

Assessment Cycle 2021-2022

Leesville Instructional Site

Division or Department: TIED

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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.

Leesville Instructional Site Mission. Northwestern State University Leesville Instructional Site is a responsive, student-oriented instructional site that is committed to the creation, dissemination, and acquisition of knowledge through teaching, and service. The Leesville instructional site serves the civilian communities of Vernon, Beauregard, Sabine parishes, and Fort Polk, as well as all military affiliated communities. The Leesville Instructional Site enables its students to meet their educational goals and prepares students to effectively enter the workforce.

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 Vice President of Technology, Innovation, and Economic Development.
- (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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Service Outcomes:

SO 1. The Leesville Instructional Site provides responsive student services that aid in the recruitment and retention of students. This outcome supports the University Strategic Plan Objective.

Measure 1.1. The Leesville Instructional Site complies with the University Strategic Plan Objective by maintaining a combined minimum of 1008 students from the Leesville and Ft. Polk/Barksdale sites each academic year.

Finding: Target was Met.

Student Enrollment	Enrollment History 14 Day Ct	Military Current Enrollment		Target Goal 1008
	Leesville Ct.	BAFB Ct.	Ft. Polk Ct.	
SY 2019-20	439			
SY 2020-21	281			
SY 2021-22	217	396	532	
Summer 2021	10	97	123	
Fall 2021	122	158	217	
Spring 2022	85	141	192	
	217			
SY 2021-22		396	532	1145

Breakdown Data

Category	Summer 2021		Fall 2021		Spring 2022		Total
	Ft. Polk	BAFB	Ft. Polk	BAFB	Ft. Polk	BAFB	
Active Duty (Self)	57	43	94	53	80	40	367
Military Active Dependent/Spouse	47	32	91	58	81	59	368
Veteran (VA/ Retiree & Dependents)	19	22	32	47	31	42	193
	123	97	217	158	192	141	928

Analysis

In 2020-2021 the target was met. Based on the analysis of the 2020-2021 results and lengthy discussions with faculty and staff, this Strategic Outcome was divided into two measures for 2021-2022 academic year. The first is to maintain an enrollment growth

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target of 1008. In order to meet this target, our facility was part of the campus upgrades to WebEx and ZOOM platforms. This provided quicker log-in, better connection and clarity with classroom instructors and opportunities to log on anywhere students were able to access the internet. Veteran/Retiree population increased by ten students! Recruiting and Marketing strengthened their advertising target in the local communities of the Northwest Region. The department developed a cohesive, purposeful campaign through billboards, flyers, improvements social media, cable advertising, and local news channel sponsorships.

The second measure focused on new student retention from Fall to Fall, beginning with Fall 2020 to Fall 2021 to establish a baseline. This measure is described below.

As a result of these changes, in 2021-2022 the target was met. Enrollment for the combined locations exceeded our goal of 1008. Using the 14-day count and the military rosters of enrollment of our population that is online only and less than the 50% enrollment at a location, proves that the number of students attending these locations are greater than just the one enrollment measure used previously. These changes directly impacted the Leesville data enrollment count and provided more accuracy than the 14-day count. It developed a valid means of accounting for all students attending the Leesville/Barksdale locations.

Decision.

In 2021-2022 the target was 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. We will increase the number of face-to-face classes in hopes of creating a solid core class schedule that takes into consideration many student types- traditional, nontraditional, military and dependents. We used the layout of former schedules, pre-covid, as a guide for this setup. We also met with Moral Welfare and Recreation at Fort Polk and renewed our contract with this group. We were able to customize recruitment events deemed beneficial to putting us in contact with our target population. Attendance at these events should aid in increasing our visibility post covid restrictions. We will also be meeting with the AACP recruiter for our region to look at options that can boost the numbers of students in the healthcare area. We are also now utilizing student data collected from students utilizing test services, such as the ACCUPLACER, as a base of students to follow up with through a weekly generated e-mail to ensure they maintain their enrollment on the campus.

Barksdale will push more into the education office events and testing schedules. This provides direct contact with military airmen, specifically the SrA and TSgt, who are needing their degrees to meet criteria for making their next rank. Additionally, the classroom and testing spaces will reopen in January 2023. This brings the opportunity to offer the WebEx courses once again as well as provide testing services to any NSU student needing assistance in this area.

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These changes will improve Leesville's accountability in maintaining student enrollment, better support our military at each of the locations, and improve data usage that will support retention of our students utilizing testing services.

