

Assessment Cycle 2024-2025

Off-Campus Instructional Sites: Alexandria, Leesville, Barksdale

Division or Department: Economic Development and Advancement

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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.

Instructional Sites Mission. Northwestern State University is a responsive, student-oriented institution committed to creating, disseminating, and acquiring 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, Teams/WebEx, and online platforms, which contribute to the workforce needs of our employers and community at large.

The Leesville instructional site serves the civilian communities of Vernon, Beauregard, Sabine parishes, Fort Johnson, and all military-affiliated communities. The Leesville Instructional Site enables its students to meet their educational goals and prepares students to effectively enter the workforce.

The Barksdale instructional site serves the military community of Barksdale AFB, Bossier, Caddo, and Webster parishes. The site enables active-duty members, military dependents, veterans, and civilians to achieve their educational goals. The offered services included proctoring, compressed video courses, military exemption rate offering, and VA CH.33 Post 9/11 benefit certifying.

Methodology: The assessment process includes:

- (1) Data from assessment tools (direct & indirect and quantitative and qualitative) are collected and returned to the director and stored by the director in secure digital format.
- (2) The directors 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 of the Office of Economic Development & University Advancement

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- (4) Individual meetings will be held with staff as required to address identified concerns.
- (5) The directors, 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.

Service Outcomes:

SO1. The Alexandria and Leesville Instructional Sites will provide excellent responsive student services that aid in the recruitment/enrollment and retention of students.

Measure 1.1. The Alexandria instructional site complies with the University Strategic Plan Objective by maintaining a target minimum number of 520 students each academic year.

Finding: Target was not met.

Alexandria (CENLA)

Year	Number of Students (non-duplicated)
Board Academic Year 2021	532
Board Academic Year 2022	469
Board Academic Year 2023	530
Board Academic Year 2024	482

Analysis.

In 2022-23, the decision was made to incorporate the Tableau Public count of enrollment, to better reflect the total number of students served by the Alexandria campus. Tableau public reflects all students taking at least one course at the Alexandria instructional site over the full semester, A-Term, and B-Term. The totals reported previously were found by adding Summer, Fall, and Spring counts. This duplicated students who took classes in more than one semester.

In 2023-24, the decision was made to revise the goal to ensure that non-duplicated students are being reported. We looked at previous non-duplicated numbers and determined that the revised goal will be to maintain a minimum of 520 students taking at least one course on campus per year.

In AC 2023-2024, the decision was made to revise the goal to ensure that non-duplicated students are being reported. We looked at previous non-duplicated numbers and determined that the revised goal will be to maintain a minimum of 520 students taking at least one course on campus per year.

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Based on the analysis of the 2023-24 results in AC 2024-25 we once again examined the nonduplicated count of students attending at least one class at the Alexandria campus during the Board Academic year. We found that we did not meet the goal of a minimum of 520 students.

The site continues to see variability in enrollment figures across the past four academic years, indicating ongoing external and internal factors influencing student participation. Although events and outreach efforts were implemented during AC 2024–2025 to highlight the expanded space and service capacity, these strategies did not produce sufficient increases to meet the enrollment benchmark. Additional targeted outreach and strategic partnerships may be required to stabilize and grow the non-duplicated student count moving forward.

Decision.

In AC 2024-25, the target was not met.

Based on data collected from the analysis of the AC 2024-2025 results, in AC 2025-2026 Alexandria will pursue the target minimum enrollment of 520 non-duplicated students taking at least one course on campus per year.

Staff at the Alexandria site will:

- Strengthen community engagement through tailored recruitment campaigns and stronger partnerships with area high schools, workforce agencies, and local employers.
- Leverage the expanded facility space to increase course offerings and flexible scheduling (e.g., evening, hybrid, or weekend options) to attract non-traditional students.
- Enhance retention-focused services such as advising, tutoring, and mentoring programs to ensure students who enroll remain engaged and persist through the academic year.
- Monitor monthly enrollment trends and adapt recruitment strategies as needed to be more responsive to local students' needs and patterns.

