

Academic Cycle 2018-2019

Academic Support and Auxiliary Services

Department: Academic Support and Auxiliary Services

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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):

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.

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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.

Findings:

AY 2016-2017: Target not met.

AY 2017-2018: Target not met.

AY 2018-2019: Target not met.

Analysis: In AY 2017-2018 the target was not met. Based on the analysis of these results and in concert with the plan of action, in AY 2017-2018 we took specific feedback/suggestions directly from the customer and implemented as many of those changes as possible during AY 2018-2019. As a result, in 2018-2019 84% of respondents were satisfied or very satisfied with Food Service operations at NSU. 86% of those surveyed would recommend dining on NSU's campus in any of our locations.

Decision: Based on the analysis of results from 2018-2019 NSU will continue to make changes based on feedback from the student surveys. We will increase the number of student surveys returned. We will survey and listen to the feedback of the faculty, staff, and students to provide more satisfactory food service options available on campus. In AY 2018-2019 NSU opened the Chic-Fil-A and added a new parking lot in front of Café DeMon. In AY 2019-2020 NSU plans to open a new dining concept on campus to continue the momentum of improved student satisfaction.

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 9 out of 10 score by a student or faculty inspector.

Findings:

AY 2016-2017: Target met.

AY 2017-2018: Target met.

AY 2018-2019: Target met.

Analysis: In 2017-2018 the target was met. Based on the analysis of these results in 2018-2019 a variety of students, faculty and staff were asked to visit different food service locations during the fall and spring semesters. These inspectors were given the option to rate their visit either satisfactory or non-satisfactory based on food quality, variety, service, sanitation and environment the data shows satisfactory responses for Café Demon, Vic's, Grill, and Iberville Dining Hall. In Spring 2019 we also added Chic-Fil-A to the survey.

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Decision: In 2018-2019 the stakeholders/inspectors all gave the facilities a satisfactory rating. These stakeholders also provided feedback as to what they would like to see offered in the dining facilities. Based on this feedback in 2018-2019 NSU incorporated an area called “Roots” This concept addresses the gluten free, vegan and other dietary needs of students. The results from 2018-2019 show a positive rating from all surveyed. The director of food service will continue to work with NSU and their corporate office to incorporate a variety of foods to Iberville Dining Hall. Based on the analysis of the 2018-2019 results in 2019-2020 NSU and Sodexo are working on a new branded concept for that will be incorporated in the Student Union to expand late night options in the heart of campus.

Comprehensive summary of key evidence of improvements based on analysis of results: In 2018-2019 NSU and the NSU Foundation made major investments to improve the quality and quantity of food service venues available to NSU students, Faculty/Staff and the community. These changes are reflected in the growing positive responses regarding Food Service at NSU. NSU continues to add food options in Café DeMon, and the opening of Chick-fil-A made it the busiest on campus.

Plan of Action Moving Forward: Based on analysis of results from 2018-2019 we will do the following to continue to increase satisfaction with Food Service at NSU.

- Worked to bring another nationally branded chain to NSU
- Worked with Sodexo to implement more “prepared” options in Iberville Dining Hall
- Introduced new options in Café DeMon
- Added more healthy options at Iberville.
- NSU started working with student leaders and administration to see what concepts will be explored for 2019-2020.

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

Measure 2.1. The bookstore 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.

Findings:

AY 2016-2017: Target met.

AY 2017-2018: Target met.

AY 2018-2019: Target met.

Analysis: In 2017-2018 the target was met. In 2017-2018 the bookstore opened the semester with all textbook adoptions in their system and on the shelf for purchase. Although no complaints were received the academic year regarding the wrong

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textbooks or lack of textbooks, we will continue to communicate with students and faculty members in order to meet their needs. Based on the analysis of the results in 2018-2019 the bookstore transitioned from Barnes and Noble to Follett and again the target was met. With this transition came many changes regarding the textbook adoption process. Fall 2018 the bookstore moved into its new location. With this move came many challenges. As a result, there were several issues with long lines and network issues. They were resolved in a timely manner. Spring 2019 saw no issues and all textbooks were available.

