Assessment Cycle 2022-2023

Alexandria Instructional Site

Division or Department: EDIO

Prepared by: Jason Parks and Emily Perritt   Date: 06/15/2023

Approved by: Mrs. Laurie Morrow   Date: 6/15/2023

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.

Assessment Cycle 2022-2023

<u>Alexandria Instructional Site</u>

Service Outcomes:

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

Measure 1.1 Track student usage rate of campus provided computers and printer. Usage rate target of not less than 50% of our students attending our campus use the provided computer lab.

Finding: Target was met.

Number of log ins	Computer/Printer	Percentage
Spring 2022	261	107%
Fall 2022	216	88%
Spring 2023	188	81%

Analysis.

In AC 2021-2022, a new Student Outcome and Measure was created to push the cycle of improvement forward. This began a new baseline year for pushing student experience overall satisfaction results upward, increase the campus retention rate (in keeping with University's expectations), and thus pushing the cycle of improvement forward. Overall Excellent Quality of Experience survey by students have reflected a "excellent" satisfaction rating that has hovered around 53%. The primary complaint, based on student comments, has been the lack of a technology room that provides students access to a computer and printer during proctored exam sessions.

Based on information and data gathered from the analysis of the AC 2021-2022 data, CENLA was proud to provide their students with a classroom that houses 25 computers and one printer. This lab is open to the student year-round and is not interrupted or limited during proctored exam sessions. This project was completed in Spring 2022 and recorded 261 student log ins for its debut. In this first semester, we tracked logins without filtering out duplicate names, so some students are counted more than once in the 107% number.

As a result of these changes, in AC 2022-2023 the target was met. Each semester was tracked; the lab has reported greater than 50% of students utilizing the facility. To keep the tracking unbiased, duplicate log ins by the same student have been removed starting in Fall 2022. Beginning in the Fall 2022 semester 216 (88%) students have utilized the Technology Lab and the Spring 2023 results reflect another 188 (81%) used the lab. This report indicates 404 log ins during the academic year 2022-2023. This was much higher than expected.

Decision.

In AC 2022-2023, the target was met.

Based on information gathered from the analysis of the AC 2022-2023 data, the faculty will implement the following changes in AC 2023-2024 to drive the cycle of improvement. In AC 2022-2023 a computer lab was opened for student access throughout the year and was not interrupted due to proctored exam sessions. Due to the high usage of the desktop computers, CENLA will continue providing laptops (10 are available) for check out. In AC 2023-2024, faculty are also considering adding a component to the semester survey that helps monitor student satisfaction with the lab services. This change makes a direct impact on the student's ability to access their classroom information, complete assignments, and print resources, thereby continuing to push the cycle of improvement forward.

SO 2. CENLA will provide excellent responsive student services that aid in the recruitment/enrollment and retention of students.

Measure 2.1. CENLA complies with University Strategic Plan Objective by maintaining a target 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		
SY 2021-22	715		
Sum 2022		59	60 (tableau)
Fall 2022		243	300 (tableau)
Spring 2023		232	290 (tableau)
Total 2022-23		534	650
Part-Time & Online			224

Analysis.

In AC 2021-2022, the target was met. For AC 2021-2022, the staff was concerned that a perpetual increasing enrollment goal was never going to be met. After lengthy research and discussion, it was determined that the calculation of the enrollment within the University 14-day count does not calculate all students attending a specific satellite campus if 50% or more of their courses are not at that campus. Institutional Research provided an additional measuring tool called Tableau Public to support the enrollment data. This data identifies all students registered for courses at a location; full, part time,

online, face to face, and mixed are accounted for in this data. This revealed a much different picture than the 14-day count.

Based on the information gathered from this analysis of the AC 2021-2022 data, the faculty included the data from tableau public. In AC 2022-2023 tableau public data, we believe, reflects a more accurate enrollment of students at the CENLA campus. As an added benefit, this report also provides data about incoming first-time freshman and their return to NSU the following Fall semester, thus providing a source for determining retention data.

