

Assessment Cycle 2021-2022

Alexandria Instructional Site

Division or Department: TIED

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Date: 06-14-2022

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Date: 06-14-2022

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.

Alexandria Instructional Site Mission. Northwestern State University Alexandria Instructional Site is a responsive, student-oriented institution that is committed to the creation, dissemination, and acquisition of knowledge through teaching, and service. The Alexandria Instructional Site serves the Central Louisiana Region and contributes to the overall education, development, and experiences of students by locally offering support services as well as courses through various delivery methods to include face-to-face, compressed video, and online delivery, which contribute to the workforce needs of our employers and community.

Methodology: The assessment process includes:

- (1) Data from assessment tools (direct & indirect and quantitative & qualitative) are collected and returned to the director and stored by the director in secure digital format.
- (2) The director and support staff will analyze the data to determine whether the applicable outcomes are met.
- (3) Results from the assessment will be discussed with the appropriate staff and reported to the Executive Director for Economic Development, Innovation, and Outreach.
- (4) Individual meetings will be held with staff as required to address identified concerns.
- (5) The director, in consultation with the staff and senior leadership, will determine proposed changes to measurable outcomes, assessment tools for the next assessment period and, where needed, service changes.

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Alexandria Instructional Site

Service Outcomes:

SO 1. The Alexandria Instructional Site will ensure all students have access to adequate resources, such as computers and printers, in additional areas beyond the traditional testing lab to support student success and retention.

Measure 1.1 Access to campus computers and a printer will improve student retention and overall satisfaction.

Finding: Target was - this year will be a benchmark year for this data point

Analysis.

In 2020-2021, the target was met. In 2020-2021 Alexandria revised how we tracked proctoring requests and this change provided the instructional site the information to gather accurate data to accommodate 100% of the proctoring requests.

Based on the analysis of the 2020-2021 results, this SO, “Alexandria Instructional Site will ensure all exam-proctoring requests are met for students in the Region”, has been accomplished and a new SO has been developed to continue to push the cycle of improvement forward. This Student Outcome focuses on the repeated requests for more computers and printers to be available to students outside of the testing lab. Over the past four years the students have expressed dissatisfaction with not having access to computers when exam proctoring was being conducted. Students have repeatedly asked for computers and printers on the satisfaction survey. This would provide them the opportunity to work on campus, complete online course requirements and print materials when the testing lab is unavailable.

As a result of this information, in 2021-2022, Alexandria was proud to provide a classroom space with twenty-five computers and one printer. This project was completed by Spring 2022 and has begun serving the students at the Alexandria campus. Students will log into a provided computer with their campus ID. This is required so we can track the usage rate of this service. This also gains them access to the printer. Hours of operation for this lab are from 8am to 8pm Monday through Thursday and 8am to 12pm on Friday. The intent for this computer lab is that it will be used as an overflow from the primary computer lab on the first floor and provide space between scheduled classes when the primary lab is in use for proctoring. In addition, we still provide the students with laptops for check out when classes are being held in the overflow computer lab.

Decision.

In 2021-2022 the target was completed, and a new Student Outcome was developed for 2022-2023. Based on the analysis of 2021-2022 results, the students continued to request additional computer and printer services when the primary computer lab was in

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use. This second, overflow, lab was created and in use beginning the Spring 2022. The plan is to provide this service to our students with twenty-five computers linked to a printer. Students must log into the computers provided to gain access to the printer. This will allow the instructional site to monitor the usage of these computers and the printer. As we establish a benchmark this year, we have learned that 167 student log ins have already taken place for printing. We will be able to pull a report of the number of log ins, the student, which computer was used, time, date, and how many copies each student sent to the printer. This information will be beneficial in supporting our satisfaction survey and the goal of retaining students while pursuing a targeted growth rate. These efforts will continue to improve the student’s ability to succeed with their academic studies thereby continuing to push the cycle of improvement forward.

Number of log ins	Computer Only	Printer Only	Both
Spring 2022	94	167	261
Fall 2022			

SO 2. The Alexandria Instructional Site provides excellent responsive student services that aid in the recruitment and retention of students.

Measure 2.1. The Alexandria Instructional Site complies with University Strategic Plan Objective by maintaining a minimum of 596 students each academic year.

