

Auxiliary Services

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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.

Auxiliary Services is to provide the highest quality products and services to the Northwestern State University community while setting the highest operational standards possible. Auxiliary Services' departments survey their customers each year on the delivery of products, services, and customer service. In addition, student focus groups and committees provide valuable input on student trends, needs, and desires throughout the year.

Methodology: The assessment process includes:

- (1) Data from assessment tools (both direct – indirect, quantitative, and qualitative) is collected and returned to the assessment coordinator.
- (2) The assessment coordinator will analyze the data to determine whether the service provider has met the measurable outcomes.
- (3) Results from the assessment is disclosed and discussed in an open forum with all service coordinators/providers.
- (4) Individual meetings with service providers will take place as needed (show cause):
- (5) The assessment coordinator, in consultation with the service provider, will determine if changes are required to the service provided and to the measurable outcomes or assessment tools for the next assessment period.

Service Outcomes:

SO 1. Ensures the institution provides a professional food service with a wide variety of nutritional and dietary sensitive food selections in a clean and culturally sensitive dining facility environment.

Measure 1.1. The University compiles data by leveraging a survey instrument by which students will be asked to rate food service based on quality, variety, service, sanitation, and the environment. The target is 85%, which will rate all categories as satisfactory.

Finding: Target was not met.

Analysis: In 2022-2023 the target was not met. In AC 2022-2023, NSU hired a new chef and began searching for a second chef. A second chef was hired; however, the anticipated impact of the additional hire did not meet Sodexo's expectations. Based on the analysis of the AC 2022-2023 results, Sodexo did not extend the employment of the second chef. Even though the second chef did not provide the expected advantages as expected, the current chef and the procurement of a marketing manager during the 2023-2024 year helped increase campus dining information and interaction with the student body. Also implemented during the 2023-2024 year were featured dining experiences throughout each semester, such as Beignet Bar, Savor the Flavor Ramen bar, Black History Month Meal Feature, and a recurring Soundbites Series. These implementations were a tremendous success and positively increased student engagement, interaction, and satisfaction, as shown on student surveys, which averaged a 3.9 out of a 5-point scale result for Fall 2023 and 4.00 out of a 5-point scale result for Spring 2024. These scores and the feedback given on the surveys indicated a satisfactory rating; however, the rating still resulted in a 79% rating due to the target goal as a percentage. As a result, the 2023-2024 target was not met.

Decision, action, or recommendation. In AC 2023-2024 the target was not met. Based on the information analyzed from AC 2023-2024 results, hiring a second chef did not provide the additional benefits NSU and Sodexo expected. The focus shifted to hiring a Marketing Manager to help promote campus dining and what they offer. This change brought tremendous positive engagement and interaction with the student body, reflecting satisfaction from student feedback and surveys. However, after still not meeting the target goal, conversations took place that revealed our target goal was not realistic or effective, given how the survey data was collected and compiled. NSU and Sodexo have decided to restructure Measure 1.1 for the 2024-2025 year to provide a more reasonable target goal while ensuring that quality of service is still required to its highest capacity. Beginning in the assessment year 2024-2025, Measure 1.1 will read, "Campus dining will ensure quality and satisfaction in all areas of food service based on quality, variety, service, sanitation, and the environment. The target goal is achieving a score of 4.0 or higher on a 5-point scale on student surveys each semester."

Measure 1.2. Through multiple random nondisclosed inspections, the facility is graded on food quality, variety, service, sanitation, and the environment. The target score is receiving a 9 out of 10 score by a student or faculty inspector.

Finding: Target met.

Analysis: In AC 2022-2023 the target was met. Even though significant changes took place within the employment ranks of Sodexo. The changes did not negatively impact the facility's ability to maintain quality sanitation and meet environmental expectations. Based on the analysis of AC 2022-2023 results, the new general manager did an outstanding job evaluating and implementing changes within the campus dining system. This included re-training staff on things such as the importance of appropriate procedures for labeling and storing chemical cleaning supplies, as well as cleaning procedures for hood vent filters. Unannounced management inspections of all areas of the campus cafeteria were also implemented. The

third-party Food and Health Safety auditor results were 9.5 out of 10 for Food Safety and 9.77 out of 10 for Health and Safety. As a result of these findings and scores, the 2023-2024 target was met.