Measure 1.2. The Leesville, Ft. Polk and Barksdale AFB Instructional Sites comply with the University Strategic Plan Objective by targeting a First-Time Freshman retention rate of a minimum of 76% from the previous year based on the current year enrollments.

Finding: Target was Not Met.

Analysis

In 2020-2021 the target was met for the enrollment goal. Based on the 2020-2021 results, measure 1.2 was developed by the faculty to focus on the retention of the first-time freshman entering in the fall semester and returning in the following fall semester to drive the cycle of improvement. These are true first-time freshman. The plan is to have an additional measure that supports the enrollment of students by maintaining first-time freshman. This measure was also designed to support the quality of our support services provided to our students. Using 2020-2021 as our base line year, our target is to match the University's average 76% retention rate. Data is provided from the Institutional Research using Tableau Public. The cohort criteria developed follows the University's first-time freshman. Leesville added the criteria that they are registered for university 1000. The retention rate is calculated based on the number of these students who return to NSU and not necessarily to the Leesville Ft. Polk/Barksdale locations. The goal is to have a student satisfied with their overall experience with NSU that they return each semester until they complete their educational program.

Student Enrollment	Enrollment History First Time Freshman	Fall 2020-Fall 2021	Retention Target of 68%
SY 2020-21	48	27	56.25%
University	1300	652	50%

As a result of these changes, in 2021-2022 the retention target was not met. Leesville, Ft. Polk, and Barksdale did retain a minimum of 56.25% of our first-time freshman from last fall. The baseline from Fall 2020 to Fall 2021 has been established and plans can now be developed with a clearer focus on what NSU Leesville can do to retain these valuable assets. This shift will have a direct impact on the number of students returning, which affects our enrollment, and support data collected on overall satisfaction with student services.

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Decision.

In 2021-2022 the target was not met for first time freshman retention. 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. Following up, Leesville will be able to obtain a list of currently enrolled students that have not registered for the next semester and follow up with e-mails and reminders about future enrollment dates and giving them contacts of a local advisor to aid them with registration.

Barksdale will reach out to all their military members, who are usually beyond Freshman status, to remind them of enrollment dates and services opening again in January 2023. The goal is to see a positive correlation between the efforts to provide quality service to our students and maintain a returning population that supports our goal of enrollment.

These changes will improve the student's ability to make informed decisions about their educational goals with NSU and thereby continue to push the cycle of improvement forward.

SO 2. The Leesville Instructional Site Unit will ensure incoming freshman are informed of the Student Services available to support their academic needs.

Measure 2.1. Leesville Instructional Site will ensure 100% Freshman Student are Aware of the support services available to them at Leesville and NSU main campus. Survey, Appendix B.

Finding: Target was Not Met.

	Not Aware at All			Somewhat Aware			Very Aware		
	SY 2019-2020	SY 2020-2021	SY 2021-2022	SY 2019-2020	SY 2020-2021	SY 2021-2022	SY 2019-2020	SY 2020-2021	SY 2021-2022
General Awareness that Services Exist	25%	16%	15%	32%	59%	47%	43%	25%	38%
Advising/Registration Services	17%	6%	9%	17%	28%	23%	66%	65%	68%
Assistance with Financial Aid	17%	21%	19%	26%	33%	25%	57%	46%	57%
Computer Lab	4%	3%	0.0	4%	4%	5.6%	92%	93%	94%
Proctoring Services	8%	4%	2%	19%	15%	13%	74%	81%	85%
One to One Services at Ft. Polk	N/A	53%	?	N/A	20%	?	N/A	27%	?
Hours of Operation	N/A	4%	0.0	N/A	36%	36%	N/A	59%	64%

(SY 2019-2020 includes only Fall 2019 data. One to One and Hours of Operation added for 2020-2021)

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Analysis

In 2020-2021 the target was not met. Based on the analysis of the 2020-2021 data, Leesville faculty planned to use this survey to target incoming Freshman. UNIV1000 was the platform selected for gathering this data. Like last year, UNIV1000 presented a general, brief of the various student services offered at both Leesville and main campus sites. This overview focused on the type of support these services provided and how that would help the student with any questions they may have in finding success navigating through the NSU programs. Following the end of course term, this freshman group of students were given the awareness survey to confirm that this information was disseminated, and they were aware of the student services available to them. We also invited Financial Aid to come out during our Freshman Connection event so parents and students could have questions answered or receive assistance with completing Financial Aid applications.

