

Assessment Cycle 2021-2022

Student Union

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.

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Methodology: The assessment process includes:

- (1) The assessment process for the Student Union 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) The director, in collaboration with the area directors, will determine proposed changes to measurable outcomes, assessment tools for the next assessment period and, where needed, service changes.

Student Union Effectiveness

Service Outcomes:

SO 1. Enhance quality of campus life through educational, social, and cultural programs, services, and facilities.

Measure 1.1. Provide excellent customer service and ensure facility usage satisfaction of all patrons. Assessing the use of the Friedman Student Union and other campus facilities by students and patrons provides an indicator of the extent to which students and patrons are aware of spaces in the building(s) and in a general sense how those spaces meet their needs. Usage reports as well as attendance figures are generated monthly, quarterly, and annually and are compared to previous time-periods. These quantitative components are retained from one assessment cycle to the next and are used for comparative analysis of the services and facility usage through time. Success is defined at 80% or higher in terms of satisfaction of their overall experience based on question #6.

Finding. Target was met.

In AC 2020-2021 the target was met. 55 individuals completed the Student Union Reservation survey and data indicated an overall satisfaction score of 98.18%. There were 2,771 bookings in the Union for the current assessment cycle. The Union has 19 reservable spaces for groups. Out of those 19 spaces, 89% of the bookings occur in the Ballroom, Hendrick Room, President's Room, Cane River Room, 320 and 221. 98.18% of respondents responded positively that the Student Union booking system/confirmation/pricing, contract/rules, and booking staff were reasonable, convenient, and helpful, respectively. Our newly updated EMS system helped streamline bookings for RSOs. In terms of location, building cleanliness, restroom cleanliness, and special requests, 100.00% responded positively. 96.6% of respondents are very likely or likely to recommend the rental of the Student Union in the future and

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98.18% are very likely or likely to host another event themselves at the venue. Our reporting on satisfaction with the bathrooms went up to 100.00% satisfied in AC 2020-2021 as compared to 93.3% satisfied in AC 2019-2020.

Based on the analysis of the AC 2020-2021 results, the staff made the following changes in 2021-2022 to drive the cycle of improvement. We provided the absolute best customer service possible. We worked with Red River Sanitors on cleanliness to help the satisfactory marks continue to stay up. AC 2020-2021 was the first time we have ever received 100% satisfaction in cleanliness. While not under my purview, there were comments that the dining facilities need to be cleaned better. I brought that to Sodexo's attention. New renovations have helped raise our satisfaction, and we continued to push forward with more painting, branding, and furniture replacement.

As a result of these changes, in AC 2021-2022, the target was met. 19 individuals completed the Student Union Reservation survey and data indicated an overall satisfaction score of 100.00%. There were 3,104 bookings in the Union for the current assessment cycle. The Union has 19 reservable spaces for groups. Out of those 19 spaces, 79% of the bookings occur in the Ballroom, Hendrick Room, President's Room, Cane River Room, and conference Room 221. The Cane River Room is the top reserved space with 592 bookings followed by the Hendrick Room with 538. 83.2% of respondents responded positively that the Student Union booking system/confirmation/pricing, contract/rules, and booking staff were reasonable, convenient, and helpful, respectively. In terms of location, building cleanliness, restroom cleanliness, and special requests, 92.00% responded positively. 94.7% of respondents are very likely or likely to recommend the rental of the Student Union in the future and 100.00% are very likely or likely to host another event themselves at the venue.

Decision, action, or recommendation.

In AC 2021-2022, the target was met.

Based on the analysis of AC 2021-2022 results, the staff will implement the following changes in AC 2022-2023 to drive the cycle of improvement. We will push education on the EMS system to help students be able to book rooms online at their convenience. We will also focus on training of student worker staff to better serve our student population. If the Union Operations Office is able to have a Graduate Assistant this year, and they will be tasked with making a Student Worker Manual for Union Operations. The Union Operations Office will implement a sign system to put on the door if a student worker is in another space working. There were a few negative comments about student workers not being available in the office when needed. While the building is always staffed, the workers are often around the building setting up or helping someone else. A sign system on the door stating where they are could alleviate that problem. Collaboration with Red River Sanitors will continue to help keep the Union spaces clean, especially the rooms that are most used. The operations staff will focus on updates and enhancements to the Union as funds are available.