The goal remains to meet or exceed the minimum enrollment of 520 non-duplicated students enrolled in at least one on-campus course annually, as part of ongoing continuous improvement efforts aligned with the University's Strategic Plan.

Measure 1.2. The Leesville Instructional Site complies with the University Strategic Plan Objective by maintaining a combined minimum of 200 students from the Leesville/Ft. Johnson site each academic year.

Finding: Target was not met.

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Annual Enrollment Numbers: Leesville

Year	Number of Students (non-duplicated)
Board Academic Year 2021	306
Board Academic Year 2022	223
Board Academic Year 2023	206
Board Academic Year 2024	193

Analysis.

In AC 2023-2024 the decision was made to simplify the enrollment goal to only include Leesville, and to revise the measure to the non-duplicated number of students taking at least one course at the Leesville campus (full-term, A-term, or B-term). The target minimum of 200 students was met.

Based on the analysis of the 2023-24 results, in AC 2024-25, we once again examined the nonduplicated number of students taking at least one course on the Leesville campus during the Board Academic year. We found that we did not meet the minimum goal.

Decision.

In AC 2024-2025 Leesville focused on recruitment efforts within the community to increase enrollment. This adjustment was meant to improve the facility's ability to target enrollments, and work towards the retention of students.

Based on data collected from the 2024 results, in AC 2025-26, Leesville will implement a targeted, recurring outreach strategy focused on the local area, with special attention to the region's large military population, which makes up over 60 percent of our overall student population. Through strategic media, community engagement, and partnerships with local institutions, staff will work closely with our main campus recruiting and marketing offices to establish the best plan to attract active-duty service members and the broader military-affiliated community.

SO 2. The Alexandria (CENLA), Leesville, and Barksdale Instructional Sites will ensure all students are provided adequate resources and services to support student success.

Measure 2.1. Track student usage rate of campus provided computers and printer. The usage rate target is that not less than 50% of our students attending our campus use the provided computer lab.

Finding: Target was met.

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Semester	Computer/Printer Users	Percentage
Fall 2022	216	72%
Spring 2023	188	64%
Fall 2023	200	63%
Spring 2024	187	60%
Fall 2024	318	102%
Spring 2025	309	110%

Analysis.

In AC 2024–2025, the target was met, with student usage of the campus computer lab consistently exceeding the 50% benchmark. The number of reported computer/printer users this year exceeds the total number of on-campus students at the instructional sites. This discrepancy likely stems from how student enrollment is categorized. It appears that students who are enrolled 100% online—but who still utilize our on-site resources—are not included in our official campus headcount. Instead, they are reflected in the main campus enrollment figures. As a result, our actual service usage skewed when compared strictly to our reported student population, indicating a broader reach of our services than the enrollment data suggests.

In addition to lab usage, 40 laptops were checked out during the academic year, signaling growing demand for flexible access to technology outside the physical lab. This supplemental access point supports both traditional and non-traditional students, particularly those with scheduling, transportation, or caregiving constraints. Including this metric provides a broader understanding of how students are utilizing campus technology to support their academic success.

By continuing to refine tracking methods, including focusing on unique logins and equipment checkouts, the instructional sites are improving their ability to assess how well it meets student needs and delivers on its commitment to adequate academic support resources.

Decision.

In AC 2024–2025, the computer lab usage target was met, and the instructional site successfully maintained above 50% usage among students attending classes on campus. Additionally, the check-out of 40 laptops indicates a positive response to expanded access to academic technology.

In AC 2025–2026, the following actions will be taken:

- Refine the method for tracking lab usage, such as using unique logins to avoid duplications and ensure accuracy.
- Expand tracking to include laptop and iPad check-outs to better represent overall technology utilization.

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- Explore increasing the number of devices available for checkout, particularly during high-demand periods such as midterms and finals.
- Market the availability of lab services and devices more broadly to students through orientation, syllabi inserts, and advisor referrals.
- Assess the eligibility and benefits of a Tech Fee Grant application.

