

Assessment Cycle Academic Year 2016 – 2017

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 site manager and stored by the site manager in secure digital format;
- (2) The site manager 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 site manager, 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.

Assessment Cycle Academic Year 2016 – 2017

Service Outcomes:

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

Measure 1.1.

Numbers of students who attend the Leesville Instructional Site will be collected every semester from Institutional Research and then added to provide a total number of students enrolled at the Leesville Instructional Site for the academic year. Student count numbers will be derived from adding summer, fall, and spring semester totals, with the summer included being the summer prior to the start of the current academic year. (Ex. 2016-17 student count consists of student totals from summer 2016, fall 2016, and spring 2017.) Ensuring growth is occurring will provide insight into the Instructional Site's capacity to expand course offerings to a larger population within the region. The goal is to see a 5% increase in number of students each academic year in comparison to the previous year.

Finding: Target Met – Baseline Established. The Leesville student count for 2016-17 (Summer 2016, Fall 2016, Spring 2017) totaled 540. This has established solid baseline for measuring student count increases for the 2017-18 reporting cycle.

Analysis: As all instructional sites seek to increase enrollment numbers, establishing a baseline is necessary to determine future goals and to guide efforts. Determining this baseline called for calculating student enrollment for each semester spanning from Summer 2016-Spring 2017. Based on the comprehensive 14 day counts for each of those semesters, the baseline was established at 540 students for 2016-17. Based on current course offerings, available space, and class capacities at the Leesville Instructional Site, it is still feasible to aim for a student count increase of 5% in the coming year.

Action - Decision or Recommendation: With a baseline of student enrollment established for 2016-17, a new goal for 2017-18 can be definitively set. A goal to increase enrollment at Leesville Instructional Site by 5% is set for 2017-18. Goal 567 for 2017-18.

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

Measure 2.1.

A list of all military-affiliated students (active duty, military spouses, reservists, retirees, and dependents) enrolled at NSU will be collected every semester from NSU@Barksdale and Leesville Instructional Site and then added to provide a total number of military-affiliated students enrolled at NSU for the academic year. *These

Assessment Cycle Academic Year 2016 – 2017

numbers will not include students utilizing GI Bill funding, as those statistics will be captured within the unit reports of the Veteran’s Affairs office. Student count numbers will be derived from adding summer, fall, and spring semester totals, with the summer included being the summer prior to the start of the current academic year. (Ex. 2016-17 student count consists of student totals from summer 2016, fall 2016, and spring 2017.) As needed this data will be further disaggregated to determine specific military-affiliated population enrollment numbers, thus providing insight into the dynamic makeup of the military population being served. The goal is to see a 5% increase in number of military-affiliated students each academic year in comparison to the previous year.

Semester	Barksdale	Leesville	Total
Summer 2016	64	46	110
Fall 2016	117	122	239
Spring 2017	104	118	222
Totals	285	286	571

Baseline: Academic year 2016-17 military-affiliated student count 571, Goal 600 for 2017-18.

Finding: Target Met – Baseline established. The military-affiliated student count for 2016-17 (Summer 2016, Fall 2016, Spring 2017) totaled 571. This has established solid baseline for measuring enrollment increases for the coming years.

Analysis: As all instructional sites seek to increase enrollment numbers, establishing a baseline is necessary to determine future goals and to guide efforts. Determining this baseline called for calculating student enrollment of military-affiliated students at NSU@Barksdale and Leesville for each semester spanning from Summer 2016-Spring 2017. Based on the Barksdale exemption lists, military exemption request forms, and Go Army Ed funding reports, the baseline was established at 571 military-affiliated students for 2016-17. Based on current course offerings, available space, and class capacities at the Leesville Instructional Site and NSU@Barksdale, it is still feasible to aim for an enrollment increase of 5% in the coming year.

