

## AY 2017 – 2018 Assessment

### Alexandria Instructional Site

**Division or Department:** TIED

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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.

**Alexandria Instructional Site Mission.** Northwestern State University Alexandria Instructional Site is a responsive, student-oriented institution that is committed to the creation, dissemination, and acquisition of 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, compressed video, and online delivery, which contribute to the workforce needs of our employers and community.

**Methodology:** The assessment process includes:

- (1) Data from assessment tools (both direct – indirect, quantitative and qualitative) are collected and returned to the director and stored by the director in secure digital format;
- (2) The director 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 Vice President of Technology, Innovation, and Economic Development;
- (4) Individual meetings will be held with staff as required to address found concerns;
- (5) The director, 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 in response to assessment findings.

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### Service Outcomes:

**SO 1.** The Alexandria Instructional Site will meet all exam-proctoring requests for students in the Region.

**Measure 1.1** Alexandria Instructional Site will accommodate 100% of proctoring requests each semester. Electronic Proctor Request Form- Appendix A

**Finding:** Target met.

Proctoring Results	Requests	Serviced	Student Survey Proctoring Satisfaction	Goal: Service Satisfaction 100%
Summer 2017	<b>167</b>	<b>167</b>	63.04% (29/46)	Very Satisfied
Fall 2017	<b>1434</b>	<b>1434</b>	61.11% (77/126)	Very Satisfied
Spring 2018	<b>1362</b>	<b>1269</b> serviced	72.97% (54/74) Early Spring Survey	Very Satisfied

**Analysis:** Based upon analysis of the 2016-17 data, all proctoring requests were met. Initial analysis resulted in an appearance that this measure was not necessary. However, deeper analysis in the number of requests revealed that there were proctoring requests that were not met during the 2016-17 year. Based upon 2017-18 data analysis, 100% of all proctoring requests were accommodated, meeting the 100% accommodation goal. Following the 2016-17 investigation, 2017-18 investigation revealed that 93 students changed their proctoring requests prior to the time of the exam. Investigation revealed 40 students changed their location to the Main Campus in Natchitoches and 53 students cancelled their request resulting in a 100% accommodation of proctoring requests for 2017-18.

**Action:** Based on analysis of data for the 2016-17 and 2017-18 academic years, efforts to accommodate 100% of exam proctoring requests will persist for 2018-2019 as this goal was attainable for 2017-2018 with some modifications to the testing times. Alexandria is meeting the needs of the student demands with their proctoring services. Current service includes special request of proctoring tests as early as 7 a.m. and as late after end of day hours depending on the length of the test. Moving forward, the Alexandria Instructional Site track all proctoring requests, those met as well as those that were changed or cancelled with a goal of 100% satisfaction with the services provided.

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**SO 2.** The Alexandria Instructional Site will increase student enrollment at the Alexandria Instructional Site each academic year.

**Measure 2.1.** Student enrollment will continue at 5% increase in number each academic year in comparison to previous year.

**Finding:** Target Met

Student Enrollment	Enrollment History	Current Enrollment	Goal: 5% Increase
	SY 2015-16	361	379
	Sy 2016-17	445	467
	Summer 2017	74	
	Fall 2017	305	
	Spring 2018	311	
	Total 2017-18	690	724

**Analysis:** – Based upon data analysis for 2015-16 and 2016-17, the Alexandria Instructional Site has been able to meet the target goal without difficulty. Data analysis of the 2017-18 academic year reflects student enrollment is exceeding the growth target of 5% annually. Based on current course offerings, available space, and class capacities at the Alexandria Instructional Site, it is still reasonable to aim for a student increase of 5% for the 2018-19 academic year.

**Action:** Moving forward, the Alexandria Instruction Site will continue to increase student enrollment by 5% for the 2018-19 academic year. Based upon the data analysis for 2016-17 and 2017-18 data, a new goal for the 2018-19 academic year can be definitively set. A goal to increase student numbers at Alexandria Instructional Site by 5% is set for 2018-19. Goal 724 for 2018-19.

**Measure 2.2.** The Alexandria Instruction Site will achieve 100% “Excellent” Overall Quality of Experience student rating. Student Services Survey, Appendix B.