As a result of these changes, in AC 2022-2023 the target is met.

Tableau public reflects all students using the CENLA facilities and this number surpasses the target minimum of 596. While the 14-day count must continue to be reported, this data alone does not account for the online students and part time students that are utilizing CENLA's facilities. Therefore, Tableau Public will continue to be used in conjunction with the 14-day count for enrollment data.

This change has a direct impact on the accuracy of the number of students actively using this facility and a positive impact on the faculty's success in accounting for the number of students they are serving.

Decision.

In AC 2022-2023 the target was met.

Based on data collected from the analysis of the AC 2022-2023 results, the faculty will implement the following adjustments in AC 2023-2024 to drive the cycle of improvement. Alexandria continues to pursue the target minimum enrollment of 596. Enrollment data will continue to reflect the14-day count in conjunction with the Tableau Public data.

Another factor that the Alexandria Instructional Site will benefit from in the upcoming months ahead is the lease of an adjacent building to our existing facility. The added space will aid in our recruitment and enrollment capabilities due to additional classroom spaces, 2 computer labs, meeting space, and faculty/staff offices.

This adjustment will improve the facility's ability to target enrollments, work towards the retention of students, and push the cycle of improvement forward.

Measure 2.2. CENLA associates a direct correlation in "Excellent" Overall Quality of Experience and Course Offerings with student recruiting and retention. The target is >40% of the survey respondents report "Excellent" satisfaction in Course Offerings and Overall Quality of Experience as indicated by a Student Survey. Student Survey, Appendix B.

Finding: Target was Not Met.

Assessment Cycle 2022-2023

Rating	Course Offerings		Overall Quality of Experience	
	SY 2021-22	SY 2022-23	SY2021-22	SY2022-23
Excellent	61%	66%	54%	53%
Good			35%	27%
Average	30%	28%	7%	16%
Below Average			4%	3%
Poor	9%	6%	0%	1%
Total Surveys	**110**	**113**	**110**	**113**

Student Comments for Improvements from Survey:

Common Topics	More Accommodating	Clearer Communication	Distance Learning	Misc.
SY	Food/beverage	Campus Hours	Technology	Services
2022-2023	Canteen opt (*) SGA, TRIO Campus Events 20/113	24 hr lab Later hours for finals Weekend lab/library Communicate more of campus offering 7 am opening 16/113	More F2F classes Colored Printer upstairs(*) Simulation 20/113	Small Book store(2) Offer Health Services(5) Advising Available(2) ATI Study Groups(2) Tutoring Options(3) Mental Health Counseling (2) Sumer ASN courses (1) Financial Aid Help (1) Study Room Classroom fits class size Instructors to assist accommodation students. 23/113

Analysis.

In AC 2021-2022, the target was not met. For AC2021-2022, the faculty continued to monitor the impact of a Campus Council that oversaw programming and events for the students to improve overall satisfaction and encourage survey response.

Based upon student comments from the last couple of years, a computer lab was provided with a printer, a vending and snack area was redesigned for a place the students could eat and relax. Discussion was held several times thought the year focusing on adding more courses, but we were not able to obtain the staff to teach additional courses. Incentives were posted to encourage students to complete the satisfaction survey so additional improvements can continue to occur.

As a result of these changes in 2022-2023 the target was not met.

A total of 113 of 650 (17%) students responded to this survey. This is below our target of >80% of the enrolled student population. Of those that did respond, 66% feel Excellent satisfaction with the course offerings and 53% reported Excellent satisfaction overall. Satisfaction with course offerings is improving while overall satisfaction took a slight downturn. Comments continue to focus on providing food services, a colored printer, and providing health services and tutoring assistance on campus.

Providing a computer lab, redesigning for a place to eat and relax did not increase student overall satisfaction. Incentives offered for student participation in the survey did not increase the number of student responses.

