

Assessment Cycle 2022-2023

Student Union

Division or Department: The Student Experience

Prepared by: Alan Pasch

Date: May 25, 2023

Approved by: Reatha Cox

Date: June 12, 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.

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 promote 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.

Methodology: The assessment process includes:

1. The assessment process for the Student Union will be evaluated through multiple direct and indirect assessment tools.
2. The Director will analyze the data to determine whether the applicable outcomes are met and report to the Vice President for the Student Experience.
3. Results from the assessment will be discussed with the appropriate students and constituent groups.
4. The Director, in collaboration with the area directors, will determine proposed changes to measurable outcomes, assessment tools for the next assessment period and, where needed, service changes.

Assessment Cycle 2022-2023

Student Union Effectiveness

Service Outcomes:

SO 1. Enhance quality of campus life through educational, social, and cultural programs by offering excellent customer service and facility management oversight.

Measure 1.1. Provide excellent customer service and ensure facility usage satisfaction of all patrons. Assessing the use of the Friedman Student Union and other campus facilities by students and patrons provides an indicator of the extent to which students and patrons are aware of spaces in the building(s) and in a general sense how those spaces meet their needs. Success is defined at 80% or higher in terms of satisfaction of their overall experience based on question #6.

The Student Union Satisfaction Survey has provided helpful data that has improved the overall experience of the Student Union, the staff, the cleanliness, and the event management system usage. For the 2022-2023 assessment cycle, the Director separated Measure 1.1 into four different measures. Separating the measure streamlined the data collection process and review for this assessment cycle.

Finding: Target was met.

Analysis:

In AC 2021-2022, the target was met. Staff provided the best customer service possible. Staff worked with Red River Sanitors to maintain satisfaction with cleanliness of facilities. AC 2020-2021 was the first time to receive a 100% satisfaction in cleanliness. While not under the purview of the Student Union Director, responses indicated that the dining facilities needed attention in cleanliness. This was brought to the Sodexo Manager's attention. New renovations have helped raise satisfaction with facilities, and will be a focus moving forward with painting, branding, and furniture replacement. 19 individuals completed the Student Union Reservation survey, and the data indicated an overall satisfaction score of 100.00%. There were 3,104 bookings in the Union for the current assessment cycle. The Union has 19 reservable spaces for groups. Out of those 19 spaces, 79% of the bookings are in the Ballroom, Hendrick Room, President's Room, Cane River Room, and Conference Room 221. The Cane River Room is the top reserved space with 592 bookings followed by the Hendrick Room with 538. 83.2% of respondents responded positively that the Student Union booking system/confirmation/pricing, contract/rules, and booking staff were reasonable, convenient, and helpful, respectively. In terms of location, building cleanliness, restroom cleanliness, and special requests, 92.00% responded positively. 94.7% of respondents are very likely or likely to recommend the rental of the Student Union in the future and 100.00% are very likely or likely to host another event themselves at the venue.

Assessment Cycle 2022-2023

Based on the analysis of the AC 2021-2022 results, the staff made the following changes in AC 2022-2023 to drive the cycle of improvement. While the building is always staffed during the hours of operation, staff are often around the building doing setups or assisting guests. A sign system on the door helped alleviate the issue of being unavailable. 94.7% of respondents are very likely or likely to recommend the rental of the Student Union in the future and 100.00% are very likely or likely to host another event themselves at the venue.

As a result of these changes, in AC 2022-2023 the target was met. Staff provided exceptional customer service again this academic year based on data analysis from question #6 of the Student Union Satisfaction Survey. 35 respondents completed the survey. Question #6 yielded a 100% satisfaction rate, with 91.43% being very satisfied and 8.57% were satisfied with the Student Union services.