Decision: In AC 2023-2024 the target was met. New hires and positions brought new challenges, but most importantly fresh ideas and higher expectations. After numerous discussions with the general manager on improving facilities and staff expectations and quality service. Based on the analysis of these results from AC 2023-2024, campus dining will implement developing a master cleaning list and schedule to improve sanitation and cleanliness further; conducting monthly safety meetings and round tables with staff to receive suggestions and feedback. In addition, a restructuring of Measure 1.2 target will be made, to create a more streamlined and productive data collection and analysis for future assessments. Beginning with the 2024-2025 assessment year, Measure 1.2 will read, "Through random and nondisclosed inspections, management and third-party auditors, the facility is graded on food quality, variety, service, sanitation and the environment. The target goal is achieving a score of 4.0 or higher on a 5-point scale."

SO 2. The bookstore will maintain appropriate inventory to meet student needs.

Measure 2.1. The bookstore will maintain the current semester required textbooks for students. Target is a 100% accuracy rate in having in stock the textbooks required for students per semester.

Finding: Target met.

Analysis: In 2022-2023 target was met. The material adoption process is continuing to improve. Although the implementation of the digital access platform was pushed back to another year, this hindrance did not cause an issue with ensuring all materials were available to students for first-day access. Based on the analysis of these AC 2022-2023 results, missing and incomplete adoption lists were sent to department heads weekly for review. This ensured faculty reviewed their course adoptions and verified correct material and delivery methods. The inclusive material access program, referred to as the IncludED program, continues to grow as the number of courses that take part in the program increases. For the fall and spring semesters, the IncludED program averaged 1,125 courses participating in the program. The improved communication regarding the adoption process and weekly follow-up emails through the deadline helped to ensure all course materials were available for first-day access. As a result, the target was met in AC 2023-2024.

Decision: In AC 2023-2024, the target was met. As seen in the 2023-2024 analysis, the utilization of the IncludED program continues to grow, providing students with the benefit of digital access and material, as well as financial savings in course material costs. Based on the analysis of these results from AC 2023-2024, it was determined that the physical textbook in stock target is no longer a major component in meeting students' course material needs due to the increased adoption of digital material and access. For this reason, Measure 2.1 will be revised beginning in the 2024-2025 assessment year to focus more on ensuring students'

course materials are available for first-day access and that all shipping requests for any physical course materials are fulfilled within a 24-hour time frame. The new measure will read, "The bookstore will ensure Included course materials adopted before the deadline are available for first-day access. The target goal is 100%."

Measure 2.2. The bookstore will maintain a 95% student satisfaction rate per each semester's survey.

Finding: Target not met.

Analysis: In AC 2022-2023 the target was met. Through the utilization of the call center and online customer support, in-store staff could better and more fully assist students who came into the store. Based on the AC 2022-2023 results analysis, staff changes took effect during the Fall 2023 semester, bringing a new store manager to the Natchitoches store. In addition, the new manager, one of the in-store staff, was promoted within Follett to oversee multiple schools, and a Course Material Manager was hired to help meet the need for course material assistance and direct contact service. Although the student survey reflected 100% satisfaction with "greeted by an associate" and "thanked by an associate," overall satisfaction still received an 85% satisfaction rate. Even though this satisfaction rate exceeded Follett's company rate of 76%, it still did not meet the expectations outlined in the goal of 95%. As a result of these changes in AC 2023-2024, the target was not met.

Decision: In AC 2023-2024, the target was not met. Based on the analysis of these results from AC 2023-2024, customer support will be the focus moving forward to 2024-2025. Areas to be addressed will be in-store assistance and online support, whether through email or online meetings, to progress and improve one-on-one customer support. The bookstore will also offer new and different incentives, such as dollars off a transaction coupon when students complete the customer survey on their receipts. To increase in-store traffic, the bookstore plans to have it's biggest merchandise sale since 2018, with some products marked down to 75% off. This sale will also make room for Follett to bring in new and fresh inventory and merchandise for the 2024-2025 year. These changes will bring more students into the physical store and improve student satisfaction with the bookstore's instore service and selection.