These efforts will help ensure continued access to critical learning tools while supporting student retention, academic performance, and overall success at the Alexandria (CENLA), Leesville, and Barksdale instructional sites.

Measure 2.2. The Fort Johnson and Barksdale military service offices comply with the University Strategic Plan Objective by maintaining a combined minimum of 1500 military and military affiliated students each academic year.

Finding: The target was met.

Military Breakdown Data by Category 2024-25

	Summer 2024	Fall 2024	Spring 2025	TOTAL
Military Affiliated	Ft. Johnson – 77 Barksdale – 43 Total - 120	Ft. Johnson – 146 Barksdale – 59 Total - 205	Ft. Johnson – 132 Barksdale – 56 Total - 188	513
Veterans	168	444	422	1034
National Guard	20	46	43	109
	308	695	653	1656

Analysis.

The target was met, with a total of 1,656 military and military-affiliated students enrolled during the 2024–2025 academic year, surpassing the minimum threshold of 1,500.

While this represents a slight decline from the previous year’s total of 1,700, the university remains in compliance with the strategic objective and continues to serve a

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robust military student population. The drop is primarily observed in the military-affiliated subgroup (612 to 513), suggesting the need for enhanced outreach and support strategies for dependents and spouses.

The Fort Johnson and Barksdale instructional sites continue to serve as critical access points for military students, helping them navigate VA benefits, academic advising, and university services. Though those two sites directly support only a subset of the full military population, their staff and operations significantly contribute to recruitment, enrollment, and retention across NSU.

The continued use of funding codes remains an effective tracking method for this population. Additionally, the analysis confirms that sustained collaboration with military education centers, combined with focused marketing and relationship-building, remains essential for enrollment stability and growth.

Decision.

In AC 2024–2025, the target of maintaining a minimum of 1,500 military and military-affiliated students was successfully met.

Looking ahead to AC 2025–2026, the following actions will be taken:

- Maintain the current use of funding codes to track all military and military-affiliated students accurately.
- Strengthen marketing and outreach to military-affiliated dependents (spouses and children), where the most noticeable decline occurred.
- Continue formalizing contracts and MOUs with military education centers at Fort Johnson and Barksdale to preserve access and streamline service delivery.
- Enhance visibility of university support services specific to military populations—such as career support, tutoring, and mental health services—through base visits and targeted communication.

These measures will help ensure the university maintains its strategic commitment to military populations and positions NSU as a top destination for service-connected learners.

SO 3. The Alexandria, Leesville, and Barksdale sites will ensure that students are aware of available support services.

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 50% Student Awareness of support services available to them at the Alexandria Instructional Site.

Finding: Target was met.

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	Not Aware at All		Somewhat Aware		Very Aware	
	SY 2023-24	SY 2024-25	SY 2023-24	SY 2024-25	SY 2023-24	SY 2024-25
General Awareness that Services Exist	13%	5%	37%	36%	49%	60%
Advising/Registration Services	10%	2%	32%	34%	58%	63%
Assistance with Financial Aid	22%	6%	30%	38%	48%	56%
Computer Lab	2%	1%	10%	10%	88%	89%
Proctoring Services	4%	3%	13%	11%	82%	85%
Campus Hours of Operation	5%	3%	24%	22%	71%	75%

Analysis.

The target of achieving at least 50% student awareness of available support services at the Alexandria Instructional Site was met for the 2024–2025 academic year. Across all service categories including financial aid assistance, registration support, proctoring services, campus hours, and general service awareness, more than 50% of respondents indicated they were "Very Aware" of the services offered. Notably, the percentage of students who reported being "Very Aware" increased in every category compared to the previous academic year, indicating progress in outreach and communication efforts.

However, survey participation declined significantly, with only 87 total responses received (23 in Fall and 64 in Spring), compared to 164 responses the prior year. The Fall 2024 response rate was especially low, representing just 7% of students enrolled in at least one on-campus course. This limited participation affects the ability to generalize findings to the entire student population and may suggest a need for improved survey promotion and timing to better capture student feedback moving forward.

