AY 2017-2018 Assessment

Unit: Academic Support and Auxiliary Services

Department: Academic Support and Auxiliary Services

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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 mission of Auxiliary Services is to provide a variety of services, defined as food service, bookstore (s), student housing and communications service – cable and internet, campus vending, post office and one card service, thereby supporting a living and learning environment fostering personal, professional, and academic growth for the University community.

Methodology: The assessment process for the Auxiliary Services are as follows:

(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 Outcome (SO):

SO 1. The University provides a professional food service with a wide variety of nutritional and dietary sensitive food selections in a clean and culturally sensitive dinning facility environment.

AY 2017-2018 Assessment

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

Findings:

AY 2016-2017: Target not met.

AY 2017-2018: Target not met.

Analysis: In AY 2016-2017 the target of an 85% satisfactory rating was not met. Paper surveys were distributed to students, as they left each of the dining facilities on campus during the week of finals due to less than 20 students responding to the national survey administered by Sodexo. Based on the analysis of these results and in concert with the plan of action, in AY 2017-2018 we took specific feedback/suggestions directly from the customer and implemented as many of those changes as possible during AY 2017-2018. In addition, we updated our survey and made it available also for feedback in the event the customer wanted to remain anonymous. The intent is to give the faculty, staff, and students more options to provide feedback to ensure satisfactory food service options remain available on campus. Surveys results this year reflect student's satisfaction with Café DeMon, Iberville Dining Hall, Vic's and the Grill. About 60% of the students surveyed rated Iberville while only 12-14% of those surveyed rated the other Sodexo entities. Overall positive feedback was given for all locations especially Café DeMon. The respondents of the survey like the food variety that was added to Café DeMon. The only concern voiced was the food was "pretty expensive."

Decision: Based on the analysis of results from 2017-2018 NSU will continue to make changes based on feedback from the student surveys. We will strive to continue to increase the number of student surveys returned. We will continue to survey and listen to the feedback of the faculty, staff, and students to provide more satisfactory food service options available on campus. You need to have something more tangible here, what about allowing students to make dinning menu requests, improve the decor, you can mention the new parking lot in from of Café DeMon to reinforce success.

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

Findings:

AY 2016-2017: Target met.

AY 2017-2018: Target met

Analysis: A variety of students, faculty and staff were asked to visit different food service locations during the spring semester. These inspectors were given the option to

rate their visit either satisfactory or non-satisfactory based on food quality, variety, service, sanitation and environment the data shows satisfactory responses for Café Demon, Vic's, Grill, and Iberville Dinning Hall.

Decision: In 2016-2017 the stakeholders/inspectors all gave the facilities a satisfactory rating. These stakeholders also provided feedback as to what they would like to see offered in the dining facilities. The results from 2017-2018 show a positive rating from all surveyed. The director of food service will continue to work with NSU and their corporate office to incorporate a variety of foods to Iberville Dining Hall. NSU and Sodexo are exploring the opportunity to bring "roots" to Iberville Dining Hall. This concept will bring items to NSU that have not been served here. This concept addresses the gluten free, vegan and other dietary needs of students. The NSU Foundation and Sodexo are working on a new branded concept for 2018-2019 that will be incorporated in the Campus Store adjacent to Watson Library.

Comprehensive summary of key evidence of improvements based on analysis of results: In 2017-2018 NSU has made major investments to improve the quality and quantity of food service venues available to NSU students, Faculty/Staff and the community. These changes are reflected in the growing positive responses regarding Food Service at NSU. The additional food options in Café DeMon were the biggest improvement and received the most positive feedback of all venues on campus.

Plan of Action Moving Forward: Based on analysis of results from 2017-2018 we will do the following to continue to increase satisfaction with Food Service at NSU.
- Work with NSU Foundation to bring a nationally branded chain to NSU
- Work with Sodexo to implement more "healthy" options in Iberville Dining Hall
- Continue to introduce new options in Café DeMon
- Adding a new parking lot in the front of Watson Library to service the community for ease of parking for Café DeMon.
- NSU will start working with student leaders and administration to see what concepts will be explored for 2018-2019.