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. Customer service will be a focus of the Student Union staff throughout the year. One area of improvement for the next assessment cycle is to increase the survey submissions. Although an increase from 2021-2022 from 19 submissions to 35, the staff will communicate with recognized student organizations through social media platforms to remind them of the facility use survey. The name of the survey may also be a reason for the low submission numbers. The staff will consider changing the survey name to indicate it focuses on other facilities under the Student Union umbrella, not just the Friedman Student Union. The survey includes the Seven Oaks Stage, Kyser Brickway, and The Rock. The installation of the NSU Ping Pong table was a positive addition to the Student Union. The staff will consider adding another leisure activity to the common area of the Student Union. Some comments on the survey also indicated that the third-floor rooms were out of date in terms of technology and esthetics. The staff will explore ways to enhance the third-floor space as funding is available. The staff will create better signage for all floors, common areas, and dining locations.

These changes will improve the students' ability to voice their concerns and praise for the level of customer service, thereby continuing to push the cycle of improvement forward.

Measure 1.2. Student Union usage reports as well as attendance figures are generated monthly, quarterly, and annually and are compared to previous time periods. These quantitative components are retained from one assessment cycle to the next and are used for comparative analysis of the services and facility usage through time. Success is defined as 80% of the respondents responding positively to the EMS system on question #4 of the Student Union Survey.

Assessment Cycle 2022-2023

Finding: Target was met.

Analysis:

In AC 2021-2022, the target was met.

Due to this measure being new for AC 2022-2023, there is no previous data reported for the last assessment cycle. However, the Director was able to pull information from the system to address the success of this measure for this assessment cycle. There were 3,104 bookings in the Union for the current assessment cycle. The Union has 19 reservable spaces for groups. Out of those 19 spaces, 79% of the bookings are in the Ballroom, Hendrick Room, President's Room, Cane River Room, and conference Room 221. The Cane River Room is the top reserved space with 592 bookings followed by the Hendrick Room with 538. 83.2% of respondents responded positively to the Student Union booking system, confirmation, pricing, and contract/rules provided.

Based on the analysis of the AC 2021-2022 results, the staff made the following changes in AC 2022-2023 to drive the cycle of improvement. Due to this measure being new for AC 2022-2023, there were no direct changes that occurred for this measure, however, the staff educated students on the Event Management System to help students book rooms online at their convenience and with ease.

As a result of these changes, in AC 2022-2023 the target was met. There were 3859 bookings in the Union for the current assessment cycle. The Union has 19 reservable spaces for groups. The Cane River Room is the top reserved space with 600 bookings followed by the President's Room with 531. 93% of respondents responded positively to the Student Union booking system, confirmation, and contract/rules provided.

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 take part in leadership education programs for student organizations each semester as offered. The Student Union Staff will educate faculty and staff members of the Event Management System (EMS) process as most are advisors of student organizations that utilize the system.

These changes will improve the students' ability to use the online booking system with ease and convenience and utilize their advisor to assist with troubleshooting any issues that may arise thereby continuing to push the cycle of improvement forward.

Measure 1.3 Experience with the Student Union Staff in terms of facility management and operations is important to the overall event experience. It is important that our staff are accommodating with special events requests,

Assessment Cycle 2022-2023

accessible, and helpful before, during and after events. Success is defined at 80% or higher in terms of staff satisfaction based on data from question #5.

Finding: Target was met.

Analysis.

In AC 2021-2022, the target was met.

This measure was new for AC 2022-2023 and no previous data existed for the last assessment cycle. However, the Director was able to pull information from the system to address the success of this measure for this assessment cycle. The data indicated a few negative comments about student workers not being available in the office when needed. While the building is always staffed, the workers are often around the building setting up or helping someone else.

Based on the analysis of the AC 2021-2022 results, the staff made the following changes in AC 2022-2023 to drive the cycle of improvement. As this was a new measure for AC 2022-2023, there were no direct changes that occurred for this measure; however, the staff focused on training student workers to better serve our student population. The Student Union Operations Office implemented a sign system to inform guests that the staff member was in another space working. This system helped alleviate the problem.

As a result of these changes, in AC 2022-2023 the target was met. 98.6% of those responded indicated they agreed and strongly agreed that the Student Union staff assisted with their special requests and were satisfied with their customer service.

