mental and physical health, disability accommodations, student activities and organizations, student union life, and opportunities in leadership, community service, and programs for new students. Through hands on involvement in programs and services, Student Affairs promotes personal development in a student-centered environment, which delivers innovative practices in an environment of respect. Student Affairs encourages integrity, diversity, and collaboration with all members of the university community

The Office of Student Activities and Organizations provides the University community with programs and services to support a positive collegiate experience. The mission and subsequent learning outcomes support our desire to transform and engage students through campus involvement. The Office of Student Activities and Organizations at Northwestern State University aims to enhance the college

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experience of all students through student organizations, activities, traditions, and athletic events.

Methodology: The assessment process includes:

- (1) The assessment process for Student Activities and Organizations will be evaluated through multiple direct and indirect assessment tools.
- (2) The Director will analyze the data to determine whether the applicable outcomes are met and report to the Director of Student Affairs.
- (3) Results from the assessment will be discussed with the appropriate students and constituent groups.
- (4) Individual meetings will be held with students and constituent groups as required.
- (5) The Director of Student Affairs, in collaboration with the Student Activities and Organization Director, will determine proposed changes to measurable outcomes, assessment tools for the next assessment period and, where needed, service changes.

Student Activities and Organization Effectiveness

Service Outcomes:

SO 1. Build campus community by providing opportunities for students to learn and practice leadership and social responsibility.

Measure 1.1.

Promote and encourage active participation in campus and community life through student program planning and assessment. Program evaluation forms will be distributed to students and student leaders to evaluate effectiveness of programs and provide suggestions on future programming options. Evaluation procedures will yield evidence relative to program's success by the achievement of the program goals, responsiveness to expressed interest in our constituents, program attendance, and staff performance.

Success is defined as 80% of the respondents responding satisfied or higher.

Finding. Target was met.

Analysis. In AC 2020-2021 the target was met. We found that participants as well as event programmers were satisfied or very satisfied with the effectiveness of the programs being offered. Program satisfaction ranked 93% very satisfied or satisfied compared to 98% from 2019-2020. Total submissions increased from 43 submissions from 2019-2020 to 136 submissions for 2020-2021 academic year.

Based on the analysis of the 2020-2021 results, the Director of Student Activities

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and Organizations focused on the concerns presented in the post-event evaluations and identified solutions to help increase the satisfaction percentage for the 2021-2022 academic year. Some issues included the distribution of shirts/sweatshirts, virtual event logistics, increase number of prizes, and more activities at events. The Director of Student Activities and Organizations worked with the University Programming Council staff to correct these challenges. The Director of Student Activities also made the collection of surveys a priority.

As a result of these changes, in AC 2021-2022 the target was met. The Director of Student Activities made the collection of surveys a priority as well as focused on the student needs at events. This focus led to an increase in program satisfaction which was ranked as 95% very satisfied or satisfied for this academic year. There was also an increase in submissions from last academic year. For AC 2020-2021, there were 136 submissions and for AC 2021-2022, there were 278 submissions.

Decision, action, or recommendation.

In AC 2021-2022 the target was met.

Based on the analysis of the 2021-2022 results, the Director of Student Activities and Organizations will make improvements in programming efforts and increase survey submissions based on AC 2021-2022 survey results. Areas of improvement for AC 2022-2023 will include more accurate guest count for events, novelty distribution process, diversity in activities, and increase the number of student volunteers to assist with event planning and execution.

SO 2. Provide opportunities for student leaders to develop program planning, organizational management, and interpersonal skills.

Measure 2.1.

Ensure student input is included in the planning and execution of programs and initiatives. Students are appointed to university committees by the Dean of Students, Student Government Association, and the University Programming Council formally known as the Student Activities Board, to allow student feedback regarding events, policies, and procedures at the university. An assessment of their experience will occur at the end of the appointments. Success will be defined as 50% of the 49 student appointments as well as 80% of the respondents responding agree or higher in terms of their voice and input.

Finding. Target was not met.

Analysis. In AC 2020-2021 the target was not met. The Director of Student Activities attempted several distribution methods this academic year to help meet the target. The Director of Student Activities (1) emailed each committee chair at the end of the Fall 2020 and Spring 2021 term, requesting they reach out to their student committee members regarding the university committee membership survey; (2) an email was

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also sent to the student committee members collectively requesting they submit the university committee membership survey; (3) the link to the survey was sent in the weekly Gavel Newsletter for the entire month of April; (3) the link was posted in student messenger and messenger for several weeks; and (4) the request was also posted on the Student Activities and Organizations social media pages. Only nine students responded with 88% strongly agreeing that their voice and input were appreciated. Although this exceeded the 80% target, having only nine responses resulted in not meeting the target goal of 50% student member submissions.

Based on the analysis of the 2020-2021 results, the following actions were taken to continue making this a priority for the Office of Student Activities and Organizations. To help increase submissions (49 student committee members in total), the Director of Student Activities (1) actively communicated to student committee members at the beginning of each term regarding their duties as a student committee members; (2) reached out to the student committee members at the end of each term to request survey submissions; (3) contacted each committee chair to request submissions; (4) promoted the survey on all social media outreach each month of the term (5) announced in the weekly Gavel newsletter; and (6) requested to attend the last committee meeting of each committee to ensure the students understand the importance of collecting this feedback each year. Success was defined as 50% of the 49 student appointments as well as 80% of the respondents responding agree or higher in terms of their voice and input.

As a result of these changes, in AC 2021-2022 the target was not met. To help increase submissions (49 student committee members in total), the Director of Student Activities performed the following this academic year.