The ultimate goal was to improve the student's ability to utilize student services at the Leesville and main campus location thereby improving their experience in completing required documentation.

As a result of these changes, in 2021-2022 the target was not met. Overall general awareness is less than the target; however, we did increase awareness in all categories of "Very Aware." Our computer lab, proctoring services, and advising/registration services continue to rank above 65% indicating that these services are being utilized. These changes did not have the full impact as anticipated but have made positive gains in supporting the freshman class for 2021-2022.

Decision.

In 2021-2022 the target was not met. Student awareness of the student services offered at the Leesville and Ft. Polk sites did not reach 100% awareness. Based on the analysis of the 2021-2022 results the faculty will implement the survey distribution change in 2022-2023 that was scheduled in 2022 to drive the cycle of improvement. Due to other major technology updates and changes across the main campus of NSU, Leesville was unable to implement the survey change to the Freshman UNIV 1000 class for the Fall and Spring semester. Now that the latest programs and technology upgrades are in place and running smoothly, the plan is to shift this over for the Fall 2022 and Spring 2023 UNIV 1000 courses. Additionally, our campus Director will be able to explain the survey before students complete it. Providing them with a better understanding of the information needed to provide quality services as they progress through their education career.

These changes will improve the student's ability to utilize student services at the Leesville and main campus location thereby improving their experience in completing required documentation. By doing so, the Leesville campus will continue to push the cycle of improvement forward. Additionally, the remainder of the campus will continue to receive information of services via campus monitors and electronic delivery methods.

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SO 3: The Leesville Instructional Site recognizes a direct correlation between Overall Quality of Experience and Accommodating Course/Class Offering Satisfaction to sustain enrollment. A sizable portion of the Leesville population is military connected, and the military mission has precedence in their lives.

Measure 3.1. Accommodating course offerings will achieve $\geq 90\%$ excellent satisfaction with at least 30% of the student population reporting at the Leesville/Ft. Polk/BAFB Instructional Sites. Military Survey, Appendix B

Finding: Target was Not Met.

Overall Satisfaction with Accommodating Course/Class Offering

Leesville Campus	Excellent (Extremely Satisfied)	Average (Satisfied)	Poor (Not Satisfied)
2020-2021	48%	33%	18%
2021-2022	38.1%	38.1%	23.8%
Ft. Polk			
2020-2021	47%	34%	18%
2021-2022	45%	40%	15%
Barksdale			
2021-2022	55%	36%	2%

Analysis

In 2020-2021 the target was not met. Based on the analysis of the 2020-2021 results, Leesville faculty increased the survey population by extending this survey to the military student population at Barksdale Air Force Base. Both locations service primarily online students who access WebEx and ZOOM platforms for their coursework. These upgraded services provided our students with greater course offerings and more flexibility to log into their courses from any location around the world. The expectation was that this survey feedback would provide insight into which services are working smoothly and those that need attention as they directly impact the student's ability to complete coursework smoothly.

As a result of these changes, in 2021-2022 the target was not met. Leesville/Ft. Polk experienced a slight decline in the Excellent rating. The combined total number of students responding to the survey was 82 of 928. This garnered only an 8% return on our surveys. Note however, Barksdale was able to provide the survey only during the Spring 2022 semester. Comments from the Leesville students expressed a need to provide improved Wi-Fi, charging stations and more face-to-face course options over the online course offerings. Yet, other students commented that they would like to see more online course options than what is currently offered. The number of responses

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remains extremely low to be able to make meaningful adjustments to the operations and course offerings of our instructional sites.

Barksdale students had only three comments. One asked to combine services with the community, the next was not aware of any services, and the last stated that the education building is currently closed due to building renovations to the second and third floors. This last comment is the most accurate of this facility's current operation. BAFB education building, which houses NSU and two other universities, has been closed to students since October 2021. Currently the only means to provide courses to our military is online.

This survey did provide the feedback that it was intended to gather. It did provide both locations with the overall satisfaction of current course offerings. These changes did have a positive impact on our students and allowed them to express concerns about improving the system.

Decision.

In 2021-2022 the target was not met. The site did not achieve $\geq 90\%$ satisfaction from the surveyed population or 30% response rate from the combined sites. 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 Leesville site plans to use the Freshman UNIV 1000 courses as the venue to push this survey. The return of 30% of the population may need to be reconsidered since this group does not constitute 30% of our enrollments. This will need to be re-evaluated once the survey is distributed to the freshman class this coming year.