Despite the decline in responses, the upward trend in awareness among those who did participate suggests that targeted communications and visibility of services are having a positive impact.

Decision.

The target was met in AC 2024–2025; however, the significant decline in survey response rates, particularly in the fall semester, limits the ability to fully assess awareness levels across the entire student population. To address this, the site will implement improved strategies for survey promotion and timing to increase student participation. Additionally, efforts will continue to build on the gains in service awareness through enhanced outreach, clearer communication of available resources, and regular engagement touchpoints throughout the academic year.

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- Increase visibility of support services through consistent in-classroom visits and short service highlight presentations conducted by staff at the beginning of each semester.
- Strengthen early outreach efforts by integrating service information into Freshman Connection programming, orientation materials, and welcome packets.
- Collaborate with faculty to regularly share student services information in syllabi, Moodle shells, and classroom discussions.
- Improve survey response rates by:
 - Personally visiting classrooms to promote survey participation
 - Partnering with faculty to embed survey links in assignments or extra credit
 - Instructing the CENLA Campus Council to actively promote the survey during distribution windows
- Coordinate at least one on-site Financial Aid visit per semester to help boost both service access and awareness, especially in the area with the lowest student confidence.

These actions are designed to enhance student engagement, improve satisfaction, and ensure more accurate and representative data collection for ongoing improvement efforts.

Measure 3.2. The Leesville Instructional Site will ensure 50% of students know the excellent support services available to them at Leesville and NSU main campus.

Finding: Target was met.

	Not Aware at All		Somewhat Aware		Very Aware	
	SY 2023-24	SY 2024-25	SY 2023-24	SY 2024-25	SY 2023-24	SY 2024-25
General Awareness that Services Exist	4%	4%	32%	33%	64%	63%
Advising/Registration Services	4%	5%	14%	11%	82%	84%
Assistance with Financial Aid	12%	15%	28%	21%	60%	64%
Computer Lab	1%	0.9%	3%	4%	96%	95%
Proctoring Services	2%	0.9%	9%	7%	89%	92%
Campus Hours of Operation	5%	4%	22%	22%	73%	74%

Analysis.

The Leesville Instructional Site met the target of achieving at least 50% student awareness of available support services for the 2024–2025 academic year. Across all service categories, general service awareness, advising/registration, financial aid,

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computer lab access, proctoring, and campus hours, more than 60% of respondents indicated they were "Very Aware," with some categories exceeding 90%.

While most awareness levels remained consistent with the prior academic year, slight fluctuations were observed. For example, awareness of financial aid services showed modest improvement, increasing from 60% to 64% in the "Very Aware" category. Computer lab and proctoring services continued to reflect exceptionally high awareness, exceeding 90%.

These consistently strong results suggest that communication efforts and visibility of student services at Leesville remain effective. However, the small year-over-year variations also indicate areas where continued reinforcement and engagement—particularly around financial aid—could further enhance student support experiences.

Decision.

The target was met in AC 2024–2025, with more than 50% of students indicating they were "Very Aware" of support services at the Leesville Instructional Site and NSU main campus. To maintain and build on these strong awareness levels, continued emphasis will be placed on reinforcing communication around key services, particularly financial aid, where awareness, while improved, remains lower than other categories. Additionally, staff will explore opportunities to personalize service outreach and increase visibility during peak student engagement periods. Specifically this will include:

- Distribution of welcome packets at Freshman Connection, University 1000 and Introduction to Nursing classes, highlighting campus events and services for that semester.
- The launch of a monthly rotating "Service Spotlight" featured on campus digital media boards.

These efforts aim to sustain high awareness, support student success, and ensure ongoing alignment with institutional support goals.

Measure 3.3. The Barksdale/Leesville Instructional Sites will ensure 50% of military-affiliated students are aware of the excellent support services available to them at Leesville and NSU main campus.

Finding: The target was met.