Finding: Target was Met.

Student Enrollment	Enrollment History	Current Enrollment 14-Day	Maintain minimum 596
SY 2020-21	538		
Sum 2021		47	
Fall 2021		246	365
Spring 2022		243	303
Total 2021-22		536	
Part-Time & Online			179
Grand Total 2021-22			715
Retained Students (FTF)	13		8 Retained

Analysis.

In 2020-2021, the target was not met. In accordance with the plan for 2020-2021 and after numerous discussions, the staff was concerned that a perpetual increasing enrollment goal was never going to be met. With the fluctuation of economic trends, changing environments and the movement of people, Alexandria has not been able to meet the constant increase in enrollments. The biggest concern was in the data source used to determine the enrollments for our satellite facilities. For consistent reporting

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purposes, the registrars 14-day count is the sole measure of student enrollments each Spring and Fall semester. Through persistent questioning with Institutional Research over the calculation of this enrollment we found that this data does not include students with less than or equal to 50% of their total course registration or student who are online only. The students are reclassified as “Other Campus” statistic

Based on the analysis of the 2020-2021 results, the faculty made the following decision in 2021-2022 to drive the cycle of improvement. A change in perspective was developed for this measure. Alexandria decided to include a retention of students component to support the enrollment goals. This would better support the enrollment of new students as well as align with Student Satisfaction Survey. This data will track incoming first-time freshman and their return to NSU the following Fall semester. Additionally, we adjusted our enrollment data to a static figure that we could target versus an ever-climbing figure that was never attainable. This number was determined by averaging the number of students from the past four years. Based upon the historical numbers Alexandria averages 596 students per year.

When the 14-day count data alone is used, Alexandria falls short of the target. However, when the data from Institutional Research is added, which includes the 50% students and those online only, the total (715 students) exceeds this target by 179 students! As a baseline data, 13 students enrolled in the Fall 2020 and 8 returned to NSU the following Fall 2021.

As a result of these changes in 2021-2022 the target appears to not be met. However, when all the students are counted in the enrollment, the facility exceeds the target amount of 596.

Decision.

In 2021-2022 the target was met. Based on the analysis of the 2021-2022 results, the faculty will implement the following adjustments in 2022-2023 to drive the cycle of improvement. Alexandria will continue with the target enrollment of 596 for at least another year before allowing an adjustment. Enrollments will continue to be reflected as 14-day counts and the Institutional Research count with the 50% or less and online only students to be able to accommodate the university consistency with the Registrars numbers. Note, for achievement purposes, the data from Institutional Research is included to capture all students attending Alexandria.

This adjustment will improve the facility’s ability to target enrollments, correlate it with our satisfaction survey, and work towards the retention of students and push the cycle of improvement forward.

Measure 2.2. The Alexandria Instruction Site associates a direct correlation in student’s continued enrollment with an “Excellent” Overall Quality of Experience with their education facilities. The target is to have >80% of the respondents experience an “Excellent” satisfaction in course offerings and Overall Quality of Experience as indicated by a Student Survey. Student Survey, Appendix B.

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Finding: Target was not met.

Rating	Course Offerings		Overall Quality of Experience	
	SY 2020-21	SY 2021-22	SY2020-21	SY2021-22
Excellent	60%	61%	53%	54%
Good			26%	35%
Average	35%	30%	17%	7%
Below Average			3%	4%
Poor	5%	9%	.01%	0%
Total Surveys	185	110	185	110

First Time Freshman	Entering Freshman Cohort	# Retained
Fall 2020-2021	13	8
Fall 2021-2022		

Student Comments for Improvements from Survey:

Common Topics	More Accommodating	Clearer Communication	Distance Learning	Misc.
Fall 2019-20	19	1	3	3
SY 2020-21	Food/Beverage 15/45	Campus Hours 6/45	Technology 14/27	Services 10/27
SY 2021-2022	Food/beverage 2/15 Better vending, coffee, food options beside microwave	Campus Hours 2/15 Computer lab hours open until 8pm	Technology 1/15 Designated copy room with copier access.	Services 14/15 Order nursing books at semester start and have them at Alexandria for pick up. Larger classes in larger classrooms. Nursing lab with more availability of supplies &

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				<p>equipment to support firsthand learning Study Space, Group study space</p> <p>Several requests for the computer lab separated from the proctoring and access to a copier.</p>
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Analysis.