**Finding:** Target not met.

Rating	Overall Quality of Experience		
	Spring 2017	Fall 2017	Spring 2018
Excellent	39.13%	46.03%	43.24%
Good	41.30%	37.30%	43.24%
Average	13.04%	11.90%	12.16%
Below Average	4.32%	2.38%	1.35%

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Poor	2.17%	2.38%	0.00%
Total Surveys	<b>46</b>	<b>126</b>	<b>74</b>

Common Topics	More Accommodating	Clearer Communication	Cleanliness on Campus	More Hands-On	Distance Learning	Misc.
Fall 2017	5	4	2	2	3	4
Spring 2018	5	1	0	0	5	1

**Analysis:** Satisfaction data of student experience was not available for the 2016-17 academic year. Therefore, the Alexandria Instructional Site initiated this survey for the 2017-18 academic year. The preliminary base line survey administered in the Spring 2017 semester garnered a small population response but revealed a student Overall Quality of Experience satisfaction of 80.43% (Excellent + Good). The number of student responses was greater in the following two semesters with 126 respondents in the Fall 2017 at 83.33%. The Spring 2018 number of respondents at 74 with an 86.48% Overall Quality of Experience satisfaction rate. This data reveals a steady improvement in the overall quality of experience by students at the Alexandria Instructional Site. The percentage of experiences Below Average or Poor show a steady decline with zero reported “Poor” quality of experience in the Spring 2018 data. The “Average” results fluctuate by 1 percentage point or less. The combination of these results strongly indicate that the current practices of the Alexandria Instructional Site are improving the quality of experience of their students.

Additionally, students were given the opportunity to express suggestions for improvement by completing open-ended responses on the survey. Student comments tallied under the most common topics: More Accommodating; Clearer Communication; Cleanliness of Campus; More Hands-On; Distance Learning; and Miscellaneous. Several of the comments have been identified and practices have been put in place for closer monitoring of these concerns. However, some suggestions are outside the scope and current facility and personnel (ex. Dining, late hour operation, etc.). Further investigation is needed to better accommodate student services provided in these areas. Student Service Survey, Appendix B.

**Action:** Based on this benchmark finding, the Alexandria Instructional Unit will continue to provide quality services to students to support enrollment/retention and student success. Monitoring practices to maintain quality communication, clean campus, and accommodating services will continue to be a priority in facilitating a positive student experience while at Northwestern State University. Distribution of the survey will continue between midterm and finals to garner the

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most student participation. The goal of attaining 100% satisfaction for 2018-2019 has been established.

**SO 3.** The Alexandria Instructional Site Unit will increase student awareness of and satisfaction with support services available to them at the Alexandria Instructional Site.

**Measure 3.1.** Alexandria Instructional Site will achieve 100% satisfaction rating of support services rendered. Student Services Survey, Appendix B.

**Finding:** Target not met.

Services	Very Dissatisfied			Dissatisfied			Neutral/Does Not Apply			Somewhat Satisfied			Satisfied		
	Spring 2017	Fall 2017	Spring 2018	Spring 2017	Fall 2017	Spring 2018	Spring 2017	Fall 2017	Spring 2018	Spring 2017	Fall 2017	Spring 2018	Spring 2017	Fall 2017	Spring 2018
Advising/Registration Services	0%	0%	4.05%	2.17%	2.38%	5.41%	30.43%	28.57%	14.86%	28.26%	23.02%	18.92%	39.13%	46.03%	56.76%
Assistance with Financial Aid	4.35%	3.17%	2.70%	8.7%	3.97%	4.05%	50%	44.44%	41.89%	15.22%	16.67%	13.51%	21.74%	31.75%	37.84%
Computer Lab	4.35%	3.17%	2.70%	4.35%	3.17%	1.35%	10.87%	11.90%	9.46%	10.87%	9.52%	10.81%	69.57%	72.22%	75.68%
Proctoring Services	0%	0%	1.35%	2.17%	1.59%	1.35%	28.26%	27.78%	13.51%	6.52%	9.52%	10.81%	63.04%	61.11%	72.97%
	2.17	1.59	2.70	4.35	2.38	3.04	29.89	28.17	19.93	15.22	14.68	13.51	48.37	52.78	60.81

**Analysis:** Based on data analysis for the 2016-17 academic year, the Alexandria instructional site determined that they needed a satisfaction survey of services provided to their students. This survey tool was developed for this purpose. Baseline data was collected in the Spring 2017. Data analysis for the 2017-18 academic year reveals the target of 100% Satisfied was not obtained in any of the services offered to students. The data does indicate that the overall student population completing the survey are more satisfied than dissatisfied. The percentage of satisfied students is steadily increasing each semester as compared to the other categories. The data shows that the students are more satisfied with services provided since the baseline survey of Spring 2017. Data calculations indicate that Computer Lab services ranks at the top with an average of 41.47% of the students “Satisfied” the last three consecutive semesters. Proctoring Services averaged 37.31% with Advising/Registration averaging

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35.32% satisfaction. These two areas continue to be under the direct control of the Instructional Site while the Advising/Registration and Assistance with Financial Aid services remains a combination between the main campus at Natchitoches and this Instructional Site. Total respondents did improve for the Fall 2017 with 126 as well as the Spring 2018 with 74 completed surveys.