	Disagree	Neutral	Agree
NSU is a military friendly institution.			
Fall 2024	4% (4)	12% (13)	84% (88)
Spring 2025	7% (4)	11% (6)	81% (44)
The services provided to me (advising, testing,	(fall) 6%	(fall) 15%	(fall) 80%

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financial aid, etc.) enhanced my overall experience.			
Fall 2024	6% (6)	15% (15)	80% (82)
Spring 2025	9% (5)	11% (6)	80% (43)

Analysis.

In 2023–2024, a strategic decision was made to disaggregate survey data for military-affiliated students from the broader Leesville campus population to better understand and address their unique needs. A targeted survey was implemented to assess awareness and satisfaction with support services at both the Leesville and Barksdale Instructional Sites, as well as the NSU main campus.

The target of achieving at least 50% awareness among military-affiliated students was met for the 2024–2025 academic year. In both the fall and spring semesters, more than 80% of respondents agreed that NSU is a military-friendly institution and that services such as advising, testing, and financial aid positively enhanced their overall experience. This reflects strong awareness and satisfaction among the military student population.

While overall agreement levels were high, a small percentage of students responded neutrally or disagreed, particularly in the areas of institutional friendliness and service impact. These responses highlight opportunities to strengthen communication, tailor services, and ensure consistent support experiences across both sites.

The results affirm NSU’s continued commitment to serving military-affiliated students and underscore the importance of maintaining dedicated points of contact, timely information sharing, and accessible services tailored to the unique needs of this student group.

Decision.

The target was met in AC 2024–2025, with over 80% of military-affiliated students indicating strong awareness and satisfaction with support services at the Leesville and Barksdale Instructional Sites, as well as NSU’s main campus. To build on this success, the university will continue to strengthen communication and visibility of services tailored to military students. Efforts will also focus on addressing the small percentage of students who expressed neutral or negative responses by enhancing outreach, ensuring consistent service delivery, and reinforcing NSU’s commitment to being a military-friendly institution. These actions support the goal of improving student experience and retention among military-affiliated populations.

SO 4. The Alexandria, Leesville, and Barksdale sites will provide quality course offerings and services that meet the needs of our student populations.

Measure 4.1. CENLA will ensure that >80% of the survey respondents report Good or above satisfaction in Overall Quality of Experience as indicated by a Student Survey.

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Finding: Target was not met.

Overall Quality of Experience: Alexandria

Rating	Overall Quality of Experience		
	SY2022-23	SY 2023-24	SY 2024-25
Excellent	53%	46%	52%
Good	27%	29%	26%
Average	16%	18%	17%
Below Average	3%	5%	3%
Poor	1%	1%	1%
Total Surveys	113	164	87

Satisfaction by Services Offered: Alexandria

Services	Very Dissatisfied		Dissatisfied		Neutral/Does Not apply		Somewhat Satisfied		Very Satisfied	
	SY	SY	SY	SY	SY	SY	SY	SY	SY	SY
	2023 -24	2024 -25	2023 -24	2024 -25	2023 -24	2024 -25	2023 -24	2024 -25	2023 -24	2024 -25
Advising/Registration	3%	1%	5%	6%	20%	24%	16%	16%	56%	53%
Financial Aid	6%	2%	7%	6%	33%	33%	15%	11%	40%	47%
Computer Lab	1%	2%	1%	6%	7%	7%	17%	16%	74%	69%
Proctoring	1%	0%	1%	3%	21%	24%	8%	9%	70%	63%
Campus Hours of Operation	4%	1%	5%	1%	10%	13%	16%	25%	65%	60%

Analysis.

The target of >80% of students reporting “Good” or better in overall satisfaction at the Alexandria Instructional Site was not met, with 78% of survey respondents selecting either “Excellent” (52%) or “Good” (26%). While this represents a modest improvement from the previous year (75%), it still falls short of the goal.

One critical challenge in assessing student sentiment is the low survey participation rate, with only 87 total responses (23 in Fall, 64 in Spring), compared to 164 the previous year. This low response rate limits the reliability of the results and may not reflect the broader student population’s experiences.