Decision: In 2018-2019 the Bookstore worked 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. In fall 2018 NSU implemented IncludED Program for Math 1020/1021, 1035/1036. This inclusive access gave students access to the book and material on day 1 of class. Based on the analysis and success of students in 2018-2019 in 2019-2020 we will expand the IncludED program to 136 courses. This endeavor will save students an average of 62% on textbooks and required course materials.

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

Findings:

AY 2016-2017: Target not met.

AY 2017-2018: Survey not administered Barnes and Noble.

AY 2018-2019: Survey not administered by Follett

Analysis: In 2018-2019 Follett did not administer a survey. Follett administers every other year, therefore NSU will be on cycle for 2019-2020. In Spring 2018 NSU moved the management of the NSU Bookstore contract from NSU's Auxiliary Services to the NSU Foundation through a corporative agreement. These changes also allowed for the contract with current provider Barnes and Noble to be cancelled during the spring semester, therefore Barnes and Noble did not administer a survey during the spring semester for AY 2017-2018 as a cost savings measure to Barnes and Noble.

Decision: Auxiliary Services and the NSU Foundation will continue to develop a plan to ensure that all students have the correct textbook and materials available the first day of class. Due to the overwhelming response and success of the students in Math 1020/1021 and 1035/1036 NSU will implement more course offerings in the IncludED Program. This program will not only give students the materials day one but will also save students an average of \$113 per course or 62%. The student experience and satisfaction with the bookstore are a vital component of this new venture and it is expected that 2019-2020 will show an increase in student satisfaction.

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Comprehensive summary of key evidence of improvements based on analysis of results:

- 2018-2019 students were able to experience a first class bookstore with expanded clothing, Apple products, and general merchandise.
- A cooperative endeavor was signed with Auxiliary Services and the NSU Foundation to partner on this venture. The new Campus Store provided more square footage for textbooks, course materials and apparel.

Plan of Action Moving Forward:

- NSU Auxiliary Services and NSU Foundation will continue to partner to deliver a state-of-the-art Campus Marketplace to include a campus store.
- NSU will implement Follett Discovery to assist faculty and staff with textbook adoptions in a timelier process.
- NSU will continue to seek input for all stakeholders as to what merchandise they would want available in the Campus Store
- NSU will continue to monitor the price points of textbooks and merchandise to ensure that a range of price points are available.
- NSU will expand the course offerings in the IncludedED Program.

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 fosters learning while supporting the personal growth and development of students. Target is 95% of student reflect their satisfaction with a ranking of nine or better on their student housing survey.

Findings:

AY 2016-2017: Target met.

AY 2017-2018: Target not met.

AY 2018-2019: Target not met.

Analysis: In AY 2017-2018 students were surveyed using The Student Experience Satisfaction Survey. The results for 2017-2018 were positive but do not meet the 95% goal. 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. Fall 2018-2019 move in process was much more organized and received positive feedback from new students as well as returning students however we did not meet the target of 95% satisfaction.

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Decision: In 2018-2019 The Residential Life staff strived to increase participation in programming opportunities in each residential facility. Varnado Hall has now been completed and all residential rooms and public areas are open for student usage. Varnado Hall will have more courses being taught within the facility for AY2019-2020. This fall's move in process should be a positive experience for all students moving in any of our residential facilities. NSU will continue to partner with Campus Living Villages to support the move in process of our students and assist with programming during the year.

Measure 3.2. Through residence hall policies, programs, and IT communications architecture, to include Purple Alert 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**) with a ranking of nine or better on their student housing survey.

Findings:

AY 2016-2017: Target not met.

AY 2017-2018: Target met.

AY 2018-2019: Target met.

Analysis: Based on the analysis of results in 2017-2018 NSU made the decision to contract with Suddenlink communications to provide a seamless IT (television) service to all residential facilities. In 2018-2019 NSU also coordinated internet services at all residential facilities so that students do not see a difference in IT services whether they are in academic facilities or residential facilities. These decisions have proven to be a major step forward for IT communications on campus. NSU has seen a major decline (almost non-existent) of complaints regarding internet and cable services. These changes have allowed NSU to have a positive rating in safety and communication services.

