

## AY 2017 – 2018 Assessment

### Leesville 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.

**Leesville Instructional Site Mission.** Northwestern State University Leesville Instructional Site is a responsive, student-oriented instructional site that is committed to the creation, dissemination, and acquisition of knowledge through teaching, and service. The Leesville instructional site serves the civilian communities of Vernon, Beauregard, Sabine parishes, and Fort Polk, as well as all military affiliated communities. The Leesville Instructional Site enables its students to meet their educational goals and prepares students to effectively enter the workforce.

**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.

### Service Outcomes:

**SO 1.** *The Leesville Instructional Site will increase student enrollment at the Leesville Instructional Site each academic year.*

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**Measure 1.1.** Student enrollment will increase in number by 5% each academic year in comparison to the previous year.

**Finding:** Target met.

Student Enrollment	Enrollment History	Current Enrollment	Goal: 5% Increase
Sy 2016-17	540		567
Summer 2017		127	
Fall 2017		265	
Spring 2018		297	
Total 2017-18		789	828

**Analysis:** Actual enrollment count for 2016-2017 based upon the data provided by Institutional Research on the comprehensive 14-day count was 540. The enrollment count for 2017-2018 was 828. 46.1% increase was the concluding result of the comparison exceeding the target goal of 5%. Based on the analysis of the results from last year we hired two new adjunct faculty to provide core classes not currently offered face to face. We updated and created new distance learning classrooms to increase course offerings, hired additional Nursing Faculty to accommodate increase of clinical admissions from once an academic year to twice a year. We also coordinated with marketing office to maintain a consistent brand for the campus image. These efforts were key in producing the dynamic results. Although goal was met, and we are pleased with results we understand that there are still areas of improvement to help maintain our continual growth. We will continue to monitor class offerings and current marketing procedures to reach projected 5% increase for 2018-2019.

**Action:** Based on the analysis of the 2017-2018 results, we plan to again set a goal to increase student numbers at Leesville Instructional Site by 5% (828). We will focus on amount and types of course offerings in comparison to degrees students are seeking and current service area job availability. We will also work closely with marketing to update and maintain branding and maximum media coverage for our site.

**Measure 1.2.** Leesville Student Survey used in SO3 and SO4 was evaluated to determine strengths/weaknesses in outreach efforts and course offerings to Leesville students.

**Finding:** Target Met.

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Media Source	Spring 2017	Fall 2017	Spring 2018
Friend/Family	23.53%	25.4%	28.30%
Internet Search	15.69%	7.94%	13.21%
Local Marketing	7.84%	6.35%	9.43%
High School	23.53%	17.46%	7.55%
College/Career Fair	7.84%	14.29%	15.09%
Other	21.57%	28.57%	26.42%

Preferred Delivery	Spring 2017	Fall 2017	Spring 2018
Online	19.61%	14.29%	13.21%
Face to Face	76.47%	80.95%	84.91%
Video Conference	3.92%	4.76%	1.89%

Time Preference	Spring 2017	Fall 2017	Spring 2018
Morning	39.22%	52.38%	43.40%
Afternoon	25.49%	19.05%	22.64%
Evening	5.88%	14.29%	9.43%
No Preference	29.41%	14.29%	24.53%

**Analysis:** The data collected through survey monkey to all Leesville students for the 2016-2017 academic year reflects the preference of course delivery methods to be Face to Face and a preference for classes to be offered primarily in the morning. The data also revealed that the primary media source used by students to gather data about the Leesville Instructional Site is Friend/Family tied with the category High School. Based on the analysis of the results from last year we increased our participation in local college and career fairs and we added additional face to face morning classes to accommodate suggested needs of currently enrolled students. These efforts as shown in the survey results from 2017-2018 producing a continual increase in the College/Career Fair as a media source with a Face to Face in the morning hours as a preferred class delivery method. Although the results of our efforts proved positive we still feel that further investigation is necessary to fully understand what we are measuring in terms of student enrollment. With “Other” and “No preference” as selection choices in the survey many questions have arisen as to further clarification of these two categories for better understanding of student preferences.