Action - Decision or Recommendation: With a baseline of military-affiliated student enrollment established for 2016-17, a new goal for 2017-18 can be definitively set. A goal to increase military-affiliated student enrollment by 5% is set for 2017-18. Goal 600 for 2017-18. Additionally, alternative tracking methods will be explored to enhance the ability to derive military-affiliated student numbers.

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.

A Leesville Student Survey will be conducted at the end of each semester polling all students enrolled at the Leesville Instructional Site to determine the method in which

Assessment Cycle Academic Year 2016 – 2017

they heard about and obtained information about the University. Understanding the avenues through which students are gathering information concerning the NSU Leesville instructional Site will help tailor future outreach efforts. Initially, the Leesville Student Survey will be administered Spring 2017 in order to establish a baseline of information. Results will help determine most effective means of outreach. Additional outreach and awareness efforts will be planned aiming to maximize most effective means of media outreach as indicated by Leesville Student Survey, Appendix A.

Finding: Target met. The Student Services Survey preliminarily administered in Spring 2017 has revealed that student respondents indicate they heard about the NSU Leesville Instructional Site in the following ways:

Information Method	Percent of Students Surveyed
Friend or Family	23.53%
Internet Search	15.69%
Local Marketing (billboard, radio, etc.)	7.84%
College or Career Fair	7.84%
Other	21.57%

Analysis: This data shows word-of-mouth seems to be the prevalent means by which students heard about NSU in Leesville. While this is the case, percentages also show alternative means of outreach have been effective. This indicates there is a need to continue additional means of outreach, and such efforts can be tracked to determine their frequency. Additionally, the preliminary survey data included 51 student respondents, causing survey results to reflect a limited perspective.

Action - Decision or Recommendation: Based on these preliminary results, means of outreach will continue to include internet, local marketing, and college and career fairs as these avenues for outreach have a proven positive impact and are directly controlled by the University. Of these methods, those directly carried out by the Leesville Instructional Unit will be documented for 2017-18 to determine the frequency and type of outreach being used. Current methods being used include: media campaigns, high school visits, and college and career fairs. As student survey information is collected throughout 2017-18, impact of outreach efforts will continue to be tracked, and outreach efforts and energies can then be directed towards the most effective means of communicating as determined by the survey results.

An additional consideration is the timing of the survey. Survey distribution time will be changed to disperse between midterm and finals in an attempt to garner greater student participation. That time of the semester will likely find students settled in to course routines, yet not in the final stretch of course completion and final exams.

Assessment Cycle Academic Year 2016 – 2017

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

Measure 4.1.

A Leesville Student Survey will be conducted at the end of each semester polling all students coded as Leesville and will aim to measure the level of student satisfaction in the area of course offerings at the Leesville Instructional Site. Determining if students are satisfied with course offerings will assist with planning future course offerings, scheduling, and facility management. The goal is to achieve an excellent rating from 100% of students. Initially, the Leesville Student Survey will be administered Spring 2017 in order to establish a baseline of information. Results will help determine current student rating of the Leesville Instructional Site, Appendix A

Finding: Target not met. The Student Services Survey preliminarily administered in Spring 2017 has revealed that student respondents rate their NSU Leesville Instructional Site experience as follows:

Rating	Percent of Students Surveyed
Excellent	56.86%
Good	31.37%
Average	9.80%
Below Average	1.96%
Poor	0.00%

Analysis: This data shows 88.23% of student respondents indicated they are satisfied with the Leesville Instructional Site. This is an overwhelming majority, leaving only 11.76% of respondents who indicated an average or below average rating for the Instructional Site and 0% rating it as poor. The limited number of respondents, total 51, provides a small-scale view of the student population opinion. The full-scale view of student satisfaction will be rendered with the completion of a full year of survey results.

Action - Decision or Recommendation: Based on these findings, which set the stage for 2017-18 efforts, the Leesville Instructional Unit will continue to provide quality educational opportunities in an effort to support enrollment/retention and student success. The goal of attaining 100% satisfaction for 2017-18 has been established.