**Action:** Based upon the analysis of the baseline data for the 2017-18 academic year, the Alexandria Instructional Site will continue to conduct satisfaction survey for services offered to the students on campus. Moving forward, the instructional site will continue to work the issue with Advising/Registration and Financial Aid Services. While these services are shared with the main campus located in another city, Alexandria Instructional Site understands that these are critical components to their enrollment and student satisfaction. Further investigation and discussion is necessary to develop a solution for these low rated services. However, the computer lab and proctoring services will continue to be under the management of the instructional site alone.

Timing of the distribution of the survey will continue to be adjusted to maximize the number of respondents in the Fall and Spring semesters, keeping in mind the student course routines and timing of mid-term and final exams.

**Measure 3.2.** Alexandria Instructional Site will garner 100% Student Awareness of support services available to them at the Alexandria Instructional Site.  
- Survey, Appendix B

**Finding:** Target not met.

	Not Aware At All	Somewhat Aware	Very Aware
General Awareness that Services Exist	11.99	41.88	46.13
Advising/Registration Services	14.78	27.60	56.17
Assistance with Financial Aid	26.64	28.68	43.68
Computer Lab	5.39	5.64	88.97
Proctoring Services	5.56	13.33	81.12

**Analysis:** Based upon data analysis of the 2016-17 academic year, a preliminary round of the survey was administered in Spring 2017 to gauge students' awareness of services offered at the Alexandria Instructional Site. The site discovered that the student population did not indicate awareness of services offered to support their academic goals. Data analysis of the 2017-18 survey confirmed this lack of awareness in the Financial Aid and Advising/Registration Services. The lower awareness of financial aid and advising/registration may

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continue to be an issue due to the service having to be met by the main campus representatives.

The Alexandria Instruction Site began providing notification/advertisement of the support services available to students via a variety of media resources used on campus. The data reflected a steady increase of awareness of support services over the course of the 2017-2018 academic year after this implementation. Target goal of 100% was almost reached in the Spring 2018 semester with a 88.97% “Very Aware” rating. Proctoring Services was not far behind with an 81.12% “Very Aware” rating in the Spring 2018 semester. Assistance with Financial Aid continues to top the highest in the “Not Aware at All and Somewhat Aware” results with 26.64% and 28.68% respectively.

**Action:** Based upon data analysis of the 2017-18 survey results and the baseline data analysis from the 2016-17 academic year, the implementation of “Target Messaging” does indicate to have made a positive impact on the student’s awareness of offered support services. Classroom presentations, flyers posted throughout the building, informational sessions, and messages via digital in-house monitors will continue to be used to disperse information related to available services. Specific notifications about Financial Aid Contact information and deadlines will continue to be posted in additional locations to assist students with this service. In addition, focused efforts to notify students of Advising/Registration service designated days on campus will also continue. The goal to attain 100% student awareness with all services offered at the Alexandria Instructional Site will continue for the 2018-2019 academic year.

### Comprehensive summary of key evidence of improvements based on analysis of results.

- Conducting a deeper investigation of the Proctoring Services provided during the 2016-17 and 2017-18 academic years, it was discovered that some proctoring requests were not met but changed or cancelled prior to the testing session. Successful adjustments were made, special requests of proctoring tests as early as 7 a.m. and after end of day hours depending on the length of the test.
- Based on current course offerings, available space, and class capacities at the Alexandria Instructional Site has been able to maintain a 5% student enrollment growth over that last two academic years.
- The 2016-17 academic assessment did not provide data for overall student satisfaction with the Alexandria Instructional Site. So, in the Spring semester of 2017, a survey tool was developed, administered, and revealed a student Overall Quality of Experience satisfaction of 80.43% (Excellent + Good). Target goal was to achieve 100% satisfaction. Student

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written suggestions for improvement were acted upon and several of the comments have been identified and practices have been put in place for closer monitoring of these concerns for the 2018-19 academic year.

- Following the Overall Quality Survey, further investigation revealed attention was needed in provided student services. Financial Aid and Advising/Registration services need attention. Discussions have taken place for possible remedies to improve this concern.
- Baseline survey revealed that specific student services were not well publicized, and students were not aware of such services on campus. The survey tool disseminated in the Spring 2017 semester revealed two areas of high concern, Financial Aid and Advising/Registration Services. Both services are shared responsibilities between the Instructional Site and the Main Campus located in another city. Corrective action was put in place by making Classroom presentations, flyers posted throughout the building, scheduled informational sessions, and message blasts via digital in-house monitors.

### Plan of action moving forward.

Overall, the Alexandria Instructional Site has continued to display positive gains throughout this assessment plan process. Communication between the Main Campus Financial Aid and Advising/Registration will be scheduled to develop a plan that will meet the needs of the students at this Instructional Site. Proctoring services will continue to schedule special requests to meet the proctoring needs for all students. We will continue to monitor and disseminate relative information to ensure students are obtaining the most accurate and up-to-date education tools needed to fulfill their academic goals while maintaining a level of satisfaction that's conducive to their learning environment and expectations.