

Assessment Cycle 2024-2025

Auxiliary Services

Prepared by: Jennifer Kelly

Date: 18 June 2025

Approved by: James T. Genevese

Date: 18 June 2025

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. 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.

Assessment Cycle 2024-2025

Finding: Target was not met.

Analysis: In 2023-2024 the target was not met. In AC 2023-2024, hiring a marketing manager to help promote campus dining has provided a significant increase in student engagement and feedback. Even though improvements were made, the target for 2023-2024 was not met. Based on the analysis of the AC 2023-2024 data, a decision was made by Northwestern State and the campus dining manager to assess and restructure the 1.1 Measure, aiming to encourage survey completion and student feedback by keeping the survey direct and time-friendly, while setting more reasonable target goals that still ensured quality of service and to drive the cycle of improvement. During Fall 2024, the Campus Dining website underwent a redesign for easier navigation. A “Cooking for a Cause, Chefs Challenge Cook-Off” collaborated with Centenary College’s Chef to raise over \$1,500.00 and 200 free meal swipes for Northwestern’s Food Pantry and Swipe Out Hunger programs. In Spring 2025, our campus dining partners launched the “GrubHub” online ordering app as well as “Table Talk” text messaging app, where students can receive updates and notifications directly to their phones. Over both semesters, pop-up special events such as pumpkin decorating contest, turkey carving with the President, Mardi Gras Beignet Bar and Flavor Seekers Collective meals, allowed students to engage with the campus dining community as well as other students, creating a fun, interactive and welcoming campus dining experience. The student satisfaction for theme days received a 4.1 and 4.2 for fall and spring, while staff friendliness received 4.5 and 4.3 scores, respectively. The only student survey data point that scored below 3.5 was for Spring’s data point for “availability of delivery options.” This data point for the fall received a 3.6 score. The 2024-2025 survey received 234 responses in Fall 2024 with an overall satisfaction score of 4.1. For Spring 2025, there was a reduction in response, with 175 surveys completed with a 3.9 overall satisfaction score. Even though the Spring survey score still reflects a positive student satisfaction result, it fell just below the target goal of 4.0. As a result, the 2024-2025 target was not met.

Decision, action, or recommendation. In AC 2024-2025, the target was not met. Based on the information analyzed from the AC 2024-2025 results, campus dining has shown significant strides in digital access, campus engagement, and student wellness. Campus dining will be adding new and innovative meal options with the current Iberville renovation that is taking place in the summer of 2025. With the completion of the renovation, stations like “U-Cook” will allow students the option to cook their own meals. While “Simple Zone” will give students additional options for healthy and diet-sensitive foods. New Flavor Seeker Collective and Special Dietitian events, as well as an increase in competition in the Chef Cook Out, along with a new and improved look at Iberville, will drive the cycle of improvement and push student satisfaction forward for the 2025-2026 academic year.

Measure 1.2. Through random and non-disclosed inspections, by 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.

Finding: Target met.

Assessment Cycle 2024-2025

Analysis: In AC 2023-2024 the target was met. Campus dining's teamwork in building expectations and performing cleaning schedules ensured high standards were set and achieved. Based on the analysis of AC 2023-2024 results, the general manager's implementation of the master cleaning list and schedule to improve sanitation and cleanliness has been a success. This included identifying and addressing areas of concern on previous inspections. Unannounced management inspections of all areas of the campus cafeteria are taking place. The decision to restructure Measure 1.2 also took place and is now reflected. In 2024-2025, the master cleaning list and schedule have proven to achieve the expected improvement in quality, sanitation, and environment, with additions being made to the list and schedule as needed. The third-party Food and Health Safety auditor results were 4 out of 5 for Food Safety and 4.5 out of 5 for Health and Safety. As a result of these findings and scores, the 2024-2025 target was met.

Decision: In AC 2024-2025, the target was met. Consistent training and communication with staff have proven effective in maintaining the high standards of service and sanitation. The restructuring of Measure 1.2 enabled a more streamlined and productive data collection and review process for both current and future assessments. Based on the analysis of the results from AC 2024-2025, the management team will be increasing the frequency of employee training to include all front-line employees. A contracted cleaning company will serve all campus dining locations, completing monthly deep cleanings and sanitizing services. The complete Iberville renovation, which began in May 2025, will also bring a new and improved working and food service environment, with modern equipment and appliances. These implementations will enhance the food quality, variety, service, sanitation and environment in campus dining for the AC 2025-2026 cycle.