Decision: NSU will continue to provide the infrastructure and contract management to ensure that students have the best internet and television services available to them. These services will ensure that they are provided the tools necessary to be successful when using online services.

Comprehensive summary of key evidence of improvements based on analysis of results:

- 2017-2018 NSU took steps to ensure that customer service was a top priority with all IT services. NSU contracted with local vendors to supply the IT services for residential students. 2018-2019 these services were continued.

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- This initiative on NSU's part has been a game changer for students experience with online services. As NSU grows its online course offerings students are relying more and more on the fast connectivity of the internet.
- Today's classrooms incorporate online learning even if it is a traditional face to face class. NSU and their housing partner try to ensure that our services are seamless, and students do not know what is NSU and what is actually part of their privatized services.

Plan of action moving forward: Based on the positive results from 2018-2019 NSU will continue to explore other avenues or opportunities to bring seamless services to our students whether in housing or just in our academic facilities. NSU administration is also reviewing the residence hall policies to ensure that these policies are fostering a safe and secure environment. NSU continues to identify locations for cameras to be installed as part of our ongoing support for overall campus safety.

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 student reflect their satisfaction with a ranking of nine or better on their student survey.

Findings:

AY 2016-2017: Target met.

AY 2017-2018: Target met.

AY 2018-2019: Target met.

Analysis: For AY 2017-2018 the NSU Post office expanded window service hours during move-in and the first few weeks of the semester on the weekends. For Fall 2018 Move-In Day the NSU Post Office was open for six hours assigning post office boxes to students and explaining how the NSU Post Office works to family members who wished to send items from home to NSU students. The NSU Post Office also stayed open late and staffed an additional employee during the first week of classes. Having an extra employee stay late, and staying open later, allowed students to obtain their box assignments and pick up packages in an easier manner than in year's past. The NSU Post office also opened on the first two Saturdays of the School year. Opening on Saturday allowed students to pick up packages they needed and relieved the burden on Monday of having an overwhelming number of packages to distribute

Decision: Based on responses from customers in 2018-2019 the Post Office was 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

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and Saturday hours so that students can return books or ship necessary items. In 2019-2020 the Post Office will be responsive to requests and suggestions made by the patrons to meet their needs and expectations in the future. Additionally, it is anticipated that in 2019-2020 the Post Office will add an electronic locker system that will allow students to pick up packages after normal operating hours. The Post Office will stay open at least 15 minutes late on Fridays during the semester allowing students who may be coming from classes in Bienvenu or Russell Hall a chance to pick up items they may need for the weekend. The Post Office has also been responsive to students' requests if they can not make it during regular hours by meeting students here in the evening if they contact us via Facebook or email.

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

Findings:

AY 2016-2017: Target met.

AY 2017-2018: Target met.

AY 2018-2019: Target met.

Analysis: In 2017-2018 the NSU Post office began to accept credit/debit cards for postage. The post office has had positive feedback for these improvements and an increase in sales and traffic of the post office on campus. In AY 2018-2019 The Post Office has requested that UPS research the possibility of putting in a drop box outside the NSU Post Office to allow customers to deposit items with prepaid labels.

Decision: We will continue to listen to the suggestions of the faculty, staff, and students so that we can cater to the needs of the university. NSU is working with Pitney Bowes to determine if NSU can implement a smart locker system for automated package delivery and retrieval. This would allow students, faculty, or staff access to package at their convenience.

Comprehensive summary of key evidence of improvements based on analysis of results: For the 2018-2019 AY NSU post office increased sales and traffic in the building by:

- accepting debit cards and credit cards as additional means of payment.
- Lobby doors are now open 24 hours a day allowing students to access their mailboxes at their convenience.
- Staff from the post office is participating in the parent browse at Freshman Connection sessions to tell parents how to mail packages or letters to their students.

