

## Assessment Cycle 2024-2025

### Fraternal Leadership & Civic Engagement

**Division:** Student Affairs

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**Northwestern Mission.** Northwestern State University is a responsive, student-oriented institution that is committed to the creation, dissemination, and acquisition of knowledge through teaching, research, and service. The University maintains as its highest priority excellence in teaching in graduate and undergraduate programs. Northwestern State University prepares its students to become productive members of society and promotes economic development and improvements in the quality of life of the citizens in its region.

**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. Student Experience works closely with faculty, staff, students, and the community to ensure graduates have the capability to promote economic development and improvements in the region.

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

**Fraternal Leadership & Civic Engagement Mission.** The Office of Fraternal Leadership & Civic Engagement works with the students in the Northwestern State University fraternity and sorority community and the members of the Student Government Association to provide an outlet for self-governance, student voice, and

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to prepare students to be engaged citizens through leadership development, civic engagement programs, advocacy & accountability, and service opportunities.

**Methodology:** The assessment process includes:

- (1) The assessment process for Fraternal Leadership & Civic Engagement Mission will be evaluated through multiple direct and indirect assessment tools.
- (2) The Director will analyze the data to determine whether the applicable outcomes are met and report to the Director of Student Affairs.
- (3) Results from the assessment will be discussed with the appropriate students and constituent groups.
- (4) Individual meetings will be held with students and constituent groups as required.
- (5) The executive 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.

### **Fraternal Leadership & Civic Engagement**

#### **Service Outcomes:**

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

#### **Measure 1.1.**

Develop a sense of campus community among students that fosters civic competency through Student Government Association programs. Internal assessment using portions of the US Citizenship Test and key components of university resources is completed at the beginning and the end of the year for the Northwestern State University Student Government Association members. Success through this initiative is defined by the quantitative results of the pre and post-test instruments distributed to the students involved with the Student Government Association. The goal will be for students to score at least 80% on the posttest.

**Finding:** Target was met.

#### **Analysis.**

In AC 2023-2024 the target was met. The director made improvements to civic programming and engagement efforts for Student Government members to ensure continued meetings of the targeted outcome of the civic knowledge assessment. The SGA incorporated civic education into leadership retreats, speakers, and programs. The

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SGA researched new speakers to come and educate the Senators and the student body on the importance of civic engagement. Furthermore, the assessment tool was updated to help streamline the data collection process. The director implemented changes to the SGA member experience by offering more programs, initiatives, and opportunities to learn about local, state, and national government to continue to improve the civic knowledge of senators and officers in SGA. The scores were 85% for the pre-test and 80% for the post-test. A slight decrease from the previous assessment cycle, however, the target was still met.

Based on the analysis of the AC 2023-2024 results, the staff implemented the following changes in AC 2024-2025 to drive the cycle of improvement. The director made improvements to civic programming and engagement efforts for Student Government members to ensure civic knowledge is obtained. The SGA focused on civic education starting with the Fall retreat and reiterating the importance at the mid-year retreat.

As a result of these changes, in AC 2024-2025 the target was met. The scores were 82.5% for the pre-test and 86% for the post-test, a significant improvement compared to the previous year.

#### **Decision:**

In AC 2024-2025 the target was met.

Based on the analysis of the AC 2024-2025 results, the staff will implement the following changes in AC 2025-2026 to drive the cycle of improvement. The SGA will implement a mid-semester check-in assessment to identify knowledge gaps early and provide timely interventions rather than relying solely on pre/post testing. Furthermore, the SGA will develop a peer-to-peer civic education component where experienced SGA members mentor new senators to strengthen knowledge retention and create a culture of civic engagement.

These changes will improve the student's ability to develop the dispositions essential for the functioning of a diverse, democratic society, including the values of tolerance, empathy, open-mindedness and respect for differing perspectives.

**Measure 1.2.** Provide students with a program called Leadership NSU to train them in areas in the realm of leadership and other areas specific to the year. Offering educational sessions regarding risk management, mental health, resume writing, and other important topics and assessing the knowledge gained by providing an end of the academic year assessment. Success through this initiative is defined by the quantitative results of the instrument distributed to NSU (Northwestern State University) students each academic year. The goal will be for students to score at least 80% very satisfied + satisfied on each item of the assessment. The assessment will be distributed at the conclusion of the conference held in the Spring semester.

**Finding:** Target was met.

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### Analysis.

In AC 2023-2024 the target was met. The Leadership NSU Committee provided a slate of speakers that covered topics recommended by students who completed the surveys. Some of those topics include mental health and networking. Those topics were covered this AC; however, they need to be covered more in depth throughout the year.

