

10. NSU launched a successful career services campaign with implementation of Handshake, with 7,684 employers, students, and alumni using the service.
11. Updates to the Student Union include new bathrooms, a new E-Sports area, a large multi-purpose student events space, a new Steak N Shake, and other minor renovations and rebranding projects.
12. Natchitoches added a mental health counselor.
13. A new Health Clinic was opened at the Shreveport site in the fall of 2018. The clinic services all Shreveport students but focuses on health requirements of students entering clinical nursing rotations.

Table 1  
Metrics for The Student Experience

AY 2017-2018	AY 2018-2019	The Student Experience Metrics	AY 2020-2021 Targets
7.87**	8.21	Academic excellence and value	10
8.08**	8.53	Satisfaction with support programs	10
7.60**	8.04	Satisfaction with University policies and processes	10
7.97**	7.95	Responsive and helpful faculty and staff	10
75.6%	70.7%	Retention rate(full-time) 1st to 2nd year	75%
39.4%	47.0%	Graduation rates	40%
1,542	1,560	Enrollment per freshman class, per year	1,700
4,483	4,573	Enrollment on Natchitoches campus	4,500
10,572	11,081	Overall Northwestern State enrollment	11,300*
10	10	Diversity represents regional demographics	10
8.05**	8.23	Campus climate of advocacy and inclusion	10
8.20**	7.47	Safety and security satisfaction survey	10
**	8.28	On-campus facilities satisfaction survey	10
7.10**	6.83	Campus housing and dining satisfaction	10
377,923	351,809	Student community service hours	400,000
13	29	Programs with capstone experiential learning activities	66
	7,674	Number of students and employers using Handshake	11,000
	75.3%	Percent graduates working w/in 6 months of graduation	85%
13	36	Number of health-related programs and services	45

Note: Benchmarks for AY 2017-2018 are reflected on the far left with AY 2018-2019 results to the immediate right. Green reflects progress, orange reflects a decline, and grey demonstrates no progress or not measured. \*Adjusted upward from 11,000 in 2019. \*\*Different scales between years; progress measured against 2016-2017.

Except for enrollment data, in 2018-2019 most metrics are assessed using the Ruffalo Noel Levitz Student Satisfaction Inventory (RNLSSI). This survey is administered every other year (2017, 2019) by the University of Louisiana System. The RNLSSI collects data on a 7-point Likert scale which is converted to a 10-point scale for the NSU metrics. The RNLSSI also allows participating universities to add unique questions which will be discussed in this report. Finally, RNLSSI allows students to

*food available on campus, and Residence Hall Staff are concerned about me as an individual.* The average of these items was used to measure satisfaction with on-campus facilities in 2016-2017 and in 2018-2019. The mean score increased from 4.72/7 in 2016-2017 to 4.88 in 2018-2019. Rescaling results in a score of 6.58 in 2016-2017 and 6.83 in 2018-2019. In 2017-2018, a 5 item local survey was used to assess campus housing and dining satisfaction. The overall average was 3.03/4, which scales to 7.10.

#### Analysis:

The three items from the RNLSSI included one which increased significantly over the first administration of this measure and a second which improved almost as much. Student responses to the item, *There is an adequate selection of food available on campus*, increased from 4.31/7 ( $SD = 2.27$ ) in 2016-2017 to 4.61 ( $SD = 2.10$ ) in 2018-2019 ( $p < .05$ ). Student ratings of the living conditions in the residence halls declined slightly, but their ratings of resident hall staff improved, although not significantly. This improvement is likely due to increased training and supervision in response to unsatisfactory survey results in 2016-2017.

Other local surveys conducted by Sodexo, the Northwestern State food service provider, indicate high satisfaction with food service. When asked how satisfied students were with food and the service, 84% of students responding were satisfied (53%) or very satisfied (31%). When asked if students would recommend food service to a friend, 86% said they would. Both questions showed improvement in satisfaction from prior survey administrations.

#### Decision:

- Standardize survey instruments.
- Collaborate with Housing to get better data.
- Discuss rates with Housing.
- Discuss additional LLCs with Housing.

#### Metric:

### 3. Students Involved in Co-Curricular Activities

#### Findings:

Data for this metric was obtained from the NSU OrgSync (OS) platform, an online computer program for student and faculty/staff use for Recognized Student Organizations (RSOs). OS is used to record membership, leadership, activity, and vital information required of student organizations to be recognized on the NSU campus. All numbers are a duplicated student headcount as students are in multiple organizations and participate in multiple activities in most RSOs.

The number of students registered in co-curricular activities on OrgSync increased from 4,082 in 2017-2018 to 7,354 in 2018-2019.

#### Analysis:

The large increase in numbers from 2017-2018 to 2018-2019 is due to a change in the data collection. In 2017-2018, students registered themselves in each of their activities; beginning in 2018-2019, Information Technology Services automatically enrolled students in OrgSync. NSU cannot draw conclusions from the data at this time nor can the Student Experience set meaningful targets.

Another data source for student activity and engagement at NSU is the Event Management System (EMS) program. EMS captures bookings and the expected number of participants (Table 5). The EMS also captures duplicated headcount and it does not include the activity of students in organizations that have houses and lodges that host regular meetings or organizations that utilize space outside of EMS facilities.

Table 5 indicates a 11.6% decline in RSO bookings campus wide.

Table 5  
*Event Management System Reservations for Recognized Student Organizations*

EMS Data	2017-2018	2018-2019	Decline
Total Bookings (all EMS facilities)	2,301	2,033	11.6%
Estimated Attendance at Booking	101,053	95,630	5.4%

**Decision:**

- Determine data sources and targets with Student Experience staff.

**Metric:**

**4. Hours Students Involved in Community Service**

**Findings:**

NSU students, athletes, freshmen, Greeks, First Year Experience participants, and others, spent 377,923 hours in community service in 2017-2018. The number of hours reported in 2018-2019 was 351,809 for a decrease of about 26,000 hours.

**Analysis:**

Reporting for this metric is less than precise so conclusions about the decrease in hours are difficult to make. Overall, NSU students volunteer for community service at a very high rate. In 2018-2019, some service activities were student led while others were part of existing programs or components of classes. Programs were conducted on campus as well as in the Natchitoches community and at other locations. Students volunteered for clean-up and repair following natural disasters (hurricanes and tornadoes) in communities outside Natchitoches, and they do a large amount of clean up on campus and around town. Several highlights this year included NSU student volunteers participating in a Natchitoches Community Renewal Program and Special Olympics. Northwestern students continue to implement the One of Seven Program through the Presidents Leadership Program. Athletes, Greeks, and other RSOs conduct reading and tutoring programs in the Natchitoches community. This is a new metric for the Student Experience which means data reporting is in progress.

**Decision:**

- Identify ways to better track and count service.
- Look for better ways to pair students with entities needing assistance.