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. Although a high percentage of satisfaction from this assessment cycle, the director will communicate with their staff about their experiences with RSO events. Furthermore, the staff will ensure student workers will be in appropriate uniform to include but not limited to NSU attire and a nametag. This will help identify student workers at student and non-student events. These changes will improve the overall staff satisfaction thereby continuing to push the cycle of improvement forward.

Measure 1.4 Maintaining a high standard of cleanliness throughout the Student Union is crucial for ensuring the success of events. It is imperative that all areas, including restrooms, common areas, and event spaces, are consistently well-maintained and kept in excellent condition. Success is defined at 80% or higher, as indicated by the data collected in question #5.

Assessment Cycle 2022-2023

Finding: Target was met.

Analysis:

In AC 2021-2022, the target was met.

Due to this measure being new for AC 2022-2023, there is no previous data reported for the last assessment cycle. However, the Director was able to pull information from the system to address the success of this measure for this assessment cycle. In terms of location, building cleanliness, and restroom cleanliness, 94.7% responded positively. We worked with Red River Sanitors on cleanliness to help the satisfactory marks continue to stay up. While not under my purview, there were comments that the dining facilities need to be cleaned better.

Based on the analysis of the AC 2021-2022 results, the staff made the following changes in AC 2022-2023 to drive the cycle of improvement. Due to this measure being new for AC 2022-2023, there were no direct changes that occurred for this measure; however, the staff collaborated with Red River Sanitors to help keep the Union spaces clean, especially the rooms that were most used. The operations staff focused on updates and enhancements to the Union as funds were available.

As a result of these changes, in AC 2022-2023 the target was met. For this assessment cycle, 97% satisfaction rate was achieved based on data from question #5 of the Student Union Survey.

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 work with Red River Sanitors by providing a weekly event schedule, so they are aware of the large events being hosted in the facility. Student Union staff will do room checks periodically throughout the day to ensure that room cleanliness is maintained. These changes will improve the staff's ability to maintain a clean and welcoming environment for student and non-student groups who utilize the facility thereby continuing to push the cycle of improvement forward.

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

SO	Measure	Key Evidence
1	1.1	While the building is always staffed, the workers are often around the building setting up or helping someone else. A sign system on the door stating where they are alleviated the issue of being unavailable.

Assessment Cycle 2022-2023

	1.2	The staff educated students on the Event Management System to help students book rooms online at their convenience and with ease.
	1.3	The staff did focus on training student workers to better serve our student population. The Union Operations Office implemented a sign system to put on the door if a student worker is in another space working. A sign system on the door stating where they are alleviated that problem.
	1.4	Collaboration with Red River Sanitors helped keep the Union spaces clean, especially the rooms that were most used. The operations staff focused on updates and enhancements to the Union as funds were available.

Plan of action moving forward.

SO	Measure	Key Evidence
1	1.1	Customer service will be a focus of the Student Union staff throughout the year. One area of improvement for the next assessment cycle is to increase the survey submissions. The staff will communicate with recognized student organizations through social media platforms to remind them of the facility use survey. The staff will consider changing the survey name to indicate it focuses on other facilities under the Student Union umbrella, not just the Friedman Student Union. The staff will consider adding another leisure activity to the common area of the Student Union. The staff will look into enhancing the third-floor space as funding is available. The staff will create better signage for all floors, common areas, and dining locations.
	1,2	The staff will take part in leadership education programs for student organizations each semester as offered. The Student Union Staff will educate faculty and staff members of the EMS process as most are advisors of student organizations that utilize the Event Management System.
	1.3	The director will communicate with their staff about their experiences with RSO events. Furthermore, the staff will ensure student workers will be in appropriate uniform to include but not limited to NSU attire and a nametag. This will help identify student workers at student and non-student events.

Assessment Cycle 2022-2023

	1.4	The staff will work with Red River Sanitors by providing a weekly event schedule, so they are aware of the large events being hosted in the facility. Student Union staff will do room checks periodically throughout the day to ensure that room cleanliness is maintained.
--	-----	------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------