

Assessment Cycle 2024-2025

Student Union

Division or Department: The Student Experience

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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.

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 conducive to holistic personal growth. The commitment to students initiates prior to entrance, sustains throughout the college experience, and continues beyond graduation. Enrollment Services provide equal access for education to potential students throughout the state and region and promote economic stability and financial access to citizens. Student Affairs enhances student development and broadens intellectual, social, cultural, ethical and occupational growth. The Student Experience works closely with faculty, staff, students, and the community to ensure graduates can promote economic development and improvements in the region.

Methodology: The assessment process includes:

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

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Student Union Effectiveness

Service Outcomes:

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

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

Finding: Target was met.

Analysis.

In AC 2023-2024 the target was met. Customer service was the focus of the Student Union staff throughout the year. One area of improvement for this next assessment cycle was to increase the survey submissions. Although an increase from 2021-2022 from 19 submissions to 35, the staff communicated with recognized student organizations through social media platforms to remind them of the facility use survey. The name of the survey may also be a reason for the low submission numbers. The staff considered changing the survey name to indicate it focuses on other facilities under the Student Union umbrella, not just the Friedman Student Union. The survey included the Seven Oaks Stage, Kyser Brickway, and The Rock. Installing the NSU Ping Pong table was a positive addition to the Student Union. The staff considered adding another leisure activity to the common area of the Student Union. Some comments on the survey also indicated that the third-floor rooms were out of date in terms of technology and esthetics. The staff explored ways to enhance the third-floor space as funding is available. The staff created better signage for all floors, common areas, and dining locations. The Student Union Satisfaction Survey has provided helpful data that has improved the overall experience of the Student Union, the staff, the cleanliness, and the event management system usage. While the building is always staffed during the hours of operation, staff are often around the building doing setups or assisting guests. Staff provided exceptional customer service again this academic year based on data analysis from question #6 of the Student Union Satisfaction Survey. 26 respondents completed the survey. Question #6 yielded a 100% satisfaction rate, with 84.52% being very satisfied and 15.38% were satisfied with the Student Union services.

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 Student Union staff created an automated message within the Event Management System to request student organizations, university departments, and patrons to complete the survey upon event

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completion. Along with the automated outreach through EMS, individual emails were sent to EMS users by the Facility Director requesting feedback.

As a result of these changes, in AC 2024-2025 the target was met. There were 23 survey submissions for this year which is down from 2023-2024 with 26 responses. Out of the 23 responses, question #6 yielded a 100% satisfaction rate, with 86.96% being very satisfied and 13.04% were satisfied with the Student Union services overall.

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 staff will implement a QR code feedback system displayed in high-traffic areas and on event signage, allowing users to quickly access and complete the survey via their mobile devices immediately after utilizing a space. This will provide real-time access and convenience, encouraging more spontaneous responses. To support technology and aesthetics improvements based on prior feedback, a phased plan for updating the third-floor rooms will be drafted, focusing on technology upgrades and minor cosmetic improvements, such as lighting, seating, and presentation tools, as funding becomes available. The staff will conduct customer service training refreshers each semester for student workers and full-time staff to maintain the current high standard of support, including techniques for positive guest interaction, setup responsiveness, and event support. A semesterly summary report of survey responses will be reviewed by the facility management team to identify trends and ensure a timely response to patron needs.

These changes will improve the response rates and further enhance the facility experience for all users across NSU's campus venues, thereby continuing to push the cycle of improvement forward.

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

Finding: Target was met.

Analysis.

In AC 2023-2024 the target was met. The staff took part in leadership education programs for student organizations each semester as offered. The Student Union Staff educated faculty and staff members of the Event Management System (EMS) process as most are advisors of student organizations that utilize the system. There were 4,013 bookings which included cancelled bookings in the Union for AC 2023-2024. The Union has 19 reservable spaces for groups. The Cane River Room is the top reserved space with 608 bookings followed by the Hendrick Room with 579. 96% of respondents responded

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positively to the Student Union booking system, 96% responded Agree and strongly agree that the confirmation was received in a reasonable time, and 96% agreed that the contract/rules provided were clear and easy to understand.

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 staff educated students, faculty, and staff regarding the Event Management System twice a year (at the beginning of the Fall and Spring semesters). This education helped the EMS users who book rooms to understand the convenience and ease this system offers the NSU campus.