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

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

Findings:

AY 2016-2017: Target met. The Bookstore started the semester with all required textbooks in stock.

AY 2017-2018: Target met. The Bookstore opened the semester with all required textbooks in stock.

AY 2017-2018 Assessment

Analysis: 2016-2017 the bookstore opened the semester will all textbook adoptions in their system and on the shelf for purchase. Although no complaints were received the academic year regarding the wrong textbooks or lack of textbooks, we will still continue communicate with students and faculty members in order to meet their needs. In 2017-2018 the bookstore transitioned from Barns and Noble to Follett. With this transition came many changes regarding textbook adoptions. The bookstore now has a new company, manager and some new staff. The bookstore was able to open for summer semester will all necessary textbooks and related materials.

Decision: The Bookstore will continue to work with faculty and other stakeholders to ensure that textbooks are adopted timely therefore allowing them ample time to order and stock the required course materials.

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

Findings:

AY 2016-2017: Target not met
AY 2017-2018: Survey not administered

Analysis: In the AY 2016-2017 semester 156 students responded to the Barnes & Noble national survey. The overall rating of student satisfaction was 94%. In Spring 2018 NSU moved the management of the NSU Bookstore contract from NSU's Auxiliary Services to the NSU Foundation through a corporative agreement. These changes also allowed for the contract with current provider Barnes and Noble to be cancelled during the spring semester, therefore Barnes and Noble did not administer a survey during the spring semester for AY 2017-2018 as a cost savings measure to Barnes and Noble.

Decision: Auxiliary Services and the NSU Foundation will continue to develop a plan to ensure that all students have the correct textbook and materials available the first day of class. The student experience and satisfaction with the bookstore are a vital component of this new venture and it is expected that 2018-2019 will show an increase in student satisfaction.

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

- 2017-2018 was another year of unprecedented change to Bookstore operations at NSU.

- With the cancellation of the existing bookstore operations contract, the negotiation with the NSU Foundation to bring a Marketplace and Campus Store to an off campus (adjacent to campus) location,

- A cooperative endeavor was signed with Auxiliary Services and the NSU Foundation to partner on this venture.   The new Campus Store will provide more square footage for textbooks, course materials and apparel.

Plan of Action Moving Forward:

- NSU Auxiliary Services and NSU Foundation will continue to partner to deliver a state of the art Campus Marketplace to include a campus store.
- NSU will continue to work with Faculty and Staff to ensure that textbook adoptions are submitted timely
- NSU will continue to seek input for all stakeholders as to what merchandise they would want available in the Campus Store
- NSU will continue to monitor the price points of textbooks and merchandise to ensure that a range of price points are available.

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 an environment that fosters learning while supporting the personal growth and development of students. Target is 95% of student reflect their satisfaction with a ranking of nine or better on their student housing survey.

Findings:

AY 2016-2017: Target met.

AY 2017-2018: Target not met.

Analysis: In 2016-2017 students were surveyed regarding their feelings upon arrival to campus for move-in, check-in process, and the "unloading and move-in" process. Each month communication was sent via email and posted throughout each property regarding upcoming programming by the residential life staff. These communications include safety tips, reminders and any important information regarding housing. 96% of Students surveyed reflected their satisfaction with housing. In AY 2017-2018 students were surveyed using The Student Experience Satisfaction Survey. The results for 2017-2018 were positive but do no meet the 95% goal. NSU in cooperation with Campus Living Villages renovated Varnado Hall with an opening of Fall 2017. This residence hall opened only partially completed and had various mechanical and programming issues during the fall semester. Due to these unforeseen issues student satisfaction was not to the level that NSU is accustomed to.

AY 2017-2018 Assessment

Decision: Each fall semester as students arrive on campus the housing staff and university personnel discover new opportunities to improve on the student experience. The participants' comments and feedback from faculty and staff who assist with move-in will be used to improve the process. The Residential Life staff will strive to increase participation in programming opportunities in each residential facility. Varnado Hall has now been completed and all residential rooms and public areas are open for student usage. This fall's move in process should be a positive experience for all students moving in any of our residential facilities.