Another consideration is the timing of the survey. Survey distribution time will be changed to disperse between midterm and finals in an attempt to garner greater student participation. That time of the semester will likely find students settled in to course routines, yet not in the final stretch of course completion and final exams. Additionally, two refining questions will be added to the survey prior to administering it in 2017-18 in order to better ascertain student satisfaction with course offerings:

- 1.) I have found the overall course offerings at the Leesville Instructional Site to be: Excellent, Good, Average, Below Average, Poor

Assessment Cycle Academic Year 2016 – 2017

- 2.) Please provide any suggestion you may have on how to improve class delivery and class scheduling on the NSU Leesville Instructional Site. (Open-ended)

Measure 4.2.

All course offerings and their respective times/formats at the Leesville Instructional Site will be documented so that mapping alterations to course offerings can be planned aiming to accommodate students' expressed needs. Initially, the Leesville Student Survey will be administered Spring 2017 in order to establish a baseline of information. The goal is to accommodate 100% of student course offering needs as expressed on Leesville Student Survey, Appendix A.

Finding: Target not met. The Student Services Survey preliminarily administered in Spring 2017 has revealed that student respondents prefer the following course delivery methods and course scheduling options:

Course Delivery Preference	Percent
Online	19.61%
Face to Face	76.47%
Video Conference	3.92%

Course Time Preference	Percent
Morning	39.22%
Afternoon	25.49%
Evening	5.88%
No Preference	29.41%

Analysis: This data shows student respondents prefer morning, face to face classes. In analyzing this data, it was discovered that the opinions of students who are currently attending NSU online from the Leesville area were likely not included on the invitation to complete the survey. Also, the limited number of respondents, total 51, provides a small-scale view of the student population opinion. The full-scale view of student needs will be rendered with the completion of a full year of survey results.

Action - Decision or Recommendation: Based on these findings, which set the stage for 2017-18 efforts, the Leesville Instructional Unit will continue to provide a variety of educational opportunities in an effort to support enrollment/retention and student success. Course schedules will be retained for record at the end of each semester for evaluation as it related to expressed student needs. The student survey will be extended to a broader student body in the Leesville area, to include students affiliated with Fort Polk. Additionally, two questions will be added to the survey.

- 1.) I have found the overall course offerings at the Leesville Instructional Site to be: Excellent, Good, Average, Below Average, Poor
- 2.) Please provide any suggestion you may have on how to improve class

Assessment Cycle Academic Year 2016 – 2017

delivery and class scheduling on the NSU Leesville Instructional Site. (Open-ended)

Summary of key findings and/or decisions:

The purpose of assessing the service outcomes was to discover if the Leesville Instructional Site was and is meeting the educational goals of students served for the 2016-2017 academic year. Data was collected to obtain overall student enrollment numbers and total military-affiliated student counts. Students were also polled through Survey Monkey at the close of the 2016-2017 semester assessing the areas of overall student satisfaction and levels of student outreach.

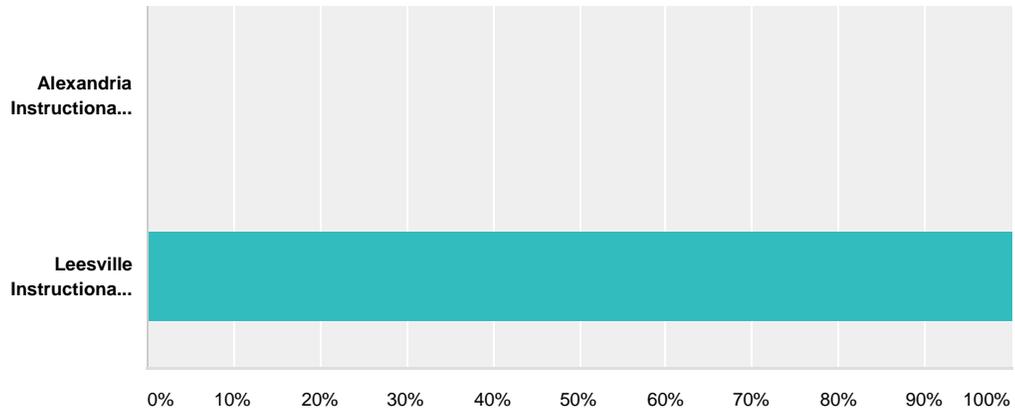
In summary, the above mentioned methods produced a total student count of 540 for 2016-2017 and a military affiliated count of 571. This count will be used for 2017-2018 report to show levels of increase and or decrease of student enrollment and military-affiliated student counts on the Leesville Instructional Site. Over ½ of the students surveyed reported that their level of overall student satisfaction was Excellent. Over 75% of students surveyed preferred their classes face-to-face, and around 40% indicated they prefer morning classes to any other time of day. The largest percentage reported that they heard about our instructional site from family or friend.