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

Measure 2.1. The bookstore will ensure IncludedED course materials adopted before the deadline are available for first-day access. The target goal is 100%.

Finding: Target not met.

Analysis: In 2023-2024 the target was met. As the IncludedED program increased in utilization, it was no longer relevant to analyze physical book stock at the campus store level to show meeting student needs. Based on the analysis of AC 2023-2024 results, the 2.1 Measure was restructured for 2024-2025 to focus more on first-day access to show the bookstore's commitment to providing exceptional access and service for our students. For Fall 2024, out of 515 courses that utilize the IncludedED program, there were 14 adoptions of either physical books or digital access codes that were not available for first-day-of-class access. This results in a total of 97% of courses being available for first-day access. For Spring 2025, out of 480 courses that utilized the IncludedED program, there were 20 adoptions of either physical books or digital access codes that were not available for first-day-of-class access. This results in a total of 96% of courses being available for first access. When reviewing the data, the cause for the unavailability could not be controlled by the university or bookstore, as they were due to back orders or out-of-print status from publishers or shipping delays from delivery providers.

Assessment Cycle 2024-2025

The increase in Spring can be contributed to the short turnaround time from fall to spring, as well as the delay in shipping caused by the Thanksgiving and Christmas holidays. Although the percentage rates were above acceptable with rates of 97% and 96%, it did not reach our high standards target of 100%. As a result, the target was not met in AC 2024-2025.

Decision: In AC 2024-2025, the target was not met. There were some courses that did not have materials available for student access by the first day of class. Based on the 2024-2025 analysis, faculty support and communication will be increased during open adoption time frames beginning in the 2025-2026 year. The bookstore will also be switching to a new digital e-book provider to improve the delivery of digital access materials to students and encourage faculty to transition to digital course materials over physical course materials that will need to be shipped to the store. Beginning in Fall 2025, the IncludED program will pilot a section-specific adoption process, which will enable instructors in different sections of the same course to adopt individual course materials tailored to their specific sections. These changes will focus on supporting our faculty and students from adoption to delivery, driving continuous improvement, and pushing us closer to our target goal of 100%.

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

Finding: Target met.

Analysis: In AC 2023-2024 the target was met. Customer overall satisfaction rate was 85%. Based on the AC 2023-2024 results, customer support was the focus. In-store assistance and online support were at the forefront of improvement. An additional, more affordable clothesline was expanded, to give students a more cost friendly choice is purchasing university gear. Pop-up events were held at off-campus instructional sites, as well as Freshman Connection events to allow students the opportunity to purchase Northwestern gear and get the bookstore's presence out. Student survey results yielded a 98% overall satisfaction rate for Fall 2024, while Spring 2025, received a 100% overall satisfaction survey score. As a result of these changes in AC 2024-2025, the target was met.

Decision: In AC 2024-2025, the target was met. Based on the analysis of these results from AC 2024-2025, the bookstore is expanding both course materials and IncludED Access teams to help with customer support for the upcoming 2025-2026 year. The bookstore will also work with Northwestern's student activities and athletics to support and attend more events. Management will also be working with in-store staff to ensure in-person assistance and support is accurate and efficient. These changes will ensure students receive the best in bookstore stock, service and support, driving our cycle of improvement forward.

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

Assessment Cycle 2024-2025

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 2023-2024, the target was met. Working with housing to streamline our measurable outcomes and quantify student satisfaction allowed us to focus on what mattered for our students and how the data should be analyzed. Based on the 2023-2024 analysis, campus living hosted events to encourage campus community engagement and development. Residential community meetings were held to raise awareness of community living policies, campus resources, and safety initiatives in place. The J Turney Survey results yielded an average score of 7.41 between the three campus housing properties. The Spring 2025 survey results yielded an average of 7.45, with University Columns receiving an exceptional score of 7.83. As a result, the 2024-2025 target was met.

Decision: In AC 2024-2025, the target was met. Based on the analysis of the 2024-2025 results, a new “Live, Learn, Lead” initiative will be implemented for the 2025-2026 year. This program is designed for first- and second-year students, who will receive priority housing assignments and leadership opportunities aimed at fostering a sense of community and belonging. University Place will receive renovations in student lounge areas with potential focus themes such as: study/focus zones, meditation/nature-inspired zones, creative workplace, and game/recreation space. By implementing these new programs and renovations, campus housing is taking meaningful steps to create a safe, well-maintained living environment that supports the personal growth and development of our students while enhancing academic success and improving residency satisfaction.