Measure 3.2. Through residence hall policies, programs, and IT communications architecture, to include Purple Alert creates a safe and secure environment that fosters learning while supporting the personal growth and development of students. Target is 95% of student reflect their satisfaction in safety measures and communications (**television and internet**) with a ranking of nine or better on their student housing survey.

Findings:

AY 2016-2017: Target not met.

AY 2017-2018: Target met.

Analysis: In 2016-2017 each month communication was sent via email and posted throughout each property regarding upcoming programming by the residential life staff. These communications included safety tips, reminders and any important information regarding housing.   During 2016-2017 the NSU IT department fielded calls all semester regarding internet and cable services at housing properties. NSU also maintains social media sights that students can post concerns. Based on the analysis of these results in 2017-2018 NSU made the decision to contract with Suddenlink communications to provide a seamless IT (television) service to all residential facilities. NSU also coordinated internet services at all residential facilities so that students do not see a difference in IT services whether they are in academic facilities or residential facilities. These decisions have proven to be a major step forward for IT communications on campus. NSU has seen a major decline (almost non-existent) of complaints regarding internet and cable services. These changes have allowed NSU to have a positive rating in safety and communication services.

Decision: NSU will continue to provide the infrastructure and contract management to ensure that students have the best internet and television services available to them. These services will ensure that they are provided the tools necessary to be successful when using online services.

AY 2017-2018 Assessment

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

- 2016-2017 was a struggle with IT issues in the residential communities. Housing was contracting for the services.

- 2017-2018 NSU took steps to ensure that customer service was a top priority with all IT services. NSU contracted with local vendors to supply the IT services for residential students.

- This initiative on NSU's part has been a game changer for students experience with online services. As NSU grows its online course offerings students are relying more and more on the fast connectivity of the internet.

- Today's classrooms incorporate online learning even if it is a traditional face to face class. NSU and their housing partner try to ensure that our services are seamless, and students do not know what is NSU and what is actually part of their privatized services.

Plan of action moving forward: Based on the positive results from 2017-2018 NSU will continue to explore other avenues or opportunities to bring seamless services to our students whether in housing or just in our academic facilities. NSU administration is also reviewing the residence hall policies to ensure that these policies are fostering a safe and secure environment.

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 maximized student access. Target is 95% of student reflect their satisfaction with a ranking of nine or better on their student survey.

Findings:

AY 2016-2017: Target met.

AY 2017-2018: Target met.

Analysis: 2016-2017 results showed that students responded that they are satisfied with hours of operation during the semester. Students also responded that they would like to see access to the post office window after normal operating hours during the start of the semester and during finals. For AY 2017-2018 the NSU Post office expanded window service hours during move-in and the first few weeks of the semester on the weekends. For Fall 2017 Move-In Day The NSU Post Office was open for six hours and did a brisk business in assigning post office boxes to students and explaining how the NSU Post Office works to family members who wished to send items from home to NSU students. The NSU Post Office also stayed open late and staffed an additional

employee during the first week of classes. Having an extra employee stay late, and staying open later, allowed students to obtain their box assignments and pick up packages in an easier manner than in year's past. The NSU Post office also opened on the first two Saturdays of the School year. Opening on Saturday allowed students to pick up packages they needed and relieved the burden on Monday of having an overwhelming number of packages to distribute

Decision: Postal Staff will continue to interact with students, faculty and staff to determine what services they can continue to improve on and what services can be added. For 2017-2018 the additional hours and Saturday openings were very well received and appreciated. The Post Office extended their hours of operation during final's week and on graduation but experienced very little traffic. In the coming months we will revisit this decision to determine how we will address these times in the future.

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).

Findings:

AY 2016-2017: Target met.

AY 2017-2018: Target met.

Analysis: In AY 2016-2017 students and faculty/staff requested that debit/credit cards be accepted in the Post Office. In response, in 2017-2018 the NSU Post office began to accept credit/debit cards for postage. The post office has had positive feedback for these improvements and an increase in sales and traffic of the post office on campus. Due to the expanded payment options the post office has seen an increase of 15% in retail postage sales. In fact, this past April the NSU Post office had it's first $1,000.00 month of retail sales in its history.