As a result of these changes, in AC 2023-2024 the target was met. Following this year's Leadership NSU, we had a total of 307 student attendees, and they were issued an assessment with the following items:

- Please rate your overall satisfaction with the program
- 71% strongly agree, 29% agree
- Please rate your overall satisfaction with the slate of speakers
- 84% strongly agree, 16% agree
- How likely are you to attend our conference next year?
- 92% very likely, 8% likely

The Leadership NSU staff invited two other schools to attend Leadership NSU as a pilot outreach program. The assessment was not accessible to these students, which will be addressed this coming year.

Based on the analysis of the AC 2023-2024 results, the staff implemented the following changes in AC 2024-2025 to drive the cycle of improvement. With the increased satisfaction with the program, the committee extended the outreach to other schools for the 2025 Leadership NSU conference. This outreach included feedback from the invited schools regarding the current trends and topics that we need to address and provide for the conference. Furthermore, the survey was an open-sourced survey to ensure all students (NSU and visiting schools) can take the survey.

As a result of these changes, in AC 2024-2025 the target was \_\_\_\_ (met/not met). The Leadership NSU Committee provided a slate of speakers that covered topics recommended by students who completed the surveys. Some of those topics include motivating members, career exploration, communication, and unity. We had a total of 200 student attendees, and they were issued an assessment with the following items:

- Please rate your overall satisfaction with the program
  - 97% Very Satisfied/Satisfied; 2% Indifferent; 1% Dissatisfied
- Please rate your overall satisfaction with the staff members
  - 95% Very Satisfied/Satisfied; 5% Indifferent
- Would you to attend our conference next year?
  - 92% Yes; 7% Maybe; 2% NO

### Decision:

In AC 2024-2025 the target was met.

Based on the analysis of the AC 2024-2025 results, the staff will implement the following changes in AC 2025-2026 to drive the cycle of improvement. Develop a comprehensive marketing strategy to increase attendance back to previous levels while maintaining the

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high satisfaction ratings, targeting both NSU students and visiting schools with tailored outreach campaigns. Furthermore, SGA will implement a year-round speaker series that builds upon the conference themes to provide deeper exploration of high-demand topics (communication, career exploration, unity, etc.) throughout the academic year.

These changes will improve the student's ability to serve as a leader on campus or as a general member of student organizations, thereby continuing to push the cycle of improvement forward. Other improvements include more personalized sessions based on leadership types and more accessible versions of the schedule to ensure that students can find their way to the appropriate session of their choice.

**SO 2.0.** Enhance the Greek community's knowledge and numbers by providing more programming.

**Measure 2.1.** Educate students as it relates to health and safety management through risk management initiatives. Offering educational sessions regarding risk management and hazing prevention and assessing the knowledge gained by providing an end of the academic year assessment. Success through this initiative is defined by the quantitative results of the instrument distributed to NSU (Northwestern State University) students each academic year. The goal will be for students to score at least 80% strongly agree + agree on each item of the assessment. The assessment will be distributed at the conclusion of the risk management training held in the Spring semester.

**Finding:** Target was met.

#### **Analysis.**

In AC 2023-2024 the target was met. The Office of Fraternal Leadership and Civic Engagement offered online risk management training opportunities throughout the year through Vector, an online training platform. We trained Greek Presidents on risk aversion and risk management by hiring speakers to be a voice of reason for these students. We worked to enhance training in how to hire a third-party vendor for alcohol events and how to teach members on what constitutes an event. Training also included hazing prevention since this is a large part of risk management in Greek Life. This year, the Office of Greek Life also moved to an online training platform with our hazing prevention training to encompass risk management, event management, and effects of alcohol use. We also offered AlcoholEdu to all students, rather than only first-year students enrolled in UNIV 1000. Greek Presidents were also trained once in the Fall semester and once in the Spring semester on risk management, risk aversion, and on social registration policies during a Greek President's Council meeting. The Director of Greek Life trained students during the meeting.

Based on the analysis of the AC 2023-2024 results, the staff implemented the following changes in AC 2024-2025 to drive the cycle of improvement. The Office of Greek Life worked with the Office of Student Activities to promote risk management and aversion as early as the first week of school through the Registered Student Organization

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Workshop. By working with Student Activities, we can begin training our student leaders and Greek leaders on this topic before they are introduced to our online training platform. The Director of Greek Life trained Greek Presidents twice a year in a Greek President's Council meeting.