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Measure 1.2. Foster diverse participation in campus activities and programs. Initiatives and programs are inclusive and embraces community members with diverse backgrounds and life experiences and supports the free and open exchange of ideas and civil discourse. University officials from a myriad of areas on campus collaborate each week to provide inclusive and diverse programming. With the exchange of ideas weekly, the accountability of fostering diversity within our programs is an ongoing initiative. Evidence of the adoptions of or the interaction with diversity related programs and departments will be a strategic indicator of success and will be documented in the weekly minutes. Our goal is to meet a minimum of 30 times per year.

Finding. Target was met.

Analysis.

In AC 2020-2021, the target was met. The Student Programming committee met 39 times during the academic year. Our meetings consisted of 35 different individuals, both members of the committee and guests invited to the meetings to discuss special events. The meeting attendees represented areas of Student Life such as facility management, SGA, Greek Life, UPC and Student Activities, First Year Experience, Housing, Baptist Collegiate Ministries, intramurals, and Athletics, Center for Inclusion and Diversity, Health Services, International Student Resource Center, Alumni, ROTC, Academic Departments, Student Support Services, and non-University guests. We meet to discuss programming and planning initiatives across campus. The committee visited with community and campus entities throughout the year to promote and support their initiatives and to foster collaboration. We also created a Calendar subcommittee to focus on our calendar of events for the month. This helps us not over program and fill in gaps during the semester.

Based on the analysis of the AC 2020-2021 results the staff made the following changes in AC2021-2022 to drive the cycle of improvement. Continued to invite new members, new departments, and guests to the committee meetings to foster collaboration and exchange of ideas among faculty, staff, students, and our third-party partners to enrich the campus culture. Our calendar subcommittee gave us insight into the value of collaboration and inclusivity. We continued to evolve that group and invite new areas to the calendar meeting to be more transparent with our event planning initiatives.

As a result of these changes, in AC 2021-2022 the target was met. The Student Programming committee met 35 times during the academic year. Our meetings consisted of 42 different individuals, both members of the committee and guests invited to the meetings to discuss special events. The meeting attendees represented areas of Student Life such as facility management, SGA, Greek Life, UPC and Student Activities, First Year Experience, Housing, Baptist Collegiate Ministries, intramurals, and Athletics, Center for Inclusion and Diversity, Health Services, Library, International Student Resource Center, Alumni, Academic Departments, Student Support Services, Esports, Club Sports, Marketing, and non-University guests. We met to discuss programming and planning initiatives across campus. The committee visited with community and campus entities throughout the year to promote and support their initiatives and to foster collaboration. The meetings help us not over program and fill in gaps during the semester.

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Decision, action, or recommendation.

In AC 2021-2022 the target was met.

Based on the analysis of the AC2021-2022 results, the staff will implement the following changes in AC 2022-2023 to drive the cycle of improvement. Although the number of attendees went up this year, weekly attendance has declined. We will continue to invite new members, new departments, and guests to the committee meetings to foster collaboration and exchange of ideas among faculty, staff, students, and our third-party partners to enrich the campus culture. However, after careful consideration, this committee structure will change and be moved under the direction of the Director of Student Affairs. This shift in responsibilities allows the Student Union Director to focus on Summer Camp Policies and Procedures.

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

SO	Measure	Key Evidence
1	1.1	We provided the absolute best customer service possible. We worked with Red River Sanitors on cleanliness to help the satisfactory marks continue to stay up. While not under my purview, there were comments that the dining facilities need to be cleaned better. I brought that to Sodexo's attention. New renovations have helped raise our satisfaction, and we continued to push forward with more painting, branding, and furniture replacement.
	1.2	Continued to invite new members, new departments, and guests to the committee meetings to foster collaboration and exchange of ideas among faculty, staff, students, and our third-party partners to enrich the campus culture. Our calendar subcommittee gave us insight into the value of collaboration and inclusivity. We continued to evolve that group and invite new areas to the calendar meeting to be more transparent with our event planning initiatives.

Plan of action moving forward.

SO	Measure	Key Evidence
1	1.1	Push education on the EMS system to help students book rooms online at their convenience. Focus on training of student worker staff to better serve our student population. If the Union Operations Office is able to have a Graduate Assistant this year, and they will be tasked with making a Student Worker Manual for Union Operations. The Union Operations Office will implement a sign system to put on the door if a student worker is in another space working. Collaborate with Red River Sanitors to keep the Union spaces clean, especially the rooms that are most used. The operations staff will focus on updates and enhancements to the Union as funds are available.
	1.2	We will be shifting focus to Summer Camp Policies and Procedures for the next assessment cycle.