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Service-specific satisfaction data reveal areas of concern:

- Satisfaction with the Computer Lab dropped slightly from 74% “Very Satisfied” to 69%, despite high usage rates, likely due to the absence of a lab in the new nursing building.
- Proctoring services and campus hours of operation also showed small declines in satisfaction.
- Financial Aid services, while showing improvement, continue to have the highest combined “Dissatisfied” and “Very Dissatisfied” responses.

Student comments highlight consistent requests for improvements in:

- Technology access (e.g., a printer in the new building, improved Wi-Fi, upgraded Webex)
- Facilities and amenities (e.g., food/coffee options, weekend hours, soundproofing, more electrical outlets)
- Support services (e.g., on-site financial aid, tutoring, library access, veteran services)

These insights suggest that while student satisfaction is trending upward, unmet needs in facilities, service visibility, and access are limiting progress toward full satisfaction.

Decision.

In AC 2024-2025, the target was not met.

Based on the analysis of the AC 2024-2025 results, the following changes will be implemented in AC 2025–2026 to address the gaps identified and push the campus toward meeting the goal:

1. Increase Survey Response Rates
 - Promote survey completion through classroom visits, digital signage, and faculty reminders.
 - Offer small incentives (e.g., NSU swag) to encourage participation.
 - Reinforce the anonymous nature of the survey to improve response honesty and volume.
2. Improve Visibility of Support Services
 - Create and distribute a campus services flyer, including QR codes for tutoring, advising, and financial aid portals.
 - Display key service messages on monitors across both Alexandria buildings.
3. Enhance Financial Aid Support
 - Schedule regular Financial Aid visits for either virtual or on-site counseling.
4. Address Facilities and Amenities Feedback
 - Explore the installation of a small printer station in the new nursing building.
 - Improve signage around hours of operation, and consider occasional extended hours based on demand.

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- Work with facility services to assess soundproofing, outlet placement, and Wi-Fi connectivity issues.
 - Advocate for food/coffee vending options or a mobile café pop-up to support student needs.
5. Promote Awareness of Virtual Services
- Push virtual tutoring, advising, and mental health counseling access through email, flyers, and student orientations.

By focusing on survey participation, service access, and facility improvements, these efforts aim to not only meet but exceed the 80% satisfaction threshold in AC 2025–2026 and better align offerings with student expectations and needs.

Measure 4.2. The Leesville/Ft. Johnson Instructional Site targets >80% of their respondents with good or above satisfaction in overall quality of experience, as indicated by a student survey.

Finding: Target was met.

Overall Quality of Experience: Leesville

Rating	Overall Quality of Experience	
	SY 2023-24	SY 2024-25
Excellent	55%	63%
Good	27%	30%
Average	16%	3.5%
Below Average	1%	2.6%
Poor	1%	0.9%
Total Surveys	123	114

Satisfaction by Services Offered: Leesville

Services	Very Dissatisfied		Dissatisfied		Neutral/Does Not apply		Somewhat Satisfied		Very Satisfied	
	SY 2023 - 24	SY 2024 -25	SY 2023 -24	SY 2024 -25	SY 2023 -24	SY 2024-25	SY 2023 -24	SY 2024-25	SY 2023 -24	SY 2024 -25
Advising/Registration	0%	2%	5%	0.9%	8%	8%	22%	14%	65%	75%
Financial Aid	2%	6%	7%	7%	25%	18%	16%	10%	50%	60%
Computer Lab	0%	0.9%	0%	0%	7%	4%	8%	11%	85%	84%
Proctoring	1%	3%	1%	0%	13%	10%	15%	11%	70%	77%
Campus facilities	1%	4%	3%	4%	7%	4%	25%	18%	63%	69%

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Services	Very Dissatisfied		Dissatisfied		Neutral/Does Not apply		Somewhat Satisfied		Very Satisfied	
Campus Hours of Operation	0%	0.9%	2%	0.9%	11%	8%	19%	8%	67%	76%

Analysis.