As a result of these changes, in AC 2024-2025 the target was met. At the conclusion of the 2024-2025 school year, Greek students were issued an assessment with the following items:

- Feel prepared to host an event in compliance with risk management policies
- 57.6% strongly agree, 33.3% agree, 9.1% neutral
- Have a better understanding of what is expected of my organization when hosting a social event
- 87.9% strongly agree, 12.1% agree
- Know what is permitted when posting or sharing PR about a social event
- 84.8% strongly agree, 15.2% agree
- Am able to train members of my organization on risk management guidelines
- 57.6% strongly agree, 36.4% agree, 6.1% neutral
- Better understand the risks associated with drinking games
- 90.9% strongly agree, 9.1% agree
- Can plan recruitment events without alcohol
- 90.9% strongly agree, 6.1% agree, 3% disagree
- I am aware of resources available to my organization to help plan safer social events
- 78.8% strongly agree, 21.2% agree
- Have a better understanding of what constitutes an event
- 75.8% strongly agree, 24.2% agree
- Can effectively implement a sober monitor program
- 81.8% strongly agree, 18.2% agree
- Feel educated on the topic of social event planning and risk management
- 78.8% strongly agree, 21.2% agree
- Understand how to secure a licensed and insured third party vendor for an event
- 57.6% strongly agree, 21.2% agree, 18.2% neutral, 3% disagree
- Know what to do if there is an emergency at a social event
- 75.8% strongly agree, 21.2% agree, 3% neutral
- Understand the need for risk management policies for social events
- 93.9% strongly agree, 6.1% agree

#### Decision:

In AC 2024-2025 the target was met.

Based on the analysis of the AC 2024-2025 results, the staff will implement the following changes in AC 2025-2026 to drive the cycle of improvement. The Office of Greek Life will continue to host risk management trainings for all Greek Presidents, and the Office will continue to mandate that if events with alcohol are being hosted, the entire chapter must attend these trainings. There were many areas that improved

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tremendously percentage wise from AC 2023-2024 to AC 2024-2025. The ability to plan and host recruitment events without alcohol is an area for improvement; therefore, that will be an area of enhancement and more programming in AC 2025-2026. The Office of Greek Life also will begin training Greek Presidents in other risk management topics outside of events with alcohol, such as fire safety in residence halls and facilities, NARCAN training, and mental health awareness. These topics will improve the scope of our trainings and enhance the knowledge of our student leaders.

These changes will improve the students' ability to plan and execute safer events within the school's risk management policy. Based on the objectives of the risk management and aversion trainings provided to students, increasing the training and providing it sooner in the school year will improve the student's ability to make rational decisions when it comes to planning and executing a social event as well as have a clearer understanding of the expectations when hosting such events.

**Measure 2.2.** Increase the number of students participating in the recruitment or intake processes occurring in the fraternity / sorority community in both the fall and spring semesters. Students will attend open houses, informational meetings, sisterhood events, brotherhood events, and other recruitment events to find a place in the Greek community at NSU. Following the recruitment processes, a total number of new members will be reported by each chapter to the Office of Greek Life. The goal will be for the Greek community to see an increase in new members each year.

**Finding:** Target was met.

#### **Analysis.**

In AC 2023-2024 the target was met. The Office of Greek Life hosted at least two events per council during heavy recruitment periods (the first two weeks of school). To see an increase in new members and an understanding of what Greek Life is, the Office of Greek Life educated our current members on recruitment process changes to create a culture of understanding surrounding the recruitment process.

Based on the analysis of the AC 2023-2024 results, the staff implemented the following changes in AC 2024-2025 to drive the cycle of improvement. The Office of Greek Life hosted partially structure recruitment for both the Interfraternity Council and the College Panhellenic Council. This assessment cycle, we saw a large increase in both councils due to these recruitment changes. To assist with the growth of the National Pan-Hellenic Council, the Office of Greek Life will work with chapter leaders in that council to host more informational sessions, more events to raise awareness, and to host more intake processes at the national headquarters' discretion and allowance.

As a result of these changes, in AC 2024-2025 the target was met. Our new member numbers increased overall from AC 2023-2024 to AC 2024-2025. In the National Pan-Hellenic Council (NPHC), there were 46 new members for the 2023-2024 academic year. For the 2024-2025 academic year, NPHC had 49 new members. In the Interfraternity Council (IFC), there were 80 new members for the

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2023-2024 academic year. For the 2024-2025 academic year, IFC had 90 new members. In the College Panhellenic Council (CPC), there were 104 new members for the 2023-2024 academic year. For the 2024-2025 academic year, CPC had 95 new members. Overall, in AC 2023-2024, Greek Life had 230 new members. In AC 2023-2024, Greek Life had 234 new members.

#### **Decision:**

In AC 2024-2025 the target was met.