As a result of these changes, in AC 2024-2025 the target was met. The staff took part in leadership education programs for student organizations each semester as offered. The Student Union Staff educated faculty and staff members of the Event Management System (EMS) process as most are advisors of student organizations that utilize the system. There were 3,555 bookings which included cancelled bookings in the Union for AC 2024-2025. The Union has 19 reservable spaces for groups. The Cane River Room is the top reserved space with 643 bookings followed by the Hendrick Room with 610 bookings. 95.66% of respondents responded positively to the Student Union booking system, 95.65% responded Agree and strongly agree that the confirmation was received in a reasonable time, and 95.65% agreed that the contract/rules provided were clear and easy to understand.

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. To improve transparency and understanding of the booking process, the staff will update EMS instructional materials to include simplified guides and a clear FAQ document. These resources will be made accessible through the Student Union website. Although total bookings decreased slightly from the previous year (from 4,013 to 3,555), this was due in part to two major camps not returning to NSU and the cancellation of a recurring program. Despite the decline in volume, key rooms such as the Cane River Room and the Hendrick Room remained heavily utilized, indicating strong ongoing demand. In response, the staff will look at ways to create more space for booking events and programs.

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

Measure 1.3 Experience with the Student Union Staff in terms of facility management and operations is important to the overall event experience. It is important that our staff are accommodating with special events requests, accessible, and helpful before, during and after events. Success is defined at 80% or higher in terms of staff satisfaction based on data from question #5. *DATA: Facility Use Survey*

Finding: Target was met.

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Analysis.

In AC 2023-2024 the target was met. Although a high percentage of satisfaction from this assessment cycle, the director communicated with their staff about their experiences with RSO events. Furthermore, the staff ensured student workers will be in appropriate uniform to include NSU attire and a nametag. This will help identify student workers at student and non-student events. 92.3% of those responded indicated they agreed and strongly agreed that the Student Union staff assisted with their special requests and were satisfied with their customer service.

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 communicated with their staff about customer service expectations during their on-boarding process and throughout AC 2024-2025. The staff ensured student workers were in appropriate uniform to include NSU attire and a nametag. This helped identify student workers at student and non-student events.

As a result of these changes, in AC 2024-2025 the target was met. 100% of those responded indicated they agreed and strongly agreed that the Student Union staff assisted with their special requests and were satisfied with their customer service.

Decision:

In AC 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. To provide a high-quality event experience and maintain 100% satisfaction with Student Union staff, the department will strengthen its staff training initiatives by implementing a mid-semester performance check-in for student workers. This check-in will be used to reinforce expectations, provide feedback, and address any concerns related to accessibility, responsiveness, and event support. The staff will develop a standard operating procedure (SOP) document outlining customer service standards for facility management, including protocols for responding to last-minute requests, setting up spaces, and managing post-event support. This SOP will be used during staff onboarding and as part of the ongoing evaluation process.

These changes will improve overall staff satisfaction, thereby continuing to push the cycle forward.

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

Finding: Target was met.

Analysis.

In AC 2023-2024 the target was met. The staff worked with Red River Sanitors by providing a weekly event schedule, so they are aware of the large events being

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hosted in the facility. Student Union staff will do room checks periodically throughout the day to ensure that room cleanliness is maintained. For this assessment cycle, 96% satisfaction rate was achieved based on data from question #5 of the Student Union Survey regarding the cleanliness and maintenance of the Student Union. There were a few updates made in the Student Union this AC 2023-2024.

- Title IX Office moved into a newly renovated suite
- The Parenting Room was completed
- Three meeting rooms on the 3rd floor received new carpeting
- Room 312 was converted from a storage room back to a meeting room
- Upgraded room 320 with a brand-new A/V system
- Installed new carpeting throughout the entire Counseling Center
- Installed a new teleconferencing unit in Room 314
- Refreshed paint in different areas around the building
- New sturdier trash cans were purchased for the two large meeting spaces (Ballroom and Hendrick Room)

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 staff collaborated with Red River Sanitors to help keep the Union spaces clean, especially the rooms that are most used. The operations staff focused on updates and enhancements to the Union as funds are available. Based on the Student Union survey, the Director looked at enhancing Rooms 221, 321, and the courtyard for AC 2024-2025.

As a result of these changes, in AC 2024-2025 the target was met. Student Union staff did room checks periodically throughout the day to ensure that room cleanliness is maintained. For this assessment cycle, 100% satisfaction rate was achieved based on data from question #5 of the Student Union Survey regarding the cleanliness and maintenance of the Student Union. There were a few updates made in the Student Union this AC 2024-2025. The staff created a courtyard cleaning schedule, in collaboration with the grounds crew, was formalized into a recurring work order within the facilities maintenance office to ensure accountability.

The staff deferred updates to Rooms 221 and 321 due to funding restrictions, however, the Cane River room received technology upgrades.