Decision: We will continue to listen to the suggestions of the faculty, staff, and students so that we can cater to the needs of the university. It was also determined during the AY 2017-2018 that some departments were not having their mail delivered to their departmental offices. The staff at the post office has now included those departments who wish to have mail delivered to them.

Comprehensive summary of key evidence of improvements based on analysis of results: For the 2017-2018 AY NSU post office increased sales and traffic in the building by:

- accepting debit cards and credit cards as additional means of payment.
- lobby doors are now open 24 hours a day allowing students to access their mailboxes at their convenience.
- Staff from the post office is participating in the parent browse at Freshman

Connection sessions to tell parents how to mail packages or letters to their students.

Plan of action moving forward: With increased traffic due to debit card and credit cards being accepted the post office staff will continue to make improvements to the building and student mailbox areas. The staff is also working with recognized student organizations (RSO) on campus to determine ways that they can assist with postage needs of these organizations. Departments across NSU receives large quantities of unsolicited mail. The post office staff is trying to identify departments who are receiving this unwanted mail and assisting with the cancelling of these "junk" magazines and solicitations.

SO 5. The university one card service meets the needs of the student in use for identification, purchasing, and accessing university facilities.

Measure 5.1. The one card office provides students with responsive customer service. Target is 95% of student reflect their satisfaction with a ranking of nine or better on their student survey or personal interview.
Findings:

AY 2016-2017: Target met.

AY 2017-2018: Target met.

Analysis: One Card data collection from AY 2016-2017 shows that the majority of students visiting the one card office are there for a new or replacement ID. In AY2017-2018 NSU changed banking partners therefore the need to re-card the campus. This opportunity allowed for a new design incorporating the BOM logo as the official bank of NSU. In accordance with Act 401 passed by the legislature that requires universities to place a digital signature and expiration date on all student ID's beginning January 2019, the One Card begin capturing signatures for all student's ID's, and faculty/staff cards during our new carding process. The feedback regarding the new cards has been phenomenally positive.

Decision: The One Card Office will increase their presence on campus by participating in events such as N-Side View, and move in day on campus, to increase the knowledge to students and parents of the functions of the NSU ID. BOM will have an informational booth in the Student Union during the beginning of the Fall semester (Information Station) to educate students on the functions of their ID. Students can also open banking account with BOM at this time. The One Card Office will continue to implement the capturing of signatures for the new ID's.

Measure 5.2. The one card meets the needs of the student in purchasing or accessing goods, services, and facilities. Target is 95% of student reflect their satisfaction with a ranking of nine or better on their student survey or personal interview.

Findings:

AY 2016-2017: Target met.

AY 2017-2018: Target met.

Analysis: AY 2016-2017 students responded that they were satisfied with the services that are offered on their student ID. Students are able to utilize their student ID card for services on and off campus. The Student ID Card has many capabilities that students are aware of and use on campus but are lacking in knowledge of some of the features that can be used off campus. AY 2017-2018 the One Card Office has made strides to educate students regarding all services that are available on their ID card. NSU marketing has helped produce a table display that is attractive and informative regarding all services. NSU publications was contacted and developed a marketing brochure for future use at events to help educate parents and students regarding all services offered.

Decision: Based on the feedback provided from students regarding off campus opportunities the University and its new banking partner BOM will dedicate more time to addressing off campus options in their marketing materials. NSU and BOM will continue to address student concerns as they arise.

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

- With the new branding and re-carding of the student ID NSU can renew its commitment of educating students and parents of the different functions that the One Card offers.

- While the One Card office has received positive feedback, it has also allowed us identify areas that need to be readdressed.

- BOM has hit the campus in full force and support of being a true partner to NSU and the student. Prior to BOM's partnership NSU had less than 20 students who were utilizing the debit card function of their student ID. In the first two freshman connection sessions we have more than 40 students taking advantage of this opportunity!

Plan of action moving forward: The One Card office will continue to educate the campus community of the functionality of the ID card. The One Card Coordinator will work with other vendors and university partners to develop new ways to increase card usage on and off campus. Coca-Cola is in the process of upgrading the software on vending machines which will allow students to use the ID as a payment option on these

vending machines. Technology within ID cards is constantly changing therefore new opportunities are being discovered.