**Action:** Based on the analysis of the 2017-2018 results we will continue to attend all high/school and community related events targeting the traditional student age group and continue to work toward larger morning class availability. We also recommend that this measure 1.2 be removed from the assessment of Student Outcome (SO)1 for the 2018-19 academic year. Student Outcome 1 is enrollment data and not satisfaction or preference of course selections. The focus of most effective media source and course offerings are gathered in Student Outcome 3 and 4; therefore, this measure, 1.2, is redundant and should be removed from this Instructional Site’s data analysis.

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**SO 2.** *The Leesville Instructional Site will increase military-affiliated student enrollment from all military branches each academic year.*

**Measure 2.1.** The number of military-affiliated students attending the Leesville and Barksdale instructional sites will grow by 5% each year in comparison to previous year.

**Finding:** Target Met.

Locations	Summer 2016	Fall 2016	Spring 2017	Total 2016-2017	Summer 2017	Fall 2017	Spring 2018	Total 2017-2018
Barksdale	64	117	104	285	97	182	168	447
Leesville	46	122	118	286	49	175	235	459
Total				571				906

**Analysis:** Enrollment count for both the Barksdale and Leesville site combined for 2016-2017 based upon the data provided by Institutional Research on the comprehensive 14-day count was 571. The enrollment count for 2017-2018 was 906. 58.7% increase was the concluding result of the comparison exceeding the target goal of 5%. Based on the analysis of the results from last year we continued focusing on community exposure to increase awareness of the university offerings for the military community. We also proceeded with streamlining and promoting the military and military affiliated discount of \$185.00 per credit hour. We worked on specific branding and advertisement for the military bases. Leesville and Barksdale officials attended all MWR sponsored events at each respective site. Pursued and established relationships with command groups on both bases. We also submitted plan for exterior campus upgrades through the Budget Enhancement Proposal and were awarded money to upgrade campus landscaping which effects the image of front of campus views by thousands of military personnel traveling back and forth from Fort Polk to the community daily. The increase between the years was substantial despite the 2,000 deployed soldiers from Fort Polk. These efforts increased overall student enrollment for the University as a whole.

**Action:** Based on the analysis of the 2017-2018 results, we plan to again set a goal to increase military affiliated student numbers at Barksdale and Leesville Instructional Sites by by 5% (951) for the 2018-2019 academic year. Pulling from our substantial increase in data results we will continue to focus on community exposure and awareness of course offerings and work to streamline courses to fit the academic needs of our soldiers and their families. We also plan to work with the Educational Service Officer at each respective site to possibly add degrees to our current MOU, thus impacting our advertisement abilities and hopefully increasing overall enrollment numbers. We are very aware of the challenges the university faces in capturing true military student counts, so we will continue to

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work to discover the most effective means when capturing this specific population.

**SO 3.** *The Leesville Instructional Site will ensure a strong media presence is in place aimed to inform area residents of NSU educational offerings.*

**Measure 3.1.** Initial collection of Leesville Student Survey - Fall 2017 through Spring 2018 for baseline information results to determine the most effective means of outreach during an academic year.

**Finding:** Target Met.

Media Source	Spring 2017	Fall 2017	Spring 2018
Friend/Family	23.53%	25.4%	28.30%
Internet Search	15.69%	7.94%	13.21%
Local Marketing	7.84%	6.35%	9.43%
High School	23.53%	17.46%	7.55%
College/Career Fair	7.84%	14.29%	15.09%
Other	21.57%	28.57%	26.42%

**Analysis:** The data collected through survey monkey to all Leesville students for the 2016-2017 academic year indicate that Friend/Family and “Other” are equal means of information distribution at the Leesville Instructional Site. The difference in results average is less than 1%. Based on the analysis of the results from last year to this year we attended all local high school college and career fairs providing a separate table/source from the main campus to provide a resource for local students looking into our campus as a sole option. We also spoke to individual classes at local high schools highlighting our Nursing and Business programs. We initiated sending e-mails to all perspective students at the beginning of all semesters. New billboards were supplied advertising the campus locally and we continued to always have a presence at all Vernon Parish Chamber sponsored events and added attendance of some Beauregard Chamber sponsored events. We also coordinated to provide community enrichment by bringing alumni/authors to speak to local schools and to speak on the campus making events open to the public. Efforts were made, and monies secured to to make the campus more user friendly to students by upgrading student lounge area and providing a modern and updated place for students and a centralized location for all events. These efforts demonstrated our commitment to the students that attend our site and continue to foster an overall positive status to the people of the Vernon Parish community.