In 2020-2021 the target was not met. Based on the analysis of the 2020-2021 results, the faculty in 2021-2022 continued to monitor the impact of a Campus Council that oversees programming and events. We added a designated vending and snack area and redesigned the student area for eating and relaxing. Incentives have been posted to encourage survey participation. We discussed the opportunity to add more course offerings but continued to have difficulty with obtaining staffing to teach additional classes. Course requirements for difficult topics are the hardest to fill. Our nursing program is rated as one of the top in the country and as such, the stringent requirements for courses such as Chemistry and Dosage Calculation make it difficult to acquire qualified professors. In response to a persistent request for another computer lab and printer during proctoring exams, a classroom with twenty-five computers was converted to a lab with a printer. This lab opened in the Spring 2022 and required students to log into the computers with student ID numbers to use the printer. This provided us with a means of collecting usage data. Laptops continued to be available for check out while proctored exams were being administered and the second computer lab could be used for overflow.

Retention data is now being collected for First Time Freshman to determine if this service adjustment will make a positive impact on satisfaction and retaining our new enrollments. The freshman cohort criteria begins with the Fall 2020 enrollments which includes all students at Alexandria, full-time, part-time, and online only, to returning enrollments the following Fall 2021. A benchmark is currently underway as we move into the 2021-2022 academic year.

As a result of these changes in 2021-2022 the target was not met. A total of 110 of 715 (15%) students responded to this survey. This is below our target of >80% of the enrolled student population. Of those that did respond, 61% is Extremely satisfied with the course offerings and 54% reported Excellent satisfaction overall. While the satisfaction is improving, we are still not able to gather a substantial number of responses to validate our efforts in providing quality services that impact enrollments

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and now retention.

Decision.

In 2021-2022 the target was not met. Based on the analysis of the 2021-2022 results the faculty will implement the following changes in 2022-2023 to drive the cycle of improvement. Further monitoring of the changes put in place this past year is required to determine if the improvements will continue and an increase in survey responses can be encouraged. Data will be collected on the usage of the second computer lab and printer, retention of First Time Freshman is being populated, and the correlation of quality services and retention can be determined.

As the facility moves back into more normal routines, additional improvements to the campus offerings will be explored. Additionally, changes to improve quality services that will positively impact student satisfaction and retention are currently under discussion.

These changes will improve the services provided to our students. As First-Time Freshman data begins to form, correlation can be made with our efforts to improve student services and retaining our freshman students thereby continuing to push the cycle of improvement forward.

SO 3. The Alexandria Instructional Site Unit will ensure students are aware and satisfied with support services available to them at the Alexandria Instructional Site.

Measure 3.1 Financial assistance, course registration, proctoring services, and campus hours are critical components to supporting student success with their educational goals. The target is to garner 100% Student Awareness of support services available to them at the Alexandria Instructional Site. Survey, Appendix B

Finding: Target was n	Not Aware at All		Somewhat Aware		Very Aware	
	SY2020-21	SY2021-22	SY 2020-21	SY 2021-22	SY2020-21	SY2021-22
General Awareness that Services Exist	15%	15%	38%	45%	48%	40%
Advising/Registration Services	12%	17%	28%	33%	60%	50%
Assistance with Financial Aid	20%	23%	31%	39%	49%	38%
Computer Lab	3%	4%	6%	9%	91%	87%
Proctoring Services	5%	4%	8%	18%	87%	78%
Campus Hours of Operation	5%	9%	18%	22%	76%	69%

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Analysis.

In the 2020-2021 the target was not met. According to the plan of action for 2020-2021, we pushed forward with the notification of the services provided on our campus including having the professors share information during classes. Based on the analysis of the 2020-2021 results and the success with the notification of hours of operation, we continued to advertise on the building monitors and offered various incentives for completion. We were able to ascertain a Financial Aid staff member to come on our Freshman Connection event and speak personally to parents and their new enrolled NSU student. These efforts still fell short of the 100% awareness of those that responded to this survey. Computer Lab and Proctoring services continue to rank among the highest with Financial Aid still at the bottom with the least amount of acknowledgement. Even the hours of operation acknowledgement fell from its debut of 76% aware to 69%!