The Barksdale AFB location is waiting for the base facility to reopen with all renovation completed. This will allow military students and dependents to return to the classroom for face-to-face course presentations as well as combine with online offerings. BAFB will also be able to return to email distribution our Spring 2023 Course Offerings flyer which will also have the building hours of operation and student services provided at this location. The tentative date for full reopening is currently scheduled for January 2023. For the Fall 2022 semester, we will increase our online course offerings and include both Fall and Spring semesters in the distribution of the survey along with Ft. Polk and Leesville.

These changes will improve overall satisfaction as the student's return to face-to-face courses, improved internet access with our online course delivery with the upgraded campus technology, and targeted communication of support services offered at NSU locations. Students will be able to find the courses they need and get assistance with services necessary to complete their course registration and degree completion thereby continuing to push the cycle of improvement forward.

Measure 3.2. The Leesville Instructional Site strives for 100% student satisfaction with Overall Quality of Experience. Student and Military Surveys, Appendix B.

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Finding: Target was not met.

Overall Quality of Experience

Rating	Overall Quality of Experience			
	SY 2019-20	SY 2020-21	SY 2021-22	
			Ft. Polk	BAFB
Excellent	40%	35%	32%	48%
Good	38%	29%	40%	28%
Average	15%	22%	21%	20%
Below Average	2%	10%	0%	4%
Poor	6%	3%	2%	0%
Total Surveys	53	96	78	

Analysis

In 2020-2021 the target was not met. Based on the analysis of 2020-2021 data, the faculty adjusted the population target group of this survey to first-time freshman enrolled in UNIV 1000 (A and B Term) on the Leesville Instructional Site. A link to the survey was posted in the class Moodle shell. Instructors were asked to have their students complete the survey as a class assignment. This change was to ensure feedback from new students each semester, help us gain insight into what a new student, free of biased experiences, feels about the services provided, and Barksdale AFB students were added as part of the survey population to complete the total population count in this assessment.

As a result of these changes, in 2020-2021 the target was not met. This year proved to be challenging with our technological changes. The main campus has undergone significant technology upgrades and smaller projects such as ours had to be postponed until the campus upgrades were completed and operational. We are targeted for Fall 2022 to have this survey migrated over to our freshman cohort. We are not certain that this is going to be completely feasible until the IT (Information Technology) techs can populate the shell for this to run. Other options are also on the table to support this effort. These changes will impact the students' ability to complete the requested survey.

Decision.

In 2021-2022 the target was not met. Based on the analysis of the 2021-2022 results the faculty will persist with the implementation of the changes from 2020-2021 in 2021-2022 to drive the cycle of improvement. Following major technological improvements to our main campus with our internet, our project had to be placed on hold. With the

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project complete and in full operation, our project is being pushed forward. Our IT will have to build the shell to populate the freshman cohort for 2022-2023. Should this not be possible, we have other locations in discussion that this could be placed for freshman to access. We also have requested access to the Ft. Polk computers so that we can better assist our military students at the post education office. Currently we are waiting for military approval for access.

We can address the extended hours of operation by including one Saturday a month on the campus and all computer labs are available for students. Tracking how many students are taking advantage of the opportunity to determine continuation of the extended hours. More students are using laptops, so we can create signage of charge stations. We can develop a list of FYI's about all our services for students that that can be distributed at our Information Station during welcome week and have these available for advisors to give out when they have completed the scheduling process with the students. This process can be shared with Barksdale AFB and adjusted to their facility availability.

These changes will improve the student's ability to provide valued feedback on the overall quality of experience with NSU and assist us in making efforts to improve this experience to support our retention ratings thereby continuing to push the cycle of improvement forward.

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

Recruitment and Retention of Students

1.1 Strategic Outcome was divided into two measures for 2021-2022 academic year. The first is to maintain an enrollment growth target of 1008. The second measure focused on new student retention from Fall to Fall, beginning with Fall 2020 to Fall 2021 to establish a baseline. Enrollment for the combined locations exceeded our goal of 1008. Using the 14-day count and the military rosters of enrollment of our population that is online only and less than the 50% enrollment at a location, proves that the number of students attending these locations are greater than just the one enrollment measure used previously.