Decision.

In AC 2022-2023, the target was not met.

Based on the results of the AC 2022-2023 data, the faculty and staff will continue to encourage students to complete the survey and help increase participation while also emphasizing the anonymous nature of the survey. At times we may can engage the use of students that make up the Cenla Campus Council to promote an activity associated with the survey in AC 2023-2024.

These changes will improve completion rate of the survey provided to our students, thereby pushing the cycle of improvement forward.

Measure 2.3. CENLA complies with University Strategic Plan Objective by maintaining a target retention of First Time Freshman encouraging a $\geq$ 28% student retention from Fall to Spring.

Finding: Target was met.

First Time Freshman	Entering Freshman Cohort	# Retained	Percentage
Fall 2020-2021	37	26	70%
Fall 2021-2022	27	15	56%
Fall 2022-2023	9	8	89%

Analysis.

In AC 2021-2022, the target to track returning entering freshman was established to meet University expectations. This tracking method collects data of Entering Freshman in the Fall and tracks them through Fall of the following year. Faculty discussion determined that until sufficient data can be obtained a target of $\geq$ 28% retention of these freshman was a fair goal. Tableau Public reports collect the number of entering freshman in

the Fall cohort and tracks these students until the following Fall semester.

Faculty members also discussed using the computer lab reports to obtain another resource of returning students at their campus. Since the collection data for computer usage is collected and is non duplicated information on each individual using the lab, a comparative list of users from one semester to the next can also be created to ascertain relative data on those using the lab that are returning students. This percentage of returning users can be used to support or question data received solely from Tableau Public.

As a result of these changes, in AC 2022-2023, that target was met.

Previous data reflects a 64% retention rate over the last two complete years. Fall 2022 will not be complete until Fall 2023 data is received. Computer lab usage indicates 216 students used the lab in Fall 2022 and 122 of those were back in the lab in Spring 2023 for a 56.5% retention rate of lab users. This matches the retention of Cohort Fall 2021 to Fall 2022.

Decision

In AC 2022-2023, the target was met.

Based on the information gathered from the analysis of AC 2022-2023 data, the faculty will continue to raise awareness among students about these services and opportunities on the Cenla Campus. It will also be encouraged that faculty and staff work with the Cenla Recruiter to learn more about career fairs and recruitment events in our area in AC 2023-2024

These changes will improve the recruitment, retention, and overall quality with service satisfaction of our students thereby continuing to push the cycle of improvement forward.

SO 3. The CENLA will ensure students are aware and satisfied with excellent support services at the Alexandria Instructional Site.

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

Finding: Target was not met.

Assessment Cycle 2022-2023

	Not Aware at All		Somewhat Aware		Very Aware	
	SY2021-22	SY2022-23	SY 2021-22	SY 2022-23	SY2021-22	SY2022-23
General Awareness that Services Exist	15%	8%	45%	40%	40%	52%
Advising/Registration Services	17%	7%	33%	30%	50%	59%
Assistance with Financial Aid	23%	13%	39%	39%	38%	46%
Computer Lab	4%	0%	9%	3%	87%	94%
Proctoring Services	4%	5%	18%	14%	78%	80%
Campus Hours of Operation	9%	5%	22%	22%	69%	72%

Analysis

In AC 2021-2022 the target was not met. For AC 2020-2021, CENLA faculty have struggled to find ways to assist students with their Financial Aid questions and needs during registration at their campus. Funding for additional staffing has not been possible.

Financial Aid has consistently been the lowest ranked awareness of services as well as the lowest service satisfaction. A Financial Aid staff member did come during our Freshman Connection event and speak personally to parents and their new enrolled NSU student. A Financial Aid staff member was also present during registration during designated dates and times. 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.

As a result of these efforts, in AC 2022-2023 the target was not met.

There is an improvement in awareness in all areas, Financial Aid included. However, it still falls short of 100% of all students on campus are familiar with the variety of services offered to them at NSU.