Based on the analysis of the AC 2024-2025 results, the staff will implement the following changes in AC 2025-2026 to drive the cycle of improvement. The Office of Greek Life will host informationals to enhance a student's understanding of Greek Life prior to attending any recruitment events for any of the three councils. A focus of the Office of Greek Life for AC 2025-2026 will be academic enhancement and retention of new members. While there were 234 new members in the council, the retention of these new members is not guaranteed. The Office of Greek Life plans to host a new member social within the first month of recruitment and intake processes to keep new members involved with one another despite joining separate chapters in the processes. Because of the recruitment changes in AC 2022-2023, it is time for a refresh and update in AC 2025-2026 to keep students engaged and excited about Greek Life. The councils will evaluate their recruitment and intake processes to ensure the needs of participating students are met and all events are engaging.

These changes will improve the student's ability to participate in a fun and informative recruitment or intake process prior to become a member of the Greek community, as well as stay engaged in membership for their time at NSU.

**Comprehensive Summary of Key evidence of improvement based on the analysis of results.** The following reflects all the changes implemented to drive the continuous process of seeking improvement in AC 2024-2025. These changes are based on the knowledge gained through the AC 2023-2024 results analysis.

#### **SO. 1:**

1.1: The director made improvements to civic programming and engagement efforts for Student Government members to ensure civic knowledge is obtained. The SGA focused on civic education starting with the Fall retreat and reiterating the importance at the mid-year retreat.

1.2 With the increased satisfaction with the program, the committee extended the outreach to other schools for the 2025 Leadership NSU conference. This outreach included feedback from the invited schools regarding the current trends and topics that we need to address and provide for the conference. Furthermore, the survey was an open-sourced survey to ensure all students (NSU and visiting schools) can take the survey.

#### **SO. 2:**



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2.1 The Office of Greek Life worked with the Office of Student Activities to promote risk management and aversion as early as the first week of school through the Registered Student Organization Workshop. By working with Student Activities, we can begin training our student leaders and Greek leaders on this topic before they are introduced to our online training platform. The Director of Greek Life trained Greek Presidents twice a year in a Greek President's Council meeting.

2.2 The Office of Greek Life hosted partially structure recruitment for both the Interfraternity Council and the College Panhellenic Council. This assessment cycle, we saw a large increase in both councils due to these recruitment changes. To assist with the growth of the National Pan-Hellenic Council, the Office of Greek Life will work with chapter leaders in that council to host more informational sessions, more events to raise awareness, and to host more intake processes at the national headquarters' discretion and allowance.

### Plan of action moving forward.

#### SO 1:

1.1 The SGA will implement a mid-semester check-in assessment to identify knowledge gaps early and provide timely interventions rather than relying solely on pre/post testing. Furthermore, the SGA will develop a peer-to-peer civic education component where experienced SGA members mentor new senators to strengthen knowledge retention and create a culture of civic engagement.

1.2 Develop a comprehensive marketing strategy to increase attendance back to previous levels while maintaining the high satisfaction ratings, targeting both NSU students and visiting schools with tailored outreach campaigns. Furthermore, SGA will implement a year-round speaker series that builds upon the conference themes to provide deeper exploration of high-demand topics (communication, career exploration, unity, etc.) throughout the academic year.

#### SO.2:

2.1 The Office of Greek Life will continue to host risk management trainings for all Greek Presidents, and the Office will continue to mandate that if events with alcohol are being hosted, the entire chapter must attend these trainings. There were many areas that improved tremendously percentage wise from AC 2023-2024 to AC 2024-2025. The ability to plan and host recruitment events without alcohol is an area for improvement; therefore, that will be an area of enhancement and more programming in AC 2025-2026. The Office of Greek Life also will begin training Greek Presidents in other risk management topics outside of events with alcohol, such as fire safety in residence halls and facilities, NARCAN training, and mental health awareness. These topics will improve the scope of our trainings and enhance the knowledge of our student leaders.

2.2: The Office of Greek Life will host informationals to enhance a student's

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understanding of Greek Life prior to attending any recruitment events for any of the three councils. A focus of the Office of Greek Life for AC 2025-2026 will be academic enhancement and retention of new members. While there were 234 new members in the council, the retention of these new members is not guaranteed. The Office of Greek Life plans to host a new member social within the first month of recruitment and intake processes to keep new members involved with one another despite joining separate chapters in the processes. Because of the recruitment changes in AC 2022-2023, it is time for a refresh and update in AC 2025-2026 to keep students engaged and excited about Greek Life. The councils will evaluate their recruitment and intake processes to ensure the needs of participating students are met and all events are engaging.