- (1) actively communicated to student committee members at the beginning of each term regarding their duties as a student committee member.
- (2) reached out to the student committee members at the end of each term to request survey submissions.
- (3) contacted each committee chair to request submissions.
- (4) promoted the survey on all social media outreach each month of the term.
- (5) announced in the weekly Gavel newsletter.

Even with this outreach, only 12% of the student committee members completed the survey. However, 100% of the students felt their voice and input were well received.

Decision, action, or recommendation.

In AC 2020-2021 the target was not met.

Based on the analysis of the 2021-2022 results, the following actions will be taken to continue making this a priority for the Office of Student Activities and Organizations. We will actively communicate to student committee members at the conclusion of each term to request survey submissions, contact each committee chair to request submissions, and to promote the survey on all social media outreach each month of the

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term. We will request that students apply to be part of the committees, so they have a choice of how they want to serve the university in this capacity. Success will be defined as 50% of the 49 student appointments as well as 80% of the respondents responding agree or higher in terms of their voice and input. This process will become a priority for the Director of Student Affairs to ensure the university student committee members are completing their duties as requested.

Measure 2.2. Participation in trainings, retreats, workshops, and conferences are offered through a variety of experiences that develop organizational management competency. Students will attend retreats and trainings as well as regional and national conferences to learn from and share experiences with peers at other institutions. Students will have the opportunity to reflect on their experience after events through an Organizational Management Survey (OMS). The following outcomes will be assessed (14 outcomes): budget management, collaboration, communication skills, diversity and inclusion, event planning, leadership skills, networking skills, parliamentary procedures, safety and security, service learning, social awareness, social skills, time management, and values. Knowledge obtained at retreats and conferences will be measured by surveys distributed at the end of the experience. Success will be defined as 50% of outcomes represented within the total surveys submitted.

Findings: Target was met.

Analysis: In AC 2020-2021 the target was met. The Director of Student Activities and Organizations reached out to the groups that attended retreats, workshops, conferences, and requested that they have their participants fill out the OMS upon conclusion of the event and not at the end of the semester. The Director of Student Activities sent a completion request through student messenger, the weekly Gavel Newsletter, and on all Student Activities and Organizations social media accounts. Seven of the fourteen outcomes were present with the 2020-2021 submissions.

Based on the analysis of the 2020-2021 results, the following actions were taken to continue making this a priority for the Office of Student Activities and Organizations. The staff reached out to the groups that attend yearly retreats, workshops, conferences, and so forth, requesting that they have their participants fill out the OMS upon conclusion of the event and not at the end of the semester. We collected data through social media posts, flyers, student messenger, etc. To help increase the submissions of the survey we distributed the OMS survey to all individuals who receive grant money from the Student Government Association ORF grants and to individuals that sponsored an event by the Division of Student Affairs. With the utilization of Presence, our online event portal system, we can track which events are held on campus that fit in the categories of retreats, workshops, and/or conferences as well and reach out to those students who swiped in. This survey aids with program planning and evaluation, so it is imperative that these students reflect on their experiences at Northwestern State University, regionally, and/or nationally.

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As a result of these changes, in AC 2021-2022 the target was met. The staff reached out to the groups that attend yearly retreats, workshops, conferences, and so forth, requesting that they have their participants fill out the OMS upon conclusion of the event and not at the end of the semester. We collected data through social media posts, flyers, student messenger, The Gavel Newsletter, etc. With this outreach, we had 91 submissions which was an increase from the 41 submissions for the AC 2020-2021. With the 91 submissions, 100% of the outcomes were represented.

Action - Decision or Recommendation:

In AC 2020-2021 the target was met.

Based on the analysis of the 2021-2022 results, the following actions will be taken to continue making this a priority for the Office of Student Activities and Organizations. The staff will reach out to the groups that attend yearly retreats, workshops, conferences, and so forth, requesting that they have their participants fill out the OMS upon return of their trip or conclusion of the event and not at the end of the semester. To help increase the submissions of the survey we will continue to distribute the OMS survey to all individuals who receive grant money from the Student Government Association ORF grants and to individuals that sponsor an event by the Division of Student Affairs. This survey aids with program planning and evaluation, so it is imperative that these students reflect on their experiences at Northwestern State University, regionally, and/or Nationally.

Comprehensive Summary of Key evidence of improvement based on the analysis of results.

SO	Measure	Key Evidence
1	1.1	The Director of Student Activities and Organizations continued to make improvements in programming efforts and increased survey submissions.
2	2.1	The Director of Student Activities and Organizations actively communicated to student committee members at the conclusion of each term to request survey submissions, contact each committee chair to request submissions, and to promote the survey on all social media outreach each month of the term.
2	2.2	The Director of Student Activities and Organizations continued to reach out to the groups that attend yearly retreats, workshops, conferences, and so forth, requesting that they have their participants fill out the OMS upon return of their trip or conclusion of the event and not at the end of the semester.
2	2.2	The Director of Student Activities and Organizations distributed the OMS survey to all individuals who receive grant money from the Student Government Association ORF grant and events that are

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		sponsored by the Division of Student Affairs and to individuals that sponsor an event by the Division of Student Affairs.
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Plan of action moving forward.

We will work diligently to keep assessment as a key initiative within each area in Student Activities and Organizations through online submissions. The use of our new engagement platform, Presence (Purple Portal), will help capture this data more efficiently and accurately than our past efforts. The university committee structure and feedback process will be an initiative from the division level to educate our students on the impact and importance of their feedback and participation. The Office of Student Activities and Organizations will continue to host the RSO workshop each fall and will now include a spring RSO workshop to inform students about policies, procedures, and effective event processes and collect feedback to assist with the development of organizational management competency among student leaders.