1.2 This measure was developed to focus on the retention of the first-time freshman entering in the fall semester and returning in the following fall semester. These are true first-time freshman. The plan is to have an additional measure that supports the enrollment of students by retaining first-time freshman and develop hard evidence that supports the quality of our support services provided to our students. Using 2020-2021 as our base line year, our target is to match the University's average 76% retention rate. Data is provided from the Institutional Research using Tableau Public. The cohort criteria developed follows the University's first-time freshman adding the criteria that they are registered for University 1000. The retention rate is calculated based on the number of these students who return to NSU and not necessarily to the Leesville Ft. Polk/Barksdale locations. The goal is to have a student satisfied with their overall experience with NSU that they return each

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semester until they complete their educational program.

Quality Student Services

Leesville faculty planned to use this survey to target incoming Freshman enrolled in UNIV1000. Instructors briefed information of the various student services offered at both Leesville and main campus sites. The type of support these services provided and how that would help the student with any questions they may have in finding success navigating through the NSU programs. Following the end of course term, this freshman group of students were given the awareness survey to confirm that this information was disseminated, and they were aware of the student services available to them. Financial Aid staff was also available during Freshman Connection to answer parent and student questions.

Student Satisfaction and Quality of Experience

3.1 Leesville faculty increased the survey population by extending this survey to the military student population at Barksdale Air Force Base. Both locations service primarily online students who access WebEx and ZOOM platforms for their coursework. The expectation was that this increased survey population would provide better insight into which services are working smoothly and those that need attention as they directly impact the student's ability to complete coursework smoothly.

3.2 The faculty adjusted the population target group of this survey to first-time freshman enrolled in UNIV 1000 (A and B Term). A link to the survey was posted in the class Moodle shell. Instructors were asked to have their students complete the survey as a class assignment. Barksdale AFB students were added as part of the survey population.

Plan of action moving forward.

Recruitment and Retention of Students

1.1 We will increase the number of face-to-face classes and create a solid core class schedule that takes into consideration many student types- traditional, nontraditional, military and dependents. We will use the pre-covid layout to develop the schedules. We customized recruiting events deemed beneficial to putting us in contact with our target population. We also met with the AECR recruiter for our region to look at options that can boost the numbers of students in the healthcare area. We are also utilizing student data collected from students testing services, such as the ACCUPLACER, as a base of students to follow up with through a weekly generated e-mail to ensure they maintain their enrollment on the campus.

Barksdale will push more into the education office events and testing schedules. This provides direct contact with military airmen, specifically the SrA and TSgt, who are needing their degrees to meet criteria for promotion. Additionally, the classroom and testing spaces will reopen in January 2023. This opens the opportunity to offer the WebEx courses once again as well as provide testing services to any NSU

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student needing assistance in this area.

1.2 Leesville will obtain a list of currently enrolled students that have not registered for the next semester and follow up with e-mails and reminders about future enrollment dates and giving them contacts of a local advisor to aid them with registration.

Barksdale will reach out to all their military members, who are usually beyond Freshman status, to remind them of enrollment dates and services opening again in January 2023.

Quality Student Services

Due to other major technology updates and changes across the main campus of NSU, Leesville was unable to implement the survey change to the Freshman UNIV 1000 class for the Fall and Spring semester. Now that the latest programs and technology upgrades are in place, the plan is to shift to the Fall 2022 and Spring 2023. Additionally, our campus Director will be taking time to explain the need for the survey responses before students complete it.

Student Satisfaction and Quality of Experience

3.1 The Leesville site plans to use the Freshman UNIV 1000 courses as the venue to push this survey. The Barksdale AFB location is waiting for the base facility to reopen with all renovation completed. This will allow military students to return to the classroom for face-to-face course presentations as well as online offering.

3.2 Leesville will move forward with the implementation of the changes from 2020-2021. Following major technological improvements to our main campus with our internet, our project had to be placed on hold. With the project complete and in full operation, our project is being pushed forward. Our IT will build the shell to populate the freshman cohort for 2022-2023. Should this not be possible, we have other locations in discussion that this could be placed for freshman to access. We also have requested access to the Ft. Polk computers so that we can better assist our military students at the post education office. Currently we are waiting for military approval for access. We will address the extended hours of operation by including one Saturday a month on the campus and all computer labs will be available. More students are using laptops, so we will create signage of charge station locations. We will develop a list of FYI's about all our services for students that will be distributed at our Information Station during welcome week and make these available for advisors to give out when they complete the scheduling process with the students. This process can be shared with Barksdale AFB and adjusted to their facility availability.