Decision

In AC 2022-2023 the target was not met.

Based on the analysis of the AC 2022-2023 results, CENLA did do something right because all areas are improved with a large improvement in General Awareness that services do exist at the campus. The faculty will strive to be more engaged to help disseminate information as well as be more involved with our Freshman Connection event as an effective means of introducing students to services and opportunities on campus early on in AC 2023-2024, continuing to push the cycle of improvement forward

and overall satisfaction with NSU upward.

Measure 3.2. Support services must fulfill student needs for the student to successfully complete course registration. The target is to achieve > 80% Very Satisfied 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
	2021-22	2022-23	2021-22	2022-23	2021-22	2022-23	2021-22	2022-23	2021-22	2022-23
Advising/ Registration	2%	4%	5%	2%	32%	25%	13%	19%	48%	50%
Financial Aid	4%	2%	5%	9%	46%	38%	11%	11%	35%	40%
Computer Lab	3%	0%	3%	2%	8%	9%	20%	18%	66%	71%
Proctoring	1%	1%	1%	1%	33%	24%	5%	12%	60%	62%
Campus Hours of Operation	2%	0%	3%	3%	13%	14%	18%	18%	65%	65%

Analysis.

In AC 2021-2022 the target was not met. For AC 2021-2022 results, the faculty considered adjusting the survey choice to only three, Dissatisfied, Neutral, and Satisfied. However, the final decision to make this change was to not adjust and allow the five-point scale to remain for the year. CENLA Campus Council will further engage students and promote services available at the campus by hosting events centered around the student surveys and services offered on campus. This type of event could serve to educate students about the resources available to them and increase their participation as well as offering incentives to encourage students on campus to complete the survey.

In keeping with our previous years, we advertised during Freshman Connection in the Fall 2022 semester. We offered incentives to our students, faculty announced in class for students to complete the survey, and we continued posting on hall monitors throughout the entire academic year.

As a result of these efforts, in AC 2022-2023 the target was not met.

All areas are improved, and Overall Satisfaction is better but not enough to reach our target of 80% and better.

Assessment Cycle 2022-2023

We did not meet our 40% return rate either with this year's surveys. Of the 650 enrollments, only 113 completed the survey. That is a 17% return.

Decision.

In AC 2022-2023 the target was not met.

Based on the analysis of the AC 2022-2023 results, the faculty will implement the following changes in AC 2023-2024 to drive the cycle of improvement.

CENLA faculty will invite Financial Aid representatives to campus to promote services available and to provide counseling on eligibility for financial assistance.

We will also consider changing how we are looking at the survey results. Even though we are not meeting the goal set for "Very satisfied," we are also noticing that the numbers of students reporting dissatisfaction (very dissatisfied/dissatisfied) are low (11% is the greatest dissatisfaction, representing financial aid, as addressed above. It may be impossible to move the groups of students indicating neutral/does not apply. For example, a student who marked neutral for proctoring may not be enrolled in any courses requiring proctoring.

This change will improve student satisfaction with services on campus, thereby continuing to push the cycle of improvement forward and retaining our students to completion of their degree program.

Assessment Cycle 2022-2023

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

Additional Computer lab to increase Enrollment and Retention:

(1.1) Based on information and data gathered from the analysis of the AC 2021-2022 data, CENLA was proud to provide their students with a classroom that houses 25 computers and one printer. This lab is open to the student year-round and is not interrupted or limited during proctored exam sessions. This project was completed in Spring 2022 and recorded 261 student log ins for its debut. In this first semester, we tracked logins without filtering out duplicate names, so some students are counted more than once in the 107% number.

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Recruitment and Retention:

Target Enrollment of 596

(2.1) In AC 2022-2023 tableau public data, we believe, reflects a more accurate enrollment of students at the CENLA campus. As an added benefit, this report also provides data about incoming first-time freshman and their return to NSU the following Fall semester, thus providing a source for determining retention data.