SO 3. Housing provides accommodations, which are clean, well maintained, safe and comfortable thereby contributing to the overall learning environment.

Measure 3.1. Through residence hall policies and programs, university housing creates a safe and well-maintained living environment that fosters learning while supporting the personal growth and development of students. Target is an overall rating of 7 or higher on a 1-10 scale showing student satisfaction regarding areas of living accommodations and housing safety measures on the student housing survey.

Finding: Target met.

Analysis: In 2022-2023 the target was not met. Due to consecutive years of not meeting the

target, an intensive review took place regarding the housing measures and data collection. Based on the analysis of these AC 2022-2023 results, the decision to make changes to our housing measures for 2023-2024 was made. During 2023-2024 campus living residence life planned and conducted a total of 41 events that corresponded with their “LIVE, LEARN, GROW” programming model that fosters and supports academic growth and development for campus residents. Residence Life also partnered with other various campus departments to take part in campus events, including Demon Days, PLP Community Impact Initiatives, Special Olympics, and Freshman Connection. The Fall 2023 and Spring 2024 student surveys yielded the following ratings: University Columns – 7.51, University Place - 7.39, and Varnado Hall – 7.99. All three of the unit averages were rated higher than Campus Living’s company average during both semesters, proving a high degree of student satisfaction for student housing on Northwestern’s Campus. As a result, the 2023-2024 target was met.

Decision: In AC 2023-2024 the target was met. After re-evaluating our data analysis and measurement goals, NSU was able to come up with a better evaluation process and goal to determine students' satisfaction with on-campus residency for the 2023-2024 assessment. Based on the information gathered from analysis of the AC 2023-2024 results, campus living will plan and host events to encourage campus community engagement and development for AC 2024-2025. Residential community meetings will be held at the beginning of the Fall 2024 semester to assist with awareness of community living policies, campus resources and safety initiatives that are in place. These events and partnerships will demonstrate how university housing creates an on-campus living environment that creates an atmosphere of community and learning.

Measure 3.2. To ensure that campus residence halls are being properly maintained and kept to an exceptional standard. Target is 90% of all student work orders placed will be addressed and resolved within a 24-hour time frame and 25% of University Place Residence Halls and University Columns will receive upgrades or improvements each year.

Finding: Target Not met.

Analysis: In 2022-2023, the target was not met. Since communication services for campus residency were deemed no longer relevant to assessing student satisfaction with on-campus residency, the new measure sought to focus on property upkeep and improvement in all housing facilities by analyzing maintenance response time as well as upgrades and improvements to housing facilities. Based on the analysis of these AC 2022-2023 results and changes, facility maintenance and improvements became the focus for AC 2023-2024. In AC 2023-2024, 2384 work orders were placed. 573 of those work orders were not completed within a 24-hour time frame, giving a 76% completion rate within the 24-hour time frame. When reviewing the reasonings for not meeting the completion goal, 452 work orders fell into one of the following extenuating circumstances: submitted on a weekend, submitted on a holiday, submitted during move-in weeks with high volume of submissions, outside vendor or contractor required for completion, and parts or appliances required to be ordered for completion. Although the target of 90% was not met, these circumstances can provide some justification for why the target was not met. Upgrades and improvements that took place did meet the 25% requirement for both University Place and University Columns. University Columns had the

following working completed during AC 2023-2024: 7 full units painted, 4 full kitchens painted and 153 walls painted. 56 rooms received new carpet, 50 additional rooms had carpet shampoo cleaned. 23 pieces of furniture and 19 appliances were replaced. University Place had the following work completed during AC 2023-2024: 10 full units painted and 18 partial units painted. 166 floor areas were stripped, waxed or buffed. 766 pieces of furniture and 101 appliances were replaced. Even though this part of the target was met, the goal regarding student work orders was not. As a result, the complete target for this measure was not met for 2023-2024.