When using these findings it is concluded that to continue an increase in overall and military-affiliated numbers we must continue to work closely with academic departments to find qualified faculty to teach face-to-face classes daily. We also need to continue local and community outreach to attract more students to the instructional site. Suggestions for the future assessments to include: Delivering the survey mid-semester and also sending same survey separately to all military affiliated e-mail lists. We feel that this will expand the net and create a larger more diverse student response.

Appendix A
Instructional Site Evaluation

Q1 At which instructional site do you take the majority of your classes or receive the majority of your student services?

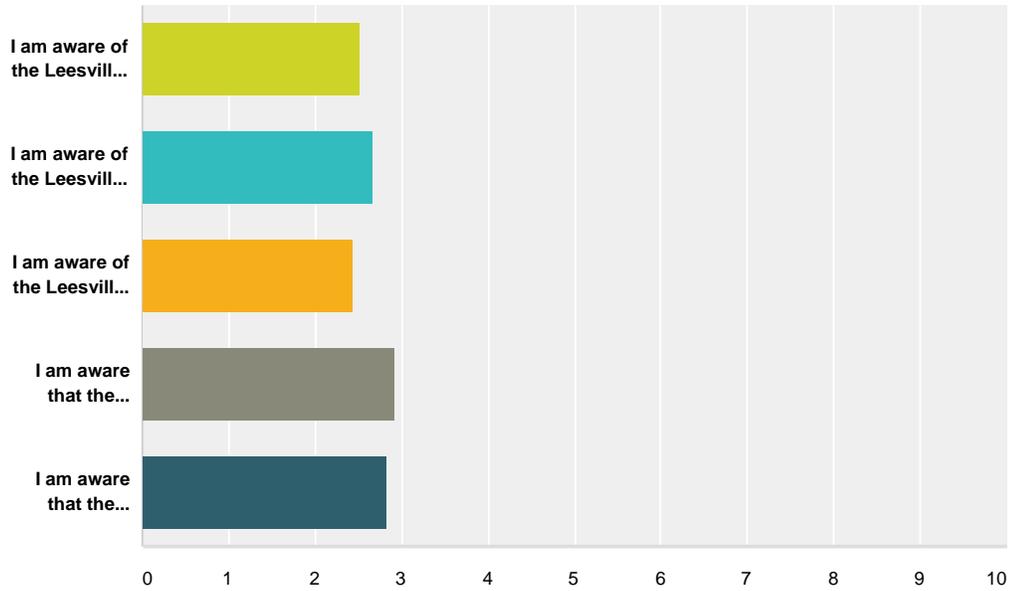
Answered: 51 Skipped: 0



Answer Choices	Responses
Alexandria Instructional Site	0.00% 0
Leesville Instructional Site	100.00% 51
Total	51

Q10 Please respond to each statement by placing a check mark under the word that best describes your opinion.