As a result of these focused efforts, in 2021-2022 the target was not met. All areas of the “Very Aware” and “Not Aware” dropped while most of the “Somewhat Aware” rose. It is very frustrating that the efforts to post this information seems to fall on blind eyes. The only two areas of recognition are the Proctored Exams, which they must do, and the Computer Lab.

Decision

In 2021-2022 the target was not met. Based on the analysis of the 2021-2022 results, the faculty is brainstorming for other ways the students will need to access use of the advising, financial aid, and Hours of Operation services. If these were used as much as the computer lab and proctoring services, students will have knowledge and respond accordingly. The Alexandria staff is discussing possible means or activities that students will need to engage that involve these three services during the semester. These changes will improve the student’s ability to receive the one-on-one support to answer advising and some financial aid questions thereby continuing to push the cycle of improvement forward and overall satisfaction with NSU upward.

Measure 3.2. Student support services must satisfy student needs for the student to successfully achieve course registration. The target is to achieve $\geq 80\%$ satisfaction with a minimum of 40% return on our survey population. Student Services Survey, Appendix B.

Finding: Target was not met.

Services	Very Dissatisfied		Dissatisfied		Neutral/Does Not apply		Somewhat Satisfied		Very Satisfied	
	SY	SY	SY	SY	SY	SY	SY	SY	SY	SY
	2020-21	2021-22	2020-21	2021-22	2020-21	2021-22	2020-21	2021-22	2020-21	2021-22
Advising/Registration	2%	2%	1%	5%	28%	32%	20%	13%	49%	48%

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Financial Aid	4%	4%	4%	5%	39%	46%	12%	11%	41%	35%
Computer Lab	3%	3%	5%	3%	10%	8%	17%	20%	65%	66%
Proctoring	0.0%	1%	2%	1%	21%	33%	14%	5%	64%	60%
Campus Hours of Operation	2%	2%	3%	3%	14%	13%	15%	18%	67%	65%

Analysis.

In 2020-2021 the target was not met. Based on the analysis of 2020-2021 results, the faculty made the following changes in 2020-2021 to drive the cycle of improvement. We offered financial aid face-to-face meeting during our Freshman Connection in the Fall 2021 semester. We advertised incentives to our students to complete the survey. Our faculty announced in class for students to complete the survey so that we could get input for suggestions for improvement. We have notifications posted on the monitors around the campus that are visible throughout the entire academic year.

As a result of these efforts, in 2021-2022 the target was not met. This year did have a combined 80% satisfaction when we combined both Very and Somewhat ratings in Computer Lab and Campus Hours. Advising and Proctoring remained above 50% satisfaction while Financial Aid dropped overall. We did not meet our 40% return rate either with this year's surveys. Of the 715 enrollments, only 110 completed the survey. That is a 15% return. When viewed overall, the satisfaction of the student population was less than last year. Financial Aid responses was interesting that 39% was somewhat aware of the service yet 46% ranked it as somewhat satisfactory. More interesting was the Very Satisfied correlation. While Advising, Financial Aid, and Campus Hours were within a few percentage points of each other, Computer Lab (85% Aware) and Proctoring (78% Aware) fell significantly short of Very Satisfied rankings.

Decision.

In 2021-2022 the target was not met. Based on the analysis of the 2021-2022 results, the faculty will implement the following changes in 2022-2023 to drive the cycle of improvement. The staff needs to revisit the survey structure. Considering the correlation made this year between the Awareness of and Satisfaction with services offered at Alexandria, if a student is not in need of Advising or Financial Aid, they will not seek out information for that service. Satisfaction rankings may need to be adjusted to three: Dissatisfied, Neutral, and Satisfied to collect more actionable results. Closer correlation analysis between the Awareness and Satisfaction of services needs to be scrutinized more closely.

This change will improve the clarity of information received by students in regards with services at NSU Alexandria thereby continuing to push the cycle of improvement forward and retaining our students to completion of their degree program.

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Comprehensive summary of key evidence of improvements based on analysis of results.