In AC 2024-2025, the satisfaction target was successfully met, with 93% of survey respondents indicating that their overall experience was "Good" or better. This high level of satisfaction reflects positively on the institution's efforts to support student needs and provide quality experiences. However, when respondents were asked to provide suggestions for further enhancing their overall experience, two key areas emerged as the most frequently mentioned: food services and the availability and clarity of financial aid information. These responses highlight opportunities for improvement in services that directly impact students' day-to-day well-being and financial security. Addressing these areas may lead to even higher levels of satisfaction in future assessments.

Decision.

In AC 2024-2025 the target was met.

Based on the analysis of AC 2024–2025 data, in which the target for student satisfaction was successfully met, the staff has identified opportunities to further enhance the student experience as part of our continued ongoing improvement efforts for AC 2025–2026. To better support the area's most commonly mentioned by students, we will ask the Financial Aid Office to assign a representative specifically for students at our campus. We will also request that our staff be notified of any updates or changes to the financial aid process so we can more effectively communicate this information to students. In addition, we will explore the possibility of scheduling food trucks to visit campus on days with high student attendance. This will help supplement the limited food options currently available. These improvements build on the progress made in the previous academic cycle and aim to further increase student satisfaction moving 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 2025-2026. These changes are based on the knowledge gained through the AC 2023-2024 results analysis.

SO1.

Provide excellent responsive student services that aid in the recruitment/enrollment and retention of students.

(1.1) The Alexandria instructional site did not meet the revised goal of enrolling at least

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520 non-duplicated students taking at least one on-campus course in AY 2023–2024. Despite outreach efforts and expanded services, enrollment remains inconsistent due to ongoing internal and external challenges. Additional targeted strategies and partnerships are needed to support future growth.

- (1.2) The Leesville instructional site did not AY 2024–2025, the site did not meet this revised targeted enrollment goal of 200 students, indicating a decline in enrollment of students taking a least one course at the campus.

SO 2.

Ensure all students are provided adequate resources and services to support student success.

- (2.1) In AY 2024–2025, the campus met its target, with computer lab usage consistently exceeding the 50% benchmark. Fall and Spring usage rates are projected to surpass 60% and 50%, respectively. Additionally, 40 laptops were checked out, indicating increased demand for flexible technology access. These trends highlight strong student engagement with academic support resources and underscore the importance of continued improvements in tracking usage.
- (2.2) The university met its goal with 1,656 military and military-affiliated students enrolled in 2024–2025, exceeding the 1,500-target goal. Although this reflects a slight decrease from the previous year, primarily among military-affiliated students, the university continues to serve a strong military population. Fort Johnson and Barksdale remain key support hubs, and ongoing collaboration with military partners, targeted outreach, and effective tracking are essential for maintaining and growing enrollment.

SO 3.

Ensure that students are aware of available support services.

- (3.1) The Alexandria Instructional Site did not meet the goal of 100% student awareness of support services in 2024–2025. While slight gains were made in awareness across all categories, no area reached full awareness, and financial aid remains the lowest. A decline in survey responses, especially in the fall, limited the accuracy of the assessment. Contributing factors include the absence of on-site financial aid staff and a recent campus location shift that did not yield anticipated improvements.
- (3.2) The Leesville Instructional Site did not meet the goal of 100% student awareness of support services in 2024–2025. While awareness remained high in areas like the computer lab and proctoring, no category reached full awareness. Financial aid support showed the lowest awareness, despite a slight improvement from the previous year. Continued outreach, especially in lower-performing areas, is needed to close the awareness gap.

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- (3.3) The goal of 100% awareness among military-affiliated students at the Barksdale and Leesville sites was not met in 2024–2025. However, survey results indicate strong progress, with over 80% of respondents agreeing NSU is military-friendly and that its services enhanced their experience. Key areas for improvement include customer service consistency, support for military families, testing availability, and staff knowledge of VA processes. Continued targeted outreach and tailored support are needed to better serve this population.

SO 4.

Provide quality course offerings and services that meet the needs of our student populations.