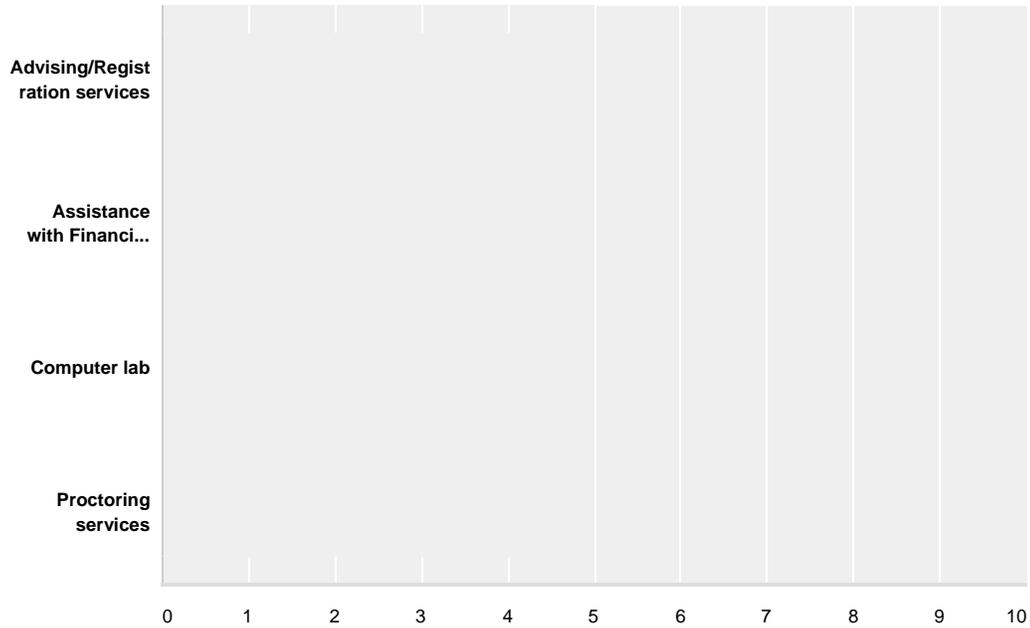
Answered: 51 Skipped: 0



	Not Aware At All	Somewhat Aware	Very Aware	Total	Weighted Average
I am aware of the Leesville Instructional Site offering a wide variety of student support services.	5.88% 3	35.29% 18	58.82% 30	51	2.53
I am aware of the Leesville Instructional Site offering Advising and Registration services to students.	7.84% 4	17.65% 9	74.51% 38	51	2.67
I am aware of the Leesville Instructional Site offering assistance to students with financial aid concerns/questions	21.57% 11	11.76% 6	66.67% 34	51	2.45
I am aware that the Leesville Instructional Site has a computer lab available to students for student use.	1.96% 1	3.92% 2	94.12% 48	51	2.92
I am aware that the Leesville Instructional Site offers proctoring services to students.	1.96% 1	11.76% 6	86.27% 44	51	2.84

Q11 How satisfied are you with the following services provided to you by the Leesville Instructional Site?

