

Office of Student Activities and Organizations

Division or Department: Student Affairs

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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 provide equal access for education to potential students throughout the state and region and promotes economic stability and financial access to citizens. Student Affairs enhances student development and broadens intellectual, social, cultural, ethical, and occupational growth. The Student Experience works closely with faculty, staff, students, and the community to ensure graduates have the capability to promote economic development and improvements in the region.

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

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

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

Methodology: The assessment process includes:

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

Student Activities and Leadership Development Effectiveness

Service Outcomes:

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

Measure 1.1.

Promote and encourage active participation in campus and community life through student program planning and assessment. Program evaluation forms will be distributed to students and student leaders to evaluate the effectiveness of programs and provide suggestions on future programming options. Evaluation procedures will yield evidence relative to program's success by the achievement of the program goals, responsiveness to expressed interest in our constituents, program attendance, and staff performance. Success is defined as 80% of the respondents responding satisfied or higher. *DATA: Post Event Evaluation on Presence.*

Finding. Target was met.

Analysis.

In AC 2021-2022 the target was met.

The Director of Student Activities and Organizations focused on the concerns presented in the post-event evaluations and identified solutions to help increase the satisfaction percentage for the 2021-2022 academic year. Some issues included the distribution of shirts & sweatshirts, virtual event logistics, the increase in the number of prizes, and more activities at events. The Director of Student Activities and Organizations worked with the University Programming Council staff to correct these challenges. The Director of Student Activities made the collection of surveys a priority as well as focused on the student needs at events. This focus led to an increase in program satisfaction which was ranked as 95% very satisfied or satisfied for this academic year. There was also an

increase in submissions from last academic year. For AC 2020-2021, there were 136 submissions and for AC 2021-2022, there were 278 submissions.

Based on the analysis of the 2021-2022 results, the Director of Student Activities and Organizations made the following changes in AC 2022-2023 to drive the cycle of improvement. The Director created a system to ensure an accurate guest count for events, updated the novelty distribution process, created a more diverse activity lineup, and identified ways to increase the number of student volunteers to assist with event planning and execution.

As a result of these changes, in AC 2022-2023 the target was met. The Post Event Evaluation participants were satisfied with the effectiveness of the programs offered. Participants were also satisfied with the programming staff. Program satisfaction ranked 95.7% very satisfied or satisfied compared to 95% in the 2021-2022 academic year. Total submission of post-event evaluation decreased from 278 submissions in 2021-2022 to 119 for the 2022-2023 year. The Director of Student Activities and Organizations focused on the concerns presented in the post-event evaluations and identified solutions to help increase the satisfaction percentage. Some issues included the distribution of prizes and variety of events. The Director of Student Activities and Organizations worked with the University Programming Council staff to correct these challenges. The Director of Student Activities made the distribution of surveys after events mandatory to ensure students were notified by email. Students' needs are evaluated after each event during post event meetings. When feedback is given, we discuss the options for improvement based on student needs.

Decision:

In AC 2022-2023 the target was met.

Based on the analysis of the 2022-2023 results, the staff will implement the following changes in AC 2023-2024 to drive the cycle of improvement. To ensure a more accurate guest count students will be required to swipe in before participating in activities or consuming food. The programming committees are open to all students that want to assist in planning and executing events. The University Programming Council will post on their social media platforms and inform PLP classes to encourage volunteering for events and participation during open committee meetings. To ensure students are informed about volunteer opportunities we will continue this outreach effort. To increase student volunteering for events and open committees, students will use office hours to promote volunteer opportunities to the first-year students in University Studies 1000 courses. This will allow them to ensure new students know they must have campus IDs before participating in events. This will encourage new students to carry IDs with them regularly. Hearing upper classmen discuss what the University Programming Council offers will also inspire new students to volunteer and contribute to open committees as well as attend events. We will also hire a guest speaker to motivate students to get involved in extracurricular planning to continue keeping event satisfaction results above 80%.

These changes will improve the students' ability to reach diverse audiences, thereby pushing the cycle forward. This will improve council members' outreach efforts and potentially increase beginning of term volunteers and open committee members. This outreach will also encourage current council members to promote the events in the classroom.

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

Measure 2.1.

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

Finding. Target was not met.

Analysis.

In AC 2021-2022 the target was not met.

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

To help increase submissions (49 student committee members in total), the Director of Student Activities performed the following academic year.

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

5. announced in the weekly Gavel newsletter.

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

Based on the analysis of the 2021-2022 results, the staff made the following changes in AC 2022-2023 to drive the cycle of improvement. The staff actively communicated to student committee members at the conclusion of each term to request survey completion, contacted each committee chair to request submissions, and promoted the survey on all social media platforms each month of the term. We requested that students apply to be part of the committees, so they have a choice of how they want to serve the university in this capacity. This process will become a priority for the Director of Student Affairs to ensure the university student committee members are completing their duties as requested.

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

According to data from the University Committee Membership Survey, 77.78% of students decided to participate in the survey. The Director emailed to encourage students who served on a committee to give feedback, but two decided not to complete the survey. 85 % of the respondents reported they were satisfied or very satisfied with their voice being heard on the committee. This percentage also reported that their input was well received through the decisions and initiatives brought forth by the committee. Zero reported being dissatisfied and only 14.29 percent of the survey responses selected neutral under the question regarding their voices input being heard. This year the Committee of Organizations and the Parking Appeals Committee were the only committees appointed. These committees had 19 members serving, of which half were students.

Decision:

In AC 2022-2023 the target was not met.