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Plan of action moving forward: Based on responses from customers the Post Office has installed debit/credit machines and have been trained. This flexibility in services will hopefully increase sales and traffic in the Post Office on campus. We discuss our hours, services offered and satisfaction with our customers daily. In these discussions we have found that there are 2 main areas which our customers want which we currently do not offer. One is dedicated parking for both internal and external customers. The other is email/ text notification of package delivery for students. With the implementation of the Pitney Bowes lockers, the NSU Post Office could add a feature which would allow package notification for customers.

SO 5. The One Card Office provides students with responsive customer service and provides information regarding appeals, exemptions, direct deposit, and directs students to other departments when necessary.

Measure 5.1. Leveraging a survey instrument sent to all students in their student email students will be asked to rate One Card Service based on friendliness and customer service. The target is 90% of students reflect their satisfaction with a ranking of 5 on their student survey.

Findings:

AY 2016-2017: Target met.

AY 2017-2018: Target met.

AY 2018-2019: Target met.

Analysis: In AY 2017-2018 the One Card Office increased their presence on campus by participating in events such as N-side View, and move in day on campus, to increase the knowledge to students and parents of the functions of the NSU ID. In AY 2018-2019 BOM had an informational booth in the Student Union during the beginning of the Fall semester (Information Station) to educate students on the functions of their ID. Students were also able to open a bank account with BOM during this time. The One Card office will continue to implement the capturing of signatures for the new ID's. For the Spring 2019 semester BOM was in the lobby of the Student Union to assist new students with opening of accounts. BOM also traveled to off site Freshman Connection locations to assist students with One Card functions.

Decision: One Card data collection from AY 2018-2019 shows that the majority of students visiting the One Card office were there for a new or replacement ID, to get a new sticker for the semester or to change/add a meal plan were the next most popular reasons to visit the One Card Office. The One Card office will increase student knowledge of the services offered by their student ID. One Card, in conjunction with Coca Cola is implementing a marketing strategy in the form of contests to increase awareness of the Speed Demon account. One Card office will also participate in on-

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campus events such as spring N-Side View day, all four sessions of Freshman Connection, and move-in day during the beginning of the Fall semester. Bank of Montgomery will have a booth set up in the Student Union during the first week of school at Information Station to explain the benefits and banking function of the student ID. For the AY2019-2020 the One Card Office will work to expand the usage of the card on campus. Coca-Cola is planning to market their vending machines and co-branding their marketing materials with NSU and the One Card Office to remind students that they can use their student ID (Speed Demon money) in the Coca-Cola vending machines.

Measure 5.2. A survey instrument was sent to all the student email accounts. Students were asked to rate the One Card Office service based on knowledgeability of the services offered. The target is 90% of students reflect their satisfaction with a ranking of 5 on their student survey.

Findings:

AY 2016-2017: Target met.

AY 2017-2018: Target met.

AY 2018-2019: Target met.

Analysis: AY 2017-2018 the One Card Office made stride to educate students regarding all services that are available on their ID Card. Students can utilize their student ID card for services on and off campus. The Student ID Card has many capabilities that students are aware of and use on campus but are lacking in knowledge of some of the features that can be used off campus. In 2018-2019 One Card data collection shows that 93% of students surveyed showed that the One Card office was able to answer their questions. The written responses to the survey were generally positive and show that most students appreciate and understand the services the One Card office and the student ID offers.

Decision: Based on the written responses to the survey the One Card office will undertake measures to make sure the students understand the purpose of the sticker on the back of their ID and the need to obtain this sticker every semester.

Comprehensive summary of key evidence of improvements based on analysis of results:

- Increased the number of students who have opened accounts with BOM to allow card usage off campus.
- Increased usage of Speed Demon money across campus.
- Speed Demon transactions are now being accepted at the University Bookstore.

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Plan of action moving forward:

The One Card office will continue to engage with students and parents at on campus activities such as move-in day, N-side View, and Freshman Connection. One Card is working with vendors to increase marketing of their services on campus to increase usage of the ID card. One Card is working to upgrade technology in the One Card office to increase efficiency and to keep up with changing technology. During 2019-2020 The One Card Office will explore the option of offerings card services to off campus vendors.