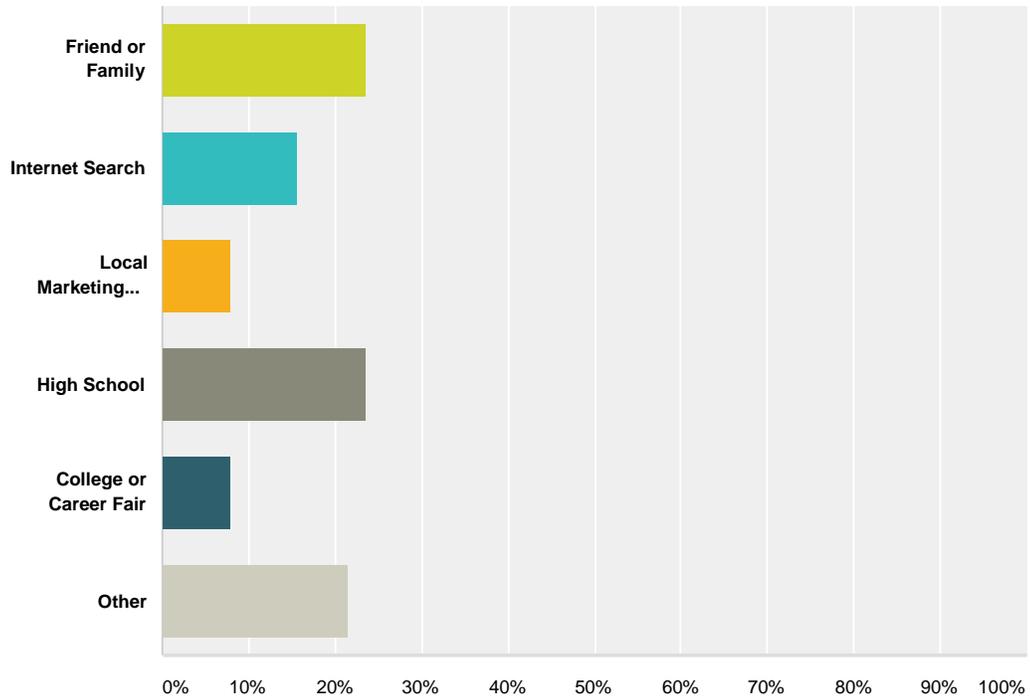
Answered: 51 Skipped: 0



	Very Dissatisfied	Dissatisfied	Neutral/Does Not Apply	Somewhat Satisfied	Very Satisfied	Total	Weighted Average
Advising/Registration services	1.96% 1	5.88% 3	3.92% 2	15.69% 8	72.55% 37	51	4.51
Assistance with Financial Aid	5.88% 3	7.84% 4	23.53% 12	17.65% 9	45.10% 23	51	3.88
Computer lab	0.00% 0	0.00% 0	1.96% 1	19.61% 10	78.43% 40	51	4.76
Proctoring services	1.96% 1	0.00% 0	7.84% 4	19.61% 10	70.59% 36	51	4.57

Q12 How did you hear about the NSU Leesville Instructional Site?

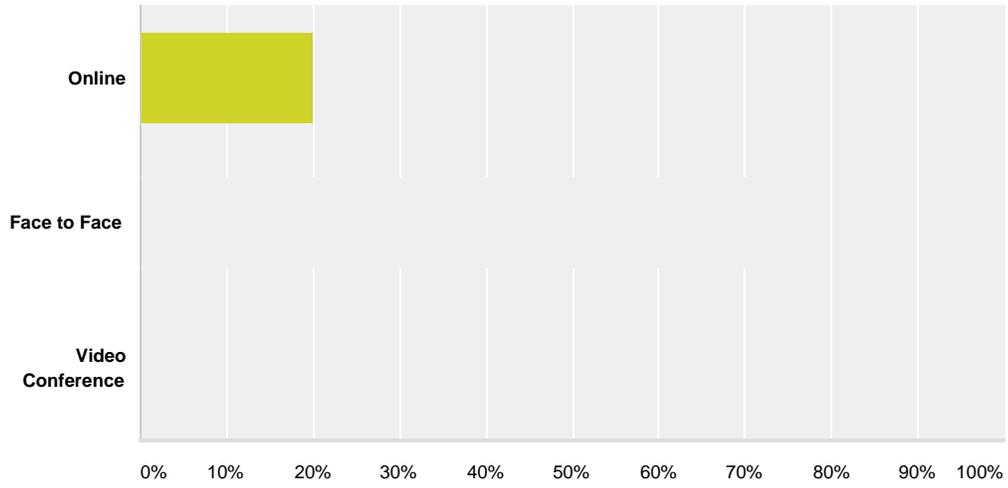
Answered: 51 Skipped: 0



Answer Choices	Responses
Friend or Family	23.53% 12
Internet Search	15.69% 8
Local Marketing (Billboard, Radio, etc.)	7.84% 4
High School	23.53% 12
College or Career Fair	7.84% 4
Other	21.57% 11
Total	51