- (4.1) The Alexandria Instructional Site did not meet the target of over 80% student satisfaction, with 78% rating their experience as "Good" or better—an improvement from 75% the previous year. Low survey participation limits the reliability of results. Key areas needing attention include decreased satisfaction with the computer lab, continued concerns with financial aid services, and student requests for better technological access, facility enhancements, and on-site support services. While satisfaction is improving, several unmet needs remain.
- (4.2) The satisfaction target was met in 2024–2025, with 93% of students rating their overall experience as "Good" or better. While this reflects strong institutional performance, students identified food services and financial aid information as key areas for improvement. Enhancing these services could further boost satisfaction in future assessments.

Plan of action moving forward.

The following reflects changes that will be implemented in AC 2025-26, based on the analysis of the results observed in AC 2024-25.

SO1.

Provide excellent responsive student services that aid in the recruitment/enrollment and retention of students.

- (1.1) Since the enrollment target was not met in 2024–2025, Alexandria will continue to pursue the goal of enrolling at least 520 non-duplicated students in 2025–2026. Planned actions include strengthening community partnerships, expanding course options, enhancing student support services, and closely monitoring enrollment trends to adjust strategies. These efforts align with the University's Strategic Plan and focus on continuous improvement.
- (1.2) In response to 2024–2025 results, the Leesville site will enhance its outreach strategy in 2025–2026 by focusing on targeted, recurring recruitment efforts, especially within the local military community, which comprises over 60% of its student population. Efforts will include coordinated media, community engagement, and collaboration with main campus recruitment and marketing teams to boost enrollment and retention.

Assessment Cycle 2024-2025

SO 2.

Ensure all students are provided adequate resources and services to support student success.

- (2.1) The computer lab usage target was met in 2024–2025, with strong student engagement and 40 laptops checked out, reflecting positive use of academic technology. For 2025–2026, the site will enhance tracking methods, expand device check-out data, explore increasing device availability, and broaden marketing of these services. These steps aim to support student success and retention across Alexandria, Leesville, and Barksdale sites.
- (2.2) The 2024–2025 target of enrolling at least 1,500 military and military-affiliated students was met. For 2025–2026, NSU will maintain its tracking methods, focus outreach on military dependents, strengthen partnerships with military education centers, and enhance visibility of support services. These efforts aim to sustain enrollment and reinforce NSU's commitment to serving military-connected students.

SO 3.

Ensure that students are aware of available support services.

- (3.1) Although the awareness target was not met in 2024–2025, slight improvements indicate progress. To build on this, the Alexandria site will implement strategies in 2025–2026 to increase service visibility, strengthen early outreach, collaborate with faculty on communications, boost survey participation, and host on-site financial aid visits. These efforts aim to enhance student engagement, improve satisfaction, and ensure more accurate data for continuous improvement.
- (3.2) In response to 2024–2025 results, the Leesville campus will enhance student service awareness in 2025–2026 by distributing welcome packets during key entry points and launching a monthly “Service Spotlight” on campus digital media boards. These efforts aim to improve visibility and engagement with available student support services.
- (3.3) To improve awareness and support for military-affiliated students, the university will enhance targeted outreach in 2025–2026. Key actions include updating the military student webpage, forming a Military Communication Committee, and offering dedicated orientation sessions during Freshman Connection. These efforts aim to strengthen communication, increase service visibility, and uphold NSU's Military Friendly status.

SO 4.

Provide quality course offerings and services that meet the needs of our student population.

Assessment Cycle 2024-2025

- (4.1) Since the satisfaction target was not met in 2024–2025, the Alexandria campus will implement several improvements in 2025–2026. These include boosting survey participation through promotion and incentives, increasing visibility of support services, enhancing financial aid access, addressing facility concerns, and promoting virtual service availability. The goal is to exceed the 80% satisfaction threshold and better align campus offerings with student needs.
- (4.2) Although the satisfaction target was met in 2024–2025, the campus will implement additional improvements in 2025–2026 to enhance the student experience. Plans include assigning a dedicated financial aid representative, improving internal communication on financial aid updates, and exploring food truck visits to address limited dining options. These efforts support continued progress in student satisfaction.