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"Excellent" Overall Quality of Experience

(2.2) As a result of the changes in 2022-2023 the target was not met.

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of >80% of the enrolled student population. Of those that did respond, 66% feel Excellent satisfaction with the course offerings and 53% reported Excellent satisfaction overall. Satisfaction with course offerings is improving while overall satisfaction took a slight downturn. Comments continue to focus on providing food services, a colored printer, and providing health services and tutoring assistance on campus.

Providing a computer lab, redesigning for a place to eat and relax did not increase student overall satisfaction. Incentives offered for student participation in the survey did not increase the number of student responses.

Retention of first-time Freshmen
(2.3) Faculty members also discussed using the computer lab reports to obtain another resource of returning students at their campus. Since the collection data for computer usage is collected and is non duplicated information on each individual using the lab, a comparative list of users from one semester to the next can also be created to ascertain relative data on those using the lab that are returning students. This percentage of returning users can be used to support or question data received solely from Tableau Public.

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Awareness and Satisfaction with Support Services:

100% Student Awareness of support services

(3.1) Financial Aid has consistently been the lowest ranked awareness of services as well as the lowest service satisfaction. A Financial Aid staff member did come during our Freshman Connection event and speak personally to parents and their new enrolled NSU student. A Financial Aid staff member was also present during registration during designated dates and times. 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.

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There is an improvement in awareness in all areas, Financial Aid included. However, it still falls short of 100% of all students on campus are familiar with the variety of services offered to them at NSU.

Assessment Cycle 2022-2023

Support Services Satisfy Student Needs

(3.2) In keeping with our previous years, we advertised during Freshman Connection in the Fall 2022 semester. We offered incentives to our students, faculty announced in class for students to complete the survey, and we continued posting on hall monitors throughout the entire academic year.

As a result of these efforts, in AC 2022-2023 the target was not met.

All areas are improved, and Overall Satisfaction is better but not enough to reach our target of 80% and better.

We did not meet our 40% return rate either with this year's surveys. Of the 650 enrollments, only 113 completed the survey. That is a 17% return.

Plan of action moving forward.

Additional Computer Lab to increase Enrollment and Retention:

(1.1) Based on information gathered from the analysis of the AC 2022-2023 data, the faculty will implement the following changes in AC 2023-2024 to drive the cycle of improvement. In AC 2022-2023 a computer lab was opened for student access throughout the year and was not interrupted due to proctored exam sessions. Due to the high usage of the desktop computers, CENLA will continue providing laptops (10 are available) for check out. In AC 2023-2024, faculty are also considering adding a component to the semester survey that helps monitor student satisfaction with the lab services. This change makes a direct impact on the student's ability to access their classroom information, complete assignments, and print resources, thereby continuing to push the cycle of improvement forward.

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"Excellent" Overall Quality of Experience

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These changes will improve the recruitment, retention, and overall quality with service satisfaction of our students thereby continuing to push the cycle of improvement forward.

Awareness and Satisfaction with Support Services:

100% Student Awareness of support services

(3.1) Based on the analysis of the AC 2022-2023 results, CENLA did do something right because all areas are improved with a large improvement in General Awareness that services do exist at the campus. The faculty will strive to be more engaged to help disseminate information as well as be more involved with our Freshman Connection event as an effective means of introducing students to services and opportunities on campus early on in AC 2023-2024, continuing to push the cycle of improvement forward and overall satisfaction with NSU upward.

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we are not meeting the goal set for "Very satisfied," we are also noticing that the numbers of students reporting dissatisfaction (very dissatisfied/dissatisfied) are low (11% is the greatest dissatisfaction, representing financial aid, as addressed above. It may be impossible to move the groups of students indicating neutral/does not apply. For example, a student who marked neutral for proctoring may not be enrolled in any courses requiring proctoring.

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