Q13 When taking classes at the Leesville Instructional Site, I prefer my classes to be delivered:

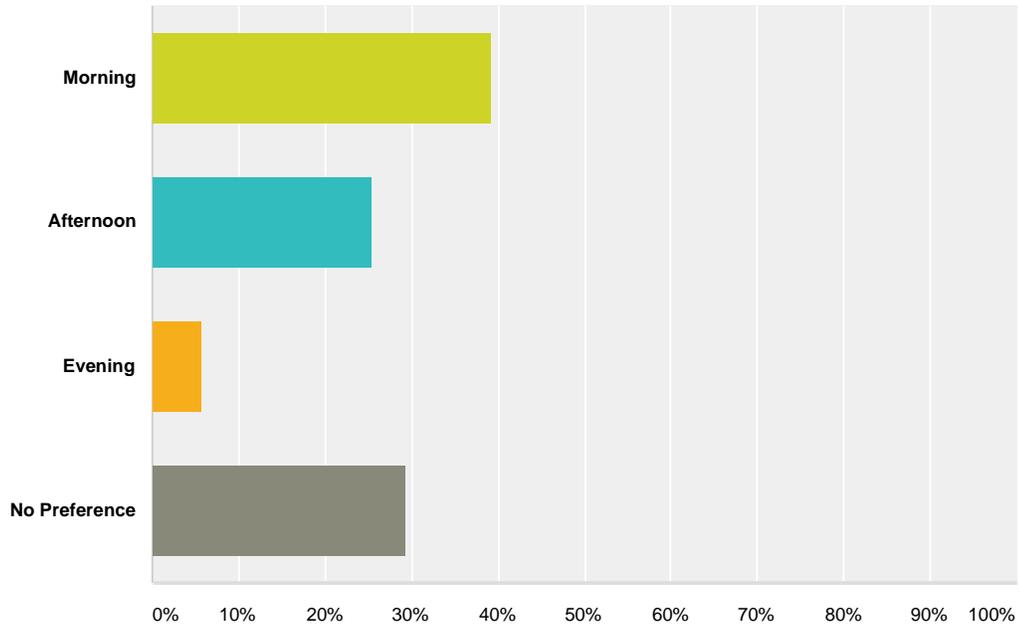
Answered: 51 Skipped: 0



Answer Choices	Responses
Online	19.61% 10
Face to Face	76.47% 39
Video Conference	3.92% 2
Total	51

Q14 When taking classes at the Leesville Instructional Site, I prefer to take classes:

Answered: 51 Skipped: 0



Answer Choices	Responses
Morning	39.22% 20
Afternoon	25.49% 13
Evening	5.88% 3
No Preference	29.41% 15
Total	51

Q15 What services, not currently provided, would you like to see at the Leesville Instructional Site? Please explain. (Optional)

Answered: 12 Skipped: 39

#	Responses	Date
1	Book store, color printing	5/4/2017 4:10 AM
2	An actual financial aid office if we need to turn things in or talk to a financial aid representative.	5/3/2017 1:45 AM
3	I would like to have a financial aid representative to be located at the site. I have always had to call the Natchitoches campus for information regarding my financial aid package.	5/2/2017 6:56 AM
4	I would like to see more face to face classes.	4/27/2017 8:01 AM
5	Food court	4/27/2017 3:38 AM
6	I am a Sophomore and I am hearing that the closer I get towards my 4 year graduation the less number of classes will be on Leesville campus. Hope it changes soon. Natchitoches is too far for me to travel on a daily basis.	4/24/2017 6:53 AM
7	More Social Work classes.	4/24/2017 5:24 AM
8	Food service	4/24/2017 3:28 AM
9	More information about the campus. As in, advertise where I can get financial aid help.	4/24/2017 3:13 AM
10	Something besides vending machines. We do not always have time to leave campus for lunch.	4/24/2017 2:58 AM
11	financial aid personal better availability of staff, they are usually not around when needed	4/24/2017 2:30 AM
12	More face to face. Sunmet nursing clinical rotation.	4/24/2017 2:27 AM