Based on the analysis of the 2022-2023 results, the staff will implement the following changes in AC 2023-2024 to drive the cycle of improvement. The staff will create a prize incentive for student members to encourage them to complete the survey. Communication will be sent twice a month to students and the committee chairs. These changes will improve the student's urgency to participate in the survey process, thereby continuing to push the cycle of improvement forward.

Measure 2.2.

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

Finding. Target was met.

Analysis:

In AC 2021-2022 the target was met. The staff reached out to the groups that attend yearly retreats, workshops, conferences, and so forth, requesting that they have their participants fill out the OMS upon conclusion of the event and not at the end of the semester. We collected data through social media posts, flyers, student messenger, etc. To help increase the submissions of the survey we distributed the OMS survey to all individuals who receive grant money from the Student Government Association ORF grants and to individuals that sponsored an event by the Division of Student Affairs. With the utilization of Presence, our online event portal system, we can track which events are held on campus that fit in the categories of retreats, workshops, and/or conferences as well and reach out to those students who swiped in. This survey aids with program planning and evaluation, so it is imperative that these students reflect on their experiences at Northwestern State University, regionally, and/or nationally. The staff reached out to the groups that attend yearly retreats, workshops, conferences, and so forth, requesting that they have their participants fill out the OMS upon conclusion of the event and not at the end of the semester. We collected data through social media posts, flyers, student messenger, The Gavel Newsletter, etc. With this outreach, we had 91 submissions which was an increase from the 41 submissions for the AC 2020-2021. With the 91 submissions, 100% of the outcomes were represented.

Based on the analysis of the 2021-2022 results, the staff made the following changes in AC 2022-2023 to drive the cycle of improvement. The staff reached out to the groups that attended yearly retreats, workshops, conferences, and so forth, requesting that they have their participants fill out the OMS upon return of their trip or conclusion of the event and not at the end of the semester. To help increase the submissions of the survey the staff distributed the OMS survey to all individuals who received grant money from the Student Government Association ORF grants and to individuals that sponsored an event by the Division of Student Affairs. This survey aids with program planning and evaluation, so it is imperative that these students reflect on their experiences at

Northwestern State University, regionally, and/or nationally.

As a result of these changes, in AC 2022-2023 the target was met. According to the survey, 15 out of 15 outcomes were selected by students. Students are learning budget management, collaboration, communication skills, diversity and inclusion, event planning, leadership skills, networking skills, parliamentary procedures, safety and security, service learning, social awareness, social skills, time management, and values. Data shows that knowledge is being obtained at retreats and conferences.

Decision:

In AC 2022-2023 the target was met.

Based on the analysis of the 2022-2023 results, the staff will implement the following changes in AC 2023-2024 to drive the cycle of improvement. The staff will verbally and virtually promote the importance of this survey. The staff will remind student leaders at the RSO (Recognized Student Organization) Workshop to send out survey links to members of their organization at the conclusion of retreats, trips, and conferences attended. To help increase the submissions of the survey we will distribute the OMS survey to all individuals who receive grant money from the Student Government Association ORF grants and to individuals that sponsor an event by the Division of Student Affairs. These changes will improve the students' access and mindfulness of the survey, thereby pushing the cycle forward.

Comprehensive Summary of Key evidence of improvement based on the analysis of results. The following reflects all the changes implemented to drive the continuous process of seeking improvement in AC 2022-2023. These changes are based on the knowledge gained through the AC 2021-2022 results analysis.

SO	Measure	Key Evidence
1	1.1	The Director created a system to ensure an accurate guest count for events, updated the novelty distribution process, created a more diverse activity lineup, identified ways to increase the number of student volunteers to assist with event planning and execution.
2	2.1	The staff actively communicated to student committee members at the conclusion of each term to request survey completion, contacted each committee chair to request submissions, and promoted the survey on all social media platforms each month of the term. We requested that students apply to be part of the committees, so they have a choice of how they want to serve the university in this capacity.
2	2.2	The staff reached out to the groups that attended yearly retreats, workshops, conferences, and so forth, requesting that they have their participants fill out the OMS upon return of their trip or conclusion of the event and not at the end of the semester. To help increase the submissions of the survey the staff distributed the OMS survey to all

		individuals who received grant money from the Student Government Association ORF grants and to individuals that sponsored an event by the Division of Student Affairs.
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Plan of action moving forward.

SO	Measure	Key Evidence
1	1.1	To ensure a more accurate guest count students will be required to swipe in before participating in activities or consuming food. The programming committees are open to all students that want to assist in planning and executing events. The University Programming Council will post on their social media platforms and inform PLP classes to encourage volunteering for events and participation during open committee meetings. To ensure students are informed about volunteer opportunities we will continue this outreach effort. To increase student volunteering for events and open committees, students will use office hours to promote volunteer opportunities to the first-year students in University Studies 1000 courses. This will allow them to ensure new students know they must have campus IDs before participating in events. This will encourage new students to carry IDs with them regularly. Hearing upper classmen discuss what the University Programming Council offers will also inspire new students to volunteer and contribute to open committees as well as attend events. We will also hire a guest speaker to motivate students to get involved in extracurricular planning to continue keeping event satisfaction results above 80%.
2	2.1	The staff will create a prize incentive for student members to encourage them to complete the survey. Communication will be sent twice a month to students and the committee chairs.
2	2.2	The staff will verbally and virtually promote the importance of this survey. The staff will remind student leaders at the RSO (Recognized Student Organization) Workshop to send out survey links to members of their organization at the conclusion of retreats, trips, and conferences attended. To help increase the submissions of the survey we will distribute the OMS survey to all individuals who receive grant money from the Student Government Association ORF grants and to individuals that sponsor an event by the Division of Student Affairs.