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**Action:** Based upon the findings of this baseline survey of media resources used to gather information about the NSU at Leesville Instructional Site, the Leesville area data reflects a heavy dependence on friend/family for information. The second strongest media source is “Other”. Since this category is vague but carries a quarter of the responses, it is recommended that this category be clarified in their survey. The current survey needs to have respondents identify what the “other” resource is when selected. We also recommended that we remove “High School” as a media source from the survey since College/Career Fairs and Highschool go hand in hand and target the same type of student.

**Measure 3.2.** Determine if the current use of media campaigns, high school visits, and college and career fairs are effective sources of media resources so additional use of those means can be planned.

**Findings:** Target not Met.

**Analysis:** The data collected through survey monkey to all Leesville students for the 2016-2017 academic year indicate that Friend/Family and “Other” are equal means of information distribution at the Leesville Instructional Site. Based on the analysis of these results we used these two means identified as most effective for recruitment strategies. This process was successful in that our enrollment has grown tremendously but we are not sure if it correlates to the strategies we have implemented.

**Action:** Based on the analysis of the 2017-2018 results, the Leesville Instructional Site will collect data under the restructured survey tool, as noted in Measure 3.1 for the 2018-2019 academic year. More clarity is needed to be able to clearly identify what media source is relied upon under the “Other” category since this garnered a quarter of the responses and clarification is needed for the category “Local Marketing”. Once the school site has a clear identification of what type of media sources are effective in this community, a more effective, targeted effort can be applied.

**SO 4.** *The Leesville Instructional Site will ensure course offerings are accommodating academic needs of the student population in which we serve.*

**Measure 4.1.** Driven by initial collection of student satisfaction measured by Leesville Student Survey with target of 100% satisfaction– End of the academic year 2017-18.

**Finding:** Target Met.

	Excellent	Good	Average	Below Average	Poor
2016-2017	56.86	31.37	9.8	1.96	0.00
2017-2018	51.36	28.5	14.69	4.41	1.89

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**Analysis:** The data collected through survey monkey to all Leesville students for the 2016-2017 academic year indicate that the survey question asked students was about their overall experience on the Leesville Instructional Site with 56.86 of students that participated in the survey responded as excellent and 0.00 recording a poor experience. Based on the analysis of the survey recording last year numerous efforts such as expanding course offerings and times classes were offered was evaluated. We added additional core courses during the day hours and changed many of the night course offerings to one night a week, making it more convenient for students to maximize time. Unfortunately, when reviewing the results from the current year’s survey all categories slightly declined. We do plan to address overall experience but feel using this tool of measurement was not effective in measuring current course offerings and are they accommodating academic needs of the student population in which we serve.

**Action:** Based on the analysis of the 2017-2018 results the current survey tool used for the 2017-2018 data collection will be adjusted by adding an additional question that directly asks the current (overall) satisfaction with course offerings at the Leesville Instructional Site. We feel this will best correlate with the measure and its purpose. The current survey used to collect Attitudinal Measures does not clearly address the “satisfaction” in course offerings at the Leesville site. The survey does ask for preferences in types of courses. (Ie Internet, Face to Face, and Video Conferences) and the preference for the time of day for classes to be offered (Ie. Morning, afternoon, evening, no preference). Therefore, this data is not available to aid in determining the current satisfaction of course offerings at the Leesville Instructional Site and question will be added to help with this measure.

**Measure 4.2.** Accommodate 100% of student course offering needs as expressed on Leesville Instructional Site Evaluation Student Survey.