Instructional Site Evaluation

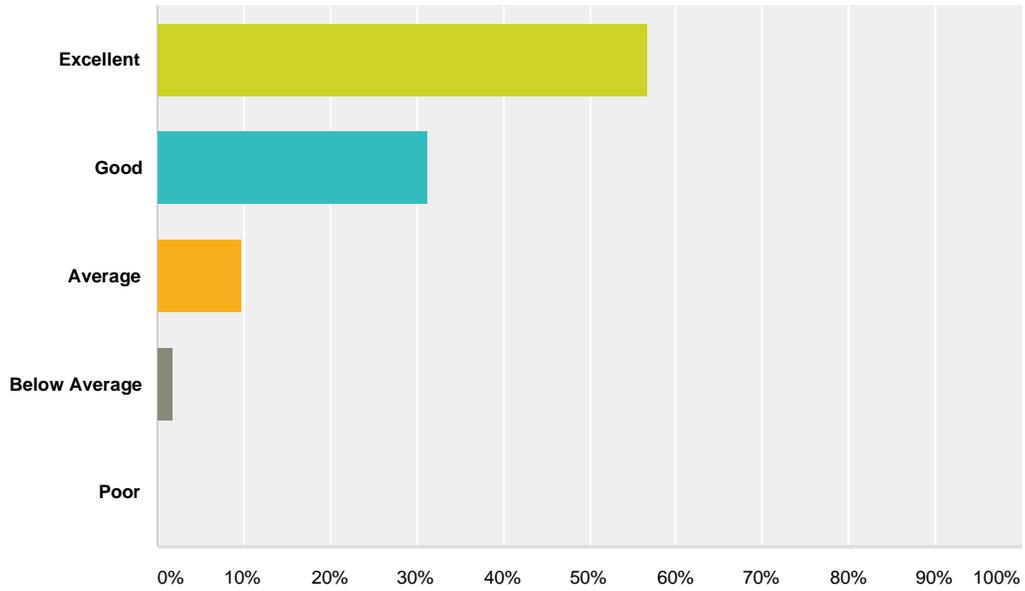
Q16 Please provide suggestions about how we may improve services at the Leesville Instructional Site. (Optional)

Answered: 8 Skipped: 43

#	Responses	Date
1	Replace the chairs in the nursing lab. They are both dangerous and uncomfortable.	5/1/2017 3:04 AM
2	More classes - you have the staff, Please let the do more face to face classes	4/27/2017 11:15 AM
3	I feel the leesville campus is growing rather quickly. The present staff do a wonderful job maintaining things to the best of their ability but I'm afraid the growth of the amount of students will pose a problem soon. That being said with the amount of students growing I feel an increase in staff and facility space would be beneficial.	4/27/2017 8:01 AM
4	We need more face to face classes on the Leesville campus. Also the amount of talk inside the computer labs is very distracting, so it need to be monitored by someone(needs to be quite just like the Library).	4/24/2017 6:53 AM
5	Having a wider variety of classes available.	4/24/2017 5:24 AM
6	N/A it is great!	4/24/2017 3:13 AM
7	Computer lab computers are extremely slow when logging in.	4/24/2017 2:58 AM
8	Summer nursing clinical rotations. More face to face lecturing for nursing site. More quiet study areas. Open on weekends for study and computerine areas.	4/24/2017 2:27 AM

Q17 I have found the overall quality of my experience as a student at the Leesville Instructional Site to be:

Answered: 51 Skipped: 0



Answer Choices	Responses	
Excellent	56.86%	29
Good	31.37%	16
Average	9.80%	5
Below Average	1.96%	1
Poor	0.00%	0
Total		51