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. To maintain the high standard of cleanliness and continue the upward trend in satisfaction, the Student Union operations team will formalize and document a daily room inspection checklist to be completed by facility staff. This checklist will include specific focus areas such as high-touch surfaces, restrooms, trash receptacles, and event room setups, ensuring consistent monitoring and rapid response to maintenance needs. The staff will work to increase collaboration with the Red River Sanitors by expanding the cleaning schedule to include weekend events and peak usage times, ensuring coverage beyond standard hours for large-scale or late-night events. In terms of facility improvements, the team will

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pursue budget reallocations to complete the previously deferred updates to Rooms 221 and 321. If funding is not secured by mid-year, temporary aesthetic enhancements (e.g., new signage, decor, or seating adjustments) may be implemented to elevate the user experience in those spaces.

These changes will improve the staff's ability to maintain a clean and welcoming environment for student and non-student groups who utilize the facility thereby continuing to push the cycle of improvement forward.

Comprehensive summary of key evidence of 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 results analysis.

SO. 1:

1.1: The Student Union staff created an automated message within the Event Management System to request student organizations, university departments, and patrons to complete the survey upon event completion. Along with the automated outreach through EMS, individual emails were sent to EMS users by the Facility Director requesting feedback.

1.2: The staff educated students, faculty, and staff regarding the Event Management System twice a year (at the beginning of the Fall and Spring semesters). This education helped the EMS users who book rooms to understand the convenience and ease this system offers the NSU campus.

1.3: The director communicated with their staff about customer service expectations during their on-boarding process and throughout AC 2024-2025. The staff ensured student workers were in appropriate uniform to include NSU attire and a nametag. This helped identify student workers at student and non-student events.

1.4: The staff collaborated with Red River Sanitors to help keep the Union spaces clean, especially the rooms that are most used. The operations staff focused on updates and enhancements to the Union as funds are available. Based on the Student Union survey, the Director looked at enhancing Rooms 221, 321, and the courtyard for AC 2024-2025.

Plan of action moving forward.

SO. 1:

1.1: . The staff will implement a **QR code feedback system** displayed in high-traffic areas and on event signage, allowing users to quickly access and complete the survey via their mobile devices immediately after utilizing a space. This will provide real-time access and convenience, encouraging more spontaneous responses. To support technology and aesthetics improvements based on prior feedback, a **phased plan for updating the third-floor rooms** will be drafted, focusing on technology upgrades and minor cosmetic improvements, such as lighting, seating, and presentation tools, as funding becomes available. The staff will conduct **customer service training refreshers** each semester for student workers and full-time staff to maintain the current high

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standard of support, including techniques for positive guest interaction, setup responsiveness, and event support. A **semesterly summary report** of survey responses will be reviewed by the facility management team to identify trends and ensure a timely response to patron needs.

1.2: To improve transparency and understanding of the booking process, the staff will update EMS instructional materials to include simplified guides and a clear FAQ document. These resources will be made accessible through the Student Union website. Although total bookings decreased slightly from the previous year (from 4,013 to 3,555), this was due in part to two major camps not returning to NSU and the cancellation of a recurring program. Despite the decline in volume, key rooms such as the Cane River Room and the Hendrick Room remained heavily utilized, indicating strong ongoing demand. In response, the staff will look at ways to create more space for booking events and programs.

1.3: To provide a high-quality event experience and maintain 100% satisfaction with Student Union staff, the department will strengthen its staff training initiatives by implementing a mid-semester performance check-in for student workers. This check-in will be used to reinforce expectations, provide feedback, and address any concerns related to accessibility, responsiveness, and event support. The staff will develop a standard operating procedure (SOP) document outlining customer service standards for facility management, including protocols for responding to last-minute requests, setting up spaces, and managing post-event support. This SOP will be used during staff onboarding and as part of the ongoing evaluation process.

1.4: To maintain the high standard of cleanliness and continue the upward trend in satisfaction, the Student Union operations team will formalize and document a **daily room inspection checklist** to be completed by facility staff. This checklist will include specific focus areas such as high-touch surfaces, restrooms, trash receptacles, and event room setups, ensuring consistent monitoring and rapid response to maintenance needs. The staff will work to **increase collaboration with the Red River Sanitors** by expanding the cleaning schedule to include weekend events and peak usage times, ensuring coverage beyond standard hours for large-scale or late-night events. In terms of facility improvements, the team will pursue **budget reallocations** to complete the previously deferred updates to Rooms 221 and 321. If funding is not secured by mid-year, temporary aesthetic enhancements (e.g., new signage, decor, or seating adjustments) may be implemented to elevate the user experience in those spaces.