**Finding:** Target Met.

Preferred Delivery	Spring 2017	Fall 2017	Spring 2018
Online	19.61%	14.29%	13.21%
Face to Face	76.47%	80.95%	84.91%
Video Conference	3.92%	4.76%	1.89%

Time Preference	Spring 2017	Fall 2017	Spring 2018
Morning	39.22%	52.38%	43.40%
Afternoon	25.49%	19.05%	22.64%
Evening	5.88%	14.29%	9.43%
No Preference	29.41%	14.29%	24.53%

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**Analysis:** The data collected through survey monkey to all Leesville students for the 2016-2017 academic year indicated that the students prefer the Face to Face instructional delivery method and primarily in the morning. Based on the results of last year this year we hired new adjunct faculty to expand the am course offerings. We also worked with faculty and department heads on main campus to resource ways to utilize the distance learning equipment to deliver core courses that were traditional taught only at night. We also entertained ways of using “A” and “B” term classes to deliver these classes back to back during the day hours to aid students in obtaining full class schedules during the day. We also held a meeting to communicate to advisors these results and to express the importance of open line of communication between them and what they are hearing from students and schedule coordinator. We feel the impact of these efforts was positive because the Face to Face and before noon classes categories both grew shown in the second survey.

**Action:** Based upon these findings, the Leesville Instructional Site will continue to provide a variety of educational opportunities to support enrollment/retention and student success but focus more on the Face-to-Face, morning class offerings. Course schedules will be retained for record at the end of each semester for evaluation as it related to expressed students needs. It is recommended the student survey tool be adjusted to clarify the student classification (i.e.. military spouse; active military; high school transfer, ect.) and add the 2016-2017 assessment recommendation question that specifically targets the satisfaction rating of the current course offerings with suggestions of improvement. This will allow the academic site to target the various student population course recommendations for mapping alterations to course offerings.

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

- Hired two new adjunct faculty to provide core classes not currently offered face to face and to expand these course offerings in the am
- Updated and created new distance learning classrooms to increase course offerings
- Hired additional Nursing Faculty to accommodate increase of clinical admissions from once an academic year to twice a year
- Coordinated with marketing office to maintain a consistent brand for the campus image
- Increased our participation in local college and career fairs setting up a separate table/source from the main campus to provide a resource for local students looking into our campus as a sole option
- We added additional face to face morning classes to accommodate suggested needs of currently enrolled students.

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- We added additional core courses during the day hours and changed many of the night course offerings to one night a week to make the convince of an all-day schedule possible for interested students
- Worked with faculty and department heads on main campus to resource ways to utilize the distance learning equipment to deliver core courses that were traditional taught only at night in the morning hours
- Held monthly scheduled meetings with local advisors and schedule coordinator to keep lines of communication open regarding schedules and student needs
- Continued focusing on community exposure to increase awareness of the university offerings for the military student population
- Streamlined and promoted the military and military affiliated discount of \$185.00 per credit hour
- Worked on specific branding and advertisement for the military bases
- Attended all MWR sponsored events at Fort Polk and signed and secured new contract with MWR for upcoming year
- Pursued and established relationships with command groups on both bases
- Spoke to indivial classes at local high schools highlighting our Nursing and Business programs
- Sent e-mails to all perspective students at the beginning of all semesters
- Coordinated with marketing to have new billboards created specifically advertising the campus locally
- Continued constant presence at all Vernon Parish Chamber sponsored events and began adding some Beauregard Chamber sponsored events
- Provided community enrichment by bringing alumni/authors to speak to local schools and to speak on the campus making events open to the public
- Submitted plan for exterior campus upgrades through the Budget Enhancement Proposal and were awarded money to upgrade campus landscaping which effects the front of campus views by thousands of people traveling back and forth from Fort Polk to the community
- upgraded student lounge area and provided a modern and updated space for students and all events held at the instructional site.

### Plan of action moving forward.

Based on this year's assessment cycle the Leesville Instructional Site vision for the upcoming year is to have a tailored media strategy specific to this campus, expansion of all degrees and course offerings, and a continual growth in the overall population of students attending the Leesville Instructional site. The Leesville Instructional Site will also place a new focus on the product of these efforts, the overall student satisfaction of

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their experience while attending this site. For these efforts a few changes and additions need to be made to the current assessment procedure. Additional questions will be added to the student survey monkey to clarify vague responses and to explore demographics of the population surveyed. An example of a suggested change would be that the current survey tool add question specifically targeting the satisfaction rating of the current course offerings with suggestions of improvement. Changes like these and the suggested focus will help the Leesville Instructional meet all goals set forth for consistent and continual growth in all areas mentioned.

DRAFT