Additional Computer Lab to increase Enrollment and Retention:

- Alexandria was proud to provide a classroom space with twenty-five computers and one printer. This project was completed by Spring 2022 and has begun serving the students at the Alexandria campus. Students will log into a provided computer with their campus ID. This is required so we can track the usage rate of this service. This also gains them access to the printer. Hours of operation for this lab are from 8am to 8pm Monday through Thursday and 8am to 12pm on Friday. The intent for this computer lab is that it will be used as an overflow from the primary computer lab on the first floor and provide space between scheduled classes when the primary lab is in use for proctoring. In addition, we still provide the students with laptops for check out when classes are being held in the overflow computer lab.

Recruitment and Retention:

- Target Enrollment of 596

A change in perspective was developed for this measure. Alexandria decided to include a retention of students component to support the enrollment goals. This would better support the enrollment of new students as well as align with Student Satisfaction Survey. This data will track incoming first-time freshman and their return to NSU the following Fall semester. Additionally, we adjusted our enrollment data to a static figure that we could target versus an ever-climbing figure that was never attainable. This number was determined by averaging the number of students from the past four years. Based upon the historical numbers Alexandria averages 596 students per year.

- “Excellent” Overall Quality of Experience

The faculty in 2021-2022 continued to monitor the impact of a Campus Council that oversees programming and events. We added a designated vending and snack area and redesigned the student area for eating and relaxing. Incentives have been posted to encourage survey participation. We discussed the opportunity to add more course offerings but continued to have difficulty with obtaining staffing to teach additional classes.

In response to a persistent request for another computer lab and printer during proctoring exams, a classroom with twenty-five computers was converted to a lab with a printer. This lab opened in the Spring 2022 and required students to log into the computers with student ID numbers to use the printer. This provided us with a means of collecting usage data. Laptops continued to be available for check out while proctored exams were being administered and the second

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computer lab could be used for overflow.

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Awareness and Satisfaction with Support Services:

- 100% Student Awareness of support services

We pushed forward with the notification of the services provided on our campus including having the professors share information during classes. We continued to advertise on the building monitors and offered various incentives for completion. We were able to ascertain a Financial Aid staff member to come on our Freshman Connection event and speak personally to parents and their new enrolled NSU student.

- Support Services Satisfy Student Needs

We offered financial aid face-to-face meeting during our Freshman Connection in the Fall 2021 semester and advertised incentives to our students to complete the survey. Our faculty announced in class why students needed to complete the survey so that we could get input for suggestions for improvement. We have notifications posted on the monitors around the campus that are visible throughout the entire academic year.

Plan of action moving forward.

Additional Computer Lab to increase Enrollment and Retention:

- Students continued to request additional computer and printer services when the primary computer lab was in use. This second, overflow, lab was created and in use beginning the Spring 2022. The plan is to provide this service to our students with twenty-five computers linked to a printer. Students must log into the computers provided to gain access to the printer. This will allow the instructional site to monitor the usage of these computers and the printer. As we establish a benchmark this year, we have learned that 167 student log ins have already taken place for printing. We will be able to pull a report of the number of log ins, the student, which computer was used, time, date, and how many copies each student sent to the printer. This information will be beneficial in supporting our satisfaction survey and the goal of retaining students while pursuing a targeted growth rate.

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Recruitment and Retention:

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- “Excellent” Overall Quality of Experience

Further monitoring of the changes put in place this past year is required to determine if the improvements will continue and an increase in survey responses can be encouraged. Data will be collected on the usage of the second computer lab and printer, retention of First Time Freshman is being populated, and the correlation of quality services and retention can be determined.

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The faculty is brainstorming for other ways the students will need to access use of the advising, financial aid, and Hours of Operation services. The Alexandria staff is discussing possible means or activities that students will need to engage that involve these three services, thus bringing attention to their availability and offerings.

- Support Services Satisfy Student Needs

The staff needs to revisit the survey structure. Considering the correlation made this year between the Awareness of and Satisfaction with services offered at Alexandria, if a student is not in need of Advising or Financial Aid, they will not seek out information for that service. Satisfaction rankings may need to be adjusted to three: Dissatisfied, Neutral, and Satisfied to collect more actionable

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