

## Assessment Cycle

Academic Year 2016-2017

### Unit: Auxiliary Services

Department: Academic Affairs

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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):**

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**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 dining facility environment.**

**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.

Finding: Target 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.

Analysis: 76% of the 121 students surveyed were satisfied with service, sanitation and environment. 71% of the students surveyed were satisfied with food quality and variety. These results are far below our expectations as a University and as a food service provider.

Action – Decision or Recommendation: After discussions with the general manager for food service at NSU we will make changes (based on feedback from the student surveys) to the drinks offered as well as expand the menu selections in Vic's and Iberville. The same surveys will be administered in the fall semester as well as the spring to get a better feel of the desires of the students. We will strive to increase the number of surveys returned. The University will support Sodexo next year by reminding students to complete the online national survey.

**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 90% satisfaction score by a student or faculty inspector.

Finding: Target met. 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.

Analysis: 95 Faculty and or Staff members were surveyed. 87 or 92% responded with a satisfactory rating with the food quality, variety, service, sanitation and the environment. The data shows that Café DeMon and Vic's had better responses than Iberville Dining Hall.

Action – Decision or Recommendation: After discussions with the general manager for food service at NSU we will make changes to the variety of food offered at Iberville Dining Hall and the appearance/environment in Vic's. New signage is being ordered and should be installed during the summer for a fresh inviting look in the fall for Vic's. The same surveys will be administered in the fall semester as well as the spring to get a

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better feel of the desires of the students. We will strive to increase the number of surveys returned. The University will support Sodexo next year by reminding students to complete the online national survey.

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

**Measure 2.1.** The Bookstore (Barnes & Noble) 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.

Finding: Target met. The Bookstore started the semester with all required textbooks in stock.

Analysis: The Bookstore nor Auxiliary Services received any complaints this academic year regarding the wrong textbooks or lack of textbooks by students or faculty members when the semester started.

Action – Decision or Recommendation: 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. New faculty will be offered training on the adoption process using the program provided by Barnes & Noble.

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

Finding: Target not met. In the Spring 2017 semester 156 students responded to the Barnes & Noble national survey. The overall rating of student satisfaction was 94%.

Analysis: The number of responses is low considering the total enrollment of NSU. No complaints were received this academic year regarding the wrong textbooks by students or faculty members.

Action – Decision or Recommendation: For the next assessment cycle Barnes & Noble will work closely with Auxiliary Services to engage more students to respond to the survey. Email reminders will be sent by the store manager and reminders posted to social media controlled by the Bookstore.

#### **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 welcomes students, fosters learning while supporting the personal growth and development of students. Target is 95% of student reflect their satisfaction on their student housing survey.

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Finding: Target met. Students are surveyed regarding their feelings upon arrival to campus for move-in, check-in process, and the “unloading and move-in” process. Each month communication is 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.

Analysis:. Of the 281 surveyed regarding feeling welcome at NSU only 4.27% responded that they didn't feel welcomed on campus. Less than 2% rated their check-in as a poor experience. 2.52% had an overall poor rating for housing. The housing department has exceeded their 95% target for satisfaction.

Action – Decision or Recommendation: 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.

**Measure 3.2.** Through residence hall policies, programs, and IT communications to include Purple Alert, housing 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) on their student housing survey.

Finding: Target not met. Each month communication is 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. The NSU IT department has fielded calls all semester regarding internet and cable services at housing properties. NSU also maintains social media sights that students can post concerns.

Analysis: Based on feedback received via calls to the help desk, social media posts, emails and calls to NSU administration the University will work with housing staff to address the speed of internet communication and the connectivity issues.

Action – Decision or Recommendation Based on the low satisfaction and high number of complaints from students regarding IT issues in the housing properties the University has agreed to provide these IT services in Varnado Hall beginning Fall 2017. The University has also presented a proposal to University Columns and University Place to provide the same IT set up for cable and internet at each of the properties. The discussions are ongoing with the intent to have all properties on the University network by Fall 2017.

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#### **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 participants reflect their satisfaction on the survey.

Finding: Target met. Students responded that they are satisfied with hours of operation during the semester. Students did request access to the post office window after normal operating hours during the start of the semester and during finals.

Analysis: Students requested that during move in/out times the post office have late and weekend hours.

Action – Decision or Recommendation: Based on responses from customers the Post Office is open during the first week of school to accommodate student pick up of packages and large items that have been shipped to them. We also offer later window hours during finals and Saturday hours so that students can return books or ship necessary items. The Post Office will continue to be responsive to requests and suggestions made by the patrons to meet their needs and expectations in the future.

**Measure 4.2.** Post Office mail room service conforms to the needs of the student, faculty and staff (can handle letters, packages, priority and certified mail functions, accepts varied payment methods).

Finding: Target met. Students and Faculty Staff requested that debit/credit cards be accepted in the Post Office.

Analysis: After discussions with administration across campus the Director of Postal Services determined that expanding the payments accepted on campus was feasible.

Action – Decision or Recommendation: Based on responses from customers the Post Office has installed debit/credit card machines and have been trained. This flexibility in services will hopefully increase sales and traffic in the Post Office on campus.

#### **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.

Finding: Target met. One Card data collection from the spring 2017 semester shows that 38 students visited the One Card office. Of those students, 21 came for a new or replacement ID, 8 needed to get their sticker for spring, 2 set up Speed Demon

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accounts, 4 set up direct deposit, and 3 turned in RAC appeals to have installment and/or late charges removed.

**Analysis:** Students visit the One Card office for a variety of student services. Student traffic during the spring semester is far less than the fall semester. The One Card office received positive feedback from the visitors on their experience.

**Action – Decision or Recommendation:** The One Card Office will continue to utilize the written log but will also transfer the data into an electronic spreadsheet for ease of compiling demographics. The One Card coordinator will revise the form to include a column for student email addresses. A satisfaction survey will be developed to solicit input from students after they visit the One Card Office.

**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.

**Finding:** Target met. 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 not aware of at this time.

**Analysis:** In personal interviews with students visiting the One Card Office and across campus it was determined that students were happy with services but unaware of all of the functions available to the card. After discussions with our banking partner, MidSouth Bank, it was determined that the access to off campus usage is available but underutilized.

**Action – Decision or Recommendation:** The One Card Office will increase their presence at student events to educate students on the options and functionality of their student ID. NSU has received notice that MidSouth Bank will not renew their banking contract as of January 1, 2018. This poses a challenge to NSU as we will work with a new vendor to determine their strategy for increasing the usage of the student ID. Also, The One Card Coordinator is leaving NSU for outside employment. This too will have an effect on the day to day operations of the One Card Office. These changes will allow the new director to implement a plan and vision for the One Card Office and the functionality of the student ID.

### **Summary of key findings and decisions.**

The Auxiliary Services unit covers a vast number of student, faculty and staff, alumni, and community services. These services are constantly critiqued and reviewed by not only NSU staff but by corporate management of each of the contractual third party providers. The University and its partners continually address student concerns as they arise daily and not just on an annual review basis. NSU has a committee dedicated to the advisement of Food Service, Bookstore and Housing operations that meets at a

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minimum annually to discuss the overall climate of current services and what future services are envisioned. This committee is comprised of student leaders, faculty and staff. Based on these committee meetings and input from stakeholders in different areas of service the overall satisfaction with Auxiliary Services at NSU is high and we pride ourselves on being responsive to the needs and desires of our customers.