Assessment Cycle 2018-2019

Student Union

Division or Department: The Student Experience

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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 provides equal access for education to potential students throughout the state and region and promotes 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 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.

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Methodology: The assessment process includes:

(1) The assessment process for the Student Union 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) 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.

Student Union Effectiveness

Service Outcomes:

SO 1. Enhance quality of campus life through educational, social, and cultural programs, services, and facilities.

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. Usage reports as well as attendance figures are generated monthly, quarterly and annually and are 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 at 80% or higher in terms of satisfaction of their overall experience based on question #6.

Finding: Target was met

Analysis: In AY 2017-18 the target was met. 38 individuals completed the Student Union Reservation Survey. The overall satisfaction score was 92.1%. Based on the analysis of the results from 2017-2018 and high satisfaction marks, in 2018-2019 we decided to focus on maintaining the highest-level customer service possible. We also will focus on cleanliness of the building and continue upgrades. As a result, in AY 2018-2019, 42 individuals completed the survey and data indicates an overall satisfaction score of 97.2%. During AY 18-19, we had 2,857 bookings in the Union. The Union has 18 reservable spaces for groups. Out of those 18 spaces, 71% of the bookings are done in the Ballroom, President's Room, Cane River Room, 320 and 221. About 99.5% of respondents responded positively that the Student Union booking

system/confirmation/pricing, contract/rules, and booking staff were reasonable, convenient and helpful, respectively. In terms of location, building cleanliness, restroom cleanliness, and special requests, 94.2% responded positively. 97.6% of respondents are very likely or likely to recommend the rental of the Student Union in the future and 90.5% are very likely or likely to host another event themselves at the venue. Our largest reporting of dissatisfied customers dealt with the restrooms with 14.28 of respondents being dissatisfied. We will continue to strive to provide the absolute best customer service possible.

Action - Decision or Recommendation: Based on the analysis of the AY 2018-19 results, in AY 2019-20, we will strive to provide the absolute best customer service possible. Due to the restrooms getting the lowest marks in AY 18-19, much like AY 17-18, we have moved forward with a total bathroom renovation. This, and working with RRS on cleanliness will help the satisfactory marks to go up. Due to most of our reservations being done in our large meeting rooms, we are also moving forward with trying to add another large meeting space in AY 19-20. If the funding is available, we hope to begin this project in late summer/early fall of 2019. We also hope to upgrade the EMS system to make it even easier and more accessible to our students.

Measure 1.2. Foster diverse participation in campus activities and programs. Initiatives and programs are inclusive and embraces community members with diverse backgrounds and life experiences and supports the free and open exchange of ideas and civil discourse. University officials from a myriad of areas on campus collaborate each week to provide inclusive and diverse programming. With the exchange of ideas weekly, the accountability of fostering diversity within our programs is an ongoing initiative. Evidence of the adoptions of or the interaction with diversity related programs and departments will be a strategic indicator of success and will be documented in the weekly minutes. Our goal is to meet a minimum of 30 times per year.

Finding: Target met

Analysis: In 2017-2018 the target was met. Based on the analysis of the AY 2017-18 findings, we invited new members and guests to the committee meetings. We set a goal to meet at least 30 times during the AY 2018-19 year. As a result, in AY 2018-19 the Student Programming committee met 39 times during the AY 2018-2019 academic year. Our meetings attendance consisted of 39 different individuals. Of those 39, 9 of them were non-committee members invited to the meetings to discuss special events. The meeting attendees represented areas of Student Life such as facility management, SGA, Greek Life, SAB and Student Activities; First Year Experience; Housing; Baptist Collegiate Ministries, Catholic Student Organization, intramurals and Athletics; Center for Inclusion and Diversity; International Student Office, Academic Departments, and non-University guests. We would meet to discuss programming and planning initiatives across campus. The committee visited with community and campus entities throughout the year to promote and support their initiatives and to foster collaboration.

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Action - Decision or Recommendation: Based on the analysis of AY 2018-19 results, in AY 2019-2020 we will continue to invite new members, new departments, and guests to the committee meetings to foster collaboration and exchange of ideas among faculty, staff, students and our third-party partners to enrich the campus culture.

Comprehensive Summary of Key evidence of improvement based on the analysis of results.

- We focused with Red River Sanitors on keeping our restrooms and high traffic areas cleaned, leading to slightly higher scores.

- We have worked hard to be able to renovate our restroom areas. Our renovations should be complete by late summer.

- We have continued to train our building managers to provide excellent customer service to our guests.

- We stayed diligent with our meeting schedule to stay above our 30 meetings minimum. This led to better collaboration and better camaraderie between our committee members.

- We also continued to invite new members, departments, and guests to our meetings. This helped our collaborative events run efficiently.

- We have made many A/V and room changes to the Union to enhance users experience.

Plan of action moving forward.

Most importantly we will continue to work with our building managers to continue bringing the best possible customer service to all our guests in the Union. We will continue to push out the Union Satisfaction Survey to get the best possible results. Our building cleanliness has gotten better, but still has room for improvements. Completion of our bathroom renovations will help this exponentially. We also hope to push through our project to create a new meeting space. This will however depend on funds available.

We will continue to invite new members, departments, and guest to our Student Programming committee meetings to foster collaboration and exchange of ideas among faculty, staff, students and our third-party partners to enrich the campus culture.

Source Map: *Minutes from meetings and focus groups; Facility Use Survey; Event Management System*