Decision: In AC 2023-2024 the target was not met. Based on the information gathered from analysis of the AC 2023-2024 results, NSU will work with Campus Living in the upcoming 2024-2025 year to ensure work order response time and completion improvement. Work orders will also be evaluated to identify those that cannot be completed due to extensive requirements. Campus living will also focus on unit conditions at move-in to deliver clean, well-maintained, safe, and comfortable units. Upgrades and improvements for 2024-2025 will begin to be identified to ensure the 25% upgrades and improvements will be completed. These areas of focus will improve campus living facilities maintenance response time, as well as upgrades and improvements, demonstrating the commitment to providing exceptional on-campus living accommodations.

SO 4. The University maintains a post office, which operates during peak periods and offers the essential mail services.

Measure 4.1. Post office hours of operation are set to maximize student access. Target is 95% of students reflected their satisfaction with a ranking of nine or better on their student survey.

Finding: Target not met.

Analysis: In 2022-2023 the target was met. The post office excels in making sure students mail and packages are delivered promptly. Based on the analysis of these AC 2022-2023 results, the post office staff notify students of the delivered package through the Post Office's PB Sendsuite software, and the package is placed in the electronic locker system so that students can access the package at their convenience. However, during the 2023-2024 assessment year, no official survey was sent to students to determine their satisfaction with the post office. For this reason, we are unable to prove that the student satisfaction goal was achieved. As a result, the 2023-2024 target was not met.

Decision: In AC 2023-2024 the target was not met. Based on the information gathered from analysis of the AC 2023-2024 results, a new google forms survey will be created to send to all students who have an active post office box on campus in 2024-2025. Part of the survey will have a feedback feature so that student input can help determine how to improve post office operations and student satisfaction. This new and improved survey will provide true and honest data to guide improvement within the Post Office services.

Measure 4.2. Post Office mail room service conforms to the needs of the student (can handle

letters, packages, priority, and certified mail functions, accepts varied payment methods).

Finding: Target Met.

Analysis: In 2022-2023 the target was met. Based on the analysis of these AC 2022-2023 results, the University Post Office has reached out to student organizations and campus leaders and has seen an increase in off-campus students renting university post office boxes, as well as student organizations. An increase in packages has also been observed since the installation of the electronic locker system. As the increase in post office box rentals brings an increase in mail and packages, the post office staff utilize their software notification system and electronic lockers to ensure students' needs regarding their post office and mailing needs are met. As a result, the 2023-2024 target was met.

Decision: In 2023-2024 the target was met. Based on the information gathered from analysis of the AC 2023-2024 results, Auxiliary Services has initiated a request with NSU media relations and marketing departments to do a spotlight piece on the NSU Post Office and all the services it has to offer for both students, faculty and staff. This spotlight is tentatively set to go out the beginning of the fall semester so that incoming and returning students can learn more about the post office and how it can work for them. In addition to the publicity, NSU intends to use the student feedback from the new Google Forms survey to form new ideas to ensure we are meeting the student's post office needs.

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

The following reflects all the changes implemented to drive the continuous process of seeking improvement in AC 2023-2024. These changes are based on the knowledge gained through analyzing the AC 2022-2023 results.

- In 2023-2024, a new Marketing Manager was hired for Sodexo to promote campus dining and increase student engagement.
- Featured dining experiences proved to be a significant success.
- Food and Health Safety audits show excellence in dining facilities' sanitation and environment.
- Course material access continues to increase in utilization of the IncludED access program, providing first-day access to digital course material to all students who participate in the IncludED access program.
- Campus Residency provides a clean, safe, and well-maintained environment for students.
- Improvements and upgrades to campus residency facilities, University Place, and

University Columns will assist in assuring that facilities provide a positive and satisfactory first impression for students on move-in day.

Plan of action moving forward: Using the 2023-2024 analysis results and looking into the 2024-2025 year, NSU will work with each area of services to implement new ways to improve student satisfaction and interaction in campus dining, bookstore, and course materials, campus dining, and post office services. This will ensure that students' needs and expectations are not only met but exceeded in the services provided.