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 2023-2024, the target was not met. The number of work orders placed has continued to rise, now that students are completing the appropriate steps to report issues. Based on the analysis of these AC 2023-2024 results and changes, work order response time became the focus for AC 2024-2025. In AC 2024-2025, 3161 work orders were placed. Of those, 2410 were 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, some 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

Assessment Cycle 2024-2025

improvements that took place did meet the 25% requirement for both University Place and University Columns. University Columns had the following updates completed during AC 2024-2025: new e-locks installed on all units, 41 concrete stair treads were replaced, 2 buildings were converted from fuses to breakers, 20 HVACs were replaced, 58 full units were painted and 70 rooms had carpet replaced. University Place had the following work completed during AC 2024-2025: 3 water heaters were replaced, 40 units received microwave and refrigerator replacements, pool furniture was replaced, 20 HVACs were replaced, hallways in building 3 were painted, and new furniture was installed on the 2nd and 3rd floors of University Place 2. 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 2024-2025.

Decision: In AC 2024-2025 the target was not met. Based on the information gathered from analysis of the AC 2024-2025 results, Campus Living will be implementing a new Work-Order Follow Up Program in Fall 2025, which will include contacting residents after their work order is marked resolved. Upgrades and improvements for 2025-2026 will begin to be identified to ensure the 25% upgrades and improvements will be completed. These focus areas will enhance the responsiveness of campus residency facilities and drive ongoing upgrades and improvements, reflecting a strong commitment to achieve an exceptional standard in housing maintenance and upkeep.

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 reflect their satisfaction with a ranking of nine or better on their student survey.

Finding: Target met.

Analysis: In 2023-2024 the target was met. The post office demonstrates exceptional reliability and efficiency, ensuring the students' mail and packages are delivered promptly. Based on the analysis of these AC 2024-2025 results, the survey completion rate was significantly low. However, of those that completed the survey 100% of the responses reflected satisfaction with the campus post office. As a result, the 2024-2025 target was met.

Decision: In AC 2024-2025 the target was met. While the survey received a low number of response, the results reflect satisfaction with the post office. However, results may not fully represent the broader student campus. Therefore, an increase in student participation and feedback will be the focus for the 2025-2026 year. Plans to release the survey earlier, while giving a longer time for completion, as well as better promotion of the survey are key implementations planned to improve on receiving student response and feedback, which will help us with ensuring student satisfaction with the post office and their hours of operation.

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).

Assessment Cycle 2024-2025

Finding: Target Met.

Analysis: In 2023-2024 the target was met. Based on the analysis of these AC 2023-2024 results, campus marketing completed social media posts, while campus messenger and student messenger broadcast post office hours of operation and services available. This also brought a spotlight to the post office, raising awareness of its presence on campus. This outreach resulted in an increase in off-campus students renting boxes for the year 2024-2025. As a result, the 2024-2025 target was met.

Decision: In 2024-2025 the target was met. Based on the information gathered from analysis of the AC 2024-2025 results, Auxiliary Services will work with the post office staff to better promote the campus post office and its services on campus, including additional social media spotlights. In addition to marketing, the post office will also implement Apple Pay for the 2025-2026 school year, making it easier and more efficient for students to purchase post office supplies and other needs. These changes will improve the Post Office's ability to meet the ever-changing needs of students and push our goals of improvement forward.

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 2024-2025. These changes are based on the knowledge gained through the AC 2023-2024.

- In 2024-2025 the campus dining website was redesigned for easier navigation and a modernized appearance.
- Cooking for a cause brought together campus communities to showcase the exceptionally talented chefs, increase student engagement, and raise money and meal swipes for the campus food pantry and the Swipe Out Hunger program.
- A complete renovation of the Iberville Dining Hall will bring exciting new additions in food options, quality, and variety, while improving service and sanitation capabilities with updated food prep and cooking areas.
- A change in the digital access delivery platform will help improve student use and navigation of digital course material.
- Opening up section-specific adoptions will allow instructors freedom and flexibility to adopt course material that will be most beneficial and effective in their class of instruction.
- 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 move-out walk-throughs to be more proactive in identifying wear and tear that needs to be addressed.

Assessment Cycle 2024-2025

Plan of action moving forward: Based on the AC 2024-2025 analysis, Northwestern State will work with each service area to seek new and innovative ideas to enhance student satisfaction and engagement for the 2025-2026 year. The goal is to not only meet but exceed student expectations of satisfaction by improving the quality and responsiveness of these